

Report On
**Business Development Activities and Managerial role in
American Cleaning Company**

By

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An internship report submitted to the BRAC Business School (BBS) in partial fulfillment of the requirements for the degree of Masters of Business Administration (MBA)

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Letter of Transmittal

Mahmudul Haq
Associate Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “**Business Development Activities and Managerial role in American Cleaning Company**”

Dear Sir,

With great pleasure I would like to submit my internship report titled **Business Development Activities and Managerial role in American Cleaning Company**. I am currently working at the company as a Business Development Manager. I tried my best to fulfill all the requirements of internship and also followed your instructions while preparing this report.

I have attempted my best to decorate the report with the essential information and recommended proposition in a significant compact and in comprehensive manner as possible.

I hope that the report will meet the desires.

Sincerely yours,

Abul Hasnat Md. Rozin
17264031
BRAC Business School
BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between American Cleaning Company and the undersigned student at BRAC University.

As you are currently employed at the organization you have access to the clients and confidential information. You agree that you will keep all these information strictly confidential and you will not share with anyone outside the organization.

Abul Hasnat Md. Rozin
17264031
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Acknowledgement

At first, I would particularly show gratitude to my internship advisor Mr. Mahmudul Haq for giving me the opportunity to have his vicinity and allowing me to submit me an official internship report on Business Development Activities and Managerial role in American Cleaning Company.

I would like to thank Mr. Mustafiz Kabir(Chief Operating Officer, American Cleaning Company) for being my on-site supervisor & providing me time to time information, suggestion as well as procedures to work with my topic.

I would also like to express my foremost gratitude to other officials of American Cleaning Company who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report. I am thankful to all of them for helping and guiding me.

Finally, I would like to thank American Cleaning Company for providing me the opportunity in their reputed organization.

Executive Summary

This report is prepared as per requirement of the internship phases of MBA program of BRAC University. The study is based on the process American Cleaning Company manages their business development activities and also their managerial activities as the name of the title suggests.

American Cleaning Company is a America based cleaning and service providing company currently operating in Bangladesh through web-based platform connected with a dedicated call center that offers its customers the most convenient, smartest, easiest and affordable way to get one-stop solutions. American Cleaning Company's every cleaning service is all-purpose whereas some organizations specialize in one type of cleaning. When you're deciding what services to offer, think about what your abilities are and what niche you can fill in your community This report starts with a general introduction of the company, their mission and vision statement.

Then this report proceeds into its core discussion about the Business development activities, and functions of those activities to the comprehensive discussion about the managerial role and where I show my analysis part of how American Cleaning Company maintains and runs their customer management service, describing the different steps of it, the problems and solutions.

Finally, at last I give my conclusion where the findings and recommendations process are shortly described as American Cleaning Company just started in Bangladesh on December 2018 and there isn't much development of the organization and there is a lot of room for trial and error process.

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1. Organizational Overview

1.1 Company Background

American Cleaning Company is a sister concern of American Corporation Limited formed in March 2017. American Corporation Limited is a joint venture of young Bangladeshi entrepreneurs who have studied in USA have their own project running for couple of years in both USA and Bangladesh. Few other sister concerns are Office KOI, JUZZO APP, OCTAGON SOLUTIONS, American Digitech etc. American Cleaning Company was launched in Columbus, Indiana on March 23rd, 2017 as a window washing company, and established their headquarters at 811 E 4th ST RD, SEYMOUR, INDIANA, USA.

Our current CEO, Mr. Tamim Reza founded the company on February, 2015 as Columbus Window Cleaning services but in 2017, a new management team took over and renamed it American Cleaning Company. Initially, American Cleaning serviced individual corporations, then began working with building management companies.

In December 2018, American Cleaning company launched their operation in Bangladesh, Denmark and China setting up new offices in Dhaka, Chittagong, Xianyou County and Oslo.

In Bangladesh American Cleaning Company has set up its offices in Dhaka, Savar, Narayanganj, Gazipur, Chittagong from where we provide services to our clients in those regions, Also, we are setting up our operations in others divisions of Bangladesh and opening branches in Sylhet and Cumilla are on process.

1.2 Mission Statement

The mission of American Cleaning Company

- Maintain best quality, value priced, primary cleaning services.

- Developing the welfare of clients, attain highest level of customer satisfaction through creativity and for the quest of great quality.
- Fulfilling one stop service needs of the customers of their region through quality, efficient and client-centered care.

1.3 Vision Statement

To provide American standard cleaning and other cleaning related services using latest technology to the customers in Bangladesh and eliminate the process of life-threatening manual cleaning services.

American Cleaning Company will keep on giving very excellent cost effective benefits as to improve the wellbeing status of those they serve. In giving these facilities, they endeavor to work at the most significant level of individual and business uprightness.

1.4 Service portfolio of American Cleaning Company

American Cleaning Company provides its services to their clients by promotional activities on social media and through our call centre. We serve different organizations on contractual basis which means that we have some companies as our fixed clients who asks for our services repeatedly. Our biggest client is the government as we are working on a large number govt. projects right now.

Our Services include :

- Garments, Factory, Manufacturing Plant, Industrial Tanks Cleaning
- Boiler tanks cleaning
- Water Tanks, Pipelines & Swimming Pool Cleaning & Disinfection
- Floor Tiles, Office & Common Space Cleaning

- Building Walls Cleaning, Curing & Painting
- Complete Building and Commercial Complex AC Units Cleaning
- Building Security Systems Installation (IP/CC Cameras)
- Waste Management
- Generator servicing and cleaning
- Deep Cleaning
- Janitorial Service
- Pest Control
- Sofa, Carpet and Furniture cleaning

2. Literature Review

Clean facilities are vital to the health and satisfaction of their occupants. Cleaning is also one of the most costly services to provide when operating a building. At the same time, it is one of the least-researched facility management (FM) services (May and Pitt, 2012; Klungseth and Olsson, 2013). To improve quality or reduce costs, we must know more about how cleaning services are structured, managed and operated. Optimization, which aims at improved service quality and reduced costs, relies on thorough knowledge of the actual service. Thus, this study aims to provide deeper knowledge of cleaning services by investigating how the work is actually managed and organized.

Cleaning is part of FM, and appropriate knowledge of cleaning services, both in-house and outsourced, is valuable for the FM organization. The current European definition of facility management states that FM is “an integration of processes within an organization to maintain and develop the agreed services which support and improve the effectiveness of its primary activities” (EN 15221-1:2006, p. 5). In FM, services are frequently categorized either as hard or soft. Hard services generally refer to building-related practices such as maintenance, systems operation, energy management and landscaping. By contrast, soft services are typically more people-related and involve practices such as cleaning, catering, reception, laundry, linens, ward housekeeping and portering (Liyanage and Egbu, 2005; Toumela and Salonen, 2005; May and Pinder, 2008; Atkin and Brooks, 2009; De Toni *et al.*, 2009). The responsibility of an FM organization is to manage the services required for a core business. To ensure that those services meet appropriate quality standards and add value to the core business, the FM organization must have ample knowledge of the individual services (such as cleaning).

Little is known about how cleaning services are actually managed and operated, except that cleaning services are widely known as being cost intensive, predominantly manual services that are often outsourced and/or downsized (Spedding, 1994; Alexander, 2003; Stoy and Johrendt, 2008; Jensen, 2010). Cost optimizations and quality performance tend to be pursued through benchmarking and outsourcing (Lam, 2008, 2012). This practice is long-standing, even in the public sector. According to Spedding (1994, p. 184), “cleaning tends to be the first, not the last,

cost centre to be cut when savings have to be made.” Cleaning remains one of the first services to be outsourced; for example, cleaning was included when the Hong Kong Housing Authority launched its first phase of outsourcing (Lam, 2012). However, outsourcing does not eliminate an organization’s need for services management. Hui (2005) argues that even when cleaning services are outsourced, an organization needs a team of experienced and dedicated staff to coordinate and supervise the required work.

Recent research contrasts the common perception that cleaning is usually outsourced. At present there is no solid understanding of facility management or house cleaning organizations in FM research and this is what this report attempts to rectify.

This article is attempting to bring forth knowledge on the internal structure and management of a cleaning services company and research regarding the structure of a FM organisation. “In the cleaning service, where the perceived performances are very subjective and often an outstanding average customer satisfaction is hard to achieve” This illustrates the importance of providing a deeper understanding of cleaning services.

Cleaning services have long been recognized as one of the most cost-intensive operational services. In general, the cost of services consists of various factors, such as labour, time and materials costs. Cleaners’ use of time typically depends on work organisation, service management, specification of cleaning methods and frequencies, cleaning machines work rate, cleaning tools, chemicals, training of cleaning staff and a building’s design (*Facilities*, 1984b; Bywater 1990; Pre-print version of Klungseth, N. J. and Blakstad, S.H. (2016),

The high dependence on labor is distinctive to cleaning services; thus, how cleaners use their time is critical to the total cost of cleaning. This makes cleaning particularly vulnerable to inefficient organization and practice.

3. Objective and Methodology of the Study

The primary objective of this study is to take into consideration about the past and present situation of service companies in Bangladesh and where American Cleaning Company stands in the scenario and what is the contribution of the Business development team.

The study is primarily based on secondary data. The data and information have been collected from Company reports, website, newspapers, Journals, and Research paper, etc. I have conducted a small survey to get the primary data to learn about consumer's perception of e-commerce and f-commerce service sector. Dhaka and Chittagong are two major cities that have seen significant development of e-business. So the survey is based on reports of those areas and data are collected from local consumers.

The secondary objective of study is Business development activities adopted by **American Cleaning Company**. The objective is determined by using other methods mentioned below which will lead to the fulfillment of primary and secondary objectives. Those methods are :

- To identify the managerial work strategies used by American Cleaning Company
- To analyze the standard of customer satisfaction for products offered by American Cleaning Company.
- To identify different activities conducted by American Cleaning Company in order to establish managerial position.
- To analyze the effect of managerial strategies adopted by American Cleaning Company.
- To highlight on different aspects that a service based cleaning system must follow in order to increase its market value.

4. Introduction

American Cleaning Company is a branded network of all kinds of professional cleaning and maintenance services. American Cleaning Company is the pioneering web based platform that provides clients with their variety of services the easiest, quickest and most efficient way, which is why they call themselves as one-stop solution provider. American Cleaning Company is always ready to serve its client with the motto of- **One-stop solutions at your doorstep** American Cleaning Company is a web based platform with a call center in place where people can outsource their everyday household and other important tasks by hiring skilled professionals.

Also we have a business development team to create and manage new and existing corporate clients for heavy duty cleaning and also a team that works on govt. tenders and projects. Using American Cleaning Company the users are able to post their tasks with pictures and other details as like as they do it in Facebook. Or the clients can directly call to our call center (01305-231414) to book a service. American Cleaning Company strive to provide all our clients ONE-STOP Solution to ALL their needs, ensuring the highest quality service with latest technology, process, trained operators maintaining highest safety measures, and a superb after sales service. American Cleaning Company boast of having the LARGEST service network in Bangladesh. American Cleaning Company track feedback from its clients and according to the feedback data, more than 90% of our clients have expressed highest satisfaction and have become permanent repeat clients. American Cleaning Company is not just any cleaning company , it provides customized solutions for any client needs.

5. Business Development Activities of American Cleaning Company

Business development can be defined as the ideas, initiatives and activities focused on making a business better and possible business expansion. This includes increasing revenues, growth in terms of business expansion, increasing profitability by building tactical partnerships, and making strategic organizational decisions.

Business Development managers spend their times with subordinates, peers, superiors, outsiders. Often we use different forms of interactions such as telephone, scheduled meetings, unscheduled meetings, written messages, e-mail marketing, preparing future sales strategies, laying out marketing plans etc.

Business development Managers of American Cleaning Company receive almost continuous requests for information, assistance, directions, authorizations from a large number of people such as subordinates or people outside the organization. Very often business development managers have to work for long hours, sometimes we have to take work home. Based on research Managerial activities of American Cleaning Company contradicts the popular conception of managers as people who carefully plan and waiting for the occasion exception to normal operations which may require their attention.

5.1 Functions of Business Development team and their activities

In order to identify core functions of the business, we have designed Business Development team structure which will provide company the following advantages

(i) Identify all activities under Business Development Department :

Business development activities extend across different departments, including sales, marketing, project management, product management and vendor management, networking, negotiations, partnerships, and cost-savings efforts. All of these separate departments and activities are aligned by the business development goals.

How business development activities collaborate with different department is briefly described below considering each and every departments :

Sales :

Sales employees focus on a particular market for a targeted revenue number. In this case, business development department assesses the particular market and concludes that if the sales target can be achieved in three quarters. With such defined goal, the sales department approach the customer base in the new market with their sales strategies.

Marketing:

Marketing involves promoting the services we offer to our customers to increase sales. Marketing plays a compatible role in achieving sales targets. Business development allocate the budget for marketing like Facebook boosting, Search engine optimization cost, Social Media marketing cost etc. With higher budget marketing strategies are cold calling, personal visits. Lower budgets result in marketing strategies like social media advertisement.

Strategic Partnerships:

While entering a new market Business development team decide to strategically partner with local firms already operating in the region. Assisted by legal and finance teams, the business development team measures the advantages and disadvantages of the available options and selects the one that best serves the business.

Vendor Management:

Sometimes to serve new clients need external vendors For example, Our 5 star Hotel clients have a protocol while pipe cleaning. They need R7 heavy duty cleaning machinery which is very expensive rather than the actual bill in that case business development team formed an alliance with the only distributor of R7 kit in Bangladesh which is more cost efficient for the company.

Negotiations, Networking and Lobbying:

A few business initiatives may need expertise in people or man management skills. For

example, may become necessary for penetrating the market. Other people skills like networking and negotiating may be needed with different third-parties, such as vendors, agencies, government authorities, and regulators. All such initiatives are part of business development.

Cost Savings:

Business development is not all about maximizing sales and market reach. Strategic decisions are also needed to improve the cost-cutting techniques. Cost-cutting efforts can be implemented by outsourcing office work like billing, accounting, financials, technology operations and customer service. Strategic and tactical partnerships needed for these initiatives are a part of business development.

(ii) Identify the strategic risk factors:

Strategic risk management is the process of recognizing risks, identifying their potential causes and effects, and taking the relevant actions to resolve them. Risks can arise from inside and outside an organization, such as economic changes, shifts in consumer preferences etc.

A strategic risk can cause problem to an organization's ability to accomplish its goals and achieve value for itself and its stakeholders. Effective, efficient management take necessary measures to avoid potential obstacles to maximize their performance. Identifying the strategic risk factors on how products could be differentiating its current businesses and industries helps organization stay on the path of achieving its goal.

To identify Strategic risk Business development department use two essentials:

An in-depth understanding of the organization, target customers, market segmentation, competitors, and the environment in which the business operates.

A clear awareness of organization's core functional goals, from the primary concept to possible execution.

Gathering data on both areas is highly expensive for our company as it only started its operation, but it's worthwhile to achieve the most accurate insights into strategic risks. Business Development team has a choice of different approaches when identifying strategic risks.

One option is to gather employees from across the business to explore possible outcomes on different scenarios . By mind mapping risk factors ad jointly with a mix of expectations, thoughts and experiences from different departments.

Another approach to identifying risk is to speaking to stakeholders and to consider their views on strategic risks. By consulting a wide range of group it can be found that they have different perspectives on the organization from that of core employees, which can prove highly beneficial when trying to understand the threats ahead.

(iii) Conduct SWOT analysis :

Strength:

Loyal customers as mostly they are satisfied after receiving our service . This satisfaction comes from the continuous effort from our employees to give each customer their best service, the efficient use of latest tool and technology, a well-known brand in the consumer service market as an affordable on-stop service provider.

Worker-Executives relationship is good due to the executive's behavior and the fair treatment they provide to all workers. Although our company does not have a proper HR department the current manager of administration does a good job in maintaining a good Management-worker relationship by providing a good salary structure and the facilities provided to the workers by the administration.

Both new and old employees get proper training in the organization. New employees receive training to know how to work on their respective departments and experienced employees are getting training to excel themselves. This training is conducted once in a month to make new

employees gain confidence and make experienced employees better, this continuous process of training helps us to reach organizational goals.

Weaknesses:

Being a new organization the work stress is very high and also requires continuous investment, which increases development costs decreasing the investments in other areas. Sometimes cleaning process is delayed due to shortage of machines and have to buy a new one for only a single job.

There is also a high level of stress and overlapping duties among the staffs, this is because of large amount of field work that needs to be done and not having the adequate amount of staffs and relying on local contractors for outside region jobs.

There is no dedicated marketing department in the company . So, there is no dedicated personnel that promotes the company physically or digitally to potential customers. It has to be done by employee of all departments during their free time.

Opportunities:

Though our webpage and facebook page and call centre vast amount of customers can take our appointment. Internet usage is continuously increasing in Bangladesh, people are now searching for easier ways to get their job done. As we are one of the few who started their operation through e-commerce this will be a good opportunity to attract and retain most of the customers.

Hiring experienced staffs from different departments and backgrounds will lead the company expand to new business opportunities, which will result in the increase in the market share.

Threats:

The most critical threat is the increase of e-platform based service oriented organizations in Bangladesh and emergence of old companies in this sector. This will lead to increased competition which will in turn lead to less market share.

(iv) Understanding the reasons for demands and constraints:

Perception of demands and constraints involves on subjective judgments, but the business development team take the time necessary to gather sufficient information on which to base these judgments. Before the taking decisions managers consult with the business development team as they are the collaborator of all departments and are on the frontline while dealing problems with consumers and difficulties other department faces in their job. They try to satisfy consumer or modify their expectations and also resolve employee conflicts, it is necessary to understand what people who matters to the company's growth actually desires.

(v) Market Research:

Performing market research is very important in order to understand an organization's current position and determine where it is proceeding. In order to do market research business development team has taken some initiatives which are;

Performing research about the industry, the geographical area we are covering and the market segment we are targeting. To do so, we use sample or pre-made reports that we can find online to get information about market trends and value. Then we calculate our market share out of the total market value.

Business development team does research for govt. contracts and bids, and opportunities of collaboration with other service providing companies and local contractors. By doing so organization can increase its revenue channels by seizing this opportunity and use them wisely to gain leverage over company's competition.

(vi) Competitive analysis :

Business development department have to utilize their time by learning about competition in order to know where the company is in current situation. This also helps determine desired market positioning of the company. By following these steps business development employees assess the competition:

Determine the company's key competitors (4 competitors at least).

Make a standard of comparison by choosing different variables to use them in order to compare such as price, machinery quality, exposure, reputation, etc.

(vii) Current Client Relations :

Conducting warm calls with our existing clients, in order to assess if they are satisfied with our service and what can we do to serve them better and ensure our clients are not being tempted by other competitors.

Building a close relationship with our clients, through the use of emails, phone calls, face to face meetings in order to assess client wants and needs. Also giving them with the latest copy of marketing stuffs.

Extensive Follow ups but not pushing hard which will irritate the customer.

(viii) Reaching out to new clients :

Identifying main target consumer sectors such as Hotels, Garments Factories, and then categorizing the companies to approach within these sectors who will be a potential client.

Conducting cold calls with the desired company and arrange meetings in order to identify their current service provider; find out why they are currently working with that service provider and if they were satisfied with their current provider; then make sales pitch based on the given feedback to win the business but without using negative words about competitor.

Emailing our marketing brochure to potential clients within target market in order to raise awareness about the latest services we are providing.

Follow up to find out if potential customer has checked our email. Therefore, if something comes up we should give our client a knock.

(ix) Networking Events :

Employees of business development department doesn't spend their whole day inside the office. We dedicate our time to meet people related to our market. Attending networking events add value to the company's potential growth. Not only we get to introduces with new people but also we get handful insights about the market as well. By attending industry-related networking events, trade shows, seminars, , exhibitions, and conferences helps us to be in contact with potential clients. Having a stall in the exhibition is an added advantage. We also make sure a 'follow up' is done with a 'thank you' email to everyone we met in specific events.

(x) Optimizing company's online presence :

Very often business development team initiates an online reputation management research, this would confirm that all articles, videos , posts and comments out there represent the company in a positive manner.

We develop our company image over different social media platforms and we make sure that those platforms are according to our target segment (Facebook, LinkedIn, Twitter, etc.)

We develop content to post on our company's behalf on various social media platforms, such as success stories, case studies, ongoing training activities, promotional videos etc.

Help our technical team with providing the contents for search engine optimization (SEO).

5.2 Categorization of Business Development team by activities

We have divided the total activities of Business Development team into 4 categories;

(i) Strategic Marketing Activities :

Strategic marketing activities involve recognizing the threats and opportunities presented by the industry. Does the company have the strength and financial ability to handle those threats and pick those opportunities.

Strategic marketing considers the long-term goals of company such as expanding business, expansions to new demographics. Therefore, this team has to work closely to the financial department to analyze if the company have adequate funds to reach the goals.

(ii) Tactical Marketing Activities :

While strategic marketing team works on goals of the company, tactical marketing focuses on the details to reach that goal. With a strategy in place, the tactics needed to reach organizational goal can be set into motion.

Introducing tactics to make successful marketing strategies ,involve detailed profiles of the customers. Only by knowing target segment right advertising media can be chosen and find out which marketing channel will create most impact.

Tactical marketing involves generating leads, updating websites, placing ads, and following up. It includes advertising, sales promotions, and other activities that directly support strategic marketing plan. While strategic marketing team works on establishing a budget, tactical marketing team works on the financial limitations while carrying out marketing activities.

(iii) Tactical Sales Activities :

Thinking out of the box for new sales strategies to gain competitive advantage by going in a new direction.

Building a strategy around the customer survey report conducted by marketing team.

Business growth highly depends on the follow ups done by the company, in American cleaning Company tactical sales team is responsible for those follow-ups. Also reaching out to old existing client and creating new clients , attending networking events are conducted under the tactical sales department.

(iv) Commercial Operation Activities :

Commercial operations, is an elaborated, more strategic approach than traditional sales operation. Commercial operations includes elements of traditional sales and marketing strategy with a layer of digital applications and advanced analytics.

As a new company with a limited resource ACC is conducting commercial operation activities within limited procedures such as :

Generating insights through data mining to improve decision making and sales and marketing efficiency.

Enabling the sales personnel to adopt confident behaviors by providing training and access to sales contents.

Use technology to increase the amount of time that representatives spend selling by automating key processes in company call center.

Collaboration with strategic marketing teams to support lead generation.

The role of Business development manager in Business development Department

To deploy those strategies and in order for these functions to work properly the managers of American Cleaning Company engage in a variety of activities each day. American Cleaning Company managers follow Mintzberg's managerial role for conducting their managerial

activities. Managers of American Cleaning Company spend considerable amount of their time in careful analysis of business problems and development of elaborate plans to deal with them. American Cleaning Company managers are more likely to respond to a problem when there is pressure for immediate actions due to a crisis, deadlines, or expectations of progress by someone important. American Cleaning Company managers spend considerable time with people outside the organization such as customers, clients, suppliers, subordinates, people in government agencies, important people in the community and managers from other organizations. To extend the network the managers use following methods;

- Communicating with people before during or after meetings, ceremonies and social events
- Joining civic groups, advisory boards and social clubs
- Attending workshops, trade shows, career fairs and conferences of professional associations

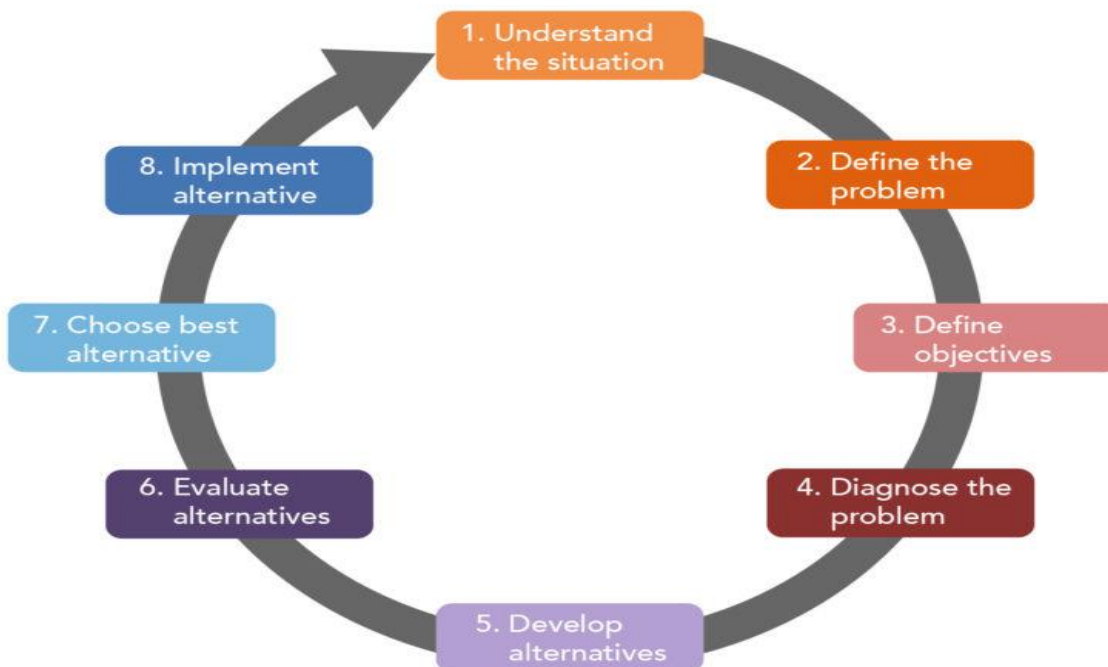
Networking is essential in developing support to grow a manager's circle of influence. By developing long-term relationships for mutual gain and creating lasting impressions with people, managers develop a life skill which has many applications professionally.

5.3 Decision Making Process at American Cleaning Company

American Cleaning Company's decision making process involves identifying threats and opportunities and then capitalizing on them. Making a decision means committing to a course of action. A decision made in response to a situation that has occurred often before, enable decision making guidelines to be developed and applied in the future.

The decision making model we use in American Cleaning Company is the rational decision making model.

The rational decision making model assumes decisions are based on an objective, orderly, structured information gathering and analysis. The model encourages the decision maker to understand the situation, organize and interpret the information, and then take action. There are eight steps in the rational decision making process:



6. Managerial Roles in American Cleaning Company

Although the work activity of the managerial role in American Cleaning Company varies depending on the situation we are facing, client we are dealing with and type of the service and the type of the organization we are serving, managerial roles can be illustrated by these following activities ;

- Communicating effectively with clients through telephone, email, and in person by follow-ups
- Investigating and solving client's problems, which may be complicated and also long-awaited problems that have been passed on by customer service executives
- Handling customer complaints or any other major incidents, such as a security issue or misbehavior to a particular customer
- Learning about the organization's services and keeping up with existing and upcoming challenges
- Analyzing statistics or big data to learn about competitors and gain competitive advantage
- Developing feedback or complaints procedures for customers to use
- Keeping accurate records of discussions or correspondence with customers
- Meeting with other managers to discuss possible improvements to organization's existing services
- Being involved in employee recruitment process with HR department
- Training staffs to deliver better quality customer service;
- Leading or supervising a team
- Issuing refunds or compensation to customers
- Applying for govt. tenders and preparing the necessary documents to win the tender
- Improving company procedures, making new policies and standards for both the organization and own department

7. Limitations of the Job

Limited Resource

As the company just started its operation in Bangladesh very recently, the major problem a manager faces in the organization is the limitation of resource allocation. Because of limited resource many opportunities are being wasted and sometimes the quality of service isn't to the standard and manager has to take the blame for it.

Technological Limitations

The technological support managers get from the company to analyze and research data are not sufficient, also the existing office management software isn't the top quality available in the market.

Long waiting results

The goals are usually more long-term, quarterly or even annual. The determinant of a manager's success is "an improvement in their people management skill" which is even more long term and more difficult to attain.

Decisional Liabilities

In many cases, managers have to empower their employees to make their own decisions. However, ultimately the responsibility for the final decision rests with the manager. It's the manager's job to make the decision, right or wrong and manager will be liable for it.

Legal Liabilities

Managers have legal liabilities that other employees don't have. Managers often have to sign documents, have to ensure the workplace is free from harassment; have to ensure employee safety. If a manager fails in any of these responsibilities, he/she may be held legally liable.

Ethics

This is a factor that should be considered in the job responsibilities of a manager. A person's own values, ethics and moral and those to which the organization adheres.

External Factors

The climate change, political situation and diseases such as the current Corona pandemic also plays a major role in the drawbacks of a managerial position.

8. Conclusion

To conclude, it can be said that by the combined effort of top, middle, low-level employee's operational performance and management is done smoothly. This process can still be developed, but developing all activities in the process can lead to disaster as each level can interact with each other. Improving one activity can effect negatively on other activities. In other industries business processes, products are the center of attention, but in service providing industry people are the center of attention. Excellence in customer service can only be fully achieved by having an organizational culture and value system which places the customer at the heart of everything that an organization. Clients can get the best service with a reasonable cost from American Cleaning Company. Often, they have to pay a handful amount of money for their complete industrial or community cleaning and maintenance service.

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