





Internship Report on
“Next page Technology is Creating E-Commerce platform for Future Businesses”

Course Title: Internship

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Submitted to:

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Letter of Transmittal

1ST April, 2019

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

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Subject: Submission of Internship report.

Dear Sir

With due respect, It would be honor for me to submit my report on “Creating E-Commerce platform for future businesses” To find out the in and out of E-Commerce platform that my Intern organization offer to different business sectors is a part of completion for my BBA program of BRAC Business School.

Recently, I have completed my internship program from “NEXT PAGE TECHNOLOGY ltd.” I have worked there for around three month from 10th January to 10th April of 2019. While working in this organization I have learnt many things both practical and theoretical. I hope that you will consider this report valid, reliable and objective.

It would be great honor for me to thank you for all the guidance and support that you have provided and hope to get assistance in future as well. I will be available at any moment if any confusion arises.

Sincerely

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Letter of Endorsements

This is to justify that Ashraf Uz Zaman Arafat, ID: 14304003, BBA Program, BRAC Business School, BRAC University has done this report over the topic “Next page Technology is Creating E-Commerce platform for Future Businesses” to complete BBA internship program. I acknowledge this report as a final internship report.

I wish him a successful and may his achievements be prosperous his career in future.

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

At the beginning of this report, I want to thank Almighty God for giving me the strength and capability to finish this internship report. This report is a gathering of various individuals' assistance. That's why; I am obliged to many individuals who assisted me to sort out this report and for their thoughtful conclusion, recommendation, direction and suitable rules. I am truly grateful to all of these wonderful people.

At first I would like to thank my internship supervisor Mr. Shamim Ehsanul Haque, Assistant professor, BRAC Business School, BRAC University. Sir has always given me the appropriate guidance and assistance in the total process of preparing this report and accurate advice throughout the whole process. I would thank him from the core of my heart for his support and his instructions for my whole internship journey.

Furthermore, I would like to thank my organizational supervisor of "NEXT PAGE TECHNOLOGY LTD.", MD. Sakib Ibne Ali, Manager of Marketing and Sales department. He always stood beside me and guided me all the time in my whole internship process. I have learnt many informative information and gathered practical knowledge about the organizational process and E-Commerce related activities also. His support and the experience that he shared with me will always assist me to implement those for my further career process.

Moreover, I would like to thank MD. Rakib Hasan, Executive of sales and Marketing, MD. Raihanul Islam, Executive of sales and Marketing, Ishrat Jahan, Sales Executive, Saif-UD-Dowla, Technical Executive of Marketing, Sajidul Islam, Manager of IT, AL-Mamun, Software Engineer, Rani Das, web developer, Zahidul Alam, Sales and Marketing Executive. These people assisted me to acquire organizational concepts and implications while performing my intern role. They provided me with immense knowledge about how to deal with different clients and broaden the knowledge about E-Commerce related products that can help future business in a positive manner.

All of this valuable person's contribution has helped me to complete my intern report in a decent manner.

Executive Summary

Next page Technology Ltd. In short 'NPTL' Started their journey since September, 2018 with 360 degree IT solutions. Now this company has made significant place in the IT service providing sector in our country. Having the head office at Dhaka, the organization used to offer help to the concerns of USA, INDIA, UAE and couple of different nations. The organization is puts stock in consistent advancement and proposed to keep their impression in various areas where IT can reach. This propensity has made this organization a propelled arrangement supplier. NPTL is principally centered on serving clients and making an incentive through long haul connections. NPTL has built up a one of a kind Service Level in the market which made them unique in relation to different organizations. In the wake of finishing in excess of 100 undertakings and having in excess of 40 ventures progressing, NPTL endeavors to convey progressively proficient, viable and pertinent quality administrations and arrangements custom-made to the inexorably mind boggling requests of associations, so as to help efficiency of activities and to expand an incentive for their clients.

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Overview

Next page Technology has started their journey in late 2018. Though it is a new IT company but they have some various products and services to offer. Company started with the idea generation from basic inspiration that encourages Entrepreneur and Co-Founder Mr. Anwar Hossain along with Mr. Sojib and Mr. Sobuj. These people found the market gap and tried their best to create a IT solution company that can offer a vast range of IT services for the betterment of current and existing businesses out there.

This company started their journey a little nit late in the IT service sector. Rather they have gained a remarkable reputation within a year by giving excellent client service and other IT support to many businesses. This company provides various range of software to update existing business sectors gradually towards a technology based business platform. Moreover they render all types of IT facility along with the Software. Many projects have been completed already by this company and many more are on process.

They mainly deal with different types of software like E-Commerce site, Client customized website, POS, Inventory management software, Accounts management software, Corporate Resource planning, School management software, Hospital management software, Domain, Hosting, Customized client IT solutions and many more other Services as well.

This organization is operating their business not only for profit gaining purpose but also to transform the existing other business to update into E-Commerce and operate each and every task online or through software. They are trying their best to gather as many projects they can so that more and more businesses can be transferred into E-Commerce platform for their own business betterment.

Vision

The core vision of this company is to assist exiting business sectors in our country with all technological support. So that, these businesses can gets use to with the E-Commerce platform easily. Rather they render various types of software and IT support to different type of organization to maintain their day to day operations on ease. All the supports from Next page Technology add value to grow the E-Commerce sector more profoundly.

E-Commerce Business in Bangladesh

In a word web based business can be characterized as performing business movement by means of web or another electronic system. Book characterizes "Electronic business is a developing idea that depicts the way toward purchasing and selling or trade of item, administration, and data by means of PC arrange including the web. The purchasing and selling of items and administrations by organizations and buyers through an electronic medium, without utilizing any paper records. Web based business is broadly viewed as the purchasing and selling of items over the web, yet any exchange that is finished exclusively through electronic measures can be viewed as online business.

- **Business to Business (B2B):**

Business-to-business (B2B) essentially suggests an arrangement of activity that focuses on pitching things and organizations by one business association to different business associations.

Think of it as a solid association that through their things and organizations empowers associations to succeed or support their internal undertakings.

A few B2B sites in Bangladesh are occupied with giving assembling and production network arrangements. For example, the Bangladesh Garment Manufacturers Employee Association (BGMEA) has conveyed B2B internet business answers for worldwide RMG requests and acquisition, as have a few expansive instant article of clothing organizations.

Now-a-days many IT companies are encouraging the existing business sectors to update in E-Business. Next Page Technology Ltd. Also aims to assist other business sector to go in online form.

Next page is rendering their service mainly in a B2B form. They are providing online platform directly to other businesses.

- **Business to Customer (B2C):**

Business to client (B2C) implies the direct trades between an association and customers, who are the end-customers of its things or organizations. The business to customer as an arrangement of activity fluctuates basically from the business-to-strategy of activity, which insinuates exchange between somewhere around two associations. While most associations that offer and pitch to clients legitimately can be suggested as B2C associations, the term ended up being monstrously predominant in the midst of the dotcom impact of the late 1990s, when it was used generally to allude to online retailers, and furthermore extraordinary associations that sold things and organizations to buyers through the web.

B2C sites have turned out to be prominent in expansive urban regions, as prove by the development of online nourishment conveyance locales like HungryNaki and FoodPanda. Very blocked streets and poor driving conditions have additionally helped drive interest for home conveyance administrations. Different instances of B2C activities incorporate Facebook-based trade stages, for example, Shopr.bd and ShoptoBd which enable Bangladeshi clients to buy items from driving internet shopping destinations in the United States, UK, India and China, e.g., Amazon.com, ebay.co.uk, Amazon.in, and Alibaba.

Overall Next Page is trying their heart and soul to render all kind of technical support to their clients. From providing E-Commerce platform to every kind of technical and software related support.

They maintain the relationship with the organization and both the customer in person or business owner.

Career Opportunity at Next Page Technology Ltd. In E-Commerce Sector

Next Page Technology Creates scopes for various individuals by hiring them in terms of their skills which could be helpful for the organization to render better service to their customers. Few of Next page's career opportunity could be:

- **Design:**

Next page totally comprehend business needs and classification. Remembering these, they make website design composition which is as indicated by client's web page necessities and gives client a chance to stand separated from the group. Our website specialists make astounding design that can satisfy client's expectation of having a one of a kind brand acknowledgment and character. Next page's designers make tweaked plan for client's organization with full devotion.

- **Theme & Integration**

Resolved to convey adaptable web improvement administrations with full client satisfaction, they give a genuine estimation of client's task, Client's venture with the execution of big business class theming and coordination administrations. Next page's expert group is respected all around to satisfy customers' perplexing need completely.

- **E-Commerce**

Extend clients business by means of diverse computerized channels all around the globe. Next page's group of specialists have top to bottom information of different E-commerce Web Development stages that cannot just give another look to clients business yet in addition fuel it to move with astonishing pace the present merciless challenge.

- **Web Development**

Reinforce client's character in the online world with assistance of their center aptitude in cutting edge web advancement innovation. Next page's multifaceted and productive methodology will cut a one of a kind picture of client's business that will in general make client's image popular and prestigious around the world.

- **Digital Marketing**

Lift the natural traffic of business with expert, adaptable and objective arranged web architecture and give another edge to client's organization online to gain most extreme incomes. Next page is a customer driven organization that performs immensely with specialized developments and inattentiveness.

Role as an Intern

I have worked in this association with excitement and enthusiasm. The association helped me to work inside various departments. This enabled me to perform distinctive errands that let me accomplish numerous other authority learning separated from my study.

- **Responsibilities:**

- As an intern I worked both in marketing and sales department.
- Main job responsibilities were combined between these two departments like:
 - Content writing
 - Creating and generating creative marketing campaign for new products and services.
 - Contact existing customers and finding new possible field for fresh customer.
 - Performing different desk task like: data entry, emailing, digital marketing, maintaining company's software data flow.
 - Going for many client meetings.
 - Generating new product idea.
 - Completing daily task given by marketing manager.
 - Gaining all the product knowledge for further usage.
 - Creating proposal letter for different customers.
 - Keep communication with IT department on a daily basis.
 - Suggesting newer way to upgrade existing business though creating online platform.
 - Other task assigned by higher authority

- **Dimension of performance:**

- Guaranteeing amount and nature of work created or finished by employee.
- Time plan, meeting, due dates and submit before deadline.
- Maintaining nature of work and dealing with the standard of estimation set by the organization.
- Utilize organization's assets effectively sparing expense and delivering progressively esteemed things for sale.
- Meeting both inward and outer client's expectations.
- Collaborate with other office and join work for better output.
- Be proactive and complete each work and exercises inside time constraint utilizing the assets given.
- Adding different abilities to improvise execution and produce more deals after some time period.

Introduction to the Report

The report is prepared to describe and provide information about how E-Commerce activities are operated at Next page Technology Ltd and how this organization is creating platform for the existing business sector of our country to upgrade in online. This report will explore the inner and outer perspective and opportunity in E-Commerce sector for our existing businesses. Rather it will help to find out the core benefit of transforming any business into online form.

- **Rationale of the report:**

The purpose of this report is to connect instructive learning with the implication of practical experience. Just academic learning cannot assist us with gathering related knowledge about the professional segments. Rather maybe we need to actualize those in the genuine working world too. My temporary position program has given me a chance to execute my hypothetical information in the reality.

- **Statement of the problem**

As the organization Next age is as yet new one in the field, despite everything they face some difficult issue while working their day by day work process. Regardless they are endeavoring to make sense of for building up their specialized site for better SEO practice in E-Commerce division. In addition Next page is additionally attempting to fix their costing division and installment strategy for the better involvement.

- **Scope and delimitation of the study**

This report was done with the assistance of various backgrounds of data and information. Most of the data was collected from primary sources like: personal interview, conversation, employees and internship job experience. Other data and information was collected from secondary sources like: articles, journals, books and company portfolio and website. This report will find out the potential that Next page is serving manual business to upgrade in Online for a better business platform.

- **Objective of the report:**

The goal of this report is to define the activities of "Next page Technology" in a way that portrays how they serve their target market and what sort of E-Commerce exercises are finished by them. This report will give a gross thought regarding "Next page Technology's" a wide range of physical and virtual exercises. It will give a thought of the hierarchical workplace and their duties too. The center goal of the report is to bring up the fundamental E-Commerce related Internal and External exercises that assistance them to snatch potential client and increase deals.

- **Research Question:**

Does Next page is providing enough technical support to existing business for creating a better E-Business platform?

Review of related Literature

In 1950's organizations started to utilize computers to store and process inner exchange records. By 1960's organizations that connected extensive volume of exchange had started trading exchange data on punched card. In 1995: Jeff Bezos dispatches Amazon.com and the main business free24 hour, internet-just radio stations, Radio HK and Net Radio begin broadcasting. Dell and Cisco start to forcefully utilize Internet for business exchanges. eBay is established by PC developer Pierre Omidyar as Auction Web. Presently there are 5 biggest and most well-known overall Internet retailers: Amazon, Dell, Staples, Office Depot and Hewlett Packard.

As indicated by measurements, the most famous classes of items sold in the World Wide Web are music, books, PCs, office supplies and other purchaser gadgets database.

As we know, web and web based business are completely dedicated towards each created nation. In any case, we figure it tends to be cultivated and can make a exceptional advantage to creating nations likewise if an perfect business reason can be made. Web based business is an insurgency and defining moment in online business rehearses and can make a colossal commitment to the economy and furthermore demonstrated that as of now, online business associations have progressively turned into a major part of business system and a solid impetus for financial improvement. An enormous measure of research works has been done on web based business which is essentially on the web shopping. A substantial gathering of analysts has discovered and furthermore brought up the need and potential outcomes of Web based Shopping. Then again, confinement of web based business is found and in the meantime, they gave fundamental recommendation and went to an expectation to make Internet Shopping progressively helpful for the purchasers. Be that as it may, the commitment of conventional advertising is additionally inevitable however, contrast with internet shopping it is less powerful we think. So on this premise, there are some recognize web based showcasing and customary promoting. Despite the fact that the vast majority of the general population of Bangladesh particularly the rustic individuals are insufficient equipped for working web to maintain the online business. Hence, they should be subject to conventional advertising.

Past studies about shopping introductions were established in customary retail shopping settings. Nonetheless, comfort introductions can be legitimately connected to internet shopping situations, since a standout amongst the most essential advantages of web based shopping is that customers can spare the time and exertion required for way to-entryway visits to each store for item or value examinations. Kim&LaRose, (2004)

Electronic business can build deals and lessening costs. Promoting done well on the web can get even a little company's special message out to potential shoppers in each nation on the world. A firm can utilize electronic business to achieve narrow market sections that are topographically dissipated. The web is especially valuable in making virtual networks that become perfect target markets for explicit sorts of products and services. A virtual network is a social event of individuals who share a common interest, yet rather than this get-together happening in the physical world; it happens on the web. Bharti&Manisha, (2013)

Expanding advanced cell entrance is making ideal condition for the development of E-trade. One of a kind highlights like versatility, portability, whenever, anyplace accessibility is among the greatest quality of E-trade. Change in youth discernment making blast in web ability which is additionally promising E-trade. Anil&Jyoti, (2017)

Electronic trade has developed as a part of E-business, and as of late, has developed to propel normal business more than ever. These days, purchasers can basically arrange the items they require online without leaving the door of their home. With electronic trade, this is significantly simpler on the grounds that you don't have to connect for your PC. An online customer can make all buys from the comfort of his or her cell phone. This straightforwardness is changing the retail business, and will supplant a substantial number of departmental stores sooner rather than later. This intermingling between the on the web and disconnected world, is enormously changing the universe of retail. Nonetheless, there has been a development that a great many people did not by any means anticipate. Mobile trade may simply overshadow customary PC based business, and will soon, drive a great deal of business shops bankrupt. In the U.S alone, Online business is

required to ascend to an expected \$60 billion before the finish of 2016. With this huge measure of development, all things considered, normal shop proprietors should begin to reevaluate about how they can adequately rival a power as solid as this. Sharma&Mandloi, (2018)

The purchasing and selling of products and services has risen by organizations and customers through electronic medium, without utilizing any paper reports. Web based business is generally viewed as the purchasing and selling of items over the web, yet any exchange that is finished exclusively through electronic measures can be viewed as internet business. Online business is subdivided into three classifications: business to business or B2B (Cisco), business to shopper or B2C (Amazon), and customer to buyer or C2C (eBay). Additionally, called electronic business. Rani, (2015)

Next page's support for creating E-Commerce platform

- For making any sites, next page Technology Ltd. first register it and after that took the Domain for the site, which resembles: Nextpagetl.com. They likewise make Facebook pages, Instagram account, YouTube Channel for their client's ordinary customers to stay up with the latest.
- They secure their client's website with "http" protocol.
- They mainly use Magento for their server.
- Web tools: Alexa.com and Moz. These are utilized to check the clicking rate or the searching rate of the general people of a particular word. In this way they can set that particular regular word in their customer's site to improve the SEO.

- Their Database Management framework are website template _ Magento for E-trade and for the blog webpage and site theme Wordpress.
- For client's website privacy and protection Next page Technology uses secure socket Layer (SSL)
- Installment Portal Method: Next Page done it through "Commerz", who set all the installment procedure from others, with the goal that the site can empower the installment procedure of bkaash, rocket or any charge and Mastercard, Debit or credit card of any bank.
- Next page has an expert IT team who always look upon to maintain client's requirement to serve their customer with a better service and also maintain the SEO practice of Next page which enable them to maintain a good reputation and place in online search engines.

How on page optimization works:

- For the blog website "Nextpagetl.com" they did on page enhancement by connecting up every one of the articles inside, upgrade the photos, set the title, inscription, picture name.
- Besides, all writings depict the picture to Google. It is building up the articles through the connecting up of the image.
like: In the internet E-Commerce site, after end of the list of every single product item they appended the article connect which is in the blog webpage in this way individuals can realize how to utilize it or its advantage and some more.

- They did outside connection up for the e-business site "Nextpagetl.com" to hold the traffic or to build the customers' commitment and reach to them effectively.
- Redressing Meta portrayal for the sites. In the event that they found any issue by examining in site they fix it through web designer.
- Advancing the whole article in two different ways with „digit“ or with “?” question mark.
- There is a tool named Google Trend to check the proportion of the general population of Bangladesh that what number of individuals looks for this particular item. Model: E-Commerce site, however by investigating in Google pattern is indicates individuals look more by stating "E-Commerce site". They will set the item name in their E-Commerce site by stating "E-Commerce site". With the goal that individuals will discover it from our site effectively. They keep away from the stop word to set the site URL.

How off page optimization works are stated below:

- Google knowledge graph has been opened from Google my business. Here they input the inner detail of any article or item to give realize a chance to Google where it is. They input the subtleties of site area, open and close time of the site, Google map and so forth.
- For the keyword search Next page use a few tools. Those are: a. Awards keyword planner, b. Ubersuggest, c. ansthepublic.com. d. wordze.com. e. smallSEOtool.com. f. keywords suggestion.

Cost required for Creating E-Commerce platform

- **Registration cost:** For developing and creating any E-Commerce site the registration cost can be approx. 1 lac total for one at a time.
 - **Domain:** For domain they need to pay \$17 for each E-Commerce site per year.
 - **Hosting:** Hosting cost actually fluctuates or varies from time to time because it depends on traffic. The more traffic in website the more hosting cost will increase. So it goes approx. \$50 to \$1000+ now-a-days.
 - **Vat:** customer need to pay around 4% vat when they purchase anything from online shop.
 - **Tax:** Govt. said that E-Commerce business do not need to pay any kind of taxes but Next page Technology pays taxes to govt. because withdrawing the permission of documentation are tough these days.
-
- **Security Cost:** To make site secure as of late they began the http security which was begun from November 2018. It took cost of \$150 yearly.
-
- **Payment Method:** As a one-time installment, they paid 15,000tk to Commerz. They set the installment technique to any sort of E-trade site. Like bkaash, rocket, or any charge or Visa installment strategy from any bank. The agreement approach is the thing that exchanges are happening in their site, Commerz are getting 2% benefit of the considerable number of exchanges. Later on, when advertise plans will more create, there is a probability to diminish the rate which Next Page is paying to Commerz.

Challenges for Next page Technology Ltd. In E-Commerce sector

- Offering adaptable installment strategy for their client is a major test for this association. As this organization is new in the field that is the reason despite everything they didn't offer all sorts of installment techniques. In the event that conceivable each sort of strategy like: visa, Master card, worldwide cash exchange offices should be included moreover.
- Ensuring appropriate shopper fulfillment through various additional offices can decrease the client retention rate time to time. They can offer better client care administration, Limited time facilities, offer and so on.
- E-Business related organizations that exist in our nation are the principle competitor for us. There numerous enormous E-Business Sites like: Daraz, Banglashoppers, Bagdoom, Pickaboo and Social media pages.
- Though Next page Technology is attempting their best to satisfy their client request yet there is some gap between understanding what their client really needs and they should act in like manner.
- Achieving high level of customer credibility is another test. Picking up client reliability from their regular client can build the trustworthiness of the association.
- Creating CRM or effective client relationship the executives procedure that guarantees that clients keep a durable faithful connection with the association.

- The shopping knowledge for the clients ought to be increasingly customized. Like: site will gather data about client and propose those items as indicated by their inclination and decision that suits those most.
- To maintain an E-Business association proficient designs and web designer are expected to help the entire procedure for produce sells. Discovering expert individuals for these departments can be other challenge.

Methodology

The report has been prepared in the basis of both primary and secondary data which is related with information of E-Commerce background. Normally the secondary information is collected from different sources like: journal, article, research paper, online papers, books etc. Primary information is gathered through different methods like: taking expert opinion, interview, observation etc.

There are some core methodologies that have been used to prepare this report:

- Firstly the basic information about collecting the internal information of this organization about E-Commerce related activities was gathered through the help of Md. Sakib Ibne Ali (Manager, Marketing and sales) who helped me to know my each and every job responsibilities properly and act accordingly. Rather he assisted me to gather both internal and external information about the organization. Also helped me to get to know about different people from other department of the organization and get an inner knowledge about the company.
- Another person who helped me during my internship process was Mr. Rakib Chowdhury (Senior Executive, Marketing and sales). He taught me with the all process how potential customers are identified and how we should approach to them for further communication.

- Mr. Saif Anik (Technical Executive of Marketing) taught me the online business side. He let me to learn email marketing, Facebook boosting and other Marketing, How to improve the SEO of our website and how to gather enough audience through online.
- Moreover IT department helped me to gather the product knowledge which is different types of software and other stuffs.

Analysis and Interpretation of data

In this section a survey is done on the basis of my internship topic. I have collected around 42 person's response where many of them were from internship organization Next page Technology. All of the data of survey has been collected through google form and interpreted in a graphical way below.

1. Gender

42 responses

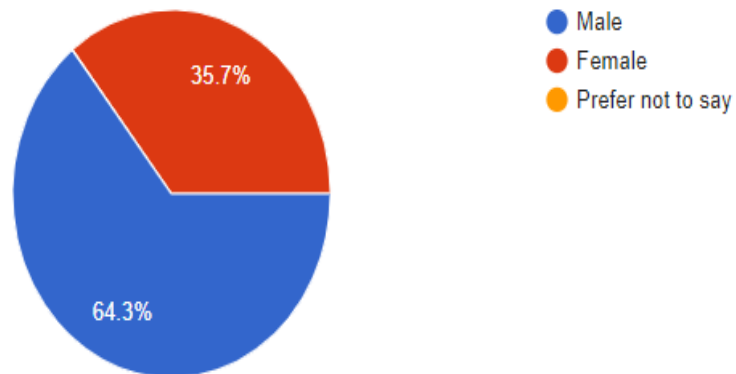


Figure 1: Percentage of male & female

2. Age

42 responses

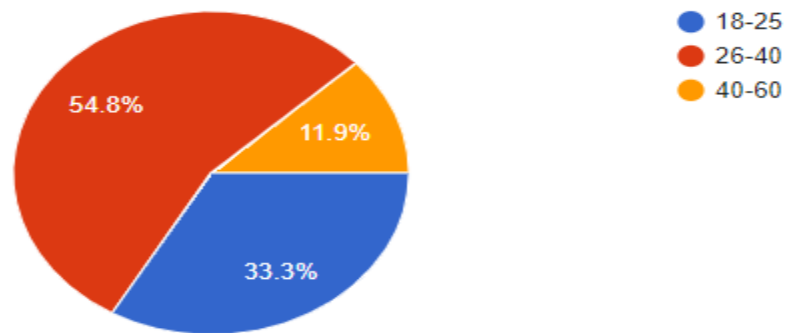


Figure 2: Age range of Respondents

3. Occupation

42 responses

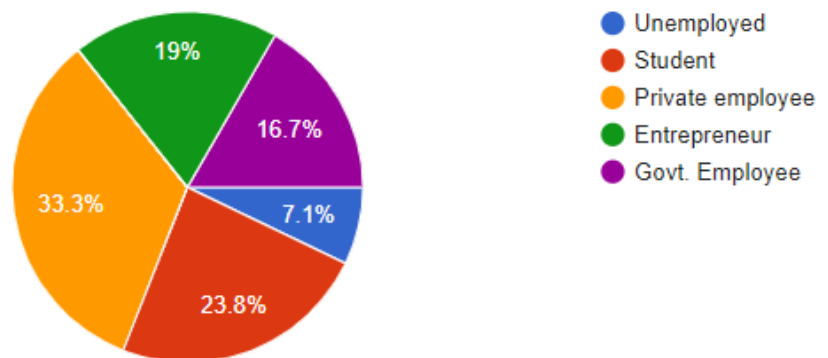


Figure 3: From the above chart we can observe that most of the respondents were private employee (33.3%), student (23.8%), Entrepreneurs (19%)

4. Income

42 responses

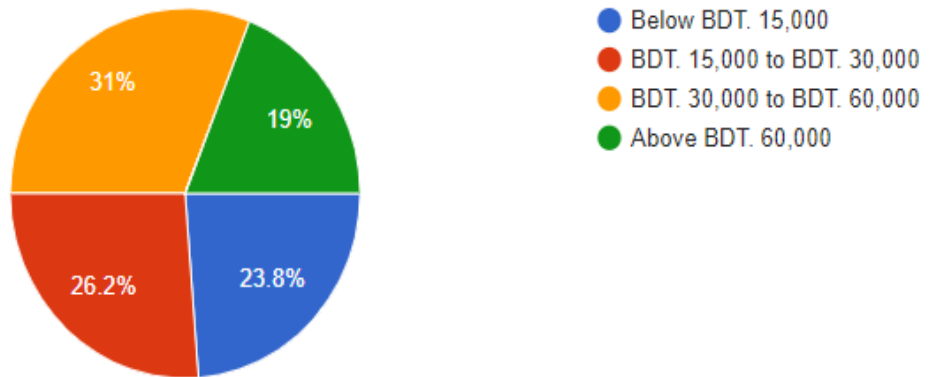


Figure 4. Here, about 31% people earn around BDT. 30000-60000, 26.2% are from BDT 15000-30000, 23.8% are below 15000 and 19% are above BDT. 60000.

5. Do you have any online business?

42 responses

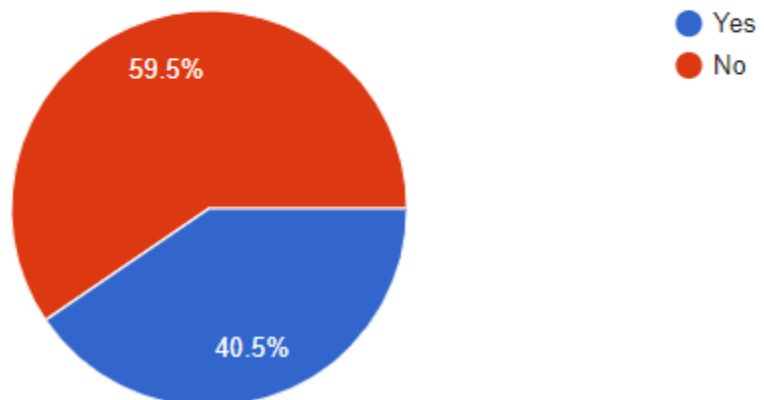


Figure 5: Around 40.5% people from respondents have their own online business.

6. How often you visit shopping mall or super-shop for buying Product and services?

42 responses

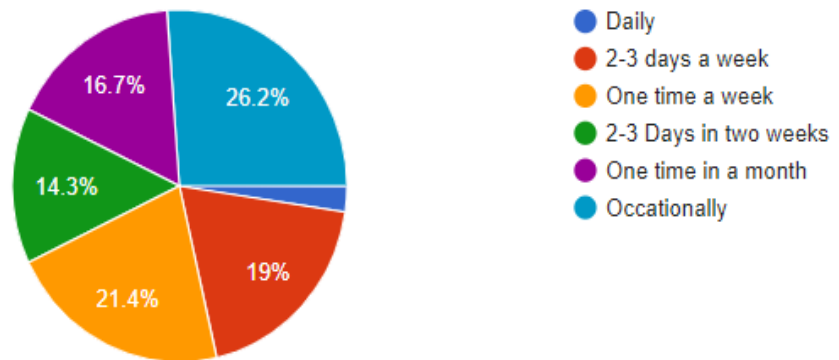


Figure 6: Around 19% people does online shopping 2-3 times a week, 21.4% one time a week, 14.3% 2-3 times in two weeks, 16.7% once in a month and 26.2% does occasionally.

7. Do you feel comfortable ordering anything from online?

42 responses

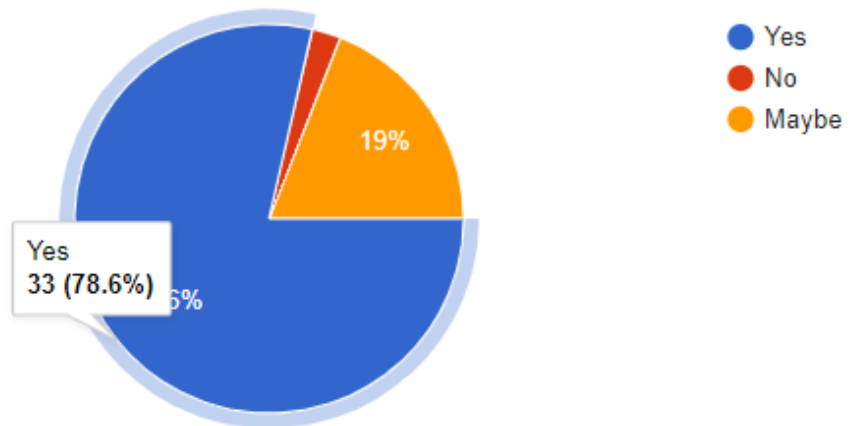


Figure 7: About 78.6% respondent feels comfortable when they shop online.

8. What features of online business platform you like most?



Figure 8: In case of order easiness most of the responded replied good and excellent, most of the respondents gave good and excellent in home delivery, same goes for reliable payment method and comfortable but I think people are confused about product features and description as many online site are unable to give proper description with their product and services.

9. Do you think IT companies now-a-days are assisting the traditional business to convert into online platform for better business experience?

42 responses

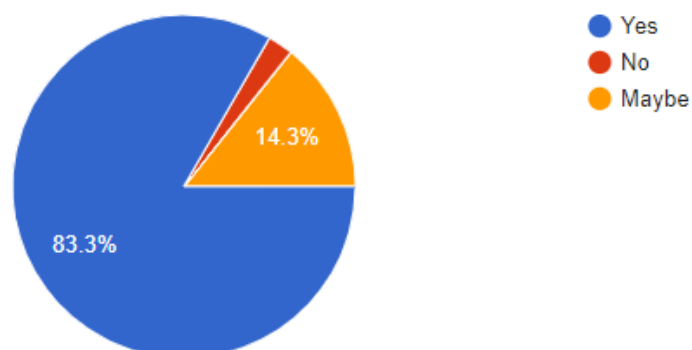


Figure 9: Most of the respondent (around 83.3%) thinks that IT companies are assisting traditional business to convert in online.

10. "Online platform helps our business to keep up to date with the developed nations businesses" Give your preference.

42 responses

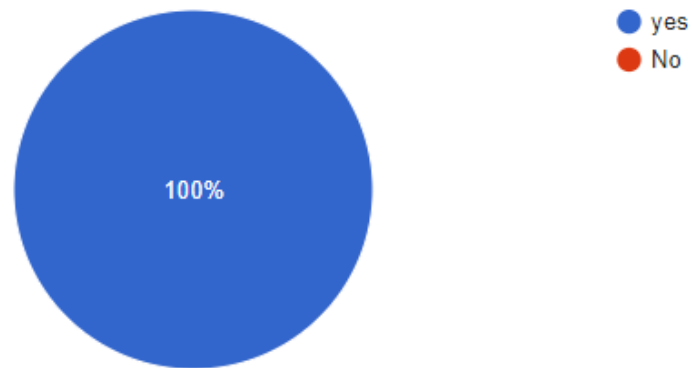


Figure 10: Surprisingly our entire respondent thinks that online platform helps our business to keep up to date with the developed nation's business.

11. On the scale of five measurement criteria how will you evaluate my performance?



Figure 11: Some of the seniors and Employee from Next Page Technology Ltd. Has evaluated my performance.

12. Comment if there was any lacking or good qualities in my performance. (please mention your Name and Designation if possible at the end)

4 responses

He was a good learner. Implemented his each and every knowledge in a proper way. His performance was excellent.

AL-Mamun
Software Engineer
Next page technology ltd.

All is ok but need to try more harder for success.

MD. Rakib Hasan
Executive, Sales and Marketing.

I have observed him closely and he used to perform his task in a professional way.

Md. Anwar Hossain
CEO, Next page Technology Ltd.

First of all I appreciate you for the way of your communication which is a key thing and a major technique to doing good in corporates. Specially to keep the ball rolling in sales or marketing field. Keep practising and do work with it. Another thing came into my mind that is your hardwork, while working together you take a lot of work load and i really praised you for that. Hardworking is the same one hundred which can make you individual and exclusive than others. You are smart, intelligent can hold your temptation, and most important is a team player. Learn how to enjoy more your work environment. And finally do not bother just to be better than your contemporaries or predecessor, try to be better than yourself make the most of yourself. All the best for your near future. I would love to see you back and working in my team again.

Best Regards
Saif Ud Dowla
Technical Executive of Marketing
Next Page Technology LTD.

Figure 12: These are some comments about me from the respective seniors from Next Page Technology Ltd.

From above data interpretation of the survey we can observe that most of the respondent is in a positive mindset about online business and E-Commerce sector. This is a good sign that future generation is really concern about E-Commerce.

Findings of the report

Completing most of the procedures above about the report, it shows that E-Commerce sector is one of the booming sectors of our country. More and more traditional businesses are converting their business into online platform. In this case IT companies are assisting these businesses from every perspective. This report gives a positive vibe how IT companies like Next page Technology is giving their full effort to assist our traditional businesses, so that they can have online business platform as well.

Moreover, the primary survey among common people shows that, these people also think that every business should have online identity beside their traditional shops or business firms. Most of the survey questionnaire result provided with a huge positive response in terms of E-Commerce positivity. These questionnaires was served among different age, profession, income level and based on other criteria but surprising most of them gave positive feedback about having E-Commerce platform for each business helps to grow better in this new era. As E-Commerce is now the fastest growing sector throughout the world, businessmen and entrepreneurs should practice to have online form of their business will assist them to keep pace with the other nation also.

Rather, there is a huge gap in the mindset of our country's people. Some does not even think about having a website, E-Commerce site or digital marketing beside their traditional business or shop. Having a website or E-Commerce site can attract more people than anyone's geographical area and grab most of the customers possible. Now-a-days as a developing nation, most of the population of our country has smartphone or smart gadgets. That can be added advantage of having a online platform of anyone's business. People can view products and services with the single touch of their finger from their home and order whatever they like.

Recommendation

Analyzing all the information and data that has been gathered some core objective and challenges has been found, there are some recommendations that can be suggested.

As Next page's entire site and substance are written in English, numerous client and client think that it's hard to utilize the site or pursuit it and think that it's on the web. Or maybe a portion of the customers feel awkward to write in English. In this way, interpreter can be arranged alongside English. So that, client and different customer can discover the site effectively online regardless of whether they seek it in English.

Next page Technology isn't yet straightforwardly doing that much CSR exercises in broad daylight. This sort of movement can help the underprivileged individuals just as the organization notoriety get higher step by step. They can do diverse sorts of CSR exercises like: giving asset to the corrosive exploited people and doing other social welfare action that helps the network for a superior living.

Moreover, Targeting proper customer segment and clients are another challenge to overcome. Next page can create accurate customer care service for the running projects and clients.

Serving their clients with the finest IT service can ensure a better E-Commerce platform for the future businesses of our nation. Providing the latest technological support can enhance the online business sector more rapidly.

Besides, the workplace and other work offices must be upgraded. So that, employees can get motivation and feel proactive to play out their work. It will help to encourage existing employees in a friendly working environment and self-motivate themselves as well.

Conclusion

In a nutshell, after analyzing the whole report, we have come up with several findings, recommendations that will assist us to improve the gap between E-Commerce and our traditional business. Next page Technology would be also helpful with this report. This report will provide this organization with enough data through which they can know their sector in a broader view which ultimately helps them to identify potential clients and serve them with a better service. Rather to create a better platform for the future business of our country, IT organizations like Next Page Technology need to be more dedicated with their updated services that can ensure a fast growing business environment in our country. Next page Technology and other IT companies in our country is trying their best to push our E-Commerce platform in a satisfying level for our future businesses. More upgraded technology and skilled manpower is still needed to make the best use of E-Commerce for near future business platform.

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Appendix

- Questionnaires:

Topic: (Survey on "How Next page Technology is creating better E-Commerce platform for future businesses")

This research is conducted to find out the probable output of How Next Page Technology Ltd. is contributing to E-Commerce sector of our country and how traditional businesses are getting a better online platform to operate their business with the assistance from Technical support through companies like Next Page Technology Ltd.

Thank you for participating...

1. Gender *

Male

Female

Prefer not to say

2. Age

18-25

26-40

40-60

3. Occupation

- Unemployed
- Student
- Private employee
- Entrepreneur
- Govt. Employee

4. Income

- Below BDT. 15,000
- BDT. 15,000 to BDT. 30,000
- BDT. 30,000 to BDT. 60,000
- Above BDT. 60,000

5. Do you have any online business?

Yes

No

6. How often you visit shopping mall or super-shop for buying Product and services?

Daily

2-3 days a week

One time a week

2-3 Days in two weeks

One time in a month

Occationally

7. Do you feel comfortable ordering anything from online? *

Yes

No

Maybe

8. What features of online business platform you like most? *

	Very bad	Bad	Neutral	Good	Excellent
Order ease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product features ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable payment ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Do you think IT companies now-a-days are assisting the traditional business to *

Yes

No

Maybe

10. "Online platform helps our business to keep up to date with the developed nations" *

yes

No

Other...

11. On the scale of five measurement criteria how will you evaluate my performance?

	Very Bad	Bad	Neutral	Good	Excellent
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Comment if there was any lacking or good qualities in my performance. (please mention

Long answer text
