

Report On
The Air Borne Disease Becoming a Blessing in Disguise for The IT
Sectors in Bangladesh: A perspective on Ogroni Informatix Limited
CRM

By

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An internship report submitted to BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
Date: September 25, 2021

Submitted To
Supervisor Tanzin Khan, Senior Lecturer
&
Co-Supervisor Mahmudul Haq, Associate Professor

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Declaration

It is hereby declared that

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

Student's Full Name and Signature:



Tasnim Rahman
17104192

Supervisor's Full Name and Signature:

Ms. Tanzin Khan
Senior Lecturer, BRAC Business School
BRAC University

Non-Disclosure Agreement

[This page is for non-disclosure agreement between the company and the student]

This agreement is made and entered into by and between Ogroni Informatix Limited and the undersigned student at BRAC University.....Tasnim Rahman.....

Letter of Transmittal

Ms. Tanzin Khan
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Report on the Airborne Disease Becoming a Blessing in Disguise for the IT Sector in Bangladesh.

Dear Sir/Madam,

This is my immense pleasure to display my entry-level position and provide details regarding the marketing strategies used by the IT sectors of Bangladesh during the pandemic which I was appointed by your kind direction. The report that I have prepared has been a collection of what I have learned over the years and implementing that to solve real-life problems that exist in organizations like Ogroni Informatix. I achieved the information working in their Business Analyst department.

I have tried my level best to complete the report as per the requirement of the university and to make it as informative as I can. I have tried my utmost to contribute my knowledge so that the problem can be addressed and in-depth analysis provided with relevant contribution. Along with that, all the information has been cited properly and the rest have been gathered through experience that I have received over three months.

I have attempted my best to finish the report by following your valuable instructions throughout making the entire report. It would be a pleasure if you were kind enough to accept this report with thoughtful consideration and provide remarks on the overall report considering my endeavor.

Sincerely yours,

Tasnim Rahman
17104192
BRAC Business School
BRAC University
Date: September 25, 2021

Acknowledgement

Firstly, I would like to express my deepest and utmost gratitude to the Almighty Allah for helping me reach where I am today. Also granting me the opportunity to undergo and complete the report successfully within the stipulated time satisfying all the guidelines provided by my honorable supervisor.

It was very tough to complete an internship report when I was working as an intern as well. I had to find a balance between my academic responsibility as well as corporate responsibility. Moreover, with the cooperation of some people, I could accomplish it. My deepest gratitude to them.

I would like to thank Ms. Tanzin Khan, Senior Lecturer of Brac Business School and my internship advisor, for her time, effort, and valuable insights that have helped me curb my way out of this report and simultaneously assisting me to come to a concrete conclusion upon my objectives. She has been a tremendous mentor throughout these three months especially considering the fact that she had a very busy schedule as a senior lecturer.

Moreover, I am extremely grateful to my senior team member Ms. Muslima Akther, Sr. Business Analyst for putting her trust in me and allowing me to work on multiple tasks regarding their communication on their digital services. She helped me to know about how a startup like Ogroni Informatix Ltd. works and how they operated during the pandemic.

I would also like to thank my On-site Supervisor at Ogroni Informatix Ltd. Mr. Saad Bin Saif and my colleagues for their constant support and guidance as a mentor and advisor. They have helped me thoroughly with this project and more essentially provided me with the necessary information needed to complete my report. It is the members of the organization who created an impeccable environment conducive to learning and growth. Without all my supervisors and fellow colleague's continuous support experience, this report would not be the same.

Executive Summary

This report provides a perspective on the B2B IT firm, Ogroni Informatix Ltd. It has specifically described the operation of B2B digital services during the pandemic and how Ogroni is adding value to it. The objective was to gather knowledge on how the pandemic has provided them a golden gate to attract new clients as well as provide valuable digital solutions to the existing ones to maintain excellent client relationship management (CRM). The report further exhibits the strategic tools used to assess Ogroni's potential positioning within the industry. The tools that were used to evaluate the business are SWOT and Porter's Five Forces. At first, the report started with a brief description of the B2B IT sector during the pandemic and how they are operating in Dhaka city. The methods used to collect data were through observation, online survey and lastly, secondary data from the internet. It also gives an overview of Ogroni's flagship products practices and its integration with digital marketing. The values and culture of the company and its interlinkage have been mentioned. The research topic of the report has been the operational benefits Ogroni has gathered during the pandemic. What marketing strategies did the company take to maintain and strengthen its CRM. Whether it was effective to reach goals and objectives.

The major findings of the reports have been solely focused on how the pandemic has helped Ogroni to provide satisfying digital solutions to their clients and how more opportunities are garnered by them as the country shifts towards more virtually oriented business operations. Since the company does not have its in-house marketing department however, through the Business Analyst department they are providing marketing solutions as an outsourcing company to the client's target group. So that the client's marketing segmentation can be done smoothly. However, I have examined that the lack of specialized market researchers has been an aspect that Ogroni needs to exercise to make effective use of marketing resources. As a result, sometimes the company was unable to deliver required marketing solutions to specific client demands. A proper market researching team performing focus group discussion and in-depth interview from Ogroni will determine what tools to use for providing digital marketing solutions just like any marketing agency does. Lastly, I have provided my recommendations based on the areas of bottlenecks and what new changes could be made to overcome that.

Keywords: CRM, digital solution, B2B, marketing strategies, ERP

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List of Acronyms

CRM:	Client Relationship Management
ERP:	Enterprise Resource Planning
HR:	Human Resource
SEO:	Search Engine Optimize
CPC:	Cost Per Click
MNC:	Multinational Company
IT:	Information Technology
CPA:	Cost Per Action
KSA:	Knowledge Skill & Attitude
GAAP:	Generally Accepted Accounting Principal
AWS:	Amazon Web Service

Chapter One

1. Overview of Internship

Introduction

I started my internship program on July 01, 2021, to September 30, 2021. At first, I decided to apply through OCCAR. However, before doing it I have discussed it with my parents and they have advised me to also see external places from where I can apply. By the grace of Almighty Allah, I got a call from Ogroni asking to sit for an Interview. Here I got to experience the process of conducting interviews just like I have remembered during my Human Recourse course. The working environment at Ogroni is enjoyable as they allow me to learn from real business situations. During the three months, I think I have made myself strong at handling tasks during pressure one of the objectives that I wanted to achieve.

1.1 Student Information: Student Name, ID, Program, Major

Student Name: Tasnim Rahman

ID: 17104192

Program: Bachelor of Business Administration

Major: Marketing

Major: Human Resource Management

1.2 Internship Information

1.2.1 Period of Internship, Company Name, Department, Address

Period of Internship: 3 Months

Company Name: Ogroni Informatix Limited

Department: Marketing

Address: Kha3/1, A, Shahjadpur, Gulshan, Dhaka-1212, Bangladesh

1.2.2 Internship Company Supervisor's Information

Name of The Company Supervisor: Saad Bin Saif

Position: Director & Chief Operating Officer

1.2.3 Job Scope- Job Description/ Duties/ Responsibilities

I was assigned as a business analyst intern at the marketing department of Ogroni Informatix Limited under the supervision of Saad Bin Saif.

As a Business Analyst intern at Ogroni Informatix, I was fortunate to observe how they optimize their technological resources during the lockdown and after it. The technics they used to find bottlenecks of specific tasks, fixing them to maintain their ongoing quality of delivering the utmost service to their clients. As an intern, it was a tremendous experience for me because I could work alongside the director of the company Mr. Saad Bin Saif who has taught me the procedures of presenting the projects to the clients and how to negotiate with them regarding certain requirements. In addition to that, my concentration was on content writing on their client's website and maintaining the social media of the organization I am working for. I was partnered with another fellow intern, together we facilitated day-to-day activities. Moreover, I performed under the guidance of the Senior Business Analyst Ms. Muslima Akter and often reported to the director of the company during regular scrum meetings.

Some of my additional responsibilities were,

Data Entry and Cleaning for Software User Acceptance Testing

A certain part of my time was given to entering data on the client's test software to ensure every module of the software was working appropriately and compose the results in an excel sheet. I had to identify bugs and glitches during my attempt. Later on, I send it to the developers for a further update where I provide feedback and we all discuss the solution to the suggested issues. Secondly, I cleanse data from a particular client's test ERP system so that during launching, it shows a smooth operation.

Content Writing

Another part was writing SEO-infused context for the client's website and my own internship company's revamped website. I type the possible keywords in Ubersuggest.com to know the search volume and cost per click. Then I choose the keywords with the highest volume and lowest CPC to write the context for the websites.

Social media post

One of my daily tasks was uploading posts for the company's Facebook and LinkedIn pages. The day before I would prepare the context for the post and once it gets approved by my supervisor, I would sit with the graphics designer department and brainstorm the image. Afterward, the completed task would be shown to my supervisor for approval.

1.3 Internship Outcomes

1.3.1 Students contribution to the company

My internship was for three months and it started on 1st July 2021, at Ogroni Informatix Limited. The office was situated in Uttara. My newly assigned department "Business Analysis" works as an integrated part of the marketing department. This is because due to the company operating at B2B and B2G stage the firm is not hosting its in-house marketing department. The department's prime focus is on enhancing the client experience. Furthermore, depending on the client's requirement of providing digital marketing support the Business Analyst team prepares their operational tasks. Most of the customer engagement techniques, and creating content for their social media pages are the major tasks.

After my official introduction to my colleagues, I got assigned to a comprehensive work of designing the PowerPoint presentation for Ogroni which would be later on used during finalizing the deal at a client meeting. As it was my first time creating a presentation that will be used at an official meeting. I did go through some hiccups while creating it however, my reporting supervisor was very humble at making me understand the layout also what should be and not be included in the presentation.

Secondly, I was instructed to write content for the client website using SEO-optimized keywords. Here, I was first introduced to learn how to pick the best keywords that will generate high amount of search results for websites. The site where I had to search for keywords is called Ubersuggest.com. The website shows the best combinations where I have to choose the appropriate keywords that will have a high search volume and a low cost per click. After writing my supervisor revises sending it to the client. Not only that, but I have also handled their social media pages where I had to write promotional content. This part of my task is directly coordinated with the marketing department.

Thirdly, I was assigned for basic level data entering and editing in the software designed for the clients. Over here, I had to input the client's given data and further on conduct a quality analysis test to ensure all the modules given in the software are operating well. However, if some of the modules appear to have a glitch, I would have to record it and then sit for a discussion session with the software developers.

Finally, a significant part of my work was with client requirement analysis which led me to work on a new type of software called Enterprise Resource Planning Software. The software itself is a part of the whole organizations operating system for instance from the HR department to the Inventory department. As a Business Analyst, I have to analyze the requirement of the clients and compute a document on which the developers have to design the software. After designing each module, I have to conduct a thorough test to ensure there is no glitch in the software.

1.3.2 Benefits to the Students

The purpose of choosing Ogroni Informatix was for fulfilling the main objective of my research. This is because during the lockdown I have studied some articles and business cases, which has led me to my fascination to understand how the IT sectors are operating to not only survive but prosper in the industry while fighting against such a deadly disease. Most of the businesses except IT companies could not dynamically shift their enterprise operation due to the pandemic. As a result, I have chosen to conduct my internship in this sector. During the time I was successfully able to garner most of my objectives.

Applying Business Administrative Knowledge

Working at Ogroni has been a huge learning point of my early career. Moreover, applying my existing knowledge in real-life scenarios did put me into some challenging situations. However, my supervisor has guided me at all times. For instance, when had to analyze opportunity gaps where we can present our product for that, I had to conduct an actual Porter's Five Force Analysis. It was to understand the offerings and target groups for the company's competitors so that I can create a PowerPoint presentation for demonstrating to our potential clients. This gave me confidence that I could successfully use some of my theoretical practices in various business scenarios.

Improved methodological, social, and interactive skills

Secondly, I got to refine my methodological skills and here my supervisor has guided me impeccably. Before creating the survey question, I shared my brainstorming ideas with my supervisor and on a trial and error basis, I was fortunate enough to design a set of questions where the answers will help me to reach my objective for the internship. Followed by that, I got to hone my social and interpersonal skills.

I got better at understanding client's viewpoints and their requirements. I was able to strengthen my interactive skills by attending meetings chaired by various clients asking them questions to further understand their business propositions and then communicate them to our company's software developers so that the solution becomes the perfect answer to the client's problem. With my colleagues, my written communication skills have been better and I was able to learn the base of written communication for instance through formal emails as part of company culture.

A clear idea of the big picture regarding pursuing my career in the IT sector

Finally, I was able to clear my indecision state of whether to pursue a career in the IT sector. This is because working in this sector for the past three months has led me to realize that the sector indeed is a fruitful career choice since most MNC, startups, or government companies are digitizing themselves and are looking for new ways to communicate with their target audience, the solutions only software companies can give. Whether the software company belongs to the concentration of a digital marketing agency or it is a separate software company that provides digital marketing solutions to their clients, at this moment both parts of the businesses are well competent.

1.3.3 Problems/Difficulties (faced during the internship period)

During my internship program, I was able to learn many things related to my job and gained valuable knowledge about the corporate world. Nevertheless, as it was my first working experience, I also have to encounter some challenges and difficulties.

- As I did not have prior job experience the first few days were difficult for me to adjust to the company's culture, people, and regulations of the firm.
- Since my office is at a great distance from my home, movement to and from the office was quite consuming and at times inconvenient.

- Being just an intern with no prior experience I had limited job responsibilities. At times it has let me have a hard time passing after completing my assigned task.
- The business analyst department works directly with client requirements and developers that are further directly linked to the client's customer's demand and purchasing insight. As Ogroni did not have an in-house marketing department and lacked core marketing resources like market researchers to identify core customer insight for purchase decisions, sometimes I used to face difficulties applying my marketing knowledge to solve specific client's issues.
- I had to complete a few weeks of my internship from home due to the declaration of lockdown and this has created a communication gap with my team members and has often caused delays in submitting my tasks.

However, the dilemmas were not big enough to demotivate me from my work and finding the objectives of my internship report.

1.3.4 Recommendations (to the company on future internships)

- For guiding future interns, who might be just like me without any prior work experience, the company can initiate a weekly training program to make the intern grow accustomed to the company's culture and rules of the firm.
- The company can ensure flexible working hours for interns or they may provide a mode of transportation so that it is easier for future interns who live far from the office can easily reach there on time.
- For tackling special clients' needs like understanding customer Purchase Decisions, Ogroni can hire specialized market researchers so that content creation for promotional messages can be effectively used on the target audience.
- In case of remote work and maintaining constant employee-to-intern communication, future intern supervisors can follow up on the working progress of the interns.

Chapter two

2. Organization part

2.1 Introduction

The coronavirus has been showing rapid growth with a remarkable mortality rate which is why it has become a worldwide public health care concern (Rahman 2021). Consequently, the spending has intensively affected almost all the important sectors of the country (Mamun 2020). The people of Bangladesh have been working tremendously to establish Digital Bangladesh as an integral part of the government's vision for 2021. Declared as the trust sector and can operate as one of the major economic drivers of our country (Zaman 2020).

The outpouring in online orders, customer behavior changes, store closure and many more the pandemic has undoubtedly affected Bangladesh's B2B businesses. Even after that, as a community, we constantly continue to see market shifts in online businesses during covid-19.

While some businesses have faced a lot of perils, others have seen revenue increase emanate from new use cases driven by the pandemic. The pandemic possesses a unique challenge for the IT industry as it is only in its growth stage. e-commerce, f-commerce, and software industries have surged revenue during quarantine leading most of the e-service companies to have experienced double-digit growth (Kabira 2020).

2.1.1 Internship Journey (at a glance)

I have finished my internship program with Ogroni Informatix Limited. The duration of my internship was for three months. I started my journey on July 1st, 2021. I applied to the firm from the job advertisement posted on Facebook. From there, by sitting on an interview panel by the grace of Almighty Allah I was selected as a Business Analyst intern. Throughout the 3 months, I have worked from 10 to 7 at their Uttara office. The middle part of my internship was done from home due to the declaration of government lockdown.

2.2 Overview of the Company

Ogroni is a Bengali word, which means "Mentor". Hence the company moves forward with the slogan of Ogroni Informatix Ltd. "The IT Mentor for Your Business". Regardless of the size of the operation whether it's internal or international their digital solutions are adaptive, user-friendly, and customizable to remove the bottlenecks for various businesses.

Ogroni Informatix Ltd. is a B2B and B2G information technology company that provides software solutions to its clientele. The company also provides a range of custom e-commerce solutions. It is a private limited company that was founded back in 2015 with the goal to transform the business into a professional and scalable entity.

One of the flagship products is Enterprise Resource Planning (ERP) software. It is an All-in-One business software that offers a range of business applications that form a complete suite of enterprise management applications targeting companies of all sizes. According to their client testimonials, Ogroni has constantly provided them with state of art IT communication solutions.

Next is they specialize in providing e-commerce, f-commerce, and web development that is integrated with the mobile app as per the requirements of specific clients. They are a talented team of young professionals and veterans altogether 25 members who are focused on continuous qualitative development of the services provided. One of their remarkable traits is providing pocket-friendly competitive pricing with 24/7 customer support. Ogroni has currently provided digital solutions to the food, construction, and manufacturing industries.

Vision

Being a technology-based best company in the global and national IT industry.

Mission

By the year 2022 be a sizable fixed growth-oriented company.

Table 1: Recent Works

Client Name	Project Scope
Ministry of Disaster Management and Relief (MODMR)	Digital File Archiving System
Dhaka Transport Coordination Authority (DTCA) www.tcc.dtca.gov.bd	Enterprise Resource Planning for Certification Service
Dhaka Bus Rapid Transit Co. Ltd (Dhaka BRT)	Integrated Cost Management System
ABM Group (Green Dot Limited, Green Genesis Engineering Ltd., ABM Water Company Ltd.) https://erp.abmgroup-bd.com	Enterprise Resource Planning (ERP) and Mobile App for Water Purifier Manufacturing Industry
Amtali Group https://amtalierp.info	Enterprise Resource Planning (ERP) and Mobile App for Tea Garden
Joytu Construction Limited https://cpms.jcmis.info	Central Project Management System
Insaf Mart https://insaf.shop	ERP, eCommerce Platform with Mobile App, Digital Marketing
Prairie Donair www.prairiedonair.com	ERP, eCommerce Platform with Mobile App, Digital Marketing
Tandoori Kabab www.tandoorikabab.ca	ERP, eCommerce Platform with Mobile App, Digital Marketing
Rahman Information Technology www.rit-bd.com	CRM
A.Karim & Co. www.akarimandco.net	Integrated Business Website and Content Management



Figure 1: Some of their Esteemed Clients

2.3 Management Practices

Similarly, like most other companies, Ogroni's Human Resource (HR) department concentrates on optimizing employee satisfaction, reduce employee turnover and provide psychological support to generate positive motivation to enhance employee performance and productivity. That's why their leadership style opts toward participative because they want their employees to learn more. This helps the firm to deliver qualitative solutions as per their project objectives.

For Instance, if an evaluation of employee performance has been not up to the target then the resource personnel of the HR department conducts a one-to-one meeting to discuss and find out the bottleneck which is stagnating specific employee performance.

The reason I have stated such a statement is that during the start of my internship I felt a great deal of pressure balancing my academic responsibilities with my organization's responsibilities which have caused me to make delays in submitting deadline set task. That is why the department of HR at Ogroni plays an essential role in the culture and development of the company.

My inauguration to the company was through the HR person who was responsible for directing my recruitment process. The type of recruitments undertaken by the company's HR department is permanent, intern, freelancing, and project-based.

The Human Resource Planning Process of the Organization:

2.3.1 Recruitment

Ogroni Informatix conducts several steps recruiting process regarding a specific position in the company. At first, they carry out job analysis, from there they collect reports of possible candidates surfing through the certified job posting websites like kormo.com or BD jobs also decides how many candidates are searching for a job on social media pages. I came across their job advertisement on social media pages. Next comes the screening of CV and resume provided by the potential candidates. For curiosity, I volunteered to be a part of their recruitment panel just for observation and learning and they have permitted me. For different departments, they used different methods of the selection process. For instance, for graphic designing positions they have given the candidate a task and a short deadline to see how the candidate performs under pressure. For software developers, they request the candidates to present a mock-up of software created during their prior work experience. Moreover, if a candidate does not have previous experience, the interview panel asks them general knowledge and academic questions to see the candidate's caliber.

2.3.2 Compensation System

To attract the best talent available Ogroni Informatix Limited designed the compensation packages in a way that can be innovative and accepted as all the basic compensation aspects are included to motivate employees. Corporate discount is one of the lucrative compensation packages presented by the company. When they provide digital solutions to certain industries like retailers or restaurants then on the company contract it is stated that members who are working on the project can have the benefit of client discounts. Paid sick leave is also provided by Ogroni.

They have created a policy where they can avail paid sick leaves that are a great way to show that the company cares for their team member's well-being. Given in the lockdown one of our team members was infected from the virus and hearing this, the company has voluntarily paid a percentage of her medical expenses and part of the monthly remuneration was disbursed

2.3.3 Training & Development with Performance Appraisal

On the first day, my supervisor elucidated to me that I am not just an intern but also a part of their team member. She said that the environment here is very positive and encouraging and they give room for mistakes. Moreover, from me, they expect complete honesty integrity, and proactive behavior. I have observed that the company basically prefers to work in team-based orientation and there is always a senior-level member paired with an entry-level member so that on-hand learning can be applied during the training process. They do not practice different KSA level training.

The company's culture reflects that they introduce and accept new team members very friendly and open-heartedly. I felt a lot of flexibility and knowledge on technical support from my superiors as I was not from a technical background. When working with my fellow team members I did make some mistakes however, my supervisor constantly encouraged me to find out the root of the mistake and learn from it. He has also motivated me to research more and come up with better ideas to improve my overall performance. So that I can make myself self-improved developed first then take the help of the firm to further develop my performance. As a Startup, they focus on both the company's growth and the development of the employees.

2.4 Marketing Practices

With a high demand for software development and tough competition in this industry, it gets harder and harder to attract the target audience. Marketing strategies carried out by software companies are completely different than the ones carried by non-tech companies because over there those companies need to think about only customer's insight but for software companies, marketing strategies are focused on promoting digital solutions for client's problems which are strongly positively correlated with their customer point of thinking.

2.4.1 Marketing Strategy

When it comes to being a software development company from the B2B sector, Ogroni pays great attention to which platform their target audience seeks business bits of advice from.

LinkedIn is the most relevant B2B social media channel here is where potential leads could be generated. The platform is business-oriented connects professionals from various industries and networks who both look for solutions for their business. That is why Ogroni daily posts SEO-optimized content and graphical representation of their software to promote to potential clients.

Secondly, Ogroni's website content is also SEO optimized which now is able to bring the website up on the search list organically. Which is a plus point for the company as it does not have to conduct CPA marketing. Furthermore, to get more conversions on their website they update the case study content on a regular basis and create a smart user-friendly interface.

Thirdly, software operation tutorial videos are posted on YouTube which is one of the methods of video marketing for young IT professionals who want to pursue a career in this sector, and client testimonials on Facebook. This is to generate positive word of mouth for attracting local SME clients as well as big conglomerates as well as general people.

2.4.2 Target Customers, Targeting and Positioning Strategy

Targeting Customers: Ogroni Conducts R&D on finding opportunity gaps for bringing the right product to the right market at the right place at the right price. The first Target Market was set with the help of personal relationships with Ogroni's Board of Directors. They asked about the most pressing problems and then designed completing software to solve one of those problems and by that, they have succeeded on their first project.

Later on, the success story was used to promote themselves to potential customers. The target customers and lead generation was done by identifying market gaps from the partners of their clients as a source of credibility and designing a demo software to answer their problem and why they should choose Ogroni over others.

From the B2B sector, it was difficult for them to obtain real data however from external sources and internal networking and the companies informed intuition over analytical reasoning they painted a picture of their customer profile. Ogroni Even included the experience from unsuccessful deals of past customers, so instead of using information online, the company's internal network was the main source generating initial customer profile.

Characteristics	Pain	Solution
Frustration point		
Cost		
Current solution		
Stakeholders		
Cause		

Table 2: Customer Profile

Secondly, Ogroni assesses how well the solution will fit the target customer’s needs. For that, it involves a series of evaluation criteria, the table below will provide a clear representation.

- Total cost
- Risk of new problem arising
- Speed of implementation and easily used by the target customer
- Maintenance and support
- Does the customer have the ability to pay and how will they prefer to buy it?

Criteria	Yes	No	Reason
Compelling reason to buy			
Deliver entire solution			
Buyer with economic power			
Number of competition			

Table 3: Customer Evaluation Criteria Chart

Positioning Strategy (through segmentation): Unlike B2C companies Ogroni cannot use prevalent positioning strategies this is because its client's purchase insights are completely different. That is why with the help of my supervisor I was able to construct their market segmentation. It is represented in the figure below.

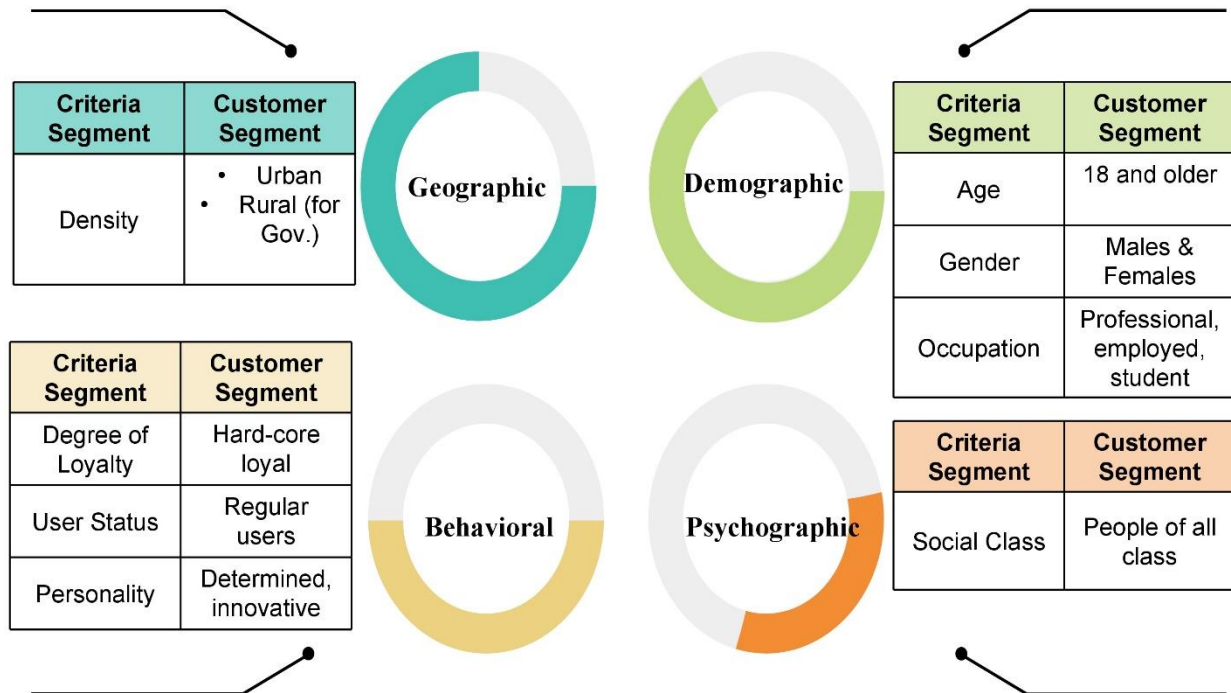


Figure 2: Market Segmentation of Ogroni Informatix Ltd.

I have also got to observe Ogroni conduct the standard 5C of testing the market before moving forward with a new project. with the existing information and from the internet I was able to construct a diagram shown below.

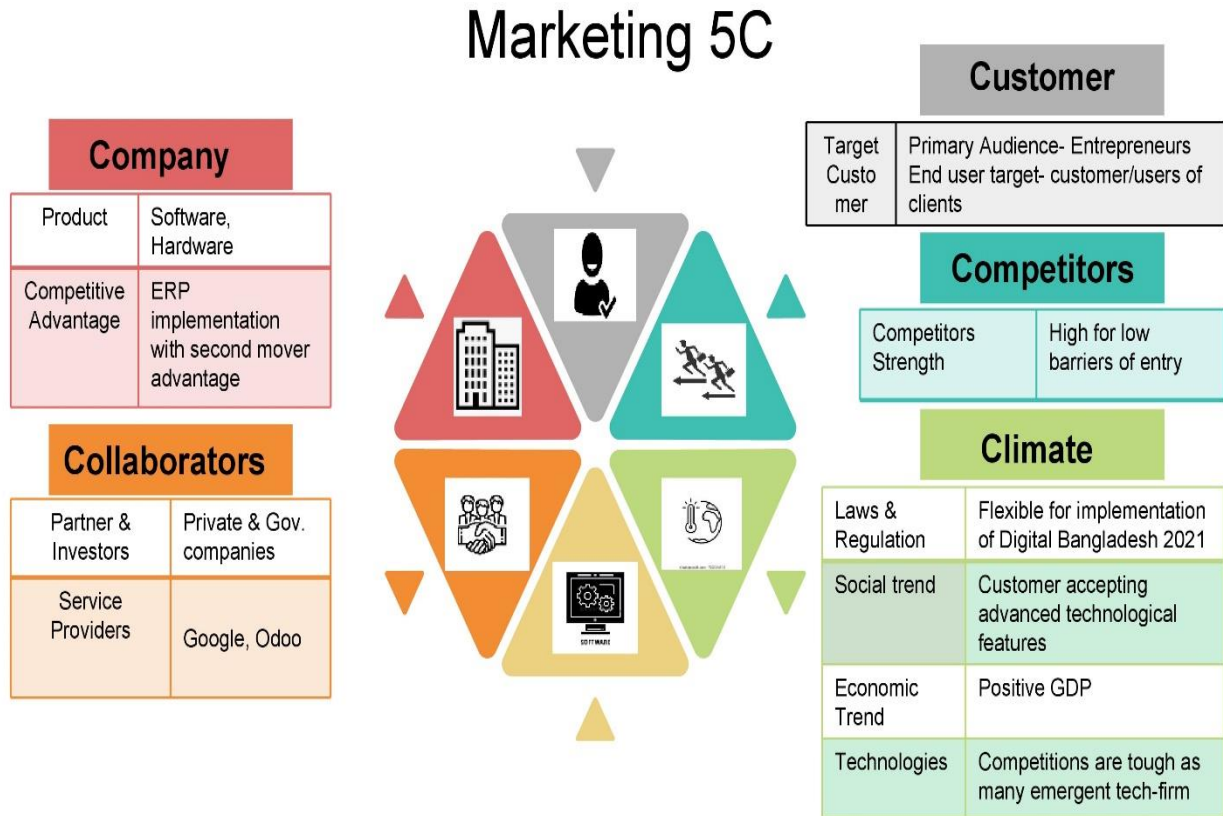


Figure 3: Marketing 5C for Ogroni Informatix Ltd.

2.4.3 Marketing Channels

Ogroni Informatix has chosen a multi-platform approach backed by an experienced team that can turn the spotlight towards Ogroni and its unique digital solutions. Some of the marketing channels used by the company are represented in the figure below.



Figure 4: Marketing Channels used by Ogroni Informatix Ltd.

2.4.4 Critical Marketing Issues and gaps

Marketing the software is designed for big businesses. That is why Ogroni focuses on building a CRM network that will cater to the needs of multiple teams and multiple end-users. However, since traditional marketing cannot be done in this sector, it is difficult to gain market recognition as there are numerous competitors in the industry. Some of the challenges it faced and still facing are:

- The Bangladeshi software company market is underdeveloped as just recently most of the companies and now digitizing themselves.
- Fewer marketing channels are available as most of the target customers are entrepreneurs and are available only on selective sites. The situation is officially known as Market Creation Challenges.

- From customer analytical data from R&D, the real client insight is difficult to recover as they have a lot of requirements, and identifying the core ones takes a lot of time.
- Since the company does not have an in-house marketing department, market research done by resource personnel of other departments may not be as effective as done by a professional market researcher.

2.5 Financial Performance and Accounting Principles

2.5.1 Financial Practices

Relevant information could not be obtained from the organization Ogroni Informatix Limited due to confidential reasons and hence the section has not been elaborated.

2.5.2 Accounting Practice

From discussing with my internship on-site supervisor he has told me that the company's accounting principles are followed by the GAAP Principle and the method of accounting is used on is accrual basis. However, due to confidential reasons further relevant information could not be obtained from the organization Ogroni Informatix Limited and hence this section has not been elaborated.

2.6 Operations Management and Information System Practices

The operation department of Ogroni handles planning, organizing, and inspecting the projects closely with the Developers and the Business Analysts. The COO of the company works hand in hand with the clients in order to ensure Ogroni efficiently takes its input and processes them to successful outputs. Communication to and from clients, as well as employees, maintain through Skype, WhatsApp, and Zoom.

Regarding Information System Practices, Ogroni uses its Odoo integrated ERP system for collecting, storing, and processing data. Not only from the clients, but the company also stores its employee data in it. Performance evaluation and payroll systems are heavily integrated with the ERP system. So that every employee can be handled transparently. For sharing information with the stakeholders and clients the company has its domain hosting server and certified cloud server.

As the ERP is integrated with the total organizational operations from recruitment to operations, all the practices in terms of quality management, scheduling, resource allocation, and project operation management are maintained through the Odoo ERP software. All the data in the database is taken backed weekly to ensure security.

2.7 Industry and Competitive Analysis

IT sector industry of Bangladesh

The IT industry of Bangladesh has been declared as a thrust sector by the government inspecting the ability and interest of the youth segment of the country. The country is now having a boom of software houses and data entry centers making this sector the Hi-Tech industry in Bangladesh and potential to work as a major economic driver.

Despite the pandemic the IT industry technically can operate remotely by its nature, even if the pandemic has still left its mark the industry still stands strong. Most of the tech companies are supporting their employees to providing proper work from home initiatives and creating accountability through better management and delivery techniques.

They reassure that their client's work from home operations will not impact the business significantly. Hence to allow the process to run smoothly, precautionary measures are taken to ensure business continuity from the technology side (WEForum, 2019). Which is allowing a low barrier to entry providing numerous IT companies to have a market share.

2.7.1 SWOT Analysis to Identify Company's Competitive Advantage



Figure 5: SWOT Analysis of Ogroni Informatix Ltd.

Strength: The core competencies and key factor of the company is its human resource. Most of their team members have been here since its inception. The second is their flagship product ERP which excels in all organizational aspects for the client and allows Ogroni to gain profit. This is because only a handful of IT companies are specializing in ERP. These two factors are helping the company to penetrate new markets. The external factors for its strength are:

- Strong Distribution Network that can reach the majority of its potential market due to B2G credibility.
- Strong Free Cash Flow helps the company to acquire external support such as AWS and Google Cloud.
- Highly Skilled Workforce as most of the developers are taken under strict training programs and they hold high work experience which is why this results in a workforce that is not only highly skilled but also motivated to achieve more.
- The company has a Dedicated Customer Relationship Management department that caters to the immediate client's requirements and provides a high level of customer satisfaction which secures a good brand quality among present and potential clients.

Weakness: As a startup, there were quite some challenges faced by Ogroni. Some of them are still being encountered. Marketing of the product cannot be done. Even though a product is successful, its positioning and unique selling proposition cannot be clearly defined because of insufficient marketing channels which is why this often leads to being attacked by the competitors.

Some other challenges are as follows:

- Limited success outside core business even though Ogroni is moving towards a leading organization in the industry it has faced challenges moving two other service segments within its present culture. For instance, they wanted to acquire different coding languages to shift their product concerns. Later they realized that this will delay their submission of the existing projects if the developers are taking office time to learn a new coding language.
- They need more investment in new technologies. Given the growth of expansion, Ogroni needs to invest more in technology to integrate the process onboard the vision they want to achieve. However, right now they are not investing much in research and development because of the lack of human resources in this department. Only the team leader of the ERP team is conducting R&D for future projects.

Opportunity: Economic upraise and increase in customer purchase has led to moderate growth of the IT sector in Bangladesh which is a good opportunity for Ogroni to capture new clients and increase their market share.

A surge in new customers from online channels is allowing several companies to move to online platforms which is why it is opening up new sales channels for Ogroni to present software and those companies.

The ERP Odoo software is known to only a few conglomerates and this new technology provides an opportunity for Ogroni to practice different pricing strategies and gain significant profit by luring new clients through the value-oriented propositions.

The government's policies for the Digital Bangladesh vision in the IT sector is opening up new channels of creating a level playing field for all competitors in the industry and this is helping Ogroni to take advantage through its new product category.

Threats: Shortage of skilled workforce in certain IT departments may represent a threat to the steady growth of profit for Ogroni. This is because when I requested the management committee to allow me to be present during recruiting a new Odoo Developer, during the CV selection process I noticed that very few resumes were submitted for Odoo developers and there were quite a big number of resumes submitted for different IT concerns. It shows that the ratio of IT departments to candidates is low. Next is low barriers to entry may cause more SME IT firms to emerge and attract future possible clients.

By looking into the SWOT Analysis I can conclude that Ogroni has a scope to be more competitive by sharpening up their strengths, they can emphasize their weaknesses to turn them into possible strengths, and with the help of the economy from both political and business aspects, they can grasp the upcoming opportunities to tackle their ongoing threats.

2.7.2 Porters Five Forces Analysis for Investigating Industry Competitiveness



Figure 6: Porter's 5 Forces

Threat of New Entry: Ogroni is doing business in an industry where every SME or multinational is looking for technology enhancement. The startup cost for a software company is high and entrances have to encounter competitive responses against it.

The industry is capital intensive and needs a large amount of R&D to sustain in the changing business. Due to the Government's vision of Digital Bangladesh, the entry barrier is low for other concerns in the IT sectors.

Moreover, for ERP the threat is very low as once a client purchases the ERP system it is impossible for them to shift from it because the client would have to pay a large amount of switching cost. Therefore, just one of the flagship products of Ogroni, there are low threats of new entrants in the market. In addition to that, it has seen high threats of new entrants for other concerns like PHP, WordPress, Laravel, etc.

Ogroni tackles the threat of new entrants by building economies of scale so that it can lower their fixed cost per unit. They constantly try to redefine their standard for ERP software and promotional methods so that new firms are discouraged to enter the market and it significantly reduces the window of extraordinary profits for new entrants.

Threat from Substitutes: The core characteristics of the software are different. There are a lot of diverse segments for which different companies are acquiring them and conducting their business. As the market is diverse there are some substitutes available in the market. However, since customization is a big factor that plays here even if there are substitutes of the software available because of customization this dimension can be narrowed down.

To conclude we can say that the threat of substitutes for Ogroni exists in the market but a small percentage. The facts signifying the threat of substitutes are performance of the substitutes and availability. As the switching cost does not facilitate substitution based on these criteria we can conclude that there is a weak threat of substitution for Ogroni's industry environment.

Ogroni is handling the substitution of their digital solutions by focusing on the core needs of their clients rather than presenting what services they are buying. Secondly, intensive customization of the ERP software has increased switching costs for clients.

Bargaining Power of Customers: There are large numbers of buyers in the IT market. There are also high switching costs here due to expensive software and the nature of it. Ogroni differentiates its software through functionality and characteristics which is mainly the value proposition presented for the clients. IT causes the buyers to be more focused on the characteristics rather than the price of the software.

The ERP system of Ogroni is a fine example because it is used in one company as a whole therefore, the bargaining power of buyers is very low in this industry for ERP systems. As it is a very highly demanded software and currently in Bangladesh there are very few companies who are adapting to present the software to potential clients Ogroni is still ahead in the game. From here we can conclude that the bargaining power of buyers for Ogroni is very low even if they are demanding.

Despite the low power, Ogroni can still tackle this aspect by targeting large base clients. This would provide an opportunity for the company to streamline its sales and production process. For instance, a particular client who previously took the ERP system from the competitor of Ogroni was unable to deliver a successful project and now has let Ogroni take it over and complete it. As a result, this situation shows that the client does not have much bargaining power to present their pricing strategy over Ogroni's pricing strategy.

Bargaining Power of Suppliers: This industry is very capital intensive. And the developers are also taken as human capital here. In Bangladesh, there are a large number of universities educating software skills to students, and when they graduate they are becoming potential suppliers for software companies.

A company cannot hire just anybody because they need to hire the right person for the right task and this factor shows there is high bargaining power of suppliers (developers) in the software industry.

Not only that, the technical suppliers of the software companies like Google Cloud, Amazon AWS are big conglomerates, and acquiring services from them has been a challenge for Ogroni as a startup so these powerful suppliers in the technological sectors have a huge negotiating power to extract high prices for their benefit.

This overall impact of the high supplier bargaining power lowers the profitability for Ogroni. For example, to set up a database for a client even if it is a test server we have to incur huge amounts of money. Not only that, Ogroni pays a hefty amount yearly to Google for using their premium cloud database services.

Competitive Rivalry: Ogroni needs to effectively compete to remain successful. Ergoventure and Brain Station 23 are the head-to-head competitors of Ogroni, while Brain Station 23 is one of the five leading IT companies in Bangladesh and Ogroni is facing them head-to-head.

These two companies being the powerhouse have already captured a huge share in the market which is why competition against them is quite aggressive. These companies emit a strong force that affects the IT environment. These technology firms are hostile in terms of research, innovation, and marketing campaigns.

To gear up Ogroni is choosing to collaborate with their competitors to increase their market share rather than compete against small firms. They are also redefining their flagship products to gain a competitive advantage in this sector. These external factors are supporting that there is a strong competitive rivalry against Ogroni.

2.8 Summary & Conclusion

The IT sector of Bangladesh has grown tremendously and the industry has provided positive growth for Ogroni. Both the political, economic, and business environment can be given its proper credit. Ogroni Informatix Ltd. still has a lot of room for improvement. The Nature of their business was understood, for instance, their culture, strategy, and competitive advantages from the internship observation. The weaknesses that have been identified for the company, can shape those and force them in their favor and stand face to face with their competitors.

2.9 Recommendations

- The company should include employee training in a team base where different case-level teammates are present to help one another and grow.
- Adapt new marketing strategies for example client testimonials promotion and social media pages sharing videos of their implementation of the software will increase brand value and give light to brand recognition.

- Start the initiation of recruiting members for R&D only to identify new scope of business.
- Targeting big clients and having the determination of successful project development will allow the company to gain more market share and stand head to head with the big competitors.

3. Chapter Three

The Air Borne Disease Becoming a Blessing in Disguise for The IT Sectors in Bangladesh: A perspective on Ogroni Informatix Ltd. CRM

3.1 Introduction

Ogroni Informatix Ltd. develops digital markets and supports the portfolio of enterprise software solutions having experience of more than 5 years of in the IT industry. The experience itself drives the value for the company regardless of the market condition.

The company's digital solutions in software and services are designed to provide tangible business value to the clients by supporting their business operation over cloud-based internet architect solutions.

The Software solutions are aligned with ERP and IT consulting. There are many competitors in the market which is why they constantly need to upgrade and redesign their marketing strategy to cope with the growing demands of client preferences.

When it comes to marketing the company tries to focus on its CRM strategies because they believe in positive word of mouth that will attract future possible clients. They thrive to achieve excellence in the IT sector by training and recruiting experienced developers who will provide their utmost support to deliver a successful project.

3.1.1 Literature Review

In the last year, the coronavirus has infected more than a hundred people around the country and it has not yet been eradicated. Despite this, people are now accepting the new normal and finding ways to make their life better. This is why digital solutions are being used to neutralize the harmful effects of the ongoing situation.

Companies are shifting from their website moderated content and seeking specialized companies who have the competitive advantage to provide corrective digital solutions for the clients to acquire their customers (Karim, 2021).

Earlier Bangladesh's success was dependent on the RMG sector that drove the economic growth but due to automation and customer's online purchase, this trend has accelerated the IT sector to shift its gear from a low competitive zone to high competitive zone. This is allowing more than 40% of companies to use near basic technologies (World Bank, 2021).

During strict lockdown and working from home, most e-commerce and f-commerce companies have experienced unimaginable growth. Most of them are having a sharp update on their business (Islam, 2021).

It is observed that most companies who are adopting digital solutions are going for business process outsourcing to computerized their business operations as there is a boom in emergent tech companies offering services at a lower cost to increase their productivity and profitability (Helal & Rahman, 2016).

3.1.2 Objective(s)

The main objective of my report is to understand how Ogroni (IT firm) has benefited itself whilst handling the pandemic. Since CRM is the core component of the business I have observed during my internship period. I want to use this aspect to understand how they are benefiting customers using their CRM strategies. Even though it is doing exceptionally well in today's economy, it is the clients who are using their services and in the end, their opinion signifies the overall performance of this IT company.

Some of my specific objectives are as follows:

- To see whether the digital solution provided by Ogroni lowers the operational cost of the clients.
- Are they providing significant solutions which help clients to understand their customer's mindset of purchasing?
- Is Ogroni able to solve the communication gap between the parties through virtual means?

3.1.3 Significance

The importance lies within the observation of what type of marketing tools the company is using to provide an optimum support system for the client and to know the possible opportunities for Ogroni to grow. The findings of the report will be used by the following parties:

BRAC University: Our university can use my findings to conduct case studies related to IT sector companies during the pandemic or industry research as a whole.

The company: Ogroni can use this report to review their current practices, future competitive advantages, current market position, and finally future opportunity gap for market acquisition.

The students: The students of Brac University can report for their study honor company analysis and industry analysis of IT sector in Bangladesh who are conducting in B2B and B2G stage to write future reports for research using it as a reference.

3.2 Methodology

To attain the objectives of my report I have taken two approaches. I have chosen to use both secondary and primary data. Followed by a survey for a quantitative research study. The target group of the questionnaire was some of my colleagues and fellow BRAC University student body. The purpose of the survey was to get recommendations and possible bottlenecks for the company. I have also taken information from the HR personnel of the company to have a well-structured observation. This was to eliminate any type of hindsight bias that might tamper with the result.

Secondary data

For this report, I have taken the help of some secondary data that are related to my research question, report topic, and relevant information. The sources included are as follows:

- Previously constructed report on Ogroni Informatix Ltd.
- Website of Ogroni Informatix Ltd.
- Journals, vlogs, and articles of related research topics.
- Client database
- Employee performance report of Ogroni Informatix Ltd.

Primary Data

The primary data was personally collected by me during my internship period. Part of the data was collected through my observation, secondly, it was collected by asking my on-site supervisor, thirdly as I was working along with the client project I was able to acquire knowledge about Ogroni's customer behavior. Finally, for this report, I have also conducted an online survey where different questions were written and the respondents who are related to my objective of the study were requested to fill up the survey form.

The target respondents of the survey were mainly students of BRAC University and some of my colleagues. I have selectively chosen my colleagues to respond because the company has divided its human resource personnel according to projects. However, the selection was completely random-based. Here, I could obtain 17 responses as a sample of my report.

The questionnaire and answers that were used to conduct the survey are given below. For my survey questions, I have mainly used the Likert Scale questionnaires method. This is because, from my prior academic knowledge, I have learned this method provides fair and clear answers. The choices I have presented in the questions as options were "Strongly Agree", "Agree", "Disagree" and "Strongly Disagree". I have removed the option "Neutral" so that my respondents can give me clear answers.

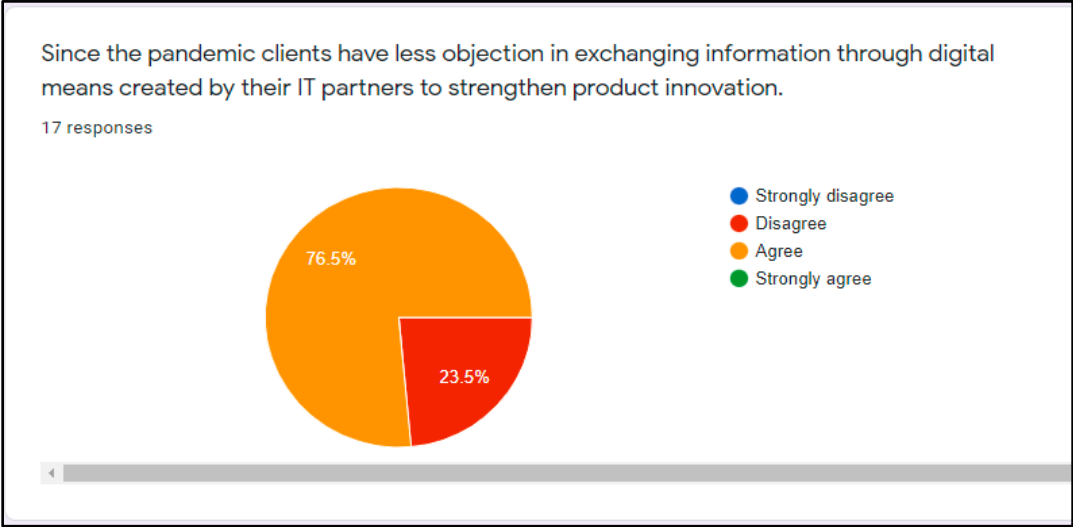
Depending on the level of agreement they have responded by selecting one of the categories mentioned above. Since I could not research a large number of entrepreneurs, I did not use any open-ended questions. Instead, I have used close-ended questions but for it, I have used an unbiased statement.

3.3 Findings and Analysis

Maximum of the responses are gathered with the help of Google doc form. The survey was completed with the help of 17 respondents. There were few entrepreneurs and several employees' responses because they are the ones who closely know the results from the digital solution provided by Ogroni. Which is why their answers will help me to draw an accurate conclusion regarding my findings and objective from the report.

Since I have one main objective and three specific objectives I have designed my question according to them. Below will be a graphical representation of the findings I have gathered and also I have mentioned the interpretation of the respondent's answer for each question.

1. My main objective was to understand how the company has benefited through its CRM strategies during the pandemic. For this, I have designed a particular independent statement and the respondents were asked to which extent they agree or disagree with the given statement.

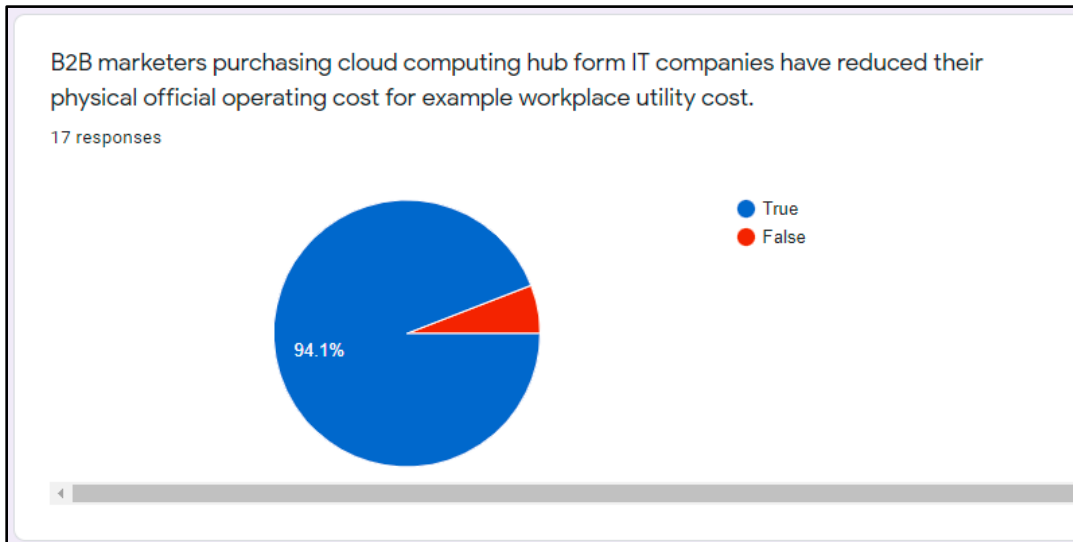


Creating platforms for customers to effectively communicate with Ogroni has let the company build a stronger relationship. The communication channels like a dedicated server, test servers, and one-to-one user training support given to the clients will make them realize that Ogroni deeply cares about them.

This is why they are going above and beyond to create a good communication channel that will address their exact necessities and unending needs. The CRM strategy is mainly maintained by Ogroni are powerful networking, email marketing, and SEO-based LinkedIn content promotion.

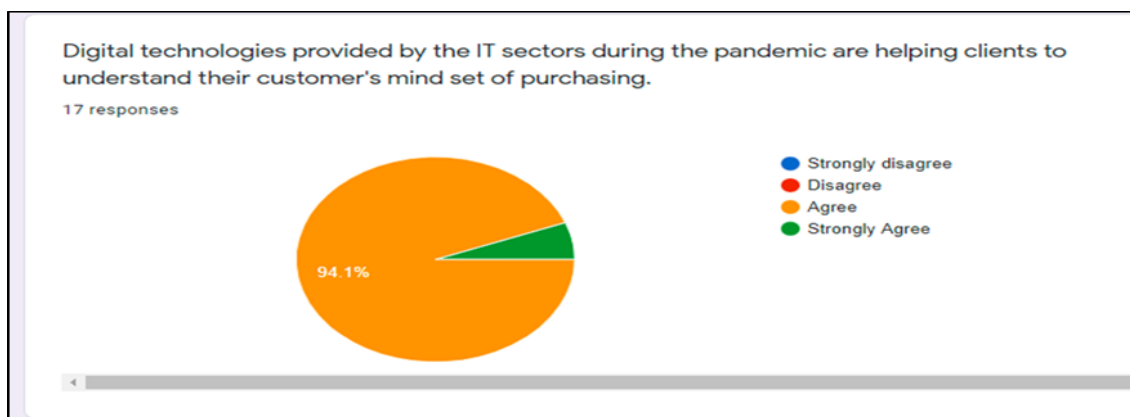
There, innovative solutions are presented for potential customers to know with exciting costing packages that will not make them run away. Hence, from the responses, it has been seen that 76.5% of them agree that the digital solutions created by the IT companies are making it easier for clients to have better product innovation, and therefore they are also providing valuable insights as exchanging information. It is also observed that 23.5% of respondents disagree with the statement.

2. Next moving on to my specific objective is to see if the digital solution provided by the company has lowered operational costs for its customer.

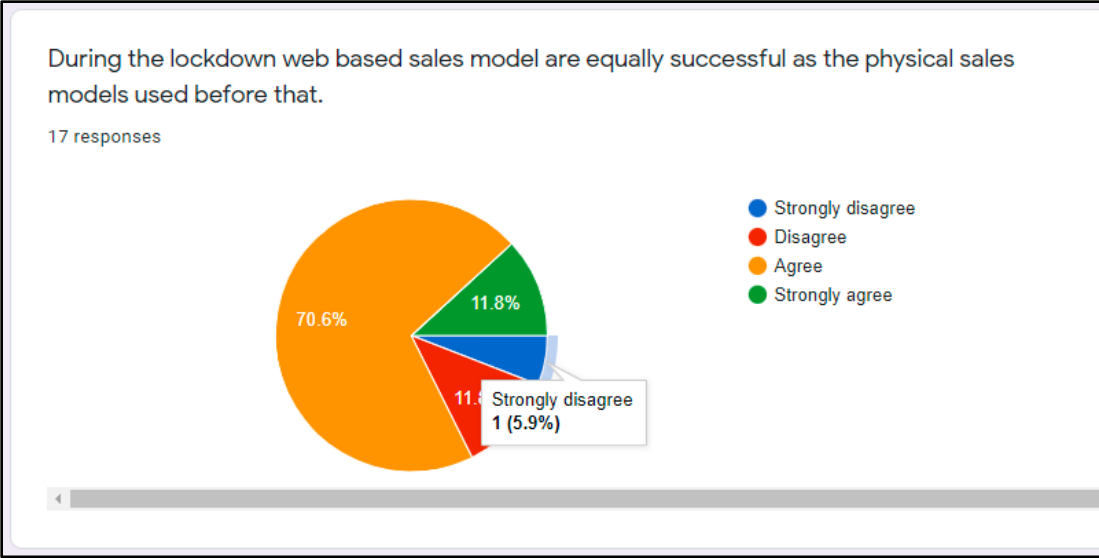


Many businesses have shut down due to the inability to perform in a remote area when the government announced Nation lockdown. This is why B2B marketers like Ogroni have presented solutions like cloud computing hub which is a system designed to archive all types of data, a small version of the ERP software which provides benefits like data disaster recovery, tracking of projects, and workflow. Hence it is reducing physical assets costs like files, portable hard disks. It has also helped many employees to remotely work as they have access to all types of resources on their computers. From the survey, 94.1% of the respondents believe it is a cloud computing hub that has reduced customers operating costs for instance workplace utility costs. Moreover, a small proportion of 5.9 % of respondents chose false.

3. My next objective is to find out if the solution had helped the client to have a better grasp of their customers' insight.

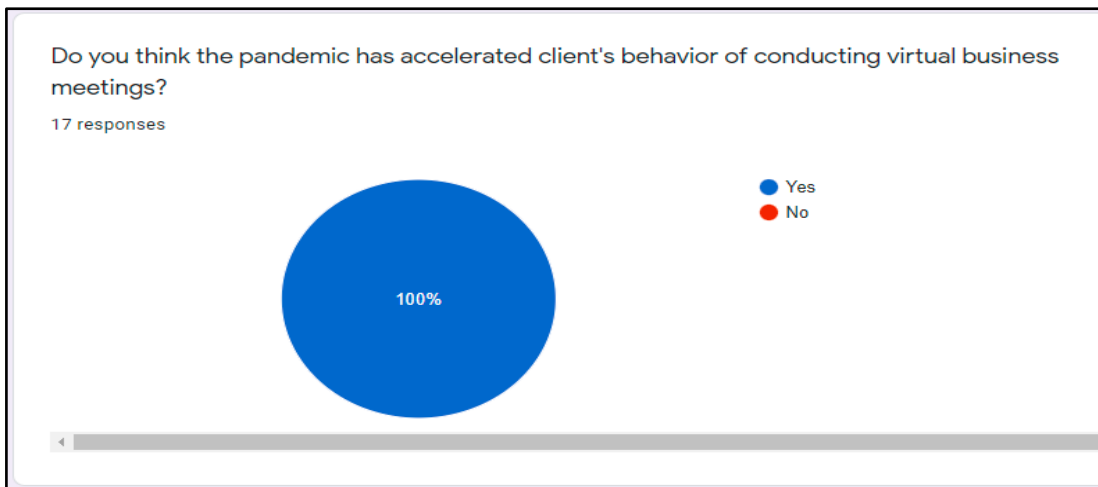


From the survey, it shows 94.1 % of the respondents agree that solutions by IT sectors have helped clients to understand their customer’s POV. They have helped the clients to properly know their customers so that the client can construct a strong promotion on a message that will be presented to the right target audience at the right time. Also, 5.9 % of the respondents strongly agree with the statement so I can conclude that the company has helped their clients.

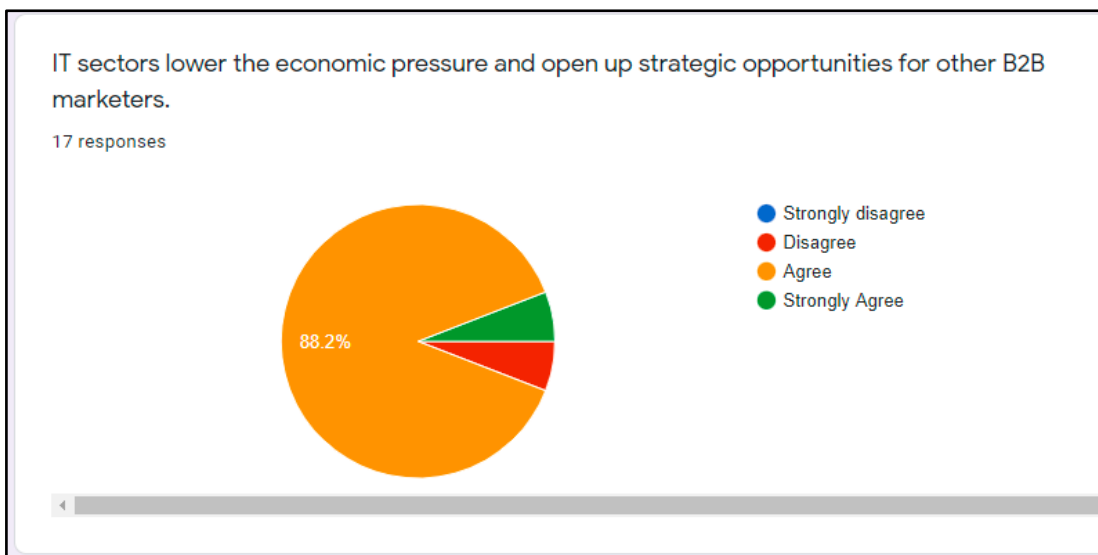


IT companies creating lucrative websites and apps for online purchases have made it easier for a lot of clients to shift to digital methods to sustain during the lockdown. As people are seeking online means to purchase their product, from the survey I have seen 70.6% of the respondents agree, 11.8% strongly agree, and only 5.9% strongly disagree and 11.8% disagree with the statement. As the majority agrees that web-based sales models are equally as successful as physical sales models, I can move in favor of this statement.

4. My final objective is to see Ogroni able to narrow the communication gap between parties through virtual means.



Everybody has agreed that during the pandemic B2B clients are more willing to conduct virtual business meetings. Ogroni maintains client communication through their ERP real-time messaging module. This allows the company a chance to promote an additional module of the software and also the client to have an innovative and smart way to communicate directly with their vendors.



The economic pressure arrived earlier because certain companies could not adapt to digital means and had to close off their business which is why Ogroni provides pocket-friendly digital solutions. Not only Ogroni just like them many firms are providing the same type of value which is helping other B2B marketers to stand strong against the pandemic effect. This is how they reduce the market reach gap in-between industries.

3.3.1 List of Major Findings

- Because of that information, Ogroni was able to provide valuable insight for clients in customer purchase decisions.
- Lack of R&D for innovative ways to maintain CRM might be one of the reasons for some of the respondents to disagree with the statement “Client having less objection to exchanging information”.
- Some respondents disagreeing with the economic pressure lowered by IT company statements can be because the IT sector itself is still in the development stage as there are very few big companies who are dominating the market.
- The maximum number of respondents agreeing with web-based sales models are equally as successful as physical sales models whereas there is still a significant proportion of respondents disagreeing with the statement that may arise for Ogroni not having a certified market researcher.

3.4 Recommendations

Bangladesh is lucky to have an economical outburst of internet service providers and IT solution partners which are one of the most important business sectors not only here but also around the world. The IT sector acts as a bridge and their services help different businesses to conduct their activities efficiently and effectively. However, there are still some bottlenecks that have arrived for which the sector is still at a growing stage and not at a developed stage.

- The IT sector needs to be better at promoting their services in various marketing channels so that the right people at the right time can be targeted organically not from Company In-Person Networking.
- Increasing their capital investment for R&D. Many companies who move with the target of reaping rewards often forget to use it for R&D sectors which is why there is still a huge amount of innovative digital solutions being provided in the nearby country that is not provided in Bangladesh.
- They can go for collaboration with the big companies to have access to valuable tech support which a startup IT company usually doesn't have and easy access.

- Include an experienced market researcher for carefully dissecting the market and bring out core opportunity gaps so that the software solution can be used for decades until a dramatic market shift.
- Prevent the act of product myopia that is common in many software companies who try to introduce an innovative solution into the market.

3.4.1 Limitations

- Due to maintaining confidentiality specific information, for instance, the financial part of the report could not be released.
- Due to the government's decision of national lockdown, the middle part of my internship program had to be completed from home which resulted in a distance in communication with my colleagues and my On-site supervisor hence, during that time I could not observe the work process or the working culture of Ogroni.
- The sample size for the research was not satisfactory. I believe that my research would have been more fruitful if there were a high number of respondents who were entrepreneurs rather than students as they run the whole system with real-life challenges.
- As it was an online survey some of the respondents were reluctant to fill-up the form. If I had the chance to interview, I believe I would get more true results.
- If the company had a market researcher then my research for the IT sector, then my report would have been rich with reliable data as I would have on-hand experience of market research with that knowledge I would be able to compare it with the academic theories I have garnered while studying the course.

3.4.2 Conclusion

The virtual world has become an important communication system, something which cannot be separated from our lives. In all parts of the world, information technology is being used for the smallest to the largest business development strategy and undoubtedly it is providing vital aid to different business sectors for moving forward.

I consider myself very fortunate that I got the opportunity to work with Ogroni Informatix Ltd. and some of its projects up close. I strongly believe the knowledge that I have gained during my

internship semester has not only made me work hard for making myself better but also helped the company to reach its operational goals and objectives.

Altogether I had four objectives and from my survey, I got a clear picture from the answers. Indeed, the pandemic has taken away a lot from our country but in return has given a golden ticket for Bangladesh to stand strong in its economic environment with the help of the rapid growth of the IT sector. Even if the number of people who did not agree with my presented statements is significantly low, for true research purposes I have analyzed their answers as well. So that my research objectives do not become biased.

In addition to the questions, 8.2% of respondents fall under the age between 18 to 25, and 11.8% fall under the age of 26 to 35. So here both young and expert age group's responses are considered. Next, most of the surveys were filled up by females, 64.7% and 35.3% for males. Thirdly, quite a few of the respondents were employees of the organization having 35.3 % and 58.8 % were the student body of BRAC University, and 5.9% respondents were entrepreneurs. Finally, the last general category of my survey question had 70.6% of respondent's probable income was between 0 to 25,000 taka and 23.5% falls under 25,000 to 40,000 taka.

I was also able to learn the corporate culture, business communication, negotiation, and recruitment of employees from up close. This has led me to have a clear comparison with my theoretical knowledge and actual experiences. Having constant communication with the company's client, I was able to improve my verbal social skills and technical skills. These were also the self-development objectives I have set to garner during my internship period.

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