



# **INTERNSHIP REPORT**

**On**

**“Evaluation of Idea Generation Department of  
InViews Bangladesh”**

***COURSE:* Internship [BUS 400]**

**SUBMITTED TO:**

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# Letter of Transmittal

18<sup>th</sup> May, 2016

Ummul Wara Adrita

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## **Subject: Submission of Internship Report**

Dear ma'am,

Enclosed is a copy of my internship report of the three-month period I have been working as an intern at InViews Bangladesh Limited. The title of the report is 'Evaluation of Idea Generation Department of InViews Bangladesh' and has been prepared since submission of an Internship Report is a mandatory partial requirement for the successful completion of my Bachelor of Business Administration Degree.

In this report, I have tried my best to bring up all the necessary details that were assigned to me. I have tried to apply my learning from courses as well as my experience as an intern to make this report more enriched.

I express my gratitude to you for letting me work on this topic and I hope that this report will meet your expectations. Moreover, I will be pleased to clarify and answer doubts regarding discrepancies or inconsistencies that may have presented itself in the report.

Thank you.

Sincerely yours,

Muhib Khan

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# Acknowledgement

This report would not be accomplished without the generous contributions of any individuals and organizations. I am very much grateful to them for their unlimited help and support.

Above all, I express my gratitude to the Almighty, who aided me with strength, gave me wisdom and patience to complete this report.

In addition, I would like to express my gratitude and wholehearted respect to “Ummul Wara Adrita,” Lecturer of BRAC Business School who is my internship supervisor for guiding me throughout this report and giving me the opportunity to present this report. I would especially like to thank her for being supportive the whole time and for his continuous encouragement, inspiring guidelines, valuable suggestions, constructive criticism and constant help for the report.

I am also extremely grateful to everyone at InViews Bangladesh for making my internship period easy, fun, interesting and most importantly giving the opportunity to gain valuable insights regarding the way a big organization operates.

Last but not the least; I would like to thank Mr. Shakeer Nizam (Head of Marketing) and Mr. Salman Ahmed (Senior Executive) who have assisted me a lot by giving me their valuable time and advice for the preparation of this report and also supervising me throughout my internship period. They have given me lots of valuable understandings regarding how a leading multinational organization operates. Without them I would have never been able to complete my report.

Lastly, I would like to take this opportunity to express my wholehearted gratitude to my fellow friends, near and dear ones who offered encouragement, information, inspiration and assistance during the exasperating period of collecting resources for the paper.

# Executive Summary

This paper has been prepared in order to present an Evaluation of Idea Generation Department of InViews Bangladesh. The assessment will critically evaluate the whole organization by considering some important variables such as its history which contains detailed analyses of InViews Bangladesh. Moreover, the report contains organization's product and service offerings, operational network, organization chart and goals, objectives, mission statement and visions for the future. In addition, the report also contains a brief introduction of the Idea Generation Department of InViews Bangladesh and how it operates and the report also includes about my specific tasks, responsibilities and duties of the job in the organization and also my critical observation and recommendation about the organization. Lastly, the most important part of the report contains a detailed analysis of the present Idea Generator mapping system and efficiency of InViews Bangladesh.

The completion of this paper will provide a comprehensive report of the organization to the reader. Information was collected from both primary and secondary sources to compile this paper. The sources include personal interview from InViews incumbents who works in Idea Generation and Marketing department, data from websites, and theoretical knowledge from various text books. In conclusion, the paper sums up on the Idea Generation process of the organization and offers some feasible recommendations.

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# Chapter 1

## The Organization

### 1.1 Introduction:

InViews is a key player in Bangladesh versatile VAS space, concentrated on creating and conveying VAS arrangements, applications and stages for associations over the globe. It works in end-to-end empowering of arrangements with oversight administrations which unite substance, innovation and gadget skill to guarantee an upgraded computerized experience to clients of telcos, media houses and ventures.

They are putting forth out of the case promoting stages obliging the one of kind qualities of the Bangladesh market. We utilize correspondence innovation further bolstering our good fortune and can offer organizations with tweaked arrangements, taking into account their corporate or brand targets. We are banner bearers of another medium of publicizing which breaks the disarray at extremely aggressive expenses. The media upset arrives and all promoting mediums are meeting, be a part of this transformation, use innovation to satisfy your showcasing goals.

We comprehend your necessities, whether beginning up or growing, we will require significant investment to comprehend your business to give the best arrangement that will improve your profile as you would need it to. Having created and worked with numerous customers in their pro fields, our proceeded with point is to give you and your business that edge and evacuate a percentage of the migraines of day by day promoting giving a solid on line vicinity and guaranteeing your data innovation works for you. The outcome abandons you to focus on maintaining your business and the promoting does the rest.

## 1.2 Company's Overview:

InViews, the most dynamic and quickly developing content maker in Bangladesh, is building up its administrations to meet expanding client needs – going from voice and fast Internet administrations to tailor-made substance arrangements. It was once in the past known as InViews Bangladesh which initiated operations in Bangladesh in 2011. On 15 Jan 2013, the administration name was rebranded as "InViews".

The organization has the greatest scope in Bangladesh interfacing 5 administrators crosswise over Bangladesh. Its administration depends on a strong system engineering and bleeding edge innovation. InViews client driven arrangement incorporates esteem included administrations (VAS), quality client care, advanced system security and adaptable levies.

InViews is resolved to give best versatile substance and will keep on guaranteeing that its clients can appreciate the best experience through driving edge innovation and inventive items and administrations. InViews draws on driving edge innovation to give its administration in Bangladesh, covering very nearly 100% of the populace. Since its initiation in 2011, InViews and its ancestor Onkatel Malaysia has put around BDT 3.5 crore as value till 2015. In addition, the organization has contributed nearly BDT 1.7 crore to the Bangladesh Exchequer in the same period.

**Finance:** Finance division is the heart of any business as it is in charge of planning. InViews Limited's fund division is responsible for financing of various proposition, business joining forces and in addition new item improvement. Fund division protects monetary bookkeeping, keeping up compliances and so on. Corporate back and production network administration is another indispensable part of this division.

**Market Operation:** Assuring monthly targeted sales set by top management is the responsibility of Market operation division. The division works to build up brand name, make effective market

communication, sales of corporate & business products maintaining customer center etc. This division participates in making pricing strategy for new products.

### **InViews: Capital expenditure planning & tracking**

**HR (People and Corporate):** InViews is one of the top substance makers in Bangladesh with more than 150 representatives. Individuals and Corporate or Human asset division basically work for the enlistment of new individuals, giving preparing to existing representatives, circulate pay to workers account, inspiration creation among workers, authoritative improvement and keeping up great relations among every one of the representatives too.

**Corporate Strategy:** This division is in charge of the arranging of hierarchical development. Fundamental obligations of this division incorporates overseeing business technique, new business improvement, business arranging (BP) for activities, execution administration, hazard administration, quality administration and so forth. The division is separated into two offices.

They are:

1. Corporate Management & Strategy Planning (CMSP) &
2. New Business Development.

**Corporate Regulatory Affairs & Legal:** This division is also known as CRL. It look after approval of all the CSR activities, analysis of making sponsorship or event management, maintaining relations with media, managing legal issues with govt. & so on.

**Administration:** Administration division is there to control the business facility design, management of overall employee, security staffs & personnel for safety & maintenance issue. In addition, maintaining alternative ways for emergency reason is also a part of administrative job.

**Technology:** IT solution for all the divisions & departments of InViews is provided by Technology. Major tasks of this division is to maintain regional IT operation along with establishment of BTS, technology compliance, central network monitoring, providing essential



hardware & software support to employees, customer centers etc. Controlling interdivision& intra-organization communication is also an important task of this division.

**Internal Audit:** Internal audit division of InViews is accountable to ensure worth of operations, verifying or investigating fraudulent activities, financial reports reliability finding, safe guarding of assets in accordance with laws & regulations.

**Enterprise Program Management:** EPMO or Enterprise program management works closely with the CXOs for the development of different management programs. Corporate Strategy division and EPMO together define business goals, objectives and policies for business. Ethics office deals with complaints and infrastructure division deals with the establishments of InViews and their maintenance.

#### **Finance Division:**

It requires enough time to go through all the parts of finance division deeply which is not possible in this short period of time. I got the opportunity to work under one of the most important wings of finance division which was called Integrated Planning Finance (Oikotan/IPF). Finance division consists of the following Supply

#### **Chain Management**

To keep accuracy of product, contract, pricing and invoicing information or Supply Chain Management works closely with customers. As a result, improve operations and reduce costs. Communicates about the objectives and needs to managers & key personnel in procurement, logistics & Idea Generation; to reduce costs and achieve utmost efficiency negotiate contracts with parties; generate exact routing information to ensure delivery time; precisely calculate total supply chain costs of proposed new projects etc.

#### **Financial Accounting Management and Reporting**

Financial management and accounting support services of InViews are given by this division. This consists of assistance with account structure, fund control, cost center, general ledger, variance

analysis, transfer and correction, cost allocation, interagency transaction, regulatory and supervision of financial reports as well as accounts etc.

### **Revenue Assurance**

Revenue Assurance division looks after on a series of activities that are useful to make sure that the business process, the organizational formation, controls and the information system related to revenue cycle (pricing, billing, consumption and collections) works together efficiently and effectively to protect revenues and maximize the margin.

### **Financial Compliance, Insurance and Process Management**

Financial Compliance, Insurance and Process Management support in the supervision of all aspect including: inherent risk assessment, conflict of interest, developing and implementing testing programs to evaluate the satisfactoriness of InViews policies and procedures, performing compliance testing and assisting with the development of compliance training programs etc.

### **Integrated Planning**

Integrated planning division is liable to ensure that appropriate planning systems and processes are in a good harmony. It involves integration of all resourcing, scheduling, contracting, technical logistical support, manpower, adherence to rules & regulation, risk assessment etc. To uphold company's policies and procedures develop and maintain all departments and projects financial information through the collaboration with each other. It also oversees operation of the company's Project Management Office. This include assistance or training for project managers and making sure information about staff links to the company's ERP system etc.

### **Media Buying**

Media buying department facilitate and execute InViews Media Buying operations and media related outdoor/ event activities in order to help establish and maintain an effective media buying

process for InViews. They are responsible for monitoring media budget allocation & identification of budget variance, bridge with business partnering for all related operations; assist in negotiation with different media partners (Electronic, Press and Web) in order to generate savings; coordinate in negotiating fee/commission structure for all creative and media agencies and liaise with relevant departments /stakeholders to review agreement with creative and media agencies; supervise execution of all media and media related outdoor procurement activities etc.

### **1.3 SWOT Analysis of InViews Bangladesh**

A **SWOT analysis** is a structured planning method used to evaluate the **strengths, weaknesses, opportunities and threats** involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. SWOT analysis groups key pieces of information into two main categories:

- i. **Internal factors** – the *strengths* and *weaknesses* internal to the organization
- ii. **External factors** – the *opportunities* and *threats* presented by the environment external to the organization

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective.

- **Strengths:** Characteristics of the business or project that give it an advantage over others.
- **Weaknesses:** Characteristics that place the business or project at a disadvantage relative to others.
- **Opportunities:** Elements that the project could exploit to its advantage.
- **Threats:** Elements in the environment that could cause trouble for the business or project.



As a result, the SWOT analyses of InViews Bangladesh are discussed below:

**Strengths:**

- Content making charges are low than others
- 2nd largest content maker in Bangladesh within five years of operation.
- Nationwide coverage is provided by them.
- A good number of foreign partners are working with them. This means that they have good financial as well as technological support.
- Quality of Management.

**Weaknesses:**

- Lack of good number of employees.
- Poor service in certain areas in comparison to their competitor.

### **Opportunities:**

- One of the main opportunities for InViews Bangladesh in my view is the technological growth of this country which means that more subscribers are becoming available.
- Increasing the number of corporate customers, that is making deals with different organizations for using contents from InViews.
- Offering better packages at a lower price in comparison to their competitors.
- Giving more focus on mobile based contents.

### **Threats:**

- Competitors pricing and variety of services.
- Political instability prevailing in the Bangladesh economy.
- Customer switching to other content makers
- Price war among the industry.
- Threat of new entrants.

# Chapter 2

## Job Description

### **2.1 Business Development Department of InViews Bangladesh**

Business Development Department is one of the core departments of InViews. Business improvement administrators work in customary office situations. They are relied upon to dress in expert business clothing and work 9 am to 5 pm, once in a while putting in extra time hours to meet due dates or deals portions.

Since systems administration is basic in this position, business improvement chiefs regularly go to gatherings, conferences, and industry occasions. In this way, organization autos are a standard reward amongst business advancement officials, and business excursions around the nation or even the world over are an incidental need for some organizations.

Business improvement officials involve senior parts at their associations; they commonly work as indicated by their own drive and have couple of bosses to reply to. In InViews, if the official can convey new customers and high deals volumes reliably, their everyday techniques and timetables will be surrendered to a great extent over to them.

### **2.2 Specific Responsibilities of the Job**

I did my internship in the ‘Business Development Department’ of InViews and in this internship period I have learnt a lot of things and gained valuable insights regarding the way a big organization operates. These are the activities that I have done as an intern in the ‘Business Development Department’:

- Recognizing new deals leads

- Pitching items and/or administrations
- Keeping up productive associations with existing clients
  
- With regards to producing drives, everyday obligations normally include:
  - Examining associations and people online (particularly on social networking) to recognize new leads and potential new markets
  
  - Examining the necessities of different organizations and realizing who settles on choices about buying
  
  - Reaching potential customers by means of email or telephone to set up affinity and set up gatherings
  
  - Arranging and administering new showcasing activities
  
  - Going to gatherings, gatherings, and industry occasions
  
  - With regards to the test of really offering, other run of the mill obligations
  
  - Get ready PowerPoint presentations and deals shows
  
  - Reaching customers to advise them about new advancements in the organization's items
  
  - Creating quotes and recommendations
  
  - Arranging and renegotiating by telephone, email, and in individual
  
  - Creating deals objectives for the group and guaranteeing they are met

- Preparing faculty and teaming individuals add to their aptitudes

## **2.3 Critical Observations and Recommendations**

There are some critics and observations, which I have noticed throughout my internship program. I have also made some recommendation along with my observation. If some effective initiatives are taken, then the internship program could be more helpful for the candidates and also at the same time the organization could get the most output from the interns.

From my point of view, there should be a formal orientation program for the interns to introduce with company's culture, values, employees and job responsibilities. Moreover, InViews corporate office is situated in Banani, Dhaka; whereas few other departments are situated in others areas such as Gulshan-2 and Palton as a result, the system requisition process is extensive in InViews due to the location of the offices. In addition, InViews should reserve at least two or three desks and computer in each department so that, whenever a new worker joins, he or she can start their tasks within a very short time. Furthermore, it is required to replace the old configuration computer with the faster one to boost up work performance and save time. Moreover, job rotation is not practiced by the interns; interns should be given the opportunity to work in more than one function to get involved more with the company. During my internship program, I have found that the work load was more compared to the number of existing executives and working under pressure for a longer period of time may damage the determination of the employees and simultaneously it may increase their mental strain.

Nevertheless, I am extremely grateful to everyone at my department for making my internship period easy, fun, interesting and most importantly giving the opportunity to gain valuable insights regarding the way a big organization operates which is very remarkable. In conclusion, I would like to state that I am very lucky to be a part of this department as it has allowed me to gain lots of valuable insights.



# Chapter 3

## Main Project

### 3.1 Project Summary

In Bangladesh Content making and management companies started its journey in 2006. After 10 years of journey, there are now 26 players in this industry. Content Management has changed the socio economic scenario of the country positively with a rapid growth. Content Management companies design their business plan in a way that is adopted quickly by the mass of the country. A distinct and intensive system has been developed across the country to make the products or services widely available. As Bangladesh is a developing country with a moderately developed infrastructure, business development process here is very complex for any industry which deals with a huge number of clients across the country. Companies frequently reviewing their operations to improve it to deliver the product and services smoothly to client in a cost efficient way. Because of competition, government regulation, developing infrastructure, changing customer attitude telecommunication industry is going through rapid changes. As a result, companies in this industry looking for ways for new services in a minimum time with maximum efficiency.

The report is prepared in a situation where competitors are in battle to gain better customer satisfaction in least price through a smooth channel where all the channel members will work for a broadly and specifically defined goal. As a newest member of the industry, InViews Bangladesh is gradually improving their operation. As a result, there should be much focus on the WAP sites to offer customer services in an innovative way. So, a distinctive study is needed to evaluation of the WAP sites of the company and to provide solutions or ways of innovative reengineering of the system that suits the company's present condition as well as future planning for availability of the services across the country.

## **3.2 Objective of the Project**

The objective of the project is to evaluate the Idea Generation Department of InViews Bangladesh. As a matter of intensive competition in the market, InViews frequently modifying or changing their operations as well as expanding their coverage. This report will evaluate whether the present system is efficient or not efficient and would also provide possible ways of improvement of the Idea Generation Department.

InViews Business Development department is a dynamic department taking responsible for various kinds of functional activities to boost up the sales and increase its company revenue. The functional activities are –

- **New Idea Generation**
  
- **Process Improvement**
  
- **Sales Efficiency**
  
- **Trouble Shooting**
  
- **Zonal Empowerment Efficiency Enhancement**
  
- **Sales IT Way Foreword**
  
- **Supports Ongoing Projects**

As all the activities are related with the Business Development department, I have chosen the New Idea Generation of the department.

### 3.3 Problem Statements

- **Main Problem:** Analyze the present Idea and efficiency of InViews Bangladesh.
- **Sub Problem 1:** The first sub problem is to examine the entire Idea Generation process of InViews Bangladesh, where focus will be given on the efficiency level of the Ideas, major drawbacks and factors affect the Ideas etc.
- **Sub Problem 2:** Third sub problem is to frame out the ways of further innovative and efficient Ideas that have competitive advantages.

### 3.4 Methodology

This section summarizes the overall study design and reflects the logical flow from the preliminary activities that initiated the study and the development of the preliminary conceptual model through the data collection and analysis, the refinement of the conceptual model, and the articulation of a set of working hypotheses. The data needed to prepare this report has been collected from both primary and secondary sources.

- **Primary Data Source:** Primary data has been collected through the structured interviews from the executives of Business Development Department of InViews Bangladesh. Moreover, phone interviews were taken from the Sales Manager and FSE (Field Sales Executives). In addition, information was gathered through my personal observation and practical deskwork.
- **Secondary Data Source:** Secondary data has been collected from the internet and some theoretical knowledge from various text books, different journals and annual reports that were available in the internet.

### **3.5 Limitations**

This report has quite a few limitations. First of all is the lack of information due to strict confidentiality, limitation of time to prepare this report, lack of related data/information and last but not the least is, not sufficient knowledge and experience to do this type of task.

# Chapter 4

## Analysis of the Project

In the problem statement it is mentioned about the analysis of InViews Idea Generation process and efficiency. So in the first part of the analysis there will be some brief discussion about Idea Generation and the topics or issues under it. After that I will discuss about the factors affecting the efficiency in Idea Generation, its drawbacks and importance of channel relations and so on. In the last part, discussion will be made about the improvement of the existing Idea Generation process, factors to emphasis more, models that is new in industries.

All the discussion will be made for measuring the existing Idea Generation process and the ways for the further improvement of InViews Bangladesh.

A product has less value to a customer, if it is not unique than the others. A Unique product reaches to customer through new Idea generation. Idea Generation process can be effective when there is a goal and strategy between the company and its members.

Now days in Idea Generation process, a system is playing an important role which is known as Idea Generation mapping system. It is helping the companies to design their Idea Generation process more effectively and efficiently.

Idea Generation mapping system defines where and when product or service is needed and how to give them in an efficient manner. In Content Management industries, Idea Generation process mapping system plays an important role as competition is there and customer wants unique products or service available everywhere. But it is not efficient for companies to make unique product available everywhere because it is a matter of cost and efficiency. Through Idea Generation mapping system, companies can better evaluate the entire market and make decision where to make unique product or service available which in return gives company more profit.

There are some factors that have significance in Idea Generation mapping system and have also some drawbacks. Recent trends have influenced in Idea Generation process mechanism that can be important for companies.

#### **4.1 Background Discussion**

For discussing the topic sales and Idea Generation, a sale is the first issue that comes in mind. Rumbauskas (2006) said that, “Sale is the act of selling a product or service in return for money or other compensation. It is an act of completion of a commercial activity.” Experts defined Idea Generation process as the paths that goods and title to them follow from producer to consumer.

#### **4.2 Efficiency in Idea Generation System**

Companies around the world have built lasting competitive advantage through their choice of Idea Generation process coupled with their ability to integrate that choice into a coherent, well executed business model. On its own, no approach to sales or product is sufficient for competitive success. (Gorchels, Marien& West, 2004) Rather, a complete business model includes sales and Idea Generation as one of the Core Business Processes in concert with

1. Product/Service Offering,
2. Differentiation Approach,
3. Method of Capturing Economies of scale.

These choices are linked; once a company picks an Idea, it limits its options on how it can achieve differentiation and where it can capitalize on profit opportunities.

Cespedes, (2006) said that “Efficient Idea Generation management is concerned with managing the flow of goods or services and associated information from initial sourcing to consumption in a way that gives more profit to companies than their competitors.” One benchmarking study showed

companies that practice best Idea Generation management enjoyed a 45 percent total cost advantage over their median competitors. Bottom-line benefits included:

1. Reduced costs relating to inventory management.
2. Improved service using techniques such as time-based delivery; and
3. Enhancing revenues through greater product availability and more customized products.

Idea Generation operations should be on a daily basis. Companies will go through a planned way with some flexibility. Competitive pressures, mergers, acquisitions, new product lines and greater customer expectations are just the tip of the change iceberg for the modern Idea Generation leader. On the surface, this continuum of change is just a cost of doing business in the latest “new economy.” However, for those intimately involved in an Idea Generation process, how these changes are accommodated can mean the difference between survival, burnout and/or even extinction in today’s rapidly changing Idea Generation. Tompkins & Harmelink (2004) said that “There are some important areas for an effective, flexible and proactively responsive Idea Generation operation.” Some of them are:

- **Centralization vs. Regionalization:** In Idea Generation network planning, Centralization or decentralization is important issues as this determines the relation between number of Idea Generation points, transportation cost and customer service targets.
- **Flexibility:** When designing an Idea Generation facility, specifying versatile equipment is a critical requirement. The latest technology may look nice at start up, but if it can’t serve well, it is simply a waste of money.
- **Information System:** Timely and accurate information is a requirement in today’s e-enabled world. The days of keypunching in daily Idea Generation activity and nightly updates to host financial systems are becoming a distant memory for successful Idea

Generation operations.

- **Pace:** The pace of Idea Generation must increase significantly to account for the reduced lead-times, shorter product lives, increased inventory turnover and greater customer expectations that are considered standard in the modern business-to-consumer marketplace.

According to Rolnicki (2007), “There are several steps companies should take to make the most of these keys to Idea Generation network planning.”

1. **Assessment:** An honest assessment is critical in this step.
2. **Prioritization:** If you lose focus on your strengths, you could lose the momentum that made you successful in the first place. Improving strengths should always coincide with fixing weaknesses.
3. **Look Outside:** Sometimes, it will not be practical or possible to make improvements from the inside. Do not be afraid to seek help from outside entities like consultancies, vocational or university programs, professional societies etc.
4. **Enjoyment:** Make sure there is a defined goal. When achieve it, take the time to enjoy the success and maintain the energy and momentum for the next level of change.

Some operations may experience only a few of these factors every year, while others face them daily. However, following the above methodology can configure Idea Generation network to be efficient today and flexible tomorrow to handle ever-changing requirements.



### 4.3 Compare and Contrast of InViews and other companies in the World

	<b>InViews</b>	<b>Other companies</b>	
	<ol style="list-style-type: none"> <li>1. No Idea Mapping System</li> <li>2. Didn't work on daily basis on idea generation</li> <li>3. Didn't follow Centralization vs. Regionalization process</li> <li>4. Flexible in adopting new technologies</li> <li>5. Information system is good</li> <li>6. Lack of employees</li> <li>7. Lack of also good employees</li> </ol>	<ol style="list-style-type: none"> <li>1. Most of the companies have an Idea Mapping system</li> <li>2. Work on daily basis on idea generation</li> <li>3. Follow Centralization vs. Regionalization process</li> <li>4. Flexible in adopting new technologies</li> <li>5. Information system is better</li> <li>6. Have skilled and enough employees</li> </ol>	

## 4.4 Present Trends in Idea Generation System and Way of Improvement

Companies can easily improve their Idea Generation system by doing some activities which is easy to conduct and also cost effective like-

- Mapping the products to the end-user
- Determining customers' channel preferences and comparing these preferences with actual availability
- Recommending new channels
- Examining competitors' strategies and comparing them and their effectiveness with your own
- Confidential interviews with Idea Generation partners to identify areas for improvement, as well as existing strengths to be encouraged. (Pelton, Strutton, Lumpkin, 2009)

For improving Idea Generation channel, location intelligence provides the ability to organize and understand information through a geographical perspective to facilitate informed decision making. This helps organizations align better with the realities of their market territories, and thus improves performance and results.

# Chapter 5

## Findings of the Analysis

After analyzing the InViews Idea Generation system and interview with the respondents of the study the findings part of Management Level.

### **5.1 Findings from Management Levels are:**

- Multiple points of contact are an alarming issue.
- Different locations of functional office are creating problems in decision-making or other relevant activities of Idea generation department peoples.
- Maintain good relations with 25Idea generators are not efficient as business is growing.
- Job pressure or shortage of labor in Idea generation department should be given importance.

### **Overall Review on Management Levels**

Responses of the interviewee are showing that they are satisfied with management level operations of the Idea generation process system. But some inefficiency is also identified in this study. Respondents said that, InViews has a unified Idea generation process system and strategy that is a major strength of the company. Company's Idea generation process is capable of making impossible things to possible. Company culture helps the Idea generation process team to generate and work for a goal that is competitive for both the company and for sales team. Supporting functions are also coordinating in a unified way. One respondent said that, sometimes communication gap occurs among different functions of the company. Reason behind this is the different functional offices are situated in different place.

Another expert said that, InViews Bangladesh Limited is doing business from 2010 and a significant growth has achieved indeed within a short period overcoming many limitations of the company. As business is expanding, more growth oriented planning is taken by the company. One of the respondents said that, InViews will achieve their desired goal; there is no doubt about that. Some changes in the organization with the pace of growth of the company are needed.

InViews is expanding their business day by day as target market is responding in a positive way. As business is growing, it is now time to work with the numbers of employees who work with idea generation. As there are 111 Idea generators in the channel, business growth and increasing business can hamper in the near future with lots of Idea generators. It is tough to control these numbers of Idea generators when a business grows rapidly. Maintaining good and effective relationship with Idea generators is important and it is not possible all the time to maintain a good relation with big number of Idea generators and it creates a noise in the Idea generation process system. Idea generators are also not motivating as there is a limited business opportunity within their own territory but they are not able to expand it to another territory.

## **5.2 Findings from the Employees Levels**

- Lack of business growth opportunity for the Employees
- Employees are not well motivated and trained up
- Recruitment of InViews field sales force by the competitor's

## **Overall Review on Employees Levels**

Most of the Employees are not happy with their job specially the content creators as they have to do same thing every day and there is no scope for them in job rotation. Moreover, most of the employees are not well trained and seniors have to teach them everything from the first so it's also a time killing thing. Then lastly the field representatives who are skilled they are hired by the competitor's.

### **5.3 Findings from the Sales Levels**

- Unavailability of every product
- No direct way of feedback from clients to management

### **Overall Review on Sales Levels**

When a client wants a particular product that time the product may not be available that time and employees take much time to create that product which gives bad impression to the client then clients can not submit their complains or feedback to the management because there is no option available for this.

# Chapter 6

## Recommendations

There are some findings in the discussion. Recommendations are made based on the findings of the study. By following these proposed recommendations, InViews Bangladesh can improve their Idea Generation department or strategies in a way that might ensure maximum customer satisfaction with a competitive position in the market.

- Inefficiency in the Idea mapping is one of the major findings of this study. By using the Idea intelligence as discussed in the findings, InViews can ensure good service near to customers.
- Idea generators of a region should be given a target based on their previous performance and efficiency in a given period of time. Idea generators who underperformed in the given period and if management thinks that the Idea generators cannot perform well in future then that Idea generators will be replaced by the best performer of that region. This will help the Idea generation system of InViews in many ways like:
  - i. This will put the Idea generators of a region in competition to better perform than others and will ultimately increase the sales of the company.
  - ii. Idea generators will be motivating to run their business or operations more efficiently to perform better for getting the opportunity of serving more than one territory as this will endure the growth of the business of Idea generators.

- Multiple points of contacts should be reduced by one point. There should be one person or one department that is responsible to contact with Idea generators. Contact from any department should be done via this designated point.
- Others suggestions are important to know the customers update. There are also some conflicts with the Idea generators that needed to be solved. A dedicated hotline only for customers can be introduced. This will create a way for the customers to give suggestions, complaint and feedback of any campaign directly to the management.
- Work pressure should be reduced by recruiting required people if possible with a long planning.

## **Conclusion**

To wrap up it can be said that, InViews is working hard to grab the Bangladeshi content making market successfully and by this time they have gained a good position in terms of revenue as well. Before taking the investment decision for roll out plan InViews is following a sound and in depth investigation. Team coordination in InViews is clearly visible which helps to come out with better and profitable outcomes. Moreover, InViews Limited has every potential for a bright future and it will help to reduce loss potentials for InViews and increase its number of subscribers. There are some basic and operational difficulties in the Idea generation system. Recommendations are made based on to solve those difficulties that arise as changing business environment. Customers changing need and wants are also affects the idea generation activities. Hopefully, by implementing or reviewing the recommendations of this project, in the near future InViews will be one the best competitors in this content making industry.

At last InViews is trying to climb to the top position not for that the world can see it, but to serve the world with pride.



# Appendix

## Questionnaire for Internship Report

Dear Respondent:

I am Muhib Khan, student of BRAC University. This survey is made for the partial fulfillment of my Internship program. This note is to inform you that your information will be kept confidential and will be used for this research only. And the information collected on the research will be used collectively and no individual's information will be given out to any third party. I heartily thank you for your cooperation.

How long are you working on InViews Bangladesh?

How many channels InViews have?

What are the key responsibilities of an Idea Generator?

How do InViews measure the individual performance of an Idea Generator?

What are the strengths of InViews Idea Generator system you think?

How to ensure the monthly target of Idea Generators?

What are the things mainly focused when a new area is going to be covered?

What are the facilities you expect from InViews?

Do you think InViews Idea Generator is efficient to increase the market share?

What are the recommendations you suggest to improve the Idea Generator system?

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