

Report on
Business model analysis for Sales force automation of Biz-motion
Limited

By

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

BRAC Business School

BRAC University

June, 2021

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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.

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Letter of Transmittal

6th June, 2021

Fabiha Enam

Senior Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Madam,

With due respect, I am Syeda Tahnin Tabassum Huq Udita, submitting my internship report which is on Business Model Analysis For Sales Force Automation of Biz-motion Limited. As per the requirements of BBA Undergrad program.

As per the internship requirement, I have worked in Biz Motion Limited which is an IT solution providing firm. They basically work with sales force automation software and provide a proper solution to their end users. I was always looking for an opportunity to work with something marketing related work which has a tech based working system. So, I have chosen this company to learn some real-life work function and learn more about the automation software.

Lastly, I would like to thank you madam for your valuable guidance and support which helped me a lot to prepare my internship report. I hope this report will satisfy the requirements.

Sincerely yours,

Syeda Tahnin Tabassum Huq Udita

ID: 16204077

BRAC University

Acknowledgement

Throughout my internship period, I was really blessed to get continuous support from several individuals. Without their advice and encouragement it would be really difficult for me to improve the quality of my report. So, words are not enough to express my gratitude towards them.

Firstly, I am really grateful to the Almighty for giving me the capability to endure all the hardship and patience to complete this report.

After that, I would like to thank my internship supervisor Fabiha Enam madam. Without her support and guidance this report was not possible for me to complete.

Next, I would like to thank my all senior brothers and sisters who motivated me through my journey at BRAC University life.

Last but not the least, I would like to express gratitude towards all the employees of Biz Motion Ltd. Specially to my reporting boss Sazzad Hossain. Who is the Chief operating officer of Biz Motion Ltd. Without his support my internship would not be that interesting as it is. He was the one who taught me the new horizon to this sales force automation software.

Finally, I am really thankful to BRAC University for giving me this opportunity which helped me to get a real life work experience.

Executive Summary

Today the world is facing a global pandemic situation. But the technology sector is not getting delayed because of it. It is getting more and more powerful day by day. As the technology is advancing so as our company Biz Motion trying their best to keep up with this. Biz Motion have more than 8 years of work experience in the field of location based service.

We are offering a complete dynamic tool that can track as well as monitor the sales force of FMCG industry. With the help of sales force automation software we are allowing the management to keep track of every movement and track of location based performance of its sales force.

Biz Motion Ltd. also offering a BI map to keep track of the sales performance across the region. It is enabling the managements to quick look over the performance level of the organizations over different regions. Also they captured those data and accumulate a statistical data of sales and marketing.

Key Words: It solution business; SFA Software; e-business; internship report.

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List of Acronyms

SFA Sales Force Automation

CRM Customer Relationship Management

DMS Distribution Management System

KPI Key Performance Indicator

ERP Enterprise Resource Planning

Glossary

Thesis: It is an extended research paper that is required for every graduated students to submit. This document can also be called as a final project.

SFA: It is also called sales force automation software. It is used to digitalize the marketing and management process inside an organization.

Chapter 1

Introduction

1.1 Student Information:

1.1.1 Name & ID:

I am Syeda Tahnin Tabassum Huq Udit, ID- 16204077. I started my journey at BRAC University in fall 2016 session under BRAC Business School to complete my Bachelor of Business Administration degree.

1.1.2 Academic Focus:

From the very beginning I was sure that I will pursue my Bachelor degree in marketing sector. I believe I am well suited as a marketing major student and can achieve my goal. As BRAC Business School is one of the most qualified institute in Bangladesh, so for my BBA I have selected this institute to reach my ultimate goal. In the meantime I found that along with marketing e-commerce is also interesting. So, I have done my minor program in e-commerce. It provided me an overall experience of business and technological business combination at the same time.

1.2 Internship Details

1.2.1 Company Details:

The company that offered internship to me is Biz Motion Ltd. This is an IT service provider company which uses sales automation software to keep track of the total sales that is happening in the region in FMCG industries. The office is located in H#300(2nd floor) road 19b Mohakhali DOHS, Dhaka-1206.

1.2.2 Recruitment Process:

After completing all my courses I started looking for internship in various platform. Then from a very close friend of mine I came to know about this company and heard that they need some marketing major intern at their office. So, after doing some study related to their company I have accepted their offer and stated my internship.

1.2.3 Internship Company Supervisor's Information:

Throughout my internship period I was assigned to work under the supervision of Mr. Sazzad Hossain. He is a very inspiring person and a good human being. He is also the chief operating officer of Biz Motion Ltd. He helped me a lot to get a proper understanding of how they run their business and what are the implications, pros and cons of their business.

1.2.4 Internship Experience

To me this was a very cheerful journey. The requirements for the job was well suited for me. As they were looking for a marketing major intern for their company, it was the great scope for me to garnish my knowledge and make the best use of it. Some of the components I find quite similar to what I have learned in my four years doing my undergrad. The work environment was really interesting and my supervisor was very cheerful person. So, it was a great experience for me.

As, my course in complete I found marketing industry very interesting. I have gained enough self-confident to sustain in this industry. After working here, I am now able to handle difficult situation more professionally then before.

1.3 Responsibilities and Reporting:

1.3.1 Job responsibilities

During this 3 month of my internship I have worked along with Mr. Sazzad Hossain. My main work was to monitor his work and learn from that. His guidance was really helpful. The other responsibilities of my job are given below:

1. Preparing weekly journals and keep track on the company that took our service.
2. Writing Facebook contents that attracts our target market.
3. Checking the mails and reporting them to my supervisor.
4. Sometimes arrange meeting with corporate clients.
5. Doing some delegation works alongside with my supervisor.

1.3.2 Student Contribution to the Company

My contribution towards Biz Motion Ltd. are given below

1. Managing meetings with the corporate client.
2. Provide update to my supervisor about the corporate meeting.
3. Preparing contents according to those meetings.
4. Helping the marketing team to take some decisions.
5. Communicating business related problems with my senior employees.
6. Developing digital contents.
7. Maintaining organization culture.

1.3.3 Benefits to the student:

I have started working in this company to complete my BBA it was required to do BUS-400 course. Gradually, I got attracted to this real life working environment. As a starter it was quite hard for me to come up with. Although, getting full support of my supervisor I was able to manage the situation. The benefits that I got from this three month internship are given below:

1. My observation skill got updated by working along with my coworkers. By observing others I got learn some new skills. Because of it, my work life understanding got slightly better.
2. This opportunity provided me to create some important networks. According to me, getting to know with other people can crate good opportunities for my future.
3. This experience enhanced my confidence. By successfully overcoming difficult work situation now I am confident enough to tackle real life problems.
4. Internship creates an opportunity that an intern that can add as his/her experience in the CV.
5. After, completing the intern successfully, it made me more capable to handle my situation.

1.3.4 Limitations

Along with the good experience there was also some limitations which became a barrier to use my full potential. That problem that I faced during my internship period are given below:

1. Due to COVID impact the work schedule was quite busy.
2. Marketing employee's workers are facing difficult time to maintaining their deadlines in this workload.
3. I felt lack professionalism I their workplace.
4. Some workers are less trained that created some crucial situation sometimes.

1.3.5 Recommendations

I can suggest then some recommendation that are given below:

1. They should recruit some well experienced people in important position.
2. They can reduce their cost by recruiting new intern do get the job done.
3. They should work on their website to make it more attractive to the users.
4. They should provide more finance to the digital marketing team.
5. They need to advertise their work more.

Organization Details

2.1 Basic Details about Organization

2.1.1 Brief History:

Biz Motion Ltd. is an IT service providing institute which started their journey in 2013. A group of the young aspiring and experienced IT professional made it happen by their immense hard work and dedication to reach their final goal. Now Biz Motion Ltd is committed to provide full location based service to their end customers. It will enable them to get a proper view of the sales force of FMCG industry. Along with that they also track the sales performance of this products over different regions.

2.1.2 Mission Statement:

They wants to provide full support to automation field operations and empowers back- office with real time field data with the mobile application.

2.1.3 Objective:

The main objective of the study is to achieve a proper understanding of this sales force automation software and how it works. In this report we will know about how they are running swiftly although the pandemic situation is coexisting. How they are tackling difficult situations and bringing out important information that are necessary for the FMCG industry.

Short Term Objective

Getting a proper knowledge about their management function structure, how they carry out their business operations, their marketing strategies, future plan of the business, getting knowledge about their strength and weaknesses, and lastly how they are making proper use of their employees.

2.1.4 Methodology

It refers to the process from where I gathered all the information. This processes are given below

Primary Data: Biz Motion Ltd is a well established sales force Automation Company. So, their data collection method includes direct observation, doing practical works, communicating with the employees etc.

Secondary Data: It is quite difficult to get the secondary data. As they focus more in direct selling. Though we can some information through their official website and Facebook page.

2.1.5 Scope

By this report I have provided a clear picture about the working process of Biz Motion Ltd. We can get a proper overview of how they are running their company, the working function they are following, the way they keeping track to the market, their operations and marketing service. I am really lucky that I got the opportunity to get a closer look at their business process which will help me to build my future corporate career.

2.1.6 Significance

My main purpose of this internship was to finish my course as well as getting a real life corporate experience. By doing this I am able to get a firsthand experience regarding this sales force automation software. I have learned the functions about how it works and what solution is well suited for the business. Along with that, taking internship in this industry will help a marketing major student to get well-known with the functions of sales automation software. However, I feel really blessed that I was able to experience my corporate life in this environment. As it is my first step in this corporate world I have learned a lot. I really hope that this experience will help me getting more opportunities in future.

2.2 Management Practice

2.2.1 Organization Structure

As a software based IT Solution Company Biz Motion Ltd. follows functionally structured based management system to maintain the quality of their business. This enables them to keep track of the functions and services they are providing to their corporate clients. Their management framework is given below:



Figure 2.1: Functional Structure of Biz Motion Ltd.

By maintaining this structure, each employee remain in their position and ensure a proper communication with their upper management and provide better quality service. The detailed management structure of Biz Motion Ltd is given below:

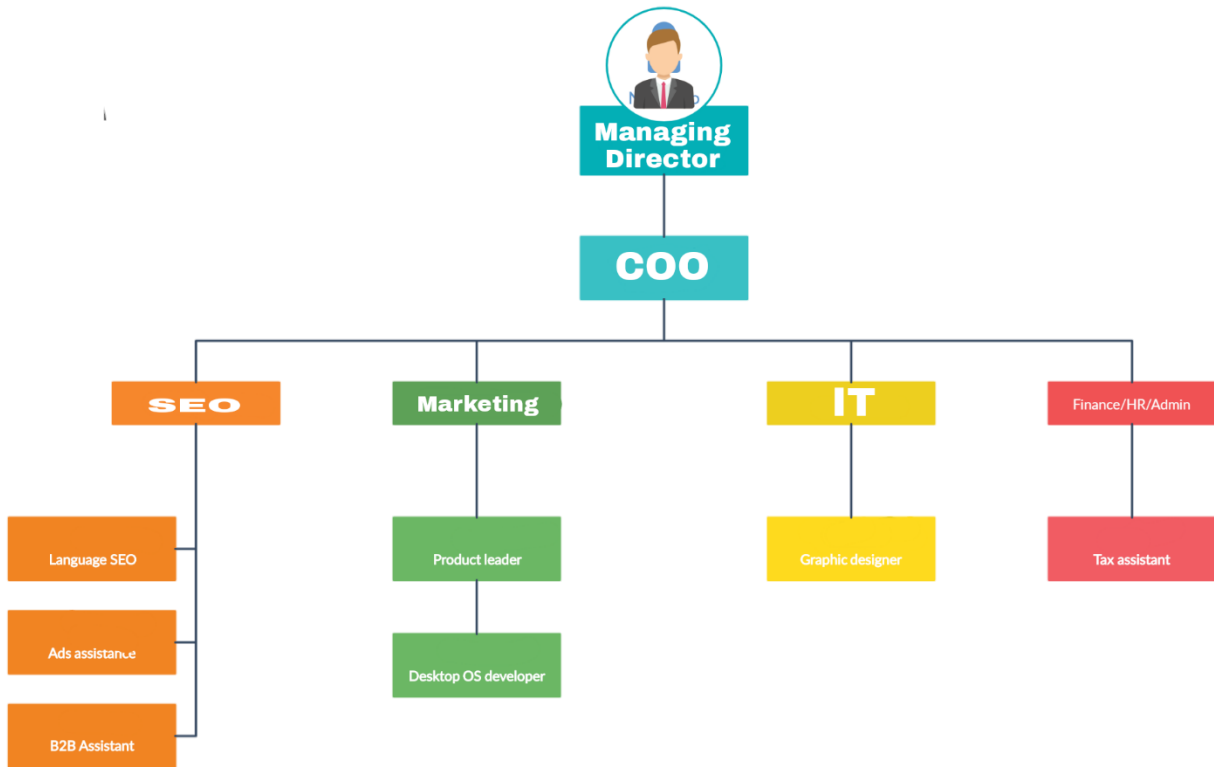


Figure 2.2: Organogram of Biz Motion Ltd.

2.2.2 Management Strategies

The management strategies of Biz Motion Ltd. is given below:

1. Ensuring customer satisfaction.
2. Establishing well business relationship with corporate clients.
3. Provide full support to the employee and train them properly to get better performance.
4. Arrange meeting with new corporate client to establish new business relation.
5. Planning and creating new interesting contents to get more views.
6. Focus more on the other industry along with FMCG industry.

2.3 Marketing Practice

2.3.1 Product & Services

Biz Motion is an IT service provider company which serves other company by using automated field operations with real time field data. The products and services they provides are given below:

1. Sales: Their primary objective is to sell their products which is sales force automated data that provides real time data to the industry heads so that they can get a proper understating of the sales happening in the specific region.
2. Survey: As they are using sales force automation software, it is necessary for them to get the survey of the product users to get a base understanding of the market. Because without proper understanding of the market they are incapable of providing their base service.
3. Tracking: They also use another software which is BI Map. It helps them to track a thematic map that reflects sales performance across the region. It helps them to get a quick look of the performance of the different organization.
4. Distribution: Well without distribution every business is incomplete. To generate revenue they need to distribute their products to the end users. So, after detecting the data they target their corporate clients to provide that data.

2.3.2 Marketing Mix

1. Product: The main product of the Biz Motion Ltd. is providing automated sales force data, creating survey, find out problems and providing proper solution according to that. They are a renowned company which is serving since last 8 years with a great success.
2. Price: The service they provide needs hard work. Gathering data in the situation is not an easy task to complete. They need to invest more in the marketing and it sector to ensure real time data that will support the other industries. So, their product costs according the service the other company peruse.

3. Place: As they are IT service Provider Company so place doesn't consider that much while running their business. Because all their services are IT based and they are done online based. Although. Their corporate office is located in H#300(2nd floor) road 19b Mohakhali DOHS, Dhaka-1206.

4. Promotion: For the promotion purpose Biz motion creates online creative contents to lure their corporate clients. They also provide brochures in the corporate office. It also provide them to catch the eye of their clients. They also hired some well-trained marketing representatives, who uses their full potential and get the job done.

5. Process: They follow a very simple process to get their job done. The process is given below:



Figure 2.3: Process

6. People: Biz Motion Ltd. has a very specific customer base. They basically maintain a very good relation with their corporate clients.

2.3.3 Porter Five Forces Analysis



Figure 2.4: Porter's Five Forces

By using Porter's Five Force, it will be really easy for us to understand the position Biz Motion Ltd. is currently holding in the industry. So, I have used weighted percentage score in order to calculate the overall position.

1. Internal Competition (Rivalry): Moderate

There is only a few company that are providing sales force automation service. So, their biggest competitor in this sector is SOKRIO. They are the only big rival for us in this industry.

Although, along with the time Biz Motion is also getting stronger day by day. So, they are

positive enough that they will survive in the long run. So, the percentage weighted score for this segment is 80%.

2. Threat of Substitutes: Low

As it is a service based company, there is no substitute of it. Because, in the end all have to provide the same service where some company will charge a higher price where other is will charge low according to their reputation. So, that the clients will have to take the same service vary from different company. So, the percentage weighed score for this segment is 40%.

3. Threat of New Entrants: High

As they are facing a pandemic situation, running a business is quite hard. Getting information of sales and other stuffs are also getting hectic day by day. This is why it the time for booming this SFA industry. So, new entrants in this industry is quite high. Because now the client will also in search for which company will provide them proper data in a lower price. So, the percentage weighted score for this segment is 85%.

4. Customer Bargaining Power: High

As the service taker are all customers, they are always in a search for where they will get the service at a lower price. So, the price of our products are according to all our clients. They cannot manipulate the price according to our choice. So, the percentage weighted score for this segment is 75%.

5. Supplier Bargaining power: Low

All the information we gather are by using a simple app and making a survey out of it. They can easily manipulate the survey according to the market. There are mainly two tools that are used in SFA. They are DMS and CRM. So, bargaining power of the supplier is pretty low here. So, the percentage weighted score for this segment is 20%.

2.3.4 SWOT Analysis

A company is an entity. So, for getting an internally overview of the company SWOT analysis play a vital role. By doing SWOT analysis, we can gain a brief overview of company's strength, weakness, opportunities and threats. It was really as easy for me to get a glance of their different departments, which helped me to describe their internal situation.



Figure 2.5: SWOT Analysis

Strengths: Biz Motions Ltd. Company's strength are given below:

1. They are a well reputed company with a good brand name in the industry. They are serving for more than 8 years in this region.
2. They have loyal corporate clients whom deliberately taking SFA service from them.
3. The process they use for gathering their information is quite dependable.
4. They try their best to provide their clients 24/7 service.

Weaknesses: Biz Motion Ltd. Company's weaknesses are given below:

1. Their online broadcasting system is quite outdated.
2. Digital marketing platform is quite blend.
3. They didn't provide any information in their website.
4. They have some lacks in their digital marketing platform.

Opportunities: Biz Motion Ltd. Company's opportunities are given below:

1. As the pandemic situation is running this market is booming like never before.
2. The market needs huge amount of data so the automation industry can grow more.

Threats: Biz Motion Ltd. Company's threats are given below:

1. There is a huge competitor in the market which is giving a toe to toe rivalry to us.
2. New companies are also getting engage in this sector which can grow competition.
3. Data can be imitated as all the online platform is based on real time performance.

2.3.5 PESTEL Analysis



Figure 2.6: PESTEL Analysis

1. Political Factor

Operating business in a country there are certain political rules that need to be followed carefully. Because doing business in Bangladesh Biz Motion Ltd. need to be more cautious about the surrounding political situation. As the political condition is really unstable inside Bangladesh they need to be ready to cope up with it.

2. Economical & Social Factor

Economic factor covers the overall economic condition inside Bangladesh. This factor includes the total GDP, foreign exchange rate, interest rate etc. As Biz Motion Ltd. is providing both national and international service they have to focus in this factor. Because economic growth rate plays a vital role while deciding the pricing strategy.

3. Technological Factor

Day by day the world is getting more engaging in technological sector. Bangladesh is also following that footstep to move forward in this rapidly growing world. So, Biz Motion Ltd. also need to update their way while using those technology.

4. Environmental Factor

Biz Motion Ltd. focus on sales report and provide their corporate clients the possible best solution. So, environmental factor plays a vital role while getting those information. Because a simple change in environment can bring a huge change in the market of a product.

5. Legal Factor

Legal factor exists to maintain an equilibrium inside the country. To properly operate a business inside a country a company need to follow those rules properly to avoid any kind of complications.

2.4 Department at a Glance:

Biz Motion Ltd. is an IT service provider company. Almost everything they do is online based. So, there are only a few departments are existing is Biz Motion Ltd. Although, having less departments, it is providing best support to its clients. Which is a really big deal. The departments and the functions they do are given below:

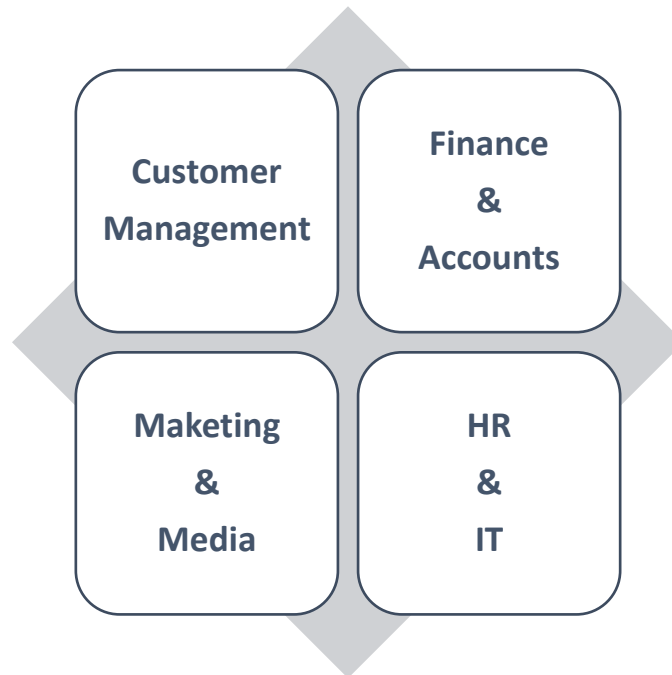


Figure 2.7: Organogram of the Departments

2.4.1 Customer Management

This department is very crucial for this company. As this company mainly focuses more in their corporate clients. So, this department mainly work for maintain a good relation with their corporate clients, reaching new clients and provide full supports to them.

2.4.2 Finance & Accounts

The total money related is handled by this department. Their main work is to provide funds, managing new funds, provide capital budget and distribute them among the other departments.

2.4.3 Marketing and Media

This is the heart of Biz Motion Ltd. Because the greater content this department will produce the more they can reach to the new clients. Their main work is to create digital contents, provide innovative ideas and gathering market information through survey.

2.4.4 HR & IT

HR portal make sure that every department are getting proper treatment or not. They are the one who recruits capable employees for this company. They always remain busy to maintain a healthy environment inside the company, making work life balance and arranging training programs for the employees.

On the other hand, IT team regularly monitor the online behavior of the sales, creating a proper report base on that and provide that data to the COO.

Chapter 3

Report Overview: Sales Force Automation (SFA)

3.1 Introduction to Sales Force Automation

3.1.1 Sales Force Automation Process

Let's assume, I am running a business while having an excellent marketing team, so now what are my duties? Yes, to create a better solution that ensures full control over my sales control and productivity.

So, for doing that SFA software enters in the stage. It provides an automated workflow that makes the sales process buttery smooth, monitor the sales team, projecting the sales, maintain business lead and get a team review.

3.1.2 Goal of SFA

If I want to be more accurate than the specific goal of SFA is to prepare an accurate data. To be more specific it simply decrease the time of organizational duties. So, it is quite easy for the admins to provide the decision maker a proper overview of the market, provide them accurate guidance to decide marketing strategy and make sales projection.

3.2 SFA Tools

Sales force automation software is used in order to support the sales team of a business to decide on their selling process. So, the main idea of it is to enable a company to sell their products more. This SFA functions can be divided in to two functionalities. They are given below:

1. CRM (Customer Relationship Management)
2. DMS (Distribution Management System)



Figure 3.1: SFA Tools

3.2.1 Functions of CMS

This is basically a software which gathers customer's communications through all the channels and maintain them in one single place. As a result those data got centralized and the service provider company then easily deliver better experience, accurate result, comforting ratios and uninterrupted service to their end users.

The main purpose of this technology is to maintain corporate clients and create an interactive relation between the business and the users. As a result that business can go through a streamline process, maintain a better relationship to their customers and increase their profitability.

3.2.2 Function of DMS

It is also a software that encourages a manufacturer to keep track of their inventory, suppliers and customers. As a result this software is getting more famous among the retail business persons. Because by using this they are able to keep track of the products productivity, movement and activity.

DMS is specifically use for automate a sales retail distribution sales process. That includes collecting orders, delivering the product and collecting payment. This whole process is done in a cost effective manner. So, we can say it is the core concept of SFA.\

3.3 Benefits and Features of SFA

At this stage we have got some basic understanding about this Sales Force Automation (SFA) software. So now, let's explore more of the benefits and features that are offered by this amazing software.

3.3.1 Managements of Sales Force Automation

We all do business in order to sale our products and generate revenue from it. As per the goal of SFA which is managing customer relationship and sales channel this work is a piece of cake by using this software. By implementing objective base KPI, it make sure that a company can provide necessary guidance, performance on the feedback and greater reward for achieving their goals.

3.3.1.1 Customer Management

1. Reflects customer meeting details, event details and interaction in one click.
2. Get further insight through social platform.
3. All data are recorded as long as I am connected.
4. Able to track campaign process and get that data instantly.
5. Able to track insights form various social platform.

3.3.1.2 Order Management

1. Able to manage orders properly.
2. Assist to streamline the whole sale process.
3. Can cut down the paper work process.
4. Provide extra time to the sales team to boost their market and sales.
5. Ensures customer satisfaction and turn them into loyal customers.

3.3.1.3 Sales Pipeline

1. Provides detailed information of the sales team.
2. Making it easy to keep track that ensures better performance.
3. Make the predictions more specific.

3.3.1.4 Leads Management

1. Ensures business transaction growth.
2. Make the lead management simple and understandable.
3. Easily peruse the lead to hold your game in the top position.

3.3.1.5 Market Intelligence

1. Ensures proper monitoring.
2. Keep track of market activity.
3. Taking feedback to ensure revenue.

3.3.2 Track Your Business with Automation

The whole idea of using this sales Force Automation software is to keep track of daily activity to boost the entire selling process and gain profit.

3.3.2.1 Visual Reports

1. Helps to create a sales matrix which reflects dynamic picture.
2. Provide interactive and graphical dashboard which helps to measure product performance.
3. Enables to track sales team meeting and activity.

3.3.2.2 Activity Tracking

1. Permits to manipulate a sales team to work in effective and efficient manner.
2. Drives the sales team in a right direction to ensure profitability.
3. Increases the success rate by making them take right actions in the right time.

3.3.2.3 Opportunity Tracking

1. Ensures the sales opportunity whenever it is possible.
2. Maximizes sales opportunity.

3.3.2.3 Sales opportunity

1. Getting track of real time sales order collections, product deliveries and payment collections.
2. Reduces time to generate reports.
3. Helps to develop future strategies.

3.3.3 Increase Productivity

SFA software provides the real time data which ensures accurate forecast. So, it is quite helpful to improve the sales team efficiency. If we can get the data at the real time then guiding the sales team in the right direction would be a piece of cake. Eventually, it will enable the company to boost its productivity and reflect a positive impact in the cash flow.

3.3.3.1 Efficient Workflow and Quick Approval

1. Sales workflow becomes more optimized.
2. Getting approval doesn't required any paper works.
3. Enables to generate report within a minute.

3.3.3.2 Mobility

1. All activity can be measure in just one tap.
2. It is also becoming portable.

3.3.4 Insight Management

SFA software works in a systematic way that enables a company to monitor its sales productivity. That makes the whole sales forecast system more dependable and accurate.

3.3.4.1 Reports and Dashboards

1. Offers an attractive dashboard which is informative and graphical.
2. Data's are easily accessible.
3. Reports can be generated easily based on real time data.
4. Enables to select right metrics that will help the sales team to develop business plan.

3.3.4.2 Area Management

Enables to evaluate a company based on different angles.

3.3.4.3 Upselling and cross-selling

Provides past records in order to analyze and decide which product to cross-sell whom.

3.4 Benefits of SFA in Bangladesh

According to my perspective, Bangladesh is growing as well as its products are getting more acceptable throughout the world. At this rate it is quite necessary for the company to understand what are the market demand of any kind of product that are becoming necessity overtime. To understand that more accurately SFA software took its big step towards it.

It provides a very constructive way to stay head of the league while doing a business. By using SFA software Bangladesh is getting streamlined compilation, interpretation and distribution of information in the traffic and sales pipeline.

By using SFA Bangladeshi entrepreneurs and sales leaders will be able to think further about their business. According to “U.S. Bureau of Labor and Statistics, approximately 25% of new business are able to survive up to 15 years or longer.” That is why it is high time we should understand the necessity of SFA that will significantly increase the business survivability in this highly competitive market.

Chapter 4

The Big Question

Is Business Automation a luxury or Necessity?

4.1 Automation Process

We are human being. So, facing problems in life is quite a common factor. If we got into trouble what should we do? Yes, we try to reach someone who can fix that problem. Because of that in this modern era problems related to business are also modern. And this automation process make it easy to solve those problems through a proper combination of machines and software.

To make it more clear, making a business successful we not only need hard work but also need to do them efficiently. To do that automation plays a vital role. Which helps us to make sure that manpower is being used in a proper manner to avoid wastage. It also encourages more technological involvement rather than human labor. Which is really cost effective for a company. Along with that, it also boost the process speed so that companies can get enough time to make themselves ready for the future.

4.2 Major Benefits of Business Processes automation

4.2.1 Efficient Time Management

Time management is necessary for a business. To last long in this competitive world a businessman always have to look one step ahead while taking the lead. This automation system helps the business to manage its time slot and provide a detailed information about which department is taking how much time. By finding out the problems in the pipeline it creates a wide opportunity to get extra time. For a business that extra time can be very crucial. That is why by managing time schedule properly it decreases the wastage of man force and increase the productivity.

4.2.2 Strategic Segmentation of Works

Automation software arranges each segments in such a systematic order that the working process become more easy and fluent. Each business has different departments inside it and each departments are relaying on each other but do different set of work. This is what we called a systematic pipeline work. By automation a business can get a proper understanding of determining which department is more important and which department need to get more focus.

4.2.3 Control over Business

We are human being. It is not easy for us to do everything on our own. We are tend to do mistakes. However, business is also consider as an indifferent being and that cannot be run by one single person. As, people do work in there, it is quite common for them to make mistakes. If we see the current scenario all the prosperous businesses has a proper strategic plan and automation is a bug part of it. Automation helps the business to focus on the key area of a business. So, by providing automation taking control over business allows it to get overall system more flexible and easier.

4.2.4 Data Accuracy and Transparency

Data is an important element in a business. Making that data is a crucial job for running a business. Losing the business data can bring a misery for a business. A business consist of huge amount of data. Maintaining them manually is really though and difficult job. Because a simple miscalculation can create a huge loss for a business. Again, sometime it is not fully ok to blindly trust anyone. This is why by implementing automation service a business can easily and efficiently tackle this problem.

4.2.5 Faster Processing

If an organization can boost its workflow it becomes an asset for it. The company that provides faster service that becomes more preferred by the customers. By applying automation process it eliminates the necessity of unnecessary paper works and speed up the process of that business. The problem detection in the system becomes easier.

4.3 Is it a Luxury or Necessity?

In this current situation the world is facing a huge pandemic due to COVID-19. People are getting more use to with virtual transaction rather than focus on physical transaction.

For deciding automation process is a luxury or necessity there are certain things that need to consider. Whether a business needs automation or not depends on the functions and importance. Automation system puts a balance workload, reduces human errors, increase efficiency, avoid implications and provide better customer service. There are certain things that are able to be automated. This automation system mainly used for ERP, DMS and SFA software. To consider this automation process should be implemented in your business or not need to be properly discussed. Because no one should fall for popularity biasness.

So, considering all the facts we can say that:

Every investment made in any business is judged by the ROI. So, for any business if automation is not returning the ROI then it is luxury but if it is, then necessary.

4.4 Factors Analysis & Hypothesis Testing

Model Summary

Mode 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.295	.363	.63604

- a. Predictors: (Constant), Pleasure, Technology Anxiety, Convenience, Price, Control, Credibility

Table 4.1: Model Summary Table

From the table above, we that the value of R is 0.509 which reflects that there is the strong relation between dependent and independent variable.

Here, R² measures the proportion of the total variability in the dependent variable. R² is 0.295 which means buyer behavior changes based on advertisements through digital media is 29.5% dependent on its independent variables.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.854	5	3.679	5.843	.000 ^b
Residual	26.343	31	.447		
Total	53.690	37			

- a. Dependent Variable: Sustainability
- b. Predictors: (Constant), Pleasure, Technology Anxiety, Convenience, Price, Control, Credibility

Table 4.2: ANOVA Table

Above mentioned ANOVA Table describes whether the independent variables estimated the dependent variable accurately or not. The P-value is related to the alpha level (usually 0.05). If the significance result is smaller than 0.05 then we can accept it. Here, the significance level of the model is 0.000 which means independent variables are capable to estimate the dependent variable perfectly.

Coefficients

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.979	.932		-1.051	.299
	Convenience	.506	.203	.382	2.488	.017
	Control	.622	.236	.466	2.634	.012
	Credibility	.112	.241	.092	.466	.644
	Price	-.152	.207	-.132	-.735	.467
	Technology Anxiety	.092	.101	.111	.910	.368
	Pleasure	.051	.223	.051	.228	.820

a. Dependent Variable: Sustainability

Table 4.3: Coefficient Table

The Hypothesis testing is conducted by evaluating the significance of the direction coefficients through Partial Least Square analysis. If the P-value of the coefficient is less (< 0.05 or $< 5\%$) then, we can assume that the null hypothesis is rejected and we accept the alternate hypothesis.

Therefore, it indicates that independent variables have a major impact on the dependent variable.

4.4.1 Hypothesis

Hypothesis 1: Convenience has a positive relationship with SFA software.

Hypothesis 2: Control has a positive relationship with SFA software.

Hypothesis 3: Creditability has a positive relationship with SFA software.

Hypothesis 4: Price has a positive relationship with SFA software.

Hypothesis 5: Technology anxiety has a positive relationship with SFA software.

Hypothesis 6: Pleasure has a positive relationship with SFA software.

4.4.2 Findings

The finding of the analysis are given below

1. Majority people have the knowledge about the SFA software.
2. Majority people are taking help of this software in their company.
3. Majority people use this software to get a better understanding about the market.
4. Majority people thinks this software benefits more by providing proper track of the market.
5. Majority people think this software is helpful for their company and they are satisfied.
6. Majority people thinks it is necessity for a company.

Conclusion

5.1 Future Study Scope

The technological industry is evolving day by day. Today's updates products won't be able to compete against the product that we will see in future. As this Sales Force Automation is quite new and because of this pandemic it's getting more reaches than ever before. In the current situation we can say that all the business and other institute are very much dependable to this service providing company. As the companies are more dependable on the data that generates via SFA software, it is getting more approval from the investors. So, obviously there is a future scope for this software.

5.2 Recommendation

The operations run by Biz Motion was going in a very straight line process before the pandemic. After the pandemic their business just got boomed. To take the full advantage of this situation there are some recommendations that they can look into:

1. As maintaining full time employee needs more finance, they should recruit capable interns.
2. Making the work environment more interesting, as well as making the training process more interactive.
3. Their digital marketing team is not that professional, they can look into it.
4. They need to advertise more to make themselves more known to the corporate clients.
5. Along with SFA software they should focus on DMS and CRM software.

5.3 Ending Statement

The industry of SFA service providers are getting advance day by day. Along with it, the competition is also rising in a huge number. In this industry Biz Motion is playing a huge part side by side with their competitors. So, they are getting more appraisal and approval by the other company while providing the SFA service.

By providing due respect to my job experience, I consider myself lucky enough that I became a part of this company of 3 months. I have learned so many things that will make me more capable to do well in this sector. Also, I got the chance to use my academic knowledge in this company where I could literally relate some topics that I have learned from my university. I am looking forward to work with Biz Motion Ltd. in future.

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Appendix:

This is the survey questionnaires to get a better understanding on the impact of SFA

1. Do you have any knowledge on Sales Force Automation?
 - a. Yes
 - b. No
 - c. Maybe
2. Are you applying SFA software in your company?
 - a. Yes
 - b. No
3. What is the main reason that encourage you to get SFA service?
 - a. To get a better understanding of the market.
 - b. To understand the nature of the market.
 - c. By following my competitors.
 - d. Out of curiosity.
4. What is the major benefit you got from the SFA?
 - a. Track on every information of the market.
 - b. Calculate the growth rate.
 - c. Minimizing the loss.
 - d. Haven't benefited yet.
5. Is it helpful for your company?
 - a. Yes
 - b. No.
 - c. Maybe.

6. Are you satisfied with the cost of the service?

a. Yes

b. No

c. Maybe

7. Is your company satisfied with the service?

a. Positive.

b. Negative.

c. Neutral.

8. Do you recommend this service to other?

a. Yes

b. No

9. So, is this service a necessity or luxury?

a. Necessity.

b. Luxury.

10. Do you have any suggestions for Biz Motion?