



Internship Report On
Business Development Activities and Exposure of Sheba Technologies LTD.

Submitted to
Md. Hasan Maksud Chowdhury
Assistant Professor
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Submission Date: 2nd August, 2018

***“Business Development Activities and Exposure of
Sheba Technologies LTD”***

Letter of Transmittal

2nd August, 2018

To,

Md Hasan Maksud Chowdhury
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “Business Development Activities and Exposure of Sheba Technologies LTD.”

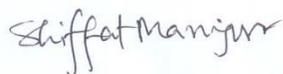
Dear Md. Hasan Maksud Chowdhury sir,

This is a great honor for me to present my internship report titled “Business Development Activities and Exposure of Sheba Technologies LTD.”, authorized under your supervision, as a partial requirement for the completion of BUS400 (Internship).

This report endeavors to analyze the learnings and experiences of my three months internship period at Sheba Technologies Limited. It then goes on to analyze the Business Development team operations Sheba Technologies Ltd.

I am grateful to you for your kind support and directions, in the study of this report and sincerely hope that I would be conscious to your expectations as regards the quality of my effort. After reviewing this report, you will comprehend the Business Development team activities and some limitations. I tried to put my best effort for preparing this report. Yet if any shortcomings arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Sincerely



Md. Shiffat Manjur Muid

ID: 14304032

Program: Bachelor of Business Administration

Major: Operations and Supply Chain Management

Letter of Endorsement

Md. Shiffat Manjur Muid, a student of BBA Program, bearing ID: 14304032 has completed internship report on “Business Development Activities and Exposure of Sheba Technologies LTD.” as a prerequisite for obtaining degree further. I have read the report and found that it meets the standard of BBA internship report. Md. Shiffat Manjur Muid has accomplished the report by himself under my supervision.

I wish him all the success in life

Md. Hasan Maksud Chowdhury
Assistant Professor
BRAC Business School
BRAC University

Acknowledgement

Firstly I would particularly show gratitude to our faculty for giving me the opportunity to have his vicinity and allowing me to submit me an official internship report on “Business Development Activities and Exposure of Sheba Technologies LTD.”

I would also like to thank my honorable Instructor for providing me guidelines on completing this report from time to time. Furthermore, I am really grateful to the Sheba Technologies Ltd. family for helping me during my internship and providing me a favorable and friendly working environment.

At the end I would like to mention the names of a special people I will always remember for his support and advice. Actually, **Imran Sadik Chowdhury** (Project Lead, Senior Portfolio Manager, of Business Development, STL) helped me to gain a very peaceful work environment looking after all my needs whenever I presented him.

Executive Summary

In this era, a new notion has developed around the world and had structured its way into several organizations day-to-day. That idea is known as “Digitalization with Software resolution”. This concept is emerging for Bangladeshi software companies to compete assuredly among them, which they can stand by promoting in a digitalized further. (Ahamed, 2014) Stated that, in Bangladesh large-scale automation projects were implemented in sectors like banking, telecom, pharmaceuticals, garment and textile which have increased the domestic demand for software and ITeS.

One of them is Sheba Technologies Limited (STL), was formed to participate in various exciting opportunities, associated with the efforts of the Government to transform the country into Digital Bangladesh. STL is a subsidiary of Sheba Group which has over 20+ years of management experience with proven track record in rendering technologically advanced products and services.

I joined STL as an Intern on Sunday, 3rd May 2018. I joined in the Business Development department of this organization based on my course in BBA. Now I have completed this report for my graduation to be completed. I am the only intern at Sheba Technologies Limited (STL), also managed the Business development activities of Sheba Technologies Limited (STL). A question might arise that why my report not includes detailed account of STL. Aimed at this I would say STL just started in January 2015 and there isn't much development on the organization and other than the little pieces of information the rest activities of STL.

This report is ultimately very informative which heavily an overview on the business development activities and the research on a challenge of public exposure of Sheba Technologies LTD. Apart from the report's emphasis on technological amplification, there is also opportunity for knowledge about the entire business (STL) as a whole from its beginning to the very problems the company is facing along with recommendations which can help the corporation be a better participant in the software industry.

I have conducted a survey on a topic “Business Exposure of Sheba Technologies LTD” and showed the results with the justifications. The survey was conducted by non-probability sampling technique because the exact population size was unknown.

All in all, I have also mentioned some challenges of facing some kind of identity crisis about the brand name and in what ways can that be improved. Challenges or limitations will always be there in every association but there will also be present scopes for improvement and do better further. Presence of flaws are very natural but there should be enough strong points to overcome those flaws. Lastly there will be summary of the discussion of the report but with more of a concise and recommended mode.

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1. Organization overview:

A. Introduction to Sheba Technologies LTD.:

Sheba Technologies Limited (STL) was formed to participate in various exciting opportunities associated with the efforts of the Government to transform the country into Digital Bangladesh. STL is a subsidiary of Sheba Group which has over 20+ years of management experience with proven track record in rendering technologically advanced products and services through 40+ dedicated team member support.

B. Introduction to Sheba Technologies LTD. Products and services:

A solution development activities are composed a number of clearly defined and distinct work phases which are mostly done by systems engineers and systems developers to plan for, design, build, test, and deliver solutions. The solution activities are categorized in following segments:

1. Custom solution
2. Product
3. Resale

Business development team has a goal to accomplish the forgoing solution activities with the support of subsequent products and services:

B.1. In-House Product List

- SHEBA Smart Service - an Android / iOS Mobile application designed to provide any automobile buyers, owners, customers and dealers to manage / broadcast or showcase offered Products & Services to their consumers.
- SHEBA Linked - Sheba Linked is a common platform for University Graduates who are currently in the job market and Recruiters who are in need of such resources for their organization.
- Bikroy Sheba – Restaurant POS - The point of sale software, every Retailers & Restaurant Managers, would love to use for smooth operation.

- Lab Monitoring Solution - Central Dashboard, Multi-level User dashboards, Monitoring and Managing the lab reservations and class schedules, Monitoring Live PC status (Windows/Linux) by deploying agents, Supervision of school management for effective usage.

B.2 Hardware OEM (Original Equipment Manufacturer) Partner

- Dahua – The Security solution, describe CCTV camera for house, office aimed at monitoring purpose.
- NOKE – A Bluetooth Padlock, the most advanced hardware and software solution for access control and asset tracking.
- MYKI – The child GPS-GSM watch, that parents could get notification about time to time along with the location.

B.3 Vendor Partner Products

- Empulse HRIS - a software solution to manage an organization's workforce in a systematic way with the help of HR services and processes automation.
- Team Pilot - TeamPilot is a Mobile Resource Management solution for Enterprises to efficiently & effectively manage its field resources.

B.4. Upcoming Products

- VTracker - is a solution, designed to keep detailed visitor records of an organization by registering each entity over time.
- Sales Force Automation (SFA) – For location tracking, order capturing, surveying customers, field force attendance, geo fencing, Promotion plan, delivery confirmation, Meet the target, Auditing regular sales and so on.

These are the services STL offer for their clients so far from STL. Along with this STL provide customized services as per customers' requirements. Their client lists are given below:

Grameen Phone, Robi, Coffe Bean & Tea Leaf, CIDER International School, Aspire Garments Ltd., BYLC, Uttara Motors, Teleport, Integrated Services Limited, and AHC Securities Limited.

C. Functions of Business Development team and their activities in STL:

Business development activities extend across different departments, including sales, marketing, project management, product management and vendor management. Networking, negotiations, partnerships, and cost-savings efforts are also involved. All these different departments and activities are driven by and aligned to the business development goals. In addition, business development is the most critical function with the responsibility to drive all activities directly and indirectly related to revenue generation and profitability of the organization. Sheba Technologies Limited (STL) maintains these appropriately for moving it in advance.

STL's primary focus is Software Technology and being one of the newest member of the Sheba Group, its mandate has been to break away from regulated Telecom/Data business of the Group and emerge as a leading and cutting edge software (customized and product) in Bangladesh.

In order to identify the major responsibilities and core functions of the business, I have conveyed the Business Development team which will give us the following benefits:

- Identify all activities under Business Development Department;
- Identify the strategic risk factors on how hardware/software products could be differentiating or disrupting its current businesses and industries;
- Identify the Power House of Product Development from within the organization;
- Identify STL Development Team's strengths & weaknesses for each products and services;
- Identify all process required along with its flow for quality of Product Development;
- Follow firm resource allocation methods;
- Follow eccentric resource loading approaches;
- Activities under Product Management, Business Development, Sales & Marketing.

We have categorized the total activities of Business Development team into 5 types of activities:

- Strategic Marketing & Sales;
- Solution Development Activities;
- Tactical Marketing Activities;

- Tactical Sales Activities;
- Commercial Operation Activities.

D. Description of on the job learning at STL:

During this three months of internship program, I have performed some operational activities and research and developments based work, which assist the business team largely and additional standing over its competitors.

At the very first day of my internship I have gone through the Memorandum of company, where the rules and regulations are written descriptively. **Shamsia Tabassoum**, (Manager, HR) took a session for companies' internal and external environment. Since the next working day I was advised to involve in the business team real activities. My line manager, **Imran Sadik Chowdhury** (Project Lead, Senior Portfolio Manager, of Business Development, STL), gave me task about prepare a business plan on a product. Afterwards, I have prepared Sheba Sales Force Automation potential clients list, Potential restaurants list of Dhaka and Chittagong for Bikroy Sheba POS Restaurants. On other hand, business developments team needed some go to Market (G2M) activities, I did exactly alike, instead of the team. Along with that, I have monitored pre-sale activities and customer based presentation for Sheba Technologies Limited (STL). Likewise, I have prepared the competitor analysis for Bikroy Sheba POS Restaurants. Most importantly, I have prepared a prospective social media platform lists and probable costing of Sheba Technologies Limited (STL).

Moreover, I have prepared presentation and solution document with details for different clients. Also I did some back office activities of Business Development team. Finally, I have prepared and updated periodic cash flow summary, budget, revenue forecast and cost summary.

These are the activities I have done in last Three months of internship program at Sheba Technologies Limited (STL).

2. Introduction:

2.1 Rationale:

Internship program at Sheba Technologies Limited (STL) add value and help me to complete properly my undergraduate life. Additionally provide a clear picture Business Development activities is being applied in STL.

There are many ins and outs to pursue my internship program:

1. **Opportunity for "hands-on" experience:** During my studentship I have gathered a great pact of information in different subjects, there is no substitute for real life experience of a professional ambience. Internship allows me the addition of taking direct experience.
2. **Opportunity to sample career options:** Internship program encourages me to do numerous practicums for the purpose of sampling different career areas. This empowers me to find out where organization might fit best in a professional environment.
3. **Preparation for job explorations:** I have prepared resumes, cover letters, and go through interviews as like as; I was applying for a job. This gave me valuable experience in preparation for employment further.
4. **Compilation of a portfolio:** Internship program in STL consent me to compile different work in a portfolio. The portfolio might have been helping me further for a reference of a job in STL or some other better organization.
5. **Enhancement of the growth process:** Since internship program require a great deal of personal accountability, the experience provides me an important step in personal and professional maturation process for advance wisdom.
6. **Confidence building:** My successful completion of an internship at STL provides me professional confidence.
7. **Professional learning experience:** This internship allows me opportunities for the development of practical skills in contexts where professional criticism is both instantaneous and constructive. It also furnishes my wisdom with opportunities to observe and understand connections between coursework and skills needed to perform

effectively in those given work. Finally, my internship program aids me for credentials of knowledge and skills to doing well in a particular line of work.

8. **Potential employment opportunities and/or contacts:** Occasionally internships lead directly into employment opportunities. Although, I already got an offer of a job through this internship program at STL, which allow me entry into a professional network.

2.2 Statement of the problem:

According to, (Bangladesh Software and IT Service Industry , 2015) there are 1500+ registered Software and ITES companies. Among which, 1100 registered at BASIS. Considerable achievements in the IT sector have already been made over several years towards building a 'Digital Bangladesh' and more initiatives are coming. (Muhammad Helal, 2016). So the prospects of IT industry are rising day by day. As (Taher, 2017) stated that, consumers will also adopt technology startups at a faster rate if they experience better quality. STL, as technology based organization, they have the same vision. This had entered the market lately, only 2 years back. While other renowned software companies emerged since early 1990 in Bangladesh. For that reason, Sheba Technologies Limited (STL) needs much more exposure, not only in traditional media but also in digital media and Social media platform desperately. In response to this problem, my study proposes to investigate several options for doing enough pre-sale activities and go to market (GTM) activities for proper exposure. I have planned to carry out all-inclusive participatory investigation into options of questionnaire to identify the essential of exposure of Sheba Technologies Limited (STL). I will also consider less expensive ways to mitigate some or all of the problems noted above.

2.3 Scope and Delimitation:

Scope for internship program is working with the professionals of STL and they have better and innovative products and finest developers in the company. On the other hand, it has over 20 years of Business management experience but less attention on the market acquaintance. Though

they offer B2B services but still there is an ultimate relation with the end customers. In this section I will clearly defining the limitations or delimitations of my research which are given below:

➤ Limitations of the research

There is a lot of area of the research that couldn't be looked into, because the topic is very broad. The respondents were of similar demographics and the demographers have similar kind of criteria:

1. Firstly, I couldn't reached out to the respondents outside of Dhaka and assess the thought of respondents throughout all over Bangladesh.
2. Secondly, there were only 70 respondents in online and 10 respondents were face to face, total 80 which is very less in number of a sample of a research.
3. Thirdly, the budget constraints also determine its limitations.
4. Most importantly, commonly online survey was conducted, Only 10 Face to face interactions were made so the impacts on the results are very less of direct communications.
5. Last but not the least, only 20 questions are not enough for measure to stating the problems of research.

The limitations are the inherent methodology of parameters that can confine the scope of the research findings, also external control of mine. These uncertainties, qualifications or faintness ascend when all variables cannot be controlled within it. The most favorable number of samples cannot be taken due to time and budgetary limits. Therefore, these factors have the potential to reduce my studies rationality of outcomes, i.e. the reliability or believability of the answers.

2.4 Objective of the Report:

The general objective of the study on Business Development Activities and Exposure of Sheba Technologies LTD. was to find out what STL is currently doing, their business development teams accomplishments and what problems they are facing about distinctiveness. The specific objectives of the study were as follows:

- a. Acquainting about Sheba Technologies LTD. (STL) services and business development team actions.
- b. Detect the requirement of acknowledgement of public relations of Software companies in Bangladesh.
- c. To examine the specific need for time, of promoting the brands of software companies in social media.
- d. To identify the benefits obtained using the social media advertisements for STL.
- e. To ascertain what STL should do for publicity and promotion, social media sites, digital media advertisements or conventional media to be a renowned brand.

I emphasized to representative the importance of applied knowledge from STL in last 3 months and finding a problem overall business team of the organization and describe it according to the research sense. My main objective of this report is to endorse STL to improve the company's publicity in social and digital media. Enhance marketing productivity at large.

3. Review of Related Literature:

In recent years, Globalization, general access to internet and the wide spread of digital devices have made digital marketing a huge business. Compared to classical media forms like print, digital field, offers lowered costs and precise customer segmentation (Muhonen, 2017). In Bangladesh, The Information Communication Technology (ICT) industry has consistently grown in recent years at 20 to 30 percent per annum. (Ahamed, 2014). However, in terms of the Software business of STL as a new organization is mostly need to pursue the focus in public exposure to stand in competitive market. At my initial data mining I found various newspaper articles, journal papers and conference papers about Software industries focuses on excessive exposure to sustain in not only in Bangladesh but also globally. To add on that point, according to (Muhonen, 2017), Digitalization has given a spectrum of different end devices, which is a fact that must be acknowledged when planning a company's digital marketing strategy. So digitalization for advertising activities should be essential in now-a-days. Not only E-commerce, also F-commerce and M-commerce is necessary for proper exposure. Continually notifying to the target audience is equally important for the companies to endure in the business race. (Berestova, 2015) Said, M-commerce is a logical next step in the chain of e-commerce, where mobile devices create an opportunity to deliver new services to the market, aiming at both existing customer, as well as attracting new ones.

Upon further research, I found that several study conducted on overall industries that STL's interest towards increasing sales on proper exposure in traditional media and social media. The survey was conducted by non-probability sampling technique because the exact population size was unknown and the accessibility of the customer was not so easy, because I wanted to ensure more sample was there. In my study, I found out that, students (18-25 years old) are mostly gave reviews about enhance the social media exposure about products and brand name which is 71.4%, 16% are private service holder and others are 12.6%. However, most of them don't know about the software service providers name that from where they are got it. Approximately, 48% said they don't know or not sure or they forget about the service providers name.

Equally important factor is, the percentage of seen the advertisements of Software solutions are 52.5% and unknown or uncertain number is 47.5%. This is much more in this contemporary

digitalized world. According to the responses, the source they knew about STL, as they worked over there or from their friends and relatives is 57%, others 43% people don't know or rarely know about it. Moreover, some face to face interviews response were exposed that they get confused about "Sheba Technologies Ltd" and "SHEBA.XYZ". SHEBA.XYZ is the easiest way for you to hire verified and professional service providers for all service needs. As STL is also a service industry so the confusion might arise between them.

According to (Callmeboomorjc, 2018), "Perhaps the best brand you can wear is your own identity. Be unique. Be yourself." Another mentionable quote is "Your identity is your most valuable possession, protect it" - (Bird, 2004). By mentioning the quotations, I want to specify that the name confusion of the Brand, make the difference between gainful and loser. Using this research survey as my guide, I set out to find the current situation of Business Development Activities and proper exposure of Sheba Technologies LTD in different Medias like print and digital media.

4. Methodology:

Methods used in research:

A descriptive research was done on the respondents to evaluate the business development activities and proper exposure of Sheba Technologies Ltd in different Medias like in print or digital media.

Both primary and secondary sources of data were used in this research.

1. Secondary Data:

Secondary data defines the information that was collected by someone other than me. For my research the secondary data was collected from journal papers, newspaper article, conference papers, case study, film, online report, personal Quotation and Interviews and others papers. These have relevant information which was derived from the respective researches. The sources of information are given as APA citation in last section. The research based done by secondary data. Since, primary research does not contain that much respondents. Along with that there are some limitations as well during conducting the primary research.

2. Primary Data:

Survey technique was to attain primary data. An online survey was done to collect the data required along with some face to face surveys which was later put as input into Microsoft excel sheet. Most of the data was collected from students while some of them had other professions. Along with them 14 employers of STL are also responds of the survey. A total of 70 respondents were taken through Google form survey. Apart from that other 10 respondents were collected through face to face interviews. Among those interviews every respondents were express descriptive ideas and shared positive feedbacks which is also mentioned in the survey results.

4.1.Respondents and Sampling Procedure

A. Populations:

The population I chose were from an age of 18 to over 56 years but most of them were from the younger age group. The population was all from Dhaka since I didn't have enough time, human resource and budget to conduct the survey globally. I also choose a group which had proper internet access and also active in social media. Along with this the face to face interview was conducted mostly from my friends and from my relatives and my colleagues due to the time constraints. Some of the job holders of STL also participated in the survey which might make it an unbiased survey.

B. Sample

The sample number of the population was 80 and non-probability sampling was used because the exact population size was unknown and the accessibility of the customer was not so easy, because I wanted to ensure more sample was there Research instruments/ Questionnaire. The questions are given in the appendix part at last page.

The types of question I used among 20 questions were:

- Likert Scale
- Nominal Scale
- Interval Scale
- Ordinal Scale

I have created some close ended question based on these types of measurement scales as well. In Likert scale questionnaire, categories such as “strongly disagree to strongly agree” were present. We also used single questions where the respondents answer to either “Yes” or “No” and some cases “Maybe” was there. Afterwards, I have putted a rating based question on basis of 1-5 where 1 decipher the lowest value and 5 decipher the highest value.

4.2. Collecting Data

The data was primary collected through google doc forms and some face to face surveys. The process was through self-administered questionnaires in the form. The information was later put as an input into Microsoft Excel Sheet to evaluate the information. Among those 70 respondents some of them are direct employee from Sheba Technologies Ltd. Through the Microsoft excel the percentage of data's and output I have gotten which is given later.

5. Analysis and Interpretation of data

Data Analysis is the procedure of thoroughly applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate. According to (Adil E. Shamoo, 2003) “provide a way of drawing inductive inferences from data and distinguishing the signal (the phenomenon of interest) from the noise (statistical fluctuations) present in the data”. Similarly, I will show the graphical representation of the data of the online responses. Besides that, explanations will be given for each graphs. Along with that I will give an overview of the face to face interactions survey results.

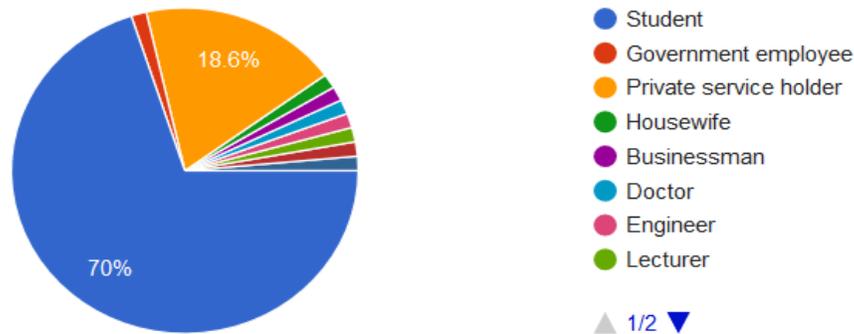
Among those 80 respondents in some questions, the respondents didn't response to the answers, because the questions might not applicable for them.

5.1. Online Survey Results & Graphs

The online survey has conducted through google form where 20 questions were plotted. Among those 20 questions the most applicable results are in use for stating the problem.

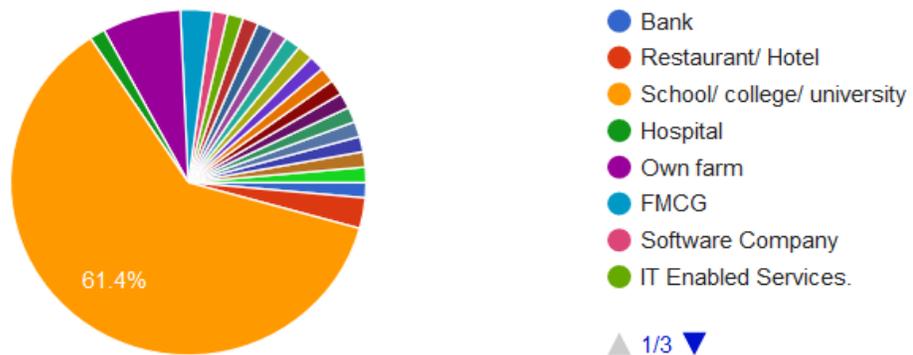
2. What is your occupation?

70 responses



3. What type of industry do you work or read?

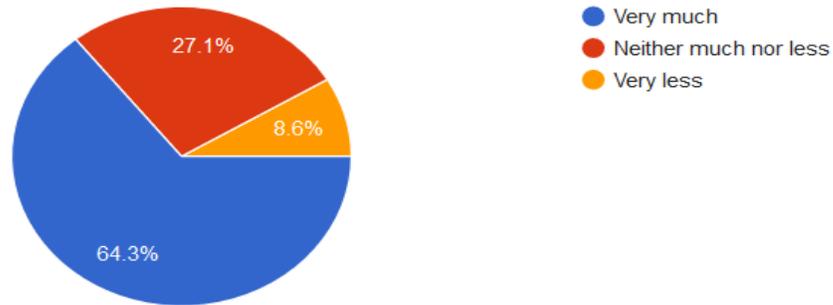
70 responses



By showing these 2 stories I want to demonstrate that, though most of the students' reviews, still the other occupations contains a very substantial spaces in the graphs. On the other hand, students are the potential clients of the software industries so the little focus was given on the students' assessments.

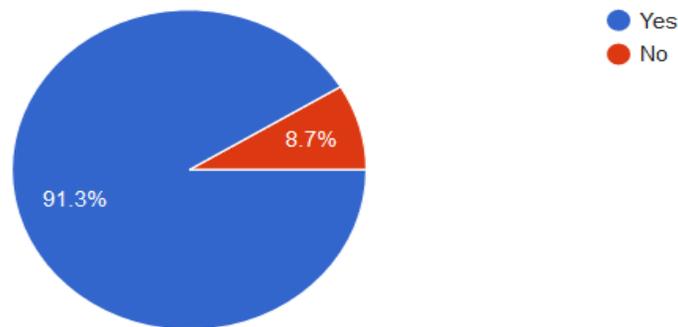
4. Approximately, how often you use mobile applications or websites to get services?

70 responses



5. Do you know, these Mobile applications and Website are made by different Software companies?

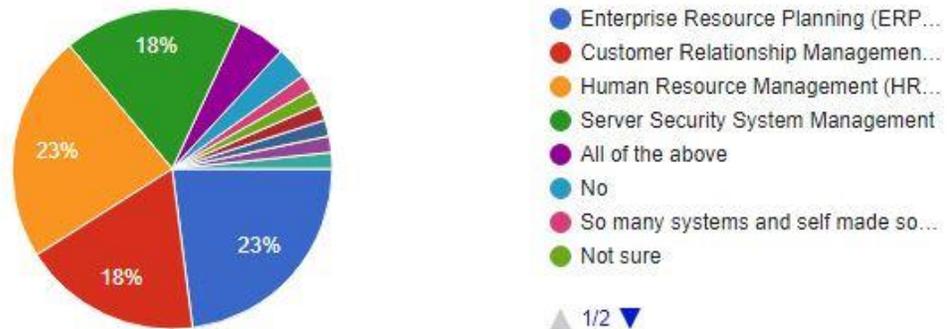
69 responses



These 2 questions is the indicator of deciphering, whether they have enough knowledge about the Software and ITeS industry or not. In question number 4, most of the respondents (64.3%) used to get services of Software companies. In question number 5 showed that most of them (above 90%) know that these services outcomes from the software companies.

7. What type of Software your organization use for responsive action?

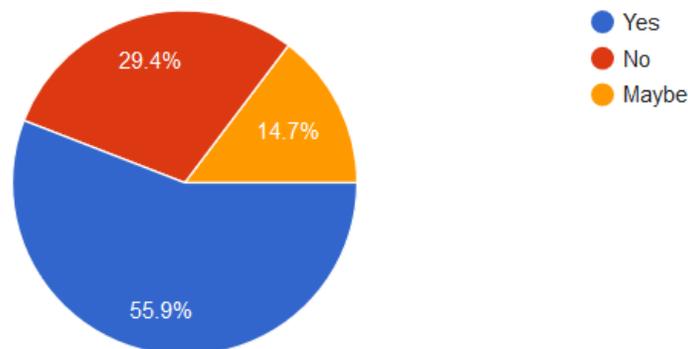
61 responses



The result showed most of their organization use different software systems to run their organization smoothly. Among them, ERP Solutions, HRM Solutions, CRM System, Server Security Solutions and so on.

9. Do you find any Software Solution Advertisements in Social Media Platform?

68 responses

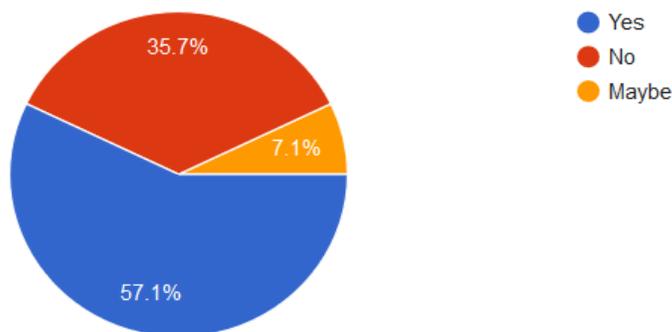


Nowadays this competitive contemporary world, the social media platform play a very significant role for disclosure. Nonetheless, this graph shows that the around 44% people could not see the social media advertisements about any Software solutions. Which is very big missing body, almost update about their features. (Alston) Said, “Social media is not a media. The key is

to Listen, Engage and Build Relationships”. So, lacking of advertising might cost in this huge competitive world.

10. Do you know about Sheba Technologies Ltd. (A software solution for your Business)?

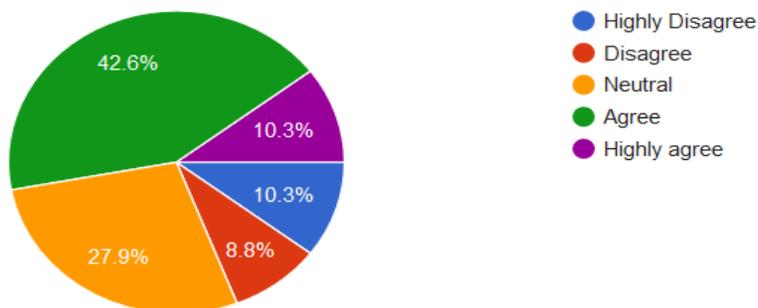
70 responses



About knowing Sheba technologies ltd. around 43% people don't recognize this brand. Noticeably it's because of less promoting of Brands. According to (Godin, 2015), "Marketing is no longer about the stuff that you make but about the stories you tell."

11. Software companies are Less Public Relations and more Corporate Client Relation centric.

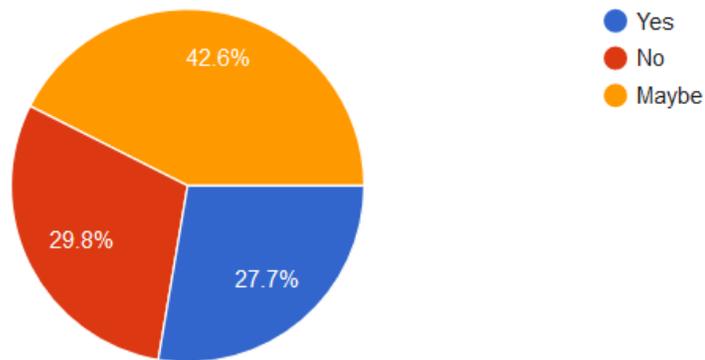
68 responses



Most people (around 52%) agreed that, Software companies are less public relation centric and more corporate client centric. Which is a warning for lasting in future competitive market.

16. Does STL organize or attend such events for public exposure?

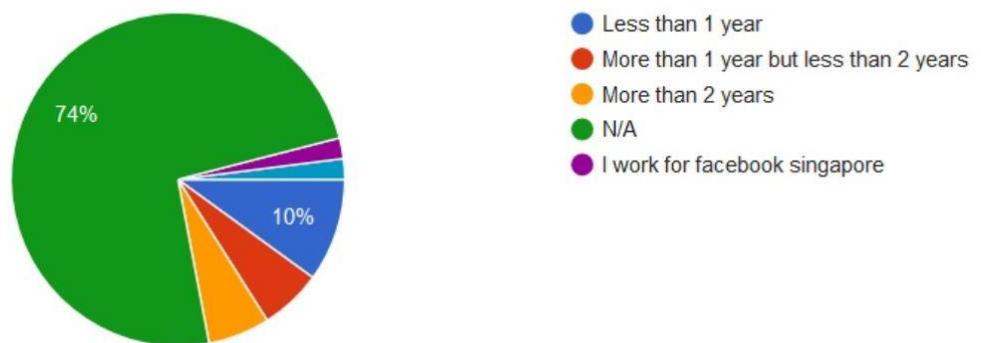
47 responses



Here only 47 people response, others might not familiar about Sheba Technologies Ltd (STL). So among them above 57% uncertain about their public exposure activities. So Sheba Technologies need to progress their public relations and advertisement unit. As the ultimate customers are directly related consuming the software solutions.

14. How long you have been working with Software Company (STL)?

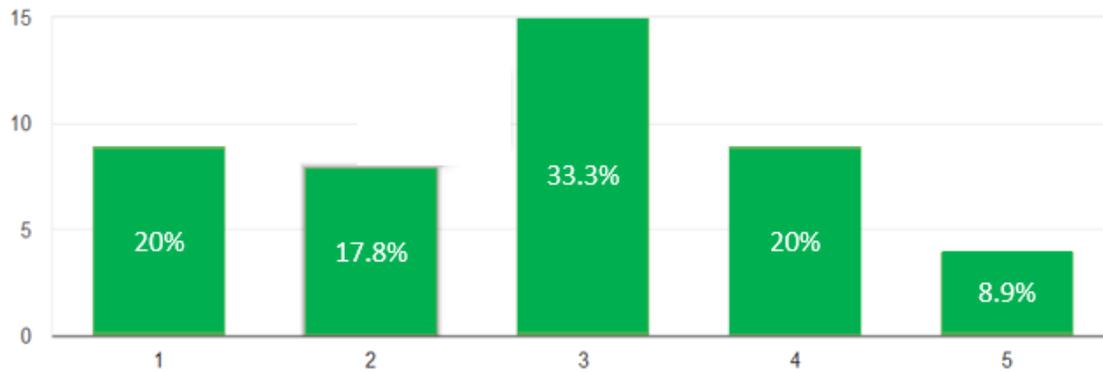
50 responses



26% of the employee responses from STL which is 14 persons. By mentioning this I want to shadow the following graph which denotes an expressive result.

19. How likely do you believe Software Company (STL) give authentic appreciation about your workplace?

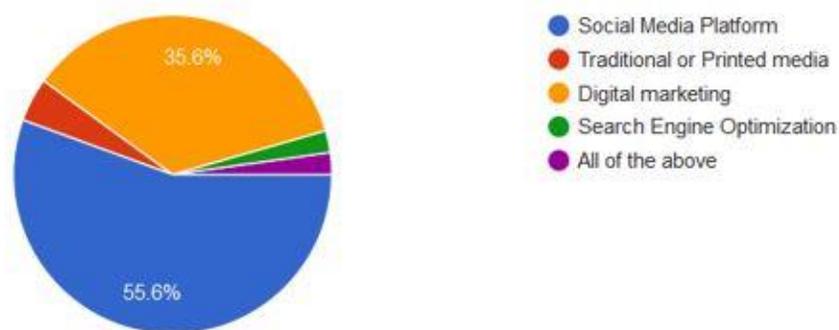
14 responses



Only 29% employees believe that STL gave them proper appreciation or recognition about their workplace. Whereas, other 71% think that it gave them average or below average sort of recognitions.

20. What would be the promotional tools that you like to refer the software organization?

45 responses



Lastly, the survey was about what would be the promotional tools they would like to refer for the software organizations. Above 55% said, that would be the social media platform and above 35% said about digital marketing. Which is the most expressive way among social media.

5.2. Face to Face interview reactions

(Qualman) Said, Social media can augment when time and distance are issues, but you can't replace face-to-face communication. During face to face interviews responses of the people, I discovered some authentic reviews. Which might not acquire in digital survey form. Most of the interviewers could not recognize Sheba Technologies Ltd. rather they identified SHEBA.XYZ which is very different types of service industry, founded in 2016. On the other hand, Sheba Technologies founded in 2015 which is earlier to that. Although, Sheba group has above 20+ years of experience, but they didn't copyright their Brand name "Sheba". Since the Sheba group did not focus on proper promotional activities. Equally mentionable point is, the interviewees are not find any advertisements at all about the software companies. The face to face interviewees ask to know about the services of Sheba Technologies ltd. After that they could relate the Software companies services are here for the ultimate customers. Finally, I have asked them that what would be the promotional tools they would like to refer for Sheba Technologies Ltd. They replied mostly the Social Media Promotional Tools and Digital Medias.

6. Conclusion

The conclusion part contains the summary of the survey, recommendation for the company of Business Development team, and finally about the university's internship program.

6.1. Summary

Social media platform is a great foundation of advertising media now a days. To justify that and stating the problem, Sheba Technologies Limited (STL) needs much more exposure, not only in traditional media but also in digital media and Social media platforms desperately and my study proposes to investigate several options for doing enough pre-sale activities for proper exposure. I have conducted a survey to discover the current positioning about software industry in peoples observance, also how people perceive STL and its services in Bangladesh. It is relevant that several competitors have already well-known in the market which called a warning for STL to show their uniqueness. Besides, the larger parts of my respondents are inside the age group of 18-25, who would be the potential clients for the software industry in near future. From them, 52% at least agreed that Software companies are mostly advertising corporate relation centric rather public relation centric. Most of the interviewees, around 44%, not find social media advertisements of software companies. According to the survey, I came to know, above 55% of 70 people thought, that would be the social media platform and above 35% said about digital marketing for marketing and promotion tool.

The outcomes are to some degree adequate yet not exceptionally dependable. Because only 80 respondents were surveyed in which most of them were students, research area was limited as I choose people living in Dhaka only, who are finalizing their study. In collecting primary data, it is really hard to get correct information from people as they might not feel comfortable or provide their false feeling. Not only that, different types of professional personnel also took part in the survey. Lack of time was a great issue in my survey and for this mostly online survey was conducted. Most importantly, the budgetary issue is another limitations of my study. If I had enough time to survey others professionals from all over our country then it would have been more sophisticated and strong study. More elaborate study need to do further by gathering more respondent reviews. Along with that, the internship proposal is conducted based on several secondary data which were rather inefficient or unreliable. Additionally, due to confidentiality

clauses within the organization, it was not possible to gather some more information that could make the report much greater from all aspects.

6.2.Recommendation for STL Business team

According to the analysis and findings, there are some recommendation for the STL Business team:

1. STL marketers from Business team should promoting in that way over its competitors that can follow-up and update ultimate consumers in digital and social media platform which may upsurge the brand value. STL should acquaintance in social media in a repeated manner.
2. STL business team is still discerning of doing only conventional marketing, which should divert the investing in digital media and make their communications more operative.
3. Software companies, especially STL should take some important actions, to make customers portfolio sheltered and achieved a good customer familiarity.
4. Digital marketing communication is not so expensive than any other media but content management in digital marketing is really very essential nowadays. So STL marketing team should give emphasis on content management and incorporate that with conventional media and invest effectively both in digital and traditional media.

According to a research by (Nielsen, 2014), the reason of brands failing today is because of low budget allocated for digital media communications, digital media communication gets on an average only 1.2 % of the total communication and promotion budget. So, brands like STL should go digital and increase digital marketing communication strategies.

6.3. University's Internship program

BRAC University's internship program is an excellent platform for BBA students to make their mark at the corporate arena and I believe this internationally recognized program is helping thousands of students every year to experience professionalism. This internship program allowed me to locate areas which need to be improved. I will discuss this according to my perspective.

Finding the right organization:

I am saying this because even though I found an organization to pursue my internship but was very difficult to find this organization because Software and ItS is a rare subject and a digital concept for which I did not find many internship opportunities in well-known organizations. So I learned there are not many organizations out there enough to support interns and this is a huge problem.

Improvements should also be made with OCSAR's internship registration as they should be able to help us more to find an organization we need since many have reported not to be called for interview even after applying and there were not many internship opportunities to apply.

Connection between supervisors:

In this internship period I felt the need of my Internship supervisor to stay in contact with my organizational supervisor. This way believe it would have been a better way to assess my performance in the company. University can establish connections between the two supervisors not only for assessment but also for the Internship supervisor faculty to identify the lacking of a student in an organizational phase.

Online Submission:

The email submission system is not a safe one because there have been countless cases of email ID thefts and thus leads to Plagiarism. It would be better for BRAC University to take the soft copy of the report through online where students will be asked to fill up certain information and then attach the soft copy. That way it would be safer.

7. Bibliography

7.1. Appendix

Questionnaire for Internship report on Business Development Activities and Exposure of Sheba Technologies LTD are given below:

1. Which of the following age group you are in?
 - 18-25
 - 26-35
 - 36-45
 - 46-55
 - 56 and above

2. What is your occupation?
 - Student
 - Government employee
 - Private service holder
 - Housewife
 - Businessman
 - Doctor
 - Others

3. What type of industry do you work?
 - Bank
 - Restaurant/ Hotel
 - School/ college/ university
 - Hospital
 - Own farm
 - FMCG
 - Software company
 - Others _____

4. Approximately, how often you use mobile applications or websites to get services?
 - Very much
 - Neither much nor less
 - Very less

5. Do you know, these Mobile applications and Website are made by different Software companies?

- Yes
- No

6. Does your company use any kind of software or system to operate business smoothly?

- Yes
- No

7. What type of Software your organization use for responsive action?

- Enterprise Resource Planning (ERP) Solution
- Customer Relationship Management (CRM) Solution
- Human Resource Management (HRM) Solution
- Server Security System Management
- Others _____

8. From which Software companies they take services? (If known to you)

Answer:

9. Do you find any Software Solution **Advertisements** in Social Media Platform?

- Yes
- No
- Maybe
- If, Yes then which one? _____

10. Do you know about **Sheba Technologies Ltd.**, (A software solution for your Business)?

- Yes
- No
- Maybe

11. Software companies are **Less Public Relations** and more **Corporate Client Relation** centric.

- Highly Disagree
- Disagree
- Neutral
- Agree
- Highly agree

12. If you have any arguments for Software companies about their digital exposure?

Answer:

13. What types of Promotional activities or Medias could be utilize by Software industries for promotions, do you think?

- a. Social Media Platform
- b. Traditional or Printed media
- c. Digital marketing
- d. Search Engine Optimization
- e. Others _____

If you are an Employee of a Software company (Sheba Technologies Ltd) answer the following questions:

14. How long you have been working with Software Company (STL)?

- Less than 1 year
- More than 1 year but less than 2 years
- More than 2 years

15. What motivation factors impact you most?

- Your salary
- The Office environment
- The Brand value
- Others _____

16. Does STL organize or attend such events for public exposure?

- Yes (If yes, then answer question number 4)
- No
- Maybe

17. Which event was performed or organized by STL in last 2 years? If you remember

Answer:

18. Do you face any Difficulties to make recognize people about STL?

- Yes
- No
- Maybe

19. How likely do you believe STL give authentic recognition about your workplace?

- 1
- 2
- 3
- 4
- 5

20. What would be the promotional tools that you like to refer to your organization?

- Social Media Platform
- Traditional or Printed media
- Digital marketing
- Search Engine Optimization
- Others _____

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