INTERNSHIP REPORT

ON

OWLSYARD

TOPIC OF THE REPORT

Operation Process of Owlsyard

Submitted To

Hasan Maksud Chowdhury

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Submitted By

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Date of Submission: 05. 04. 2018

Declaration

I am Mahbubul Alam declare that the presented internship report on "Operation Process of Owlsyard" submitted as a requirement for degree awarding of Master of Business Administration program (MBA) of BRAC University is prepared by me. I gave my best effort to gather effective information that made the report specific and original. This report is not submitted for any other course, degree, and fellowship. Whole report is uniquely prepared by me.

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Letter of Transmittal

05th April 2018

Hasan Maksud Chowdhury

BRAC Business School
BRAC University.

Subject: Submission of Internship Report on Owlsyard

Dear Sir,

With great pleasure I submit to you my report named "Operation process of Owlsyard" as per the obligation of my internship. I have tried my best to make this report a fruitful one. I believe that you will find this report more specific, objective, precise, useful and consistent.

The report presents the operation process of Owlsyard. It shows the procedures of operations that are undertaken to run our business.

I would be grateful if you enlighten me with your thoughts and views regarding the report. Also if you wish to enquire about any aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Sincerely yours,

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Mahbubul Alam
ID: 16164048
BRAC Business School

Acknowledgement

At the very beginning, I would like to express my sincere gratitude to Almighty Allah, who has given me the strength to complete my internship program in a very comfortable manner. My gratitude and thanks goes to respected supervisor **Hasan Maksud Chowdhury.** I have conducted my report on "Operation Process of Owlsyard." For which; I want to mention special thanks to **Wasiul Haque Shourov** (General Manager) of Owlsyard. I want to express special thanks to all the employees of Owlsyard to help me to create an official behavior on me. I wish to take this opportunity to extend gratitude to all those who supported me to complete this report.

EXECUTIVE SUMMARY

This report is a requirement for completing my MBA degree. Here I have tried to incorporate the process of freelancing operation through our startup business Owlsyard. As our company belong to the web development service industry and our main source of work is based on freelancing website Upwork. This report will help to recognize the process of operation. Owlsyard, it has started it journey from October 2015. In this report I have tried to explain the whole operation process along with my job responsibilities in this report. In addition this report also contains the challenges we face during our day to day activity. Moreover I have a few recommendations for Owlsyard, as a part of Owlsyard, if we can bring up the changes as mentioned in recommendation part I think it will grow faster and we will have a better chance at sustaining in the long run. Finally this report has a SWOT analysis which will help Owlsyard to explore their capabilities and to maintain sustainable growth in future.

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Chapter 1

1.1 Organization Background

Owlsyard, an establishment that fit in the web design service industry. It has started its journey from October, 2015. It is a service provider for website associated predicament. Owlsyard is a startup business. As a part of Owlsyard, initially fast digital advancement made us think about the opportunity we can get by offering solution to new and upcoming digital problem. Afterward we were able to shape how to offer digital solution to a particular segment of web service industry and formed Owlsyard. We design and develop high-end website as per clients requirement as our primary service. We name our business Owlsyard after "Owls". They are symbol of "wise" in many cultures. In addition, Owls hunt rats and harmful insects, thus helps human being. Likewise, we deliver quality services that helps our clients to grow more.

We get our work order directly from Upwork.com. Formerly Upwork was known as oDesk. Upwork, is a global platform where freelancers and independent professionals get connected and work together distantly. Upwork permits clients to interview, hire and work with freelancers and agencies through their platform. The platform enables of a real-time communication intended to reduce time to discover and hire freelancers.

Elance was introduced in the year 1999. At first it was developed as a technology for supporting virtual work. The website permits businesses to post jobs, search for freelance professionals, and solicit proposals. They can evaluate the contractors applying for the job and, once a contractor is selected, communications and files are exchanged through the Elance system. Payment for jobs, which can either be hourly-rate or project-based jobs, is made by the client through Elance's system. Elance's Work View tool provides an official record of work completed. For project-

based jobs statement of work or milestones are used to indicate progress toward completion, and funds are held in escrow by Elance to ensure payment upon completion of the milestone.

oDesk competitor of Elance ,was founded in 2003. Upwork was formed 18 months after Elance and oDesk announced their merger on December 18, 2013 to create Elance-oDesk. On December 18, 2013, Elance announced that it would sign a definitive agreement to merge with its competitor, oDesk, to create an online workplace for a combined total of 8 million registered individuals. On May 4, 2015 Elance-oDesk announced that the company was relaunched as Upworkand advised Elance users to transition to Upwork. Elance-oDesk was rebranded as Upwork. It is based in Mountain View and San Francisco, California. The full name is Upwork Global Inc.

Chapter 2

2.1 Introduction

The Web Design Services industry, which comprises companies that provide web design services including graphic and user experience design, is growing over the most recent years till today. The proliferation of broadband and mobile internet connections has made the internet an extremely powerful tool, which is the primary contributor to strong industry growth. As the internet has grown in popularity, individuals and a rising number of businesses have developed hundreds of millions of websites to provide information to friends, family, fans or customers.

This report mainly shows the basic operation process of how we conduct business at Owlsyard. It will give a clear idea about how the freelancers work and contribute to the online platform without being directly part of any particular organization. This report will also help me relate academic knowledge related to project management as we have to deal with web project. As an operation management major in my MBA this report will certainly help me discover more about my capabilities.

2.2 Objective

The key objective of this report is to assess the operation functions, different aspects of operations and to recommend the changes those can add up to the performance of the organization.

Specific Objective:

The specific objectives of this report are:

- To know about the organization
- To have an overview on how does it operates

- To be identified with the operations process
- To know about the challenges and time loss of their process.

2.3 Scope of the report

The report will provide an idea about Owlsyard, its background and operation process. In addition to that this report contains a SWOT analysis of Owlsyard to assess the performance of the company.

2.4 Origin of the report

This report is a requirement of the internship program and therefore it is a must to complete my graduation. My admirable supervisor Hasan Maksud Chowdhury has instructed me in this regard and I have put my best effort to make this report a good one. I am serving as project manager at Owlsyard from the beginning and I have acquired practical experience on operational activities of the stated business. In few words, my basic job responsibility is to maintain work flow disseminate task among the web developers and communicate with the whole team as well as the client from beginning till the end of project or work order. I have had proper guidance from my supervisor MD. Wasiul Haq, Co-founder and general manager of Owlsyard, he provided me a good environment for learning.

2.5 Limitations

Information on web design service industry is scarce and therefore difficulties have to be dealt with while preparing this report. Moreover, I did not have access to all the files and folders because of the organization's confidentiality policy. This study has kept limited on analysis. There is no formal test on any hypothesis base. Again time is another constraints of this report.

Chapter 3

3.1 Literature Review

Project management is the practice of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria at the specified time. A project is a temporary endeavor designed to produce a unique product, service or result with a defined beginning and end undertaken to meet unique goals and objectives. A project is temporary in that it has a defined beginning and end in time, and therefore defined scope and resources. A project is unique in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal. So a project team often includes people who don't usually work together – sometimes from different organizations and across multiple geographies. In simple way, Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements. There are a number of approaches to organizing and completing project activities. The phased (or staged) approach breaks down and manages the work through a series of distinct steps to be completed. The process of directing and controlling a project from start to finish may be further divided into 5 basic phases:

Project management processes fall into five groups

1. Initiation
2. Planning and design
3. Execution
4. Monitoring and controlling
5. Completion or closing

Milestones are tools used in project management to mark specific points along a project timeline. These points may signal anchors such as a project start and end date, a need for

external review or input and budget checks, among others. In many instances, milestones do not impact project duration. Instead, they focus on major progress points that must be reached to achieve success.

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.

Chapter 4

4.1 Basic Operation Process

Here at Owlsyard, we work as an independent outsource agent. Via the Upwork.com website we get our work order. First of all customer who are facing digital problem they post a job at Upwork and then Upwork asses the problem analyze it according to desired need of customer and then Upwork sends list of qualified candidates who can solve the problem. Once the job posting is done then customer reviews the list of candidates and asks for bid from the candidates. After the bidding process is done customer choose and communicate with the candidate to solve his problem and enter into a contract. Later on, a virtual workplace provided by Upwork, helps the candidate and customer to communicate in real time and find the desired solution and deliver the project to customer. Finally comes the payment, after completion of project, payment is made on the basis of hourly or fixed price for a project according to the contract. When project is completed and delivered transaction of payment is made to the account of the candidate who has given the solution.

Outsource agent of Upwork or freelancers have registered profile on Upwork. This profile includes every related detail of the agent. Previous work history, completed projects, qualifications, review from customer and rating of profile. Here rating of profile helps the agents to get preference and helps build commitment with customer. To gain good rating on profile one has to work from the scratch to perform and to get good review and rating. At first one has to be very patient to achieve. In a word at the beginning of the profile growth is very slow, after one have completed few projects and got good review with ratings then gradually growth speeds up and we get profit.

Gradually, Owlsyard has build its own reputation and has a profound profile which helps us to run the business. We had to be patient and work really hard to achieve our present condition. Now we are trying to broaden our border.

Chapter 5

5.1 Owlsyard's Operation

There is a profile for Owlsyard in Upwork, that profile has a job feed in Upwork. That job feed shows us job about different problems. It shows us job related to our qualification and profile rating. From that feed we apply for job and after screening and bidding clients confirms about hiring us and we enter into a contract. Contract to provide solution with a real time communication based on client's need. Sometimes we enter into contract with new client and sometimes previous clients who are satisfied with our work they contact us and enter into a new contract if they have any problem. Most of the time previous clients hire us based on our commitment, quality service and long-term work relation. Majority of our clients are from North America, Canada and Australia. Whenever we make contract with new client, our profile rating and feedback from previously completed projects for client help new client to get a exposure of our work experience and our service to clients. Besides our profile ratings and feedback from completed projects, job success rate also help us get new jobs from new clients. Job success score reflects their reputation on Upwork based on direct client feedback and other indicators of client satisfaction. It combines metrics on their clients' public and private feedback, long-term client relationships, client rehires, and contracts that don't result in work delivered. Top freelancers and agencies on Upwork typically have a score of 90% or higher, which indicates an overall track record of meeting or exceeding clients' work expectations. After assessing the profile rating, feedback, clients hire us for the project we have applied for.
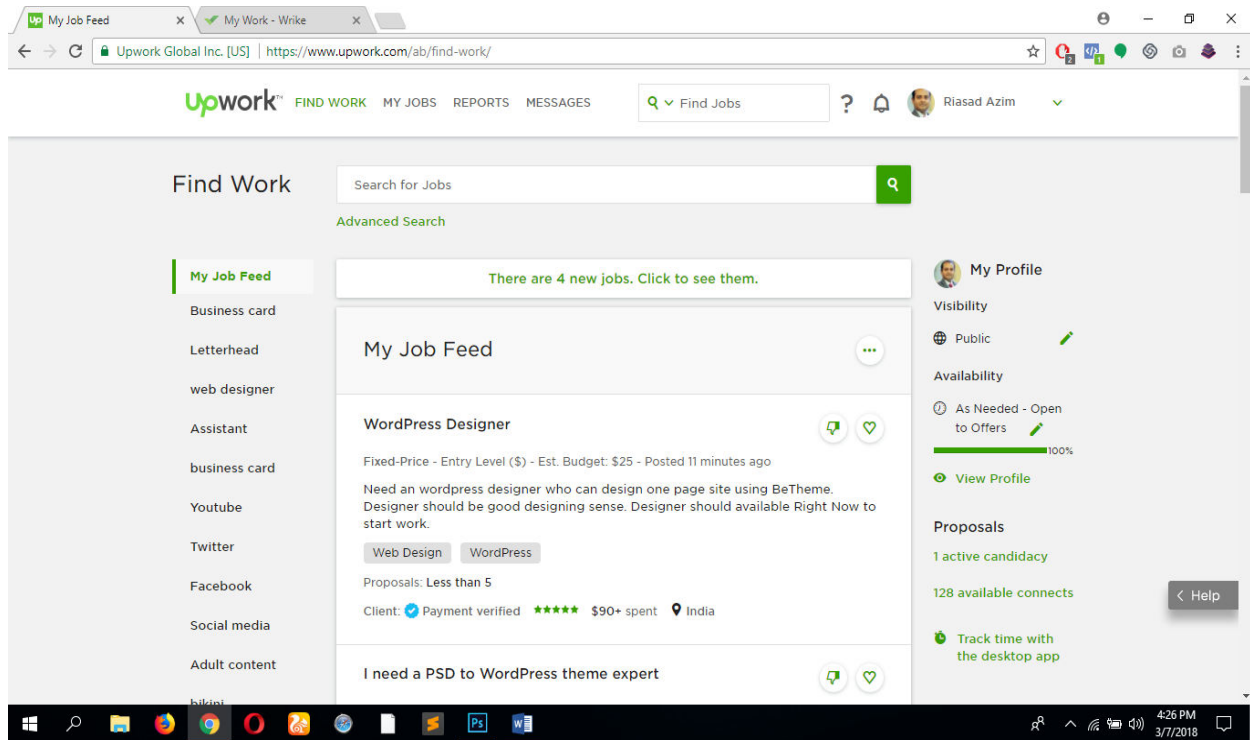
Figure :Upwork Job Feed

Whilst we get hired for the job or project, then we examine the project and sit for a meeting to execute the project as client have already done with initiating and planning phase before hiring us. Real time communication helps us to know about what client actually wants to be done about the project. Later on we divide or assign our developer to work o the project and closely monitor the progress. Moreover, we internally communicate with our employee regarding the progress and if there is any dispute or confusion we take care of the problem. We set milestone depending on the project and eventually meet those milestone and communicate and show progress of the project to client. This real time communication helps us to build a relation with client. From time to time we show our progress to client to check if the ongoing project is up to their requirement or not.

Whenever the project is completed we deliver it to client through Upwork and receive our payment. We always try to deliver the project before schedule. After that clients give us rating and feedback on Owlsyard's profile.

Work History and Feedback

Newest first ⌄

⌄ 18 jobs in progress

HTML E-mail Signature

Jan 2018

★★★★★ 5.00

Riasad is a great web developer, helped me a lot. Thanks Riasad!

$30.00 earned

Fixed Price

Need Experienced Web Developer to build landing pages

Jan 2018

★★★★★ 5.00

Was very easy to work with and made edits as needed. Turnaround time was quick. Will work with Riasad again.

$225.00 earned

Fixed Price

Seeking a developer who can migrate a website from GoDaddy Website Builder to Wordpress

Jan 2018

★★★★★ 5.00

Raisad did the required and agreed upon work for me not only on schedule, but ahead. He was very cordial and did great work. I'd highly recommend him to anyone.

$450.00 earned

Fixed Price

Figure: Feedback and Ratings by Clients

As a final point for completion of project, pay rate is determined based on contract. There are two methods, one is hourly basis and other is fixed price basis depending on the project. Based on contract our payment is transferred to our account after delivering the project. Then we choose how to withdraw money conveniently. Besides we have to pay a minimum service charge to Upwork, as it has provided us jobs.

Chapter 6

6.1 Job Description

As an employee of Owlsyard they have assigned me with different workloads from time to time and few of the major work responsibilities are mentioned below.

- **<u>Creating project in Wrike</u>**: Essentially we use Wrike for communication among our team and also with clients. Wrike is project management software that allows its users to manage and track projects, deadlines, schedules, and other workflow processes. It also allows users to collaborate with one another. These include Wrike's live co-editor, discussion threads on tasks, and tools for attaching documents, editing them, and tracking their changes. Every time we get hired for a project or get contract we create a project in Wrike to complete the deliverable project efficiently.
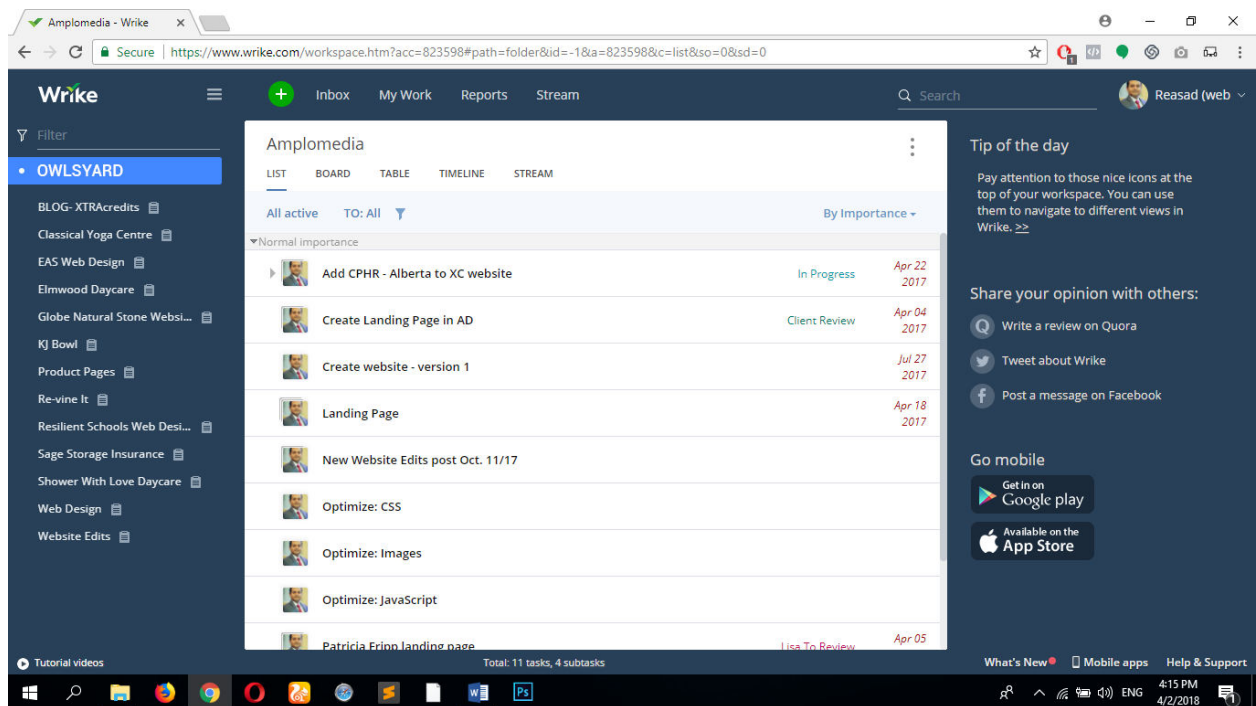

Figure: Created ongoing projects

- **<u>Assign task, communicate and deliver project</u>**: After creating project in Wrike we add up our desired employee and also add client on discussion thread. Later on assign task to

employee. My following task is to get update from employee about the project's progress. While we reach the milestone and progress with the project we communicate with client. Before communicating with client we send draft of the project to the client. We do this because we can show our progress to client and get feedback as per requirement. It helps us to build a good relation with client. With further progress just before finishing up project we send a final draft of the project and if that fulfills client's requirement. Then we send the final draft to our quality analyst to test quality and check the whole thing. After it is passed by our analyst we make it ready to submit. Then deliver the project to client through Upwork and get our payment.
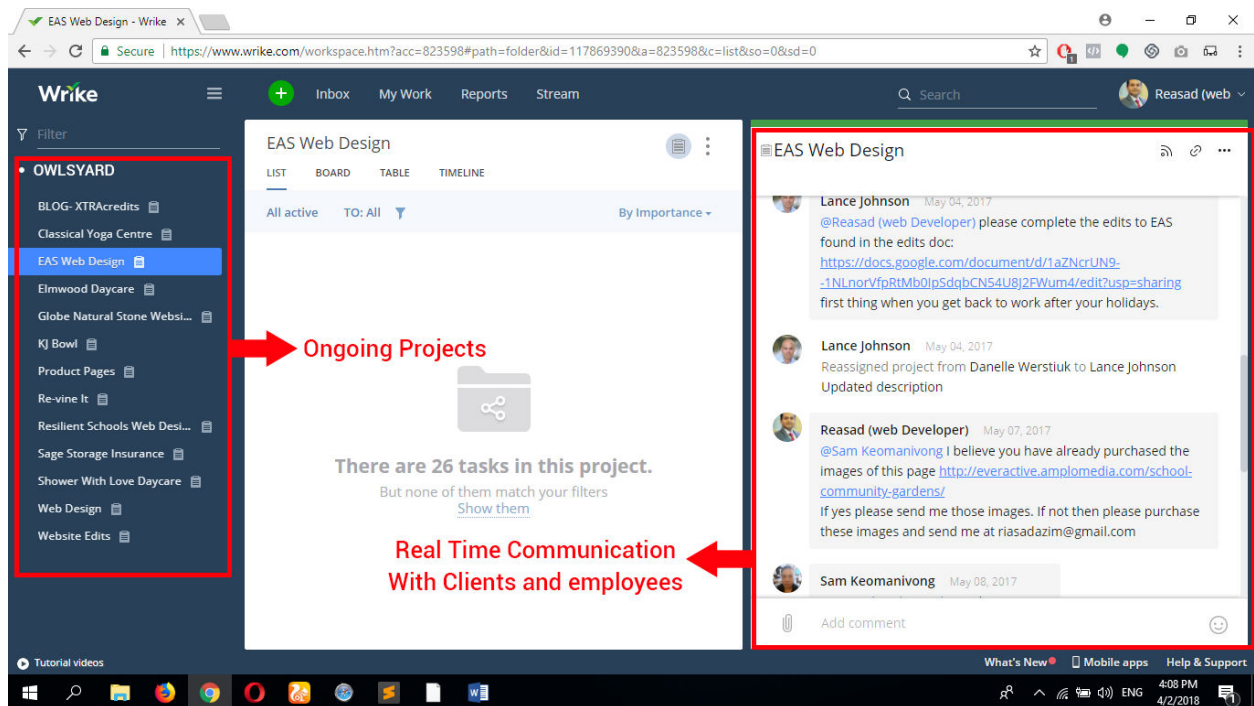

Figure: Real time communication with employee and client

This is a screenshot of our communication with client and employee using Wrike to complete a project.

- **<u>Ensure Payment</u>**: After completing the project, we submit the project through Upwok and payment is made by client. Client is bound to pay us once we submit the project milestone in Upwork, as there is protection of Upwork. While contracting for a project

we take 40% advance before starting. We receive payment to our account as US dollar. However once we send the payment to our local bank account Upwork convert the US dollar to BDT as per the current conversion rate in California State. Once we request for withdraw we get the amount in our local bank account within 3 business days.

Chapter 7

7.1 Challenges

There are a few challenges we faced while working at Owlyard. As a part of my internship program I have tried to think analytically to address those challenges. They are mentioned below

1. **Internet speed and uninterruptable connection:**

As we live in a developing country and majority of our clients are from different parts of the globe. As a result we need high speed internet connection to communicate with our client while we use video conferencing tool. However we have improved a lot in internet speed, still it is not up to the mark and it is high expensive to afford a high speed internet connection. Then again, due to maintenance issue many times internet connection becomes down as a result we cannot attend prescheduled meeting with our clients. Which directly affect our business.

2. **Communication:**

Since most of our clients are from North America, Canada and Australia it is very challenging for us to synchronize with their time schedule. For this reason we have to be available 24 hours to communicate with our client. As a result incurred expenditure is rising, to have someone available by shift.

3. **Highly price sensitive market**

Our main business is based on outsourcing and web development service industry is highly price sensitive. We always have to keep an eye to the latest market rate of particular project requirements. Otherwise it is very hard to get a contract for any project, as we have to go through a bidding process. Therefore it is challenging for us to always come up with cost as low as possible and always give our best performance without hampering our profile rating.

4. Job success rate and client satisfaction

Being a part of Owlsyard we are very proud to say that our job success rate at Upwork is 100%. This rating is provided by Upwork for a business who keeps their job success rate 100% for last 16 weeks and it updates within every 14 days. It helps us to get new contract. To maintain the level at 100% is very hard because even one of the client is not 100% satisfied then our rating will fall the next week and we would not be able to hold job success rate to 100%. So we have to be very careful about client satisfaction otherwise we cannot attract clients to hire us. It is the most challenging task in this business.

Chapter 8

8.1 SWOT Analysis

Strength:

- Job success rate
- Hours worked 1,966 Hours as of aprill 2018
- 24 hours availability
- Quick response time
- Continuous process improvement
- Support for smaller clients based on small project

Weakness:

- Insufficient manpower or resource constraint
- Limitation to bid for new job in Upwork
- Lack of promotion opportunity
- Inability to provide direct support

Opportunities

- Huge competitive market
- Diversity of service
- Introduce training for better service
- Integration with client from different organizations around the world

Threats

- Price war by job providers
- Too many freelancers in the market
- Uncertainty of getting job
- Outsourcing IT firms

Chapter 9

9.1 Recommendation

Since I work at Owlsyard there is room for a lot of improvements. I think it is easy to recommend changes to be made but in reality it is easier said than done. However, there are few areas in which I think the organization can improve:

1. Availability of high speed internet connection
2. Number of efficient employees needs to be increased
3. Collaboration with IT service provider from abroad and home
4. Introduce diversified web services
5. Introduce employee mentoring program
6. As we depend on Upwork, limitation on applying job need to be lessened
7. Collaboration with local IT service provider to grab local market
8. Last but not least, continuous improvement in every aspect of web service.

Chapter 10

10.1 Conclusion

I had the privilege to work at Owlsyard, a developing startup business. Mainly worked as outsourced service provider for web development service industry. I had the opportunity to work for this company and prepare my internship report on this company. This internship program has helped me to explore new horizons of business environment.

This particular report has provided insights on whole operation process of Owlsyard and project operation within the limited scope. The functions of web development are so complex and there are so many technical terms. However, I have tried my best to make it simple and understandable; the fullest determination was to make this report fruitful.

Nevertheless, recommendation for Owlsyard is that they need to increase the number of efficient employees and they need to focus more on capturing local clients. Besides association with local IT service provider will certainly help Owlsyard grow faster and get a hold of local clients.

Finally, I was really appreciated to have the opportunity to do my internship at Owlsyard. Where I had the exposure with the web development projects and was able to learn the practical aspects of managing web projects, where I could help them with my academic knowledge on project management which has made me more efficient. Last but not the least this report is part of completion of my M.B.A degree.

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