

Internship Report

On

**Brand Resonance of Business Development Department of
Enroute International Limited**



Internship Report on
Brand Resonance of Business Development Department of Enroute
International Limited

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Letter of Transmittal

To

Md.Rezaur Razzak

Associate
Professor

BRAC Business School

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Subject: Submission of internship report

Dear Sir,

With owing admiration and huge delight I am submitting my internship report on “Business Development Division of Enroute International Limited” that I have to prepare as an essential requirement of internship program. It is in fact a vast outlook for me to collect enormous information and seize the focus matter in a suitable way. I have found the study is relatively exciting, helpful and perceptive.

I tried my best endeavor to organize a successful and realistic report. The report will provide clear idea about the overall activities of business development in enrout international limited. I am really thankful to you for giving me the chance to study more and improve my knowledge. I hope you will consider the mistakes that may take place in the report in spite of my best effort.

Sincerely yours

Mashrura Rahman
Aurchi

ID: 13164091

Acknowledgement

Preparing this report, I would like to recognize the support, leadership and help given from a number of persons. I am very obliged to my internship supervisor Md. Rezaur Razzak, Associate professor BRAC Business School for providing advice and support.

I would like to articulate thankfulness to my supervisor Mr. Merajul Islam Sunny. Thanks to him for helping me with the relevant information about business development of enroute international limited that I needed to prepare this report. In addition, I would like to show gratitude to all of the employees and responsible persons of enroute international limited for providing me essential support whenever required. Without their contribution, it would not have been possible for me to conduct this project work.

Besides this, I am also thankful to all my classmates and well-wishers.

EXECUTIVE SUMMARY

Business process outsourcing (BPO) is the contracting of a specific business task, such as payroll, to a third-party service provider. Usually, BPO is implemented as a cost-saving measure for tasks that a company requires but does not depend upon to maintain their position in the marketplace. BPO is often divided into two categories: back office outsourcing which includes internal business functions such as billing or purchasing, and front office outsourcing which includes customer-related services such as marketing or tech support. Most of the times tasks are outsourced to vendors who specialize in their field. The outsourced vendors also have specific equipment and technical expertise, most of the times better than the ones at the outsourcing organization. Effectively the tasks can be completed faster and with better quality output Outsourcing the supporting processes gives the organization more time to strengthen their core business process. One of the most crucial factors determining the outcome of a campaign is risk-analysis. Outsourcing certain components of your business process helps the organization to shift certain responsibilities to the outsourced vendor. Since the outsourced vendor is a specialist, they plan your risk-mitigating factors better. Outsourcing eludes the need to hire individuals in-house; hence recruitment and operational costs can be minimized to a great extent. This is one of the prime advantages of offshore outsourcing. Bangladesh is a developing country in South Asia. Its economy depends generally on cultivation. In the initial period jute and tea industry were very raising industry. But the circumstance is changed. Now our economy mostly depends on ready- made garments. Apart from garments industry, BPO industry is a raising industry in Bangladesh. Enroute international limited started their journey in 2008. Modern stylish machineries and extremely qualified and accomplished professionals are the main instruments for enroute's success. Enroute business development department is very successful to maintain ultimate brand resonance with the clients'. Apart from that, the department is facing some branding challenges also. Clients are tech savvy and very informative. To develop a new product and service, the cost is rising and Enroute International limited has a greater accountability towards its customers. But instead of these challenges Enroute international limited is doing very well in the service sector in Bangladesh. Now a day they are considered as one of the finest consultancy firm of the country. They have a goal to be the leading consultancy firm very soon.

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Chapter 1

Origin of the Report

Introduction

Business process outsourcing (BPO) is a structured arrangement between an organization and a 3rd party outsourcing partner to handle operations and responsibilities of specific non-core business functions or processes. Outsourcing became popular in the United States near the turn of the 21st century. But Bangladesh has first introduced this type of business before the independent war. That time it was not popular. Now Bangladesh is still a developing, virgin market in the BPO sector and has tremendous potential especially with competitive lower wage rates, higher supply of labor, also knowledge transfer for skilled workers with training and development is relatively cheaper. Since it is still an available market in the BPO sector, we foresee not only to gain competitive advantage but also hope to achieve market leadership in the BPO sector here.

Business Development Section is very important for an organization. *Business development is the creation of long-term value for an organization from customers, markets, and relationships. This report is based on the business development function of Enroute International Limited.*

1.2 Scope of Study

It is a great scope for me to work on this organization.

- This report is about the training and development activities for the employees of enrout international limited. So it is a great opportunity to know about the development activities of the organization.
- By focusing on development activities, we understood the development theories and its implications to the organizations.
- C h a n c e of knowing the overall development activities practices in Bangladesh.

1.3 Limitations of Study

- S o m e information was not shareable because of confidential issues.
- D u e to short time, information was not collected in detail from the personnel of enrout international limited.
- L a c k of knowledge and experience was our limitations as well.

Chapter 2

The logo for 'enroute' features the word in a lowercase, sans-serif font. The letters 'e', 'n', 'r', 'o', 'u', and 't' are green, while the 'e' at the end is red. The 'o' is a red circle with a white arrow pointing clockwise, suggesting a cycle or a path.

Company Profile

2.1 Introducing Enroute

Since its inception in the year 2008, enroute with its highly experienced, passionate and expert business team, have been providing support & solutions to many Bangladeshi local and international companies of a selected segment, enroute has successfully made a mark wherever it has set foot through the years.

We provide our clients with a complete business solution. We help our clients achieve business growth with our unique approaches to problem identification, concept development and world class execution of diverse services that includes.

2.2 Values

The greatest potentials for the growth of any company are generated by a commitment to high corporate values. By values, we mean the qualitative goals which the company strives to achieve in all its activities. Values are the key to activating the five growth engines of a company: market, products & services, organization, people and finance. Values raise the quality of corporate energies and elevate work to a higher level. Enroute pursues certain values to run ethical business. These are essential elements for business success.

2.3 Company's Core Strategies

Enroute provide full concentration to their clients need and try to best effort to satisfy them.

- striving for quality
- always maintain deadline
- Dedicate team for individual assigned task
- Design/accomplish all HR tasks in line with recent market trends & company focus
- always keep us updated on recent HR developments

2.4 Strength

- Dedicated as HR related service provider only
- Office space in prime location with modern facilities
- Experience of working with varied types of corporate clients with multicultural background.

2.5 Operations of enroute

2.5.1 Recruitment

Enroute is one of the leading providers of executive search and managerial recruiting services. The business of emc, a sister concern of enroute international limited is assisting clients in building their human capital through a well-defined recruitment process as a value-added partner. Based on a client's objectives, the firm determines the profile of skills and background required for a position and then working discreetly and with the highest standards of integrity, identifies and evaluates the relevant competencies of candidates most appropriate for the role. We place on emphasis on building long-term relationships with our client and talents with highest collection of resumes.

Enroute understands the importance of the talent pool that any organizations count on to bring synchronized and efficient business performance. It starts from recruiting the right talent properly, managing these talents to enable them performs in achieving company's ultimate business goal. Enroute through one of its SBUs, emc offers talent recruitment- entry level recruitment, mid and senior management level recruitment, performance management programs- developing the effective performance program, vision and tools, training the key management to ensure smooth implementation. Reward and recognition program- developing exciting and cost effective reward and recognition program e.g the checkered flag and manage the program on day to day basis.

2.5.2 Outsourcing

Enroute offers a long term partnership which ensures the opportunities for our clients and gives them a competitive edge over rivals. Enroute has been successfully providing outsourcing support to many businesses of Bangladesh both local and international. We ensure enhancement of the shared services of our clients while they focus entirely on their core activities with ease.

We carry out work process in a way that it adds value not only for our clients but for their customers as well. The expert enroute team provides a rather strategic and systematic approach to ensure that the services are aligned with the client company's long term vision, as well as in sync with the management style and company's reputation.

Marketing Solutions

Enroute marketing solutions with its highly experienced team have partnered with many local and international companies in enhancing the experiences for their consumers at retail and point of sale. We have been providing support for companies to manage their nationwide merchandising of the products and services. We also have the experience of managing brand promotion activities and retail for many big names in the market.

Enroute has the experience of managing high value strategic channel for corporate in the country. We have been managing sales of specific target groups for our clients. We have been taking care of consumer promotions activities for companies we have partnered with. Sales and distributions are also activities we have successfully managing and creating value for our clients.

Pay Solutions

Enroute's Pay Solutions is a unique managed service. We have been providing payroll solutions to many local and international organizations accommodating both small to large people resources. With our wealth of experience and our understanding of what business require from their payroll, we have grown in efficiency in the payroll outsourcing market. Our objective is to provide clients with fast, reliable and user friendly payroll service. We have the competent team, tools, processes, experience and local knowledge to deliver accurate, on time and compliant payroll solutions, HR services and payroll processing services, legal and statutory reports for our clients. We also manage fund distribution to employees through clien's preferred or designated banks.

Office pro

Enroute's office productivity tool, enroute office pro, is a work place resource management service. We offer a one stop office solution or even a customized office solutions based on the needs and requirement of the clients. This tool offers a wide array of services. From office setup services to maintenance , or be it front desk services to managing the security service of your organization through enroute office pro we will provide you any service that your company requires without having to lose any focus from your core activities. We provide skilled human resources to assist you in your support activities from either your premises or from ours.

2.5.3 Training

Enroute conducts various types of facilitate learning. So that individuals can remember the learning of workshops better and actually believe to put the words into actions.

We conduct various types of training and workshop for clients based on specific and customized needs or requirements. Their training and workshops are unique. We focus more on practical mode of learning through games and simulations. This enhances learning much better.

2.5.4 Consultancy

Enroute's consultants are masters in their own fields. With years of experience and firsthand knowledge that they possess, our consultants have been successfully guiding business to prosper both in the public and private sectors. More to their experience, our experts hold deep understanding of the market situation of today's competitive world to help you make the right decisions for your business. We are expert in identifying any potential room for improvement in your business.

- We advise on strategic linking to business, setting up units, create network for business development opportunities.
- We formulate business policies and strategies for corporate culture and values, performance management systems and overall enhancement of the business.
- We associate outsourced HR activities, knowledge management activities, setting up of operations for our clients, identifying suitable business partners.

- We manage recruitment, organizational feedback systems, customer experience, culture and strategy alignment, learning, executive coaching and mentoring.

The horizon of enroute's expertise is vast and includes areas like HR and organizational development, business operations, marketing and branding, finance and accounts, information service, sales and distribution and supply chain management.

Chapter 3

Business Development Activity

3.1 Introduction

Enroute international limited is a newly established business and they are operating their activities from 2006. Till now they are introducing new systems that are really very helpful for the success of the organization. Business development has always been an important factor in retaining or extending competitive advantage. In the current marketplace, customers are more aware, active and value-driven, so companies must quickly create products and services that inspire, include and reflect their clients' values. This has increased the importance of business development and made it essential to have a continuous re-examination of developing and bringing new products and services to existing and new markets.

A business development manager works at a senior sales position within an organization. It is typically his job to work along with the sales team to increase the sales opportunities that will maximize revenue for the entire organization. To achieve this, a business development manager seeks new clients and makes a combined effort with the sales team to drive them towards company's new products and services.

Key Responsibilities of a Business Development Manager

Responsibilities of a business development manager may vary from company to company. But the common major responsibilities are:

- Prospect for target client for an increased business growth
- Analysis and plan innovative strategies of selling.
- Fetch new customers through various media platforms such as publishing, advertising, various electronic media.

3.2 Objective

The main objective of this report is to clarify the importance of business development of any organization. This report based on the situation and the incidents of enroute international limited but it is equally represents the situation of the other local organizations of Bangladesh.

- It will help enroute international limited to understand the importance of business development.
- It will help the organization to achieve its goal
- It will help enroure to retain its best talents.

3.3

Methodology

The nature of the report is exploratory and descriptive. The required information is collected from the personal observation at enroute international limited, conversation with colleagues and the theoretical knowledge that I learned from MBA program.

3.4. Activity of Business Development

The main business development activity of the company is information sourcing on various development opportunities like Tender notification, Project Proposal search on which the department can work and create new business opportunities. Intellectual planning for the business portfolio. Maintaining close relationship with higher management of corporate houses across categories (FMCGs, RMGs, Manufacturing, Confectionary, Advertisement Professionals etc). Enroute International Limited has worked with many renowned NGOs specially International NGOs like UNDP, Swisscontact, iDE, Care Bangladesh, OXFAM, and Save the Children etc.

Some of projects on which Enroute International Limited is working successfully:

UNDP: UNDP works in more than 170 countries and territories, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. It helps countries to develop policies, leadership skills, partnering abilities, institutional capabilities and build resilience in order to sustain development results.

World leaders have pledged to achieve the Millennium Development Goals, including the overarching goal of cutting poverty in half by 2015. UNDP's network links and coordinates global and national efforts to reach these Goals.

UNDP focuses on helping countries build and share solutions in three main areas:

- Sustainable development
- Democratic governance and peace building
- Climate and disaster resilience

Some of projects of UNDP on which Enroute has worked:

“Analyzing the National Budget 2014-2015 from the Chittagong Hill Track Perspective and Identify Potential Pitfalls and Recommendations into budget debate to turn gaps into the desired outcomes.”

Background of the project

In Bangladesh, weak budget system and faulty budget choices are exacerbating economic problem. The executives formulate the budget proposal and submit to the legislature to review,

amend and adopt as law. Because of weak implementation, mismanagement, and corruption allocated funds don't reach to target people and the Gov. often cuts the budget for debt repayment, wages and benefits for the civil servants. Despite the growth in the overall economy of the country, inequalities in terms of income and access to services among the marginalized people in Chittagong Hill Track (CHT) has been increased. Different analysis shows, during the fiscal year of 2003-2010 periods, the overall allocation against the Annual Development Plan (ADP) has increased constantly but the allocation for the CHT related ADP has decreased. As a result three quarter of the population of CHT live below the National Poverty Line, 50% of primary enrolled students drop out and CHT remains one of the least developed regions with growing social and economic disparities, inequality and deprivation.

Objective of the Project

The primary objective of this work was to ensure active involvement of CHT and the citizens of CHT by developing their ability to participate actively in both budget formulation and oversight of income and expenditure for improving governance standards and improved economic outcomes.

Responsibilities of Enroute on this project are:

- ✓ Getting access to budget information and collect the 2015-2016 budget documents.
- ✓ Understanding the implication of budget choices.
- ✓ Develop a key note paper highlighting the implications of the proposed budget on the CHT people.

Other projects of UNDP on which Enroute has proved its success

- “Developing Module and Conducting Training of Local Journalists in Chittagong Hill Track”
- “Socio Economic Baseline Survey and Livelihoods Assessment
- CHT Watershed Co-management Activity (CHTWCA)”

Katalyst: Agri-business for Trade Competitiveness Project (ATC-P), branded as Katalyst, is a market development project that aims to contribute to increased income for poor men and women in rural areas. It does so by increasing the competitiveness of farmers and small enterprises by facilitating changes in services, inputs and product markets.

Katalyst's approach is based on the premise that enhanced private and public sector business services, and an improved enabling environment, lead to more competitive enterprises, sustainable economic growth, and poverty reduction. Katalyst is co-funded by the UK Government, SDC, and Danida and implemented by Swisscontact under the umbrella of the Ministry of Commerce, Bangladesh.

Projects done by Enroute on Katalyst

“Consultation, Planning, Set- up & Implementation of the Inclusive Business Challenge (IBC) Online Campaign and Platform”.

Responsibilities of Enroute International Limited

- Development of the overall concept and design of the Inclusive Business Challenge.
- Development of appropriate contents, apps and other interactive elements to educate target audience.
- Plan and implement the first round of competition.

Other Katalyst Project

- Production of video documentaries on Katalyst’s experiences
- Monitoring and Results Measurement (MRM) Framework Contract

OXFAM: Oxfam is an international confederation of 17 organizations working in approximately 94 countries worldwide to find solutions to poverty and what it considers injustice around the world. In all Oxfam's actions, the ultimate goal is to enable people to exercise their rights and manage their own lives. Oxfam works directly with communities and seeks to influence the powerful, to ensure that poor people can improve their lives and livelihoods and have a say in decisions that affect them. Each organization (affiliate) works together internationally to achieve a greater impact through collective efforts.

Enroute has done many projects on OXFAM and achieved success.

The projects are:

“Develop Urban Emergency Response Strategy”

Main Task of Enroute

- Develop “ Urban Response Strategy for OXFAM Bangladesh Program”
- Assist in organizing workshop on “Urban stakeholder for exchanging experience to inform potential response strategy in an urban disaster”.

Another Project on OXAM is **“Information, Education and Communication (IEC) materials Development”**

Other projects on various NGOs done by the business development team. The NGOs are:

- Islamic Relief Bangladesh

- iDE Bangladesh
- Social Impact Bangladesh
- WaterAID International.
- Bangladesh Export Processing Zone(BEPZA)

Apart from Projects, Enroute business development team outsources many products and services to its customized clients. The products are

- Accounts Payable Service
- HR Help Desk Service
- Asset Management Service
- Reception Service.
- IT enables Service

Enroute Business Development Call Center Activity: Business Development Department performs many activities on Call Center such as:

- Development comprehensive and innovative market planning for call center
- Designing custom business planning for client pitch
- Resolving various operational issues in the service

Enroute Business Development Procurement Activity

Most major companies and even some government organizations have a purchasing or procurement department as part of everyday operations. These departments provide a service that is the backbone of many manufacturing, retail, military and other industrial organizations. One role of the purchasing department is to procure all necessary materials needed for production or daily operation of the company or government organization. For a manufacturing company, this might include raw materials such as iron, steel, aluminum or plastics, but it also might include tools, machinery, delivery trucks or even the office supplies needed for the secretaries and sales team. In a retail environment, the purchasing department makes sure there is always sufficient product on the shelves or in the warehouses to keep the customers happy and keep the store well-stocked. Enroute business development department performs some procurement activities also. It provides office equipment, machineries to various organizations.

Chapter 4

Brand Resonance of Business Development Department

4.1 What is brand?

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. (Kotler P. and Keller L.K, 2010,*Marketing Management*, p.274)

A company's brands and the public's awareness of them is often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands.

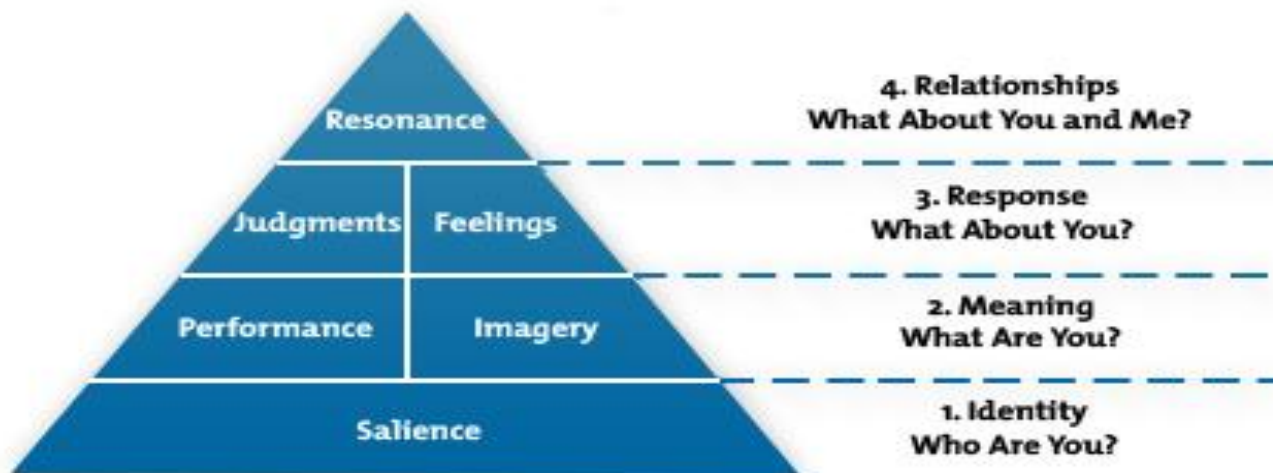
4.2 What is branding?

As noted by Kotler P and Keller K(2010) “Branding is the process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.”

4.3 What is Brand Resonance?

Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller developed the model. The concept behind the Brand Equity Model is simple: in order to build a strong brand, one must shape how customers think and feel about the product. One has to build the right type of experiences around the brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it.(Kotler, P and Keller, L.K, 2010, *Marketing Management*, p.280)

When someone has strong brand equity, the customers will buy more, they'll recommend to other people, they're more loyal, and the marketers are less likely to lose them to competitors.



The four steps of the pyramid represent four fundamental questions that customers will ask – often subconsciously – about the brand.

The four steps contain six building blocks that must be in place for marketer to reach the top of the pyramid, and to develop a successful brand.

The first level of the pyramid deals with establishing the identity of the brand. Keller suggests a single building block for this phase and terms it brand salience. In building a highly salient brand, he argues that it is important that awareness campaigns not only build depth (ensuring that a brand will be remembered and the ease with which it is) but also breadth (the range of situations in which the brand comes to mind as something that should be purchased or used).

The second layer of the pyramid deals with giving meaning to the brand and here Keller presents two building blocks: brand performance and brand imagery. Brand performance is the way the product or service attempts to meet the consumer's functional needs. Brand performance also has a major influence on how consumers experience a brand as well as what the brand owner and others say about the brand.

Brand imagery deals with the way in which the brand attempts to meet customers' psychological and social needs. Brand imagery is the intangible aspects of a brand that consumers pick up because it fits their demographic profile (such as age or income) or has psychological appeal in that it matches their outlook on life (conservative, traditional, liberal, creative, etc). Brand imagery is also formed by associations of usage (at work or home) or via personality traits (honest, lively, competent, rugged, etc).

It is in this building block that advertising plays a major role in shaping the image of the brand, although word-of-mouth recommendations and a consumer's own experience are equally important. However brand imagery is built, it is important that brand managers and strategists craft strong, favorable and unique associations for a brand.

Having dealt with brand identity and meaning, we move upwards to the third tier of the pyramid to develop a consumer response to the brand. Keller proposes two building blocks for this tier, namely brand judgments and brand feelings. Judgments about a brand emerge from a consumer pulling together different performance and imagery associations. These judgments combine into a consumer's opinion of a brand and whilst there are multiple judgments that an individual can make, Keller believes there are four that companies must pay attention to in their brand-building efforts. They are the perceived quality of the brand; brand credibility (the extent to which the brand is perceived as having expertise, being trustworthy and likable); brand consideration (the brand must be relevant to the consumer so that they are likely to purchase or use it); and brand superiority (the extent to which consumers view the brand as being unique and better than other brands).

The final tier of the pyramid deals with the consumer's relationship with the brand and here Keller introduces the sixth building block which he calls brand resonance. Resonance is characterized by the intensity of the psychological bond that customers have with the brand and their level of engagement with the brand. The challenge for the brand manager and strategist is to develop the bond and increase the number of interactions (repeat purchases of a product or service) through the development of marketing programmes that fully satisfy all the customers' needs, provides them with a sense of community built around the brand and even empowers them to act as brand champions. (*Keller's Brand Equity Model* [online] Available from: <http://www.mindtools.com/pages/article/keller-brand-equity-model.htm>)

Now we can explain this Pyramid to see how Enroute International Limited and its business development department maintain brand resonance with ultimate clients.

Brand Salience: Enroute International limited has a rich website with the vast company information. Enroute International also very active in social networking site. Anyone can visit the sites and get thorough information about the company.

Enroute International Limited posts news of the recent activities, promotions, products, success ventures on the sites. As the clients of the business development department are various NGOs, INGOs, reputable local companies, they collect information and recall their past pleasant experiences with Enroute International Limited.

Brand Performance: Enroute Business Development Department consists of highly educated, qualified personnel who meet the clients' true functional needs. Some of the clients are Foreigners, some of the clients are themselves very learned, tech savvy, informative. To satisfy these clients is indeed a tough job. But Enroute's business development department is performing the job effectively. The team completes the projects correctly with all the requirements, supply perfect equipments that meet all the clients' functional needs. There is always a positive word of mouth among the clients of Enroute business development department.

Brand Imagery: Enroute's Business Development Department deals with many prestigious and socially acclaimed clients who have their own identities and status in the society such as UNDP, UNICEF, INGOs and Gov. Organizations. These clients feel proud to be a part of Enroute because Enroute has an image to work with prestigious organizations.

Brand Judgment: The clients have positive judgment about Enroute International Limited. The service that Enroute gives to various clients are of good quality, durable, relevant to the subject matter and superior to competitors' services. The clients' number is increasing day by day.

Brand Resonance: The ultimate relationship with Enroute International limited and the client is very good. The clients are very satisfied with the business development team; they are very loyal for example, UNDP Bangladesh has accepted so many projects proposal from Enroute International Limited that the two organizations have a strong bond of relationship with each other.

Chapter 5: Findings of the Study

Enroute international limited started their journey in 2008 and since then they are emerging heavily in the service sector in Bangladesh. So they are opening new projects every year to satisfy their clients and make expected profits for the organization own. Enroute is successful to create brand resonance with their various clients; and their clients' number is increasing day by day. Enroute International limited is facing some branding challenge also such as clients' are tech savvy and educated, to satisfy them is a tough job now a days because the clients have vast knowledge about rivals' service. To introduce a new product and service is costly because of intense competition. Also Enroute International Limited is facing greater accountability towards customers because customers are well informed and educated about the products and services so they want the best of service with the most suitable cost.

Chapter 6: Recommendation and Conclusion

6.1 Recommendation

Enroute international limited is doing very well in the service sector in Bangladesh. Now a day they are considered as one of the finest consultancy firm of the country. They have a goal to be the leading consultancy firm very soon. To achieve its goal, they should properly utilize the resources. Costs should be minimized and should be affordable for clients. The business development team must be accountable for their deliveries to their clients. The success of any organization depends on its employees. If the organization arranges development program for the employees, ultimately the organization will be beneficial for the long term. Business development team should be well trained and updated about their rivals' position.

6.2 Conclusion

Bangladesh is a regenerative country, which is growing, making its presence in the global forum. Moreover it is one of the countries that are looked upon as the next growth centre. So let us be conscious about the fact that there is a regenerative Bangladesh, creative Bangladesh, path breaking Bangladesh. Hopefully Business process outsourcing is the next opportunity for Bangladesh.

Enroute international limited is doing tremendously well in BPO sector in Bangladesh. Though is a newly established organization, working for only 6 years but it has a depth of resources especially who is leading the organization. So if they want to achieve the goal, they need to ensure the proper learning for the each and every employee. I hope enroute's skilled and efficient employees will make sure all success for the organization for the long run.

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