



Inspiring Excellence

INTERNSHIP REPORT

Submitted To

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Submitted By

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Date of Submission

3rd September

Task eater

**Supply Chain Management Practices of Task eater; a
Leading BPO Based Organization in Bangladesh**

September 3rd, 2018

Dr. Mamun Habib

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66, Mohakhali, Dhaka 1212.

Subject: Submission of Internship Report on “Supply Chain Management Practices of Taskeater; a leading BPO Based organization in Bangladesh”.

Dear Sir,

At first, I would like to give you my proper gratitude for approving this vital topic. The study has given me the outlook to get a reflective insight and exploit my academic knowledge in the practical world of supply chain management for an outsourcing company. This is to inform you that I have successfully completed my internship at Taskeater Bangladesh Limited. During my internship there, I was working in the Lead Generation Department, under the supervision of Mr, Asad Zaman.

It has been a boundless benefit to work under such a friendly and helpful management in a steady, friendly atmosphere. This has provided a vast learning opportunity for me and during the three months of my internship, I have learned and gained a lot.

The study contains a comprehensive study on the practices of supply chain management of Taskeater Bangladesh. The study focuses upon various relevant factors. I have provided some crucial discoveries and analysis as well as suggested some applicable recommendations.

I have attempted my level best to follow your guidelines and very much happy that you have given me the chance to prepare this report and wish that this report will meet the standards of your judgment. I will also be pleased to provide you with any explanation regarding this paper.

Thank you.

Sincerely,

Rayhan Kabir

ID: 14104112

BRAC Business School

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Letter of Endorsements

That is to certify that Rayhan Kabir is a pupil of BRAC Business School, ID: 14104112, Major in Finance as well as operations & Supply Chain Management, effectively finished his “Internship program” entitled “Supply Chain Management Practices of Taskeater; a leading BPO based organization in Bangladesh” at Taskeater Bangladesh Limited under my supervision as the partial fulfillment for the award of BBA degree.

He has executed his process according to my supervision and active steerage. He has tried his nice to do that efficaciously. I suppose his program will assist him within the destiny to accumulate his career. I want his achievement and prosperity.

Signature

.....

Dr. Mamun Habib

Associate Professor, BRAC Business School

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Acknowledgement

The successful accomplishment of this internship Report is the results of the contribution and association of a number of individuals, particularly people who took the time to share their thoughtful direction and suggestions to enhance the report. I even have the deepest feeling to my revered supervisor and mentor Mr. Asad Zaman, Team Leader of Lead Generation at Taskeater Bangladesh limited. I am glad to him for his continuous support, guidance and direction, suggestions and providing me with valuable data that was significantly required for the completion of this report. I am additionally grateful to Mr. Imtiaz Ahmed HR Manager of Taskeater Bangladesh limited for giving me the chance to try and do my job from this company and supporting me with data and resources. I am additionally grateful to the complete Taskeater family as they have been there whenever I required them. Their active participation to any or all my questions, queries during my office has created this journey a real accomplishment. It absolutely was my privilege and a good opportunity and I am honestly grateful working with such a beautiful team. Finally my sincere feeling goes to my family, friends, classmates and colleagues who helped me whenever I required.

Executive Summary

This paper is arranged based on my experience as working as an analyst at Taskeater Bangladesh Ltd. and knowledge from my University. At first, this report gives some overview of Business process outsourcing and Taskeater Bangladesh Limited about their work and company structure. This paper generally devoted to understanding and analyzing the Supply Chain Management processes of the Taskeater Bangladesh Ltd. In this report I have tried to discuss how Taskeater's outsourcing business works across the supply chain. However, the report also contains insights regarding the ISO certification of Taskeater which they are planning to achieve by the end of 2018. Moreover this report also discusses about the chase demand production strategy that they are following to maintain an efficient supply chain strategy. In the end this report mentions some of the problems of Taskeater and recommendation which can lead Taskeater to a better condition and increase their efficiency in Supply Chain Management as well as profitability in their business.

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Chapter 1 Introduction

1.1 Outsourcing and Business Process Outsourcing:

Outsourcing includes the contracting out of a business procedure to another gathering which is moreover acknowledged as business process outsourcing. Organizations essentially outsource to lessen certain expenses, for example, fringe or "non-core" operational expense, high assessments, high vitality costs, and uncontrolled government direction, generation and work costs. The one of kind age demography of Bangladesh, combined with the minimal effort work power and Government's Incentive for the IT benefit part, makes Bangladesh a noteworthy player at the worldwide administration outsourcing market.

So now the point is what is BPO or Business Process outsourcing? Business process outsourcing (BPO) is a technique for subcontracting different business-related tasks to outsider merchants. At the point when business process outsourcing started, it connected mainly to manufacturing substances, for example, soft drink producers that outsourced expansive fragments of their supply chains. Nonetheless, it is presently appropriate for service industry as well.

There are two areas where companies adopt business process outsourcing, back office and front office. Folks who portraits inside the back office are usually tasked with internal commercial enterprise features, such as logistics, collections and receivables or procurement. Moreover, front office outsourcing refers to contracting an enterprise's center commercial enterprise operations — accounting, payment processing, IT services, human sources, regulatory compliance, quality assurance and so forth.

A business has multiple BPO options. Business process outsourcing is measured offshore outsourcing if the deal is directed to another country. For example Taskeater Ltd basically contracted by companies from Europe and America who wants to do outsourcing for their company. Another kind of outsourcing is nearshore outsourcing where the job is assigned to a nearest country. For example if India contract Bangladeshi BPO company for their business. The last one is onshore outsourcing which refers to company's own country for example Philips an electronics company basically does this kind of outsourcing.

For Bangladesh, the opportunities of outsourcing are enormous. The abundance of a young work force, mixed with the authority's incentive for the IT zone in current years can make Bangladesh a prime player within the international outsourcing marketplace.

Supply Chain Management of BPO based companies are basically flows from supplier to customer, where both their customer and supplier are the same people and their customer is their consumer

1.2 Objective:

There are basically two objectives behind this report

1. Principal Objective:

The principal objective is to find the “**Supply chain Management Practices of Taskeater**”.

2. Secondary objective: The report is a prerequisite for the completion of BBA degree from BRAC University.

1.3 Scope of the Study:

This report will be covering **Supply chain Management Practices of Taskeater** through their outsourcing business. This project is based on the knowledge and experiences learnt from my internship at Taskeater Bangladesh Limited.

1.4 Methodology:

The entire project was completed in a systematic way, from choosing the topic to deciding the project and the whole thing in between. The main step was to choosing the topic, which I discussed with my internship supervisor, Dr. Mamun Habib. By his proper supervision and

support I carefully chose this subject to work on. Secondly, data sources, both principal and subordinate were required to be recognized, considered and studied in order to perform this study. Finally, a big share of all the material presented here are composed from working in the office practically and discussing with the current personnel of the company and also with my supervisor at office as well as from Quiqup (client), during my internship period at Taskeater.

For my project, primary data were gathered from my office supervisor, by talking to my client named Quiqup and the colleagues of my office. Moreover, direct observation of my supervisor and the experience I have gathered for the last three months have also helped me to learn and present relevant material to the topic in discussion of this project. On the other hand, some of the secondary data were obtained from the website of the organizations, both Taskeater and Quiqup (my client). Besides, look into over the web has equally assisted me to share insights with respect to the talked about point in this report. Every relevant information sources are mentioned at the end of this report, in the reference part. Last but not the least; this report also follows the supply chain management model, Habib, M. (2007) to relate the supply chain activities of Taskeater.

1.5 Limitations of the Study:

1. The main limitation is the topic itself, since the topic itself is moderately new thus it was difficult to find enough information to gather for my research.
2. Lack of Sufficient articles, publications and papers related to my topic was also a problem during the preparation of my research.
3. Another problem is the lack of time for my report. There could have some other things which can be added in my report but because of limited time of three months that could not be done. If there is more time, the report can get more informative.
4. There were additionally a couple of things un-replied by the administration of the organization, since they would not like to share a wide range of data regarding their supply chain management practices because some of them are very internal and confidential.

Chapter 2 Organizational Overview:

2.1 Taskeater Bangladesh Ltd.:

Taskeater builds extended teams for internet companies operating primarily in Europe. Taskeater's teams support clients in areas such as data processing, back-end operations, content moderation, lead generation, and online marketing. Taskeater sets up ongoing dedicated teams that work directly with clients. Clients view Taskeater as a way to outsource certain processes so that they can focus on innovation and the areas that are core to their competitive advantage.

Taskeater's current and past clients are from around the world, including from Finland, Sweden, Denmark, Holland, United Kingdom, Australia, United States, Lithuania, France, Canada and Germany.

2.2 History:

- Taskeater was founded in March 2014 as a Finland-based corporation with its main office in Dhaka, Bangladesh.
- In March 2015, Taskeater Bangladesh Limited was incorporated to support the growing organization in Dhaka.
- In August 2015, Taskeater hired its first Europe-based employee in London to beginning building its international sales organization.
- In February 2017, Taskeater moved into its first commercial office premises in Mirpur14.
- As of July 2017, Taskeater had 220 employees.
- As of September 2017, Taskeater had 280 employees.

2.3 Company Goals:

Taskeater does not have a mission or vision statement, but instead two clear goals:

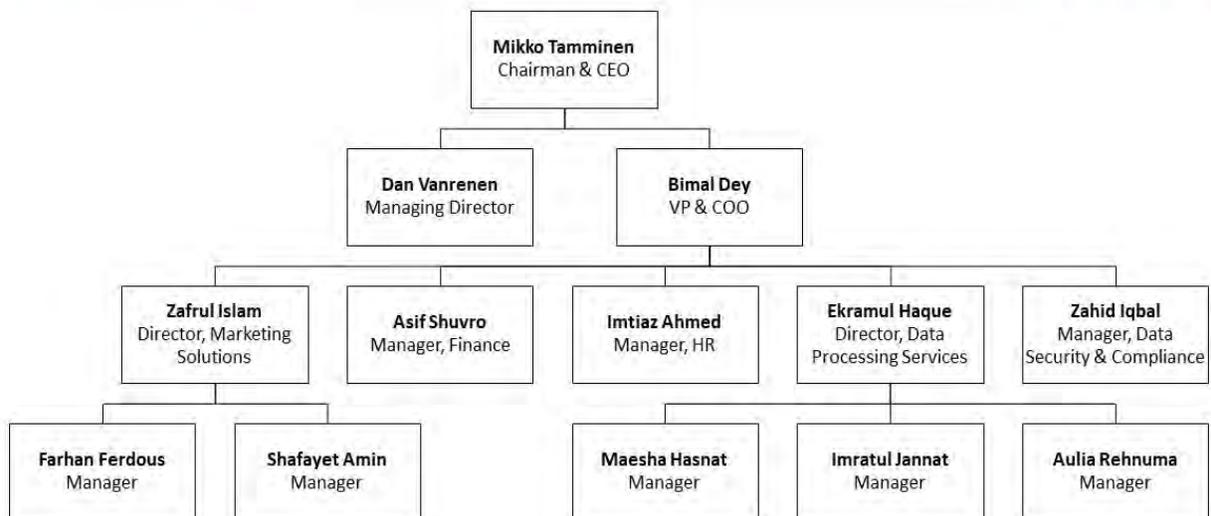
1. To become a brand of choice for high growth companies in Europe for outsourcing.
2. To become an employer of choice for young professionals in Bangladesh.

2.4 Company Organization and Management:

The current company organization as of 12 April 2018 is depicted in the following diagram:

Organization chart

Taskeater



2.5 Working Hours

The Company operates two standard office shifts in Dhaka:

- Monday to Friday, 10AM to 6PM (the day shift)
- Monday to Friday, 6PM to 2AM (the evening shift)

2.6 Services offer by Taskeater:

- Lead Generation
- Content Moderation
- Order Processing
- Data-entry
- Tagging and Categorization
- Transcription
- Online Data Collection
- Security Camera Surveillance & Call Centre auditing etc.

2.7 Way of Communication:

The three main channels of business communication internally and with clients are Company's registered Email, Skype and Slack.

2.8 Branches:

Currently Taskeater has four offices across four different countries, those are:-

1. Waterloo Road, London, SE1 8UL, United Kingdom.

2. Langorintie 119 00890, Helsinki, Finland.
3. Lollandsgatan 29164 43, Kista, Sweden.
4. CRP Building, Mirpur 14, Dhaka 1206, Bangladesh.

2.9: Competitors:

Taskeater is a multinational company, thus it is competing nationally and internationally, though most of The BPO companies offer unique services still some of the Taskeater's rival companies are Service Engine BPO, Bangladesh Association of Call Center and Outsourcing – BACCO, Fortune Tech, DataPath Ltd. Genex Infosys Limited, HiTech etc. The increasing number rising BPO companies in Bangladesh is a major concerning point for The Company.

Chapter 3 Review of Related literature

To describe the supply chain management of Taskeater, the writer of this report found a lot of journal and article regarding supply chain management. However, most of the papers are all about manufacturing industry. Very few people talked about service industry, some of them are Dibb and Simkin, 1993; Sampson, 2000; Habib, 2007; Habib & Jungthirapanich, 2008. To perform this report the writer follows ITESCM model (Habib, 2007), which is an empirical research model of educational supply chain management established by Habib, M. (2007). In this report the writer shows ITESCM model, (Habib, 2007) is a useful to link relate the supply chain management of an outsourcing organization like Taskeater Bangladesh LTD. Like ITESCM model the writer of this also classified the supply chain management of Taskeater into supplier, service provider and customer and the flow of raw materials to finished product. ITESCM model is concentrated on the universities and all stakeholders, such as specialists in university administration, faculty associates, supervisor, proprietors and graduates etc. (Habib, 2010). Similarly, this report also talks about the employees of Taskeater, supervisor, and all the people who are associated and contributing to the Company.

Chapter 4 Internship Experience

4.1 Description of the Job:

I am currently working as an Analyst of Taskeater. The Lead Generation is my department. Now question comes what is lead generation? Lead Generation is basically finding personal and non-personal information like Emails, phone number, postcode address etc. for the business purpose. In my department my team leader Mr. Asad Zaman trained me perfectly and made me understood about the job. Basically Taskeater provides on the job training to its employees so that employees can understand their responsibility faster, my team leader first trained me to collect Email IDs of different professionals. After that time by time I have learned how to find postcode address phone numbers and LinkedIn professional profile, online stores, outlets etc.

After successfully completed my training period for a week, they assigned me to a client named Quiqum a last mile delivery service company situated in United Kingdom. From that time to till now Quiqum becomes my main focus. Till now, they have assigned me to perform different types of lead services (services associated with lead generation). First month Quiqum assigned me to find leads for their targeted companies that they are going to affiliate for their delivery business where most of their targeted companies are London based restaurant and electronics companies. They wanted to provide logistics/ delivery support for them thus all they needed was finding their necessary information to contact with them and do the rest. In this 3 months I have been giving client Quiqum, my all the cooperation on behalf of Taskeater which is helping them to conduct their own business.

Chapter 5 Supply chain Management practices of Taskeater; a leading BPO based organization in Bangladesh.

5.1 Supply Chain Management Framework of Taskeater:

In this chapter I will be discussing how Taskeater practices and manages their supply chain from top to bottom. There are many departments in my organization but as I have worked for the Lead Generation Department I will be discussing how lead generations supply chain works through various process and steps.

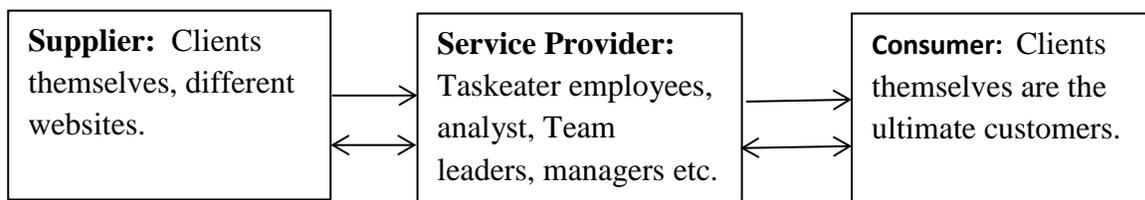
I have mentioned earlier what is lead generation and how it works and helps the company. Thus I am directly going to the discussion part. Basically supply chain of Taskeater has 3 steps and those are: Suppler, service Provider and customer. For Taskeater's supply chain I have related Taskeater's supply chain management with ITESCM Model, Habib, M. (2009).

Supplier: In order to find the leads the client gives us necessary files like documents, instruction sheets, and different website address. Thus, it is very easy to say that Clients themselves are our main supplier for our outsourcing. Moreover, to perform those services we need to visit different websites regularly where we can get necessary information. Some of them that I regularly visit are; Gmail, Skype, betacompanies UK, Crunchbase, Whois.com, Zomato, Tripadvisor different social media websites such as LinkedIn, Facebook etc. It is needless to say all those websites are all also serving as our suppliers.

Service provider: The service providers are basically the employees of Taskeater, Taskeater employees, Analyst, Team leaders, Managers and Directors. They are the people who are giving this service. For example in my Lead generation, my client gives order and instruction to my Team Leader Mr. Zaman who instructs me to understand the job perfectly and then I do it according to client's criteria or preference. Our Lead Generation director Mr. Zafrul Islam and manager Mr. Farhan Ferdous also supervise our job by visiting my Google sheet (or the software suit where I am working on) carefully once or twice a week. Thus basically from top to bottom everybody is affiliated with the job somehow.

Consumer: Task eater basically offer services for B2B. Almost every client is an organization. The service we are giving is basically goes to them. Thus they are the people who are getting our output or services. Basically, our Clients themselves are the ultimate customers. For example, my client Quiqup gives us necessary files and instructions to generate leads. After providing our services we submit our task to Quiqup so they are the people who are getting our service back. By our services they operate and perform their own business. For example, once Quiqup gave us a task for their business campaign where they need to get important leads to whom they want to target as their vendors for their campaign. We help them to find those lead. As a result, they can now launch their campaign successfully. In this way they work as our ultimate customers.

If we draw a model based on ITESCM Model Habib, M. (2009), the model of supply chain for Taskaeater can be like this;

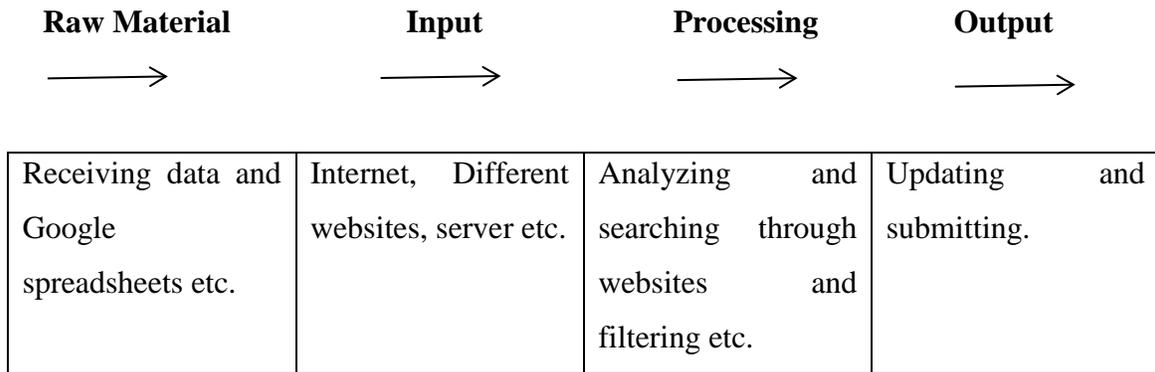


Flow of service =

Flow of information =

The flow of service is one directional from Supplier to customer. Where, the flow of information is bidirectional as the information passes from both sides.

We can draw the framework for Task eater’s supply chain by understanding their outsourcing activities. This is basically consisting of Raw materials, Input, processing and output. The framework has shown in the diagram in the next page;



Raw Materials: Receiving the order and data needed to perform the task such as URL of different websites, spreadsheets etc.

Input: Internet, Internet web browser, such as Google Chrome, Mozilla Firefox Opera etc. Our preferred web browser is Google Chrome. Our input includes; interpreting the data which are given from our client, understanding the client’s task, discussing with our Team leader directly or through Skype or email and so on.

Processing: Finding leads through different techniques, such as finding contact information, emails, postcode, and phone numbers. Then filtering the bad emails through different apps like: Hubuco, Email inspector etc. and verifying other information carefully is also part of processing.

Output: Updating and submitting the final verified leads and other information to the clients as an output or finished product.

5.2 ISO Certification:

Taskeater is recently working for ISO certification. It is basically a quality management system. Taskeater is planning to get the ISO 9001 certification. ISO preparation is at the final stage. Since the first stage audit in April 2018, Taskeater worked with improvement areas pointed out by the

external auditor and trained company's managers as ISO internal auditors. Company is expected to get this certificate by the end of 2018. Through achieving this ISO certificate company will get some benefit which are discussed below;

Enhancement of company's credibility and image – ISO 9001 is a world over recognized standard. It has come to be the muse for growing a best management machine round the sector, changing many formerly posted necessities. Whilst a client is seeking out a supplier, it is usually a requirement to have a QMS primarily based on 9001 to be considered. Attaining ISO 9001 certification can be a powerful marketing device.

Client satisfaction improvement – One of the satisfactory control concepts which might be the inspiration of the ISO 9001 necessities is to improve client satisfaction with the aid of making plans for and striving to meet customer necessities. By increasing company's customer satisfaction Taskeater will hold more loyal clients as happy and satisfied clients are the key to keeping customer loyalty. These kinds of clients will bring extra revenues to the company.

Evidence based decision making – A standard of ISO 9001 is the necessity to practice evidence based decision making. By driving our decisions based on the evidence, rather than on any kind of assumed feelings, Taskeater can be more attentive on assigning assets to the zones that will increase efficiencies and saving costs.

Create a continual improvement culture – It is the third quality management principle of ISO 9001. By using this approach to enhance company's tactics and organizational output, Taskeater will find efficiencies and cost savings, along with the use of systematic procedures when issues arise so they can lessen the effect of the trouble and increase the rate of recovery.

In the end, it can be said that, getting ISO certification will give Taskeater a well-organized Quality Management Systems that will save huge time and expense, increase efficiency and eventually will increase customer relationships.

5.3 Production strategy: Level production or Chase demand?

From my analysis, Taskeater follows **chase demand** strategy as their production strategy most of the time. Company keeps on hiring employees when they need and fire some of employees when the demand is low for their service. To eradicate firing cost, Company is now taking contractual employees for any particular project, when the project is over their job will be over. For example: Taskeater recently got a big client called Doordash. Taskeater needs additional 50+ employees to operate and maintain Doordash's work. But company cannot take that amount of employees at a time as it needs additional office space funds and other facilities. Thus, they are now taking part timer as well some contractual workers for this Doordash's project to reduce their cost and their threats which can be said as a chase demand strategy.

Chapter 6 Learning Outcome

6.1 Professional Learning:

- Learn about different software tools and how to utilize them like excel, hubuco, email inspector etc.
- Learn to analyze and visualize data to identify the desire information.
- Learnt to finish any task within the time limit.
- Learnt how to do multitasking.
- Improved my negotiation skill and understood how to create a win-win situation.
- Since, we uphold a day-to-day communication with our client, my communication abilities are getting enhanced as well.
- Meeting deadlines, handling client's feedback and criticism which can help me to grow professionally.

6.2 Academic Learning:

- Through my experience I have also learned how supply chain of a BPO company like Taskeater works.
- Got an idea of how Taskeater manages their supply chain activities.

6.3 Personal Learning:

- Got the idea of how to work both as a team and solitary man.
- Working with different type of people is my another learning experience
Sometimes me, myself have to give my own creativity and create a solution. Therefore, this experience increases my critical thinking ability.

Lastly, the main learning point is the responsibility. If something wrong happened from my side I have learnt to take the responsibility. Try to learn from my mistakes rather than blaming others.

Moreover, this internship experience helps me to make myself more mature and responsible personally and professionally.

Chapter 7 Recommendation & Conclusion:

7.1 Recommendation:

Taskeater is one of the fastest growing BPO in Bangladesh. Within 3 years its current employee working under Taskeater are almost 600, thus we can understand how much quickly it actually developing. Apart from its positive side there is also some negative side which from my view they need to think if they want to achieve a good and sustainable Business in the long run

1. Vision and Mission: From the company overview we can see that Taskeater does not have any Vision and mission. Taskeater have two particular goals but they also need a vision because otherwise they will not know where they want to see themselves in near future.

2. Slow internet speed: Internet speed of Bangladesh is also concerning point for Taskeater. Their average internet speed is 5-10 MBps which is not enough to operate a BPO. Hoq said. “We are connected to submarine cable network SEA-MEWE-4, which provides an Internet bandwidth of 24 gigabytes, but more speed needed and an alternative connection is essential to woo overseas clients”. 40% of the businesses are expressively affected by sluggish internet speed here in Bangladesh. Web developer and software developer firms encounter this problem more often than the others. However, companies seem to come up with the situation and 60% companies have reported that they somehow manage it, although the working speed gets sluggish. This problem decreases company’s efficiency.

3. Problem of money transaction: Our Government does not permit online business transaction yet. Without any confusion, Bangladeshi web-based businesses have indicated it as the biggest problem they face. Needless to say, most of the businesses are affected by this difficulty while trading internationally. The Biggest complication to run the outsourcing business, again majority of the firms has indicated worldwide money transaction difficulty as the most disappointing one. If Taskeater can eradicate this problem by consulting with Bangladesh government it will add a brick to their future.

4. Problem in human Resource Department: In Taskeater, currently there are more than 500 hundred Employees. However, the surprising thing is to maintain those 500 employees there is

only one HR manager available Mr. Imtiaz Ahmed. He is the only person who handles all the HR related issues of all the employees. One single HR person cannot handle a 500+ people's company. Thus we can see the problem. Taskeater needs a fully functional Human Resource department.

7.2 Conclusion:

Internship was for me an actual life gaining knowledge of experience. It gave me the taste of corporate culture and had organized me for the upcoming professional existence. It had given me the opportunity of handling real life situation. It has removed my indistinct ideas and misconceptions of company environment creating new vibe inner me so that you can absolutely help me to be a future leader within the corporate surroundings.

This report basically talks about the Taskeater and its outsourcing activities, which is a renowned BPO organization in Bangladesh. Outsourcing includes the contracting out of a business process to another party which is also known as business process outsourcing (BPO). Companies primarily outsource to reduce certain costs such as peripheral or "non-core" business expenses, high taxes, high energy costs, excessive government regulation, production and labor costs. The unique age demography of Bangladesh, coupled with the low-cost work force and Government's Incentive for the IT service sector, makes Bangladesh a major player at the global service outsourcing market. The demand of Bangladesh's works among the outsourcing market is putting the maximum tax facilities in this industry and there outsourcers from abroad are making the benefit of spending less in any work from Bangladesh. Currently Taskeater has more than 600 employees who are doing different outsourcing activities such as lead generation, content moderation, order processing, data processing etc. this wide range of activities makes Taskeater the largest diversified BPO of Bangladesh. There are some other organizations specialized to their respective fields such as ISPAB is working for ISP firms and BACCO is specialized for Call Center organizations and outsourcing. Bangladesh is competing with India, Pakistan and some eastern European countries in freelance work, which definitely speaks of the high caliber of Bangladeshi IT professionals. According to the result this study generated, I have found out

that, lack of Vision and Mission, low internet speed, money transaction problem, are the main obstacle for Taskeater Bangladesh in terms of progressing in the field of outsourcing. Those barriers are limiting the potentiality and efficiency in Supply chain of Taskeater Bangladesh LTD. Nevertheless we can hope that Taskeater will overcome those problems and become an outsourcing giant in the world.

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