Report on

The Emergence and Outgrowth of Business Process Outsourcing (BPO) industry in Bangladesh

By

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14304048

An internship report submitted to the Brac Business School in partial

fulfillment of the requirements for the degree of

Bachelor of Business Administration

Brac Business School
Brac University

April 2020

Declaration

It is hereby declared that:

1. The internship report submitted is my own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

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Ms. Ummul Wara Adrita

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Quantanite

"The Emergence and Outgrowth of Business Process Outsourcing (BPO) industry in Bangladesh"

Letter of Transmittal

Ms. Ummul Wara Adrita
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission on "The Emergence and Outgrowth of Business Process Outsourcing (BPO) industry in Bangladesh".

Madam,

I am glad to inform you that I have been working as a full time employee at Quantanite Bangladesh Limited as a Senior Analyst of Operation Department. I have successfully done my internship report and I would like to thank you for your consistent guidance during my internship and the utmost support you have provided me to prepare my internship report.

This report includes a brief description about the introduction of business process outsourcing industry in Bangladesh, how it has grown up over the years, how it has been contributing to the economy of Bangladesh and maintaining its efficiency and growth over the last 6 years.

I have attempted my level best to finish the report with essential data and recommended proposition in a significant compact and comprehensive manner as possible. I believe that the report will meet your desires.

Sincerely yours,
Nowshad Mohsin Sagar
ID: 14304048
BRAC Business School
BRAC University

Date: April 30, 2020

Letter of Endorsement

This is to certify that Nowshad Mohsin Sagar is a student of BRAC Business School; ID: 14304048, Major in Marketing and Minor in Human Resource Management. He has successfully accomplished his "Internship program" entitled "The Emergence and Outgrowth of Business Process Outsourcing (BPO) industry in Bangladesh" at Quantanite Bangladesh Limited under my observation as the partial fulfillment for the award of BBA degree.

He has executed everything according to my instructions and has tried his best effort to do that resourcefully. I suppose this program will help him with his career in future. I want his attainment and radiant fortune.

Signature

……………….……

Ms. Ummul Wara Adrita

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212, Bangladesh

Acknowledgement

I am thankful to my organization Quantanite Bangladesh Limited family who were consistently there at whatever point I required them for data, inquiries and questions. I am lowered and fortunate to be a piece of such an incredible group who have invited me to their family with such warm and have consistently been thoughtful to me at whatever point I required their assistance. This report was effectively finished with the assistance and contribution of numerous individuals who gave their thought, valuable time and proposals. Particularly my Line Manager Samith Zaman. He persistently helped me and guided me all through my internship report. Without his direction this would not have been conceivable. To the HR Manager Saleh Apu who gave me a considerable lot of information about the company. I am likewise thankful to Finance Manager Asif Iqbal; for giving me the necessary data about development encompassing the BPO business in Bangladesh. To my Team Leader Joy Deb who has helped me a lot to learn and helped me with my work constantly. His direction was the motivation behind why I had the option to accomplish my work with no impediments. I additionally will consistently be thankful to my family, companions; without whom I would not have had the option to finish this. And for being there for me at whatever point I required them.

Executive Summary

The report is about "The Emergence and Outgrowth of Business Process Outsourcing (BPO) industry in Bangladesh". I have finished this report during my trimester work time in Quantanite Bangladesh Limited. Initially the paper will give an overview of the company. Furthermore the paper will show how the numbers of Business Process Outsourcing (BPO) industry have increased and how they will keep on developing in Bangladesh. This report will also show in brief about how government facilitates strategies and gives impetus to this industry to build a very business friendly, sustainable and strong core in Bangladesh. At last there are proposals and suggestions given on the best way to improve Business Process Industry (BPO) area; which was accumulated by me during my working period at Quantanite Bangladesh Limited. The greater part of the data here were gathered through various journals, pamphlets, articles and various newsletters as my company is reluctant enough about providing any kind of data in regards to their work because of privacy concern of the customers as well as in does not suits to the company policy. So I was very cautious to include data in my report and I chose only those which are accessible to people in general and will not make any possible disrepute to the company.

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Overview of the company

In the very beginning the Quantanite worked for the internet corporations basically in Europe. They forms small teams to do internet related works for the companies who are not basically expert in certain areas.

Gradually they started to accelerate their operations in United Kingdom, United States and Europe. The company has their offices in Helsinki- Finland, Stockholm- Sweden, London- UK, Dhaka- Bangladesh. And very recently the company has started its operation in South Africa and launched their 5th corporate office in South Africa. The Head Office of this company is in London. Qantanite Bangladesh Limited's supports its customer companies in areas such as digital marketing, database creation, software development, sales force, lead generation, product campaigning, back-end operations, product/service marketing, digital advertising, content moderation and online cooperation. Clients chose Quantanite Bangladesh Limited to make many of their works done with more professionalism which helps them to focus on innovation and the areas that are core to their competitive advantage.

Quantanite Bangladesh Limited have and had clients from all over the world; Finland, Denmark, Sweden, , Holland, United Kingdom, Australia, United States, Lithuania, France, Israel, Canada, Germany and South Africa.

Historical Background

In 2014 Quantanite began in a small room with internet, four laptops and a poorly functioning air conditioner. Today in 2020 this company is a worldwide group of experts and professionals working together for international customers and companies.

At a glance:

- ▪ Quantanite registered in Finland in March 2014.
- ▪ In March 2015, Quantanite Bangladesh Limited registered in Bangladesh.
- ▪ In August 2015, Quantanite hired its first Europe based employee in London.
- ▪ In February 2017, Quantanite moved into its first commercial office in Dhaka.
- ▪ In fiscal year July 2017, Quantanite had 275 employees.
- ▪ In fiscal year July 2018, Quantanite had 475 employees.
- ▪ In fiscal year July 2019, Quantanite had 549 employees.

Now Quantanite has 875 employees and is ranked 2nd among its top 10 competitors.

Company Mission and Vision

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

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

Economic impact

Economic impact can be defined as any increase or decrease in productive potential of an economy. By analyzing the economic impact we can understand how BPO industry adds value to the society.

Economic impacts can be broadly categorized as,

- ▪ Direct Impact

▪ Indirect Impact

Direct Impact

As like as other companies Quantanite makes a direct contribution to the society. The direct impact of the BPO industry to the society is raising very rapidly in Bangladesh. Around one thousand employees are working in Quantanite full time, they get a financial benefit from the company as well as government gets taxes.
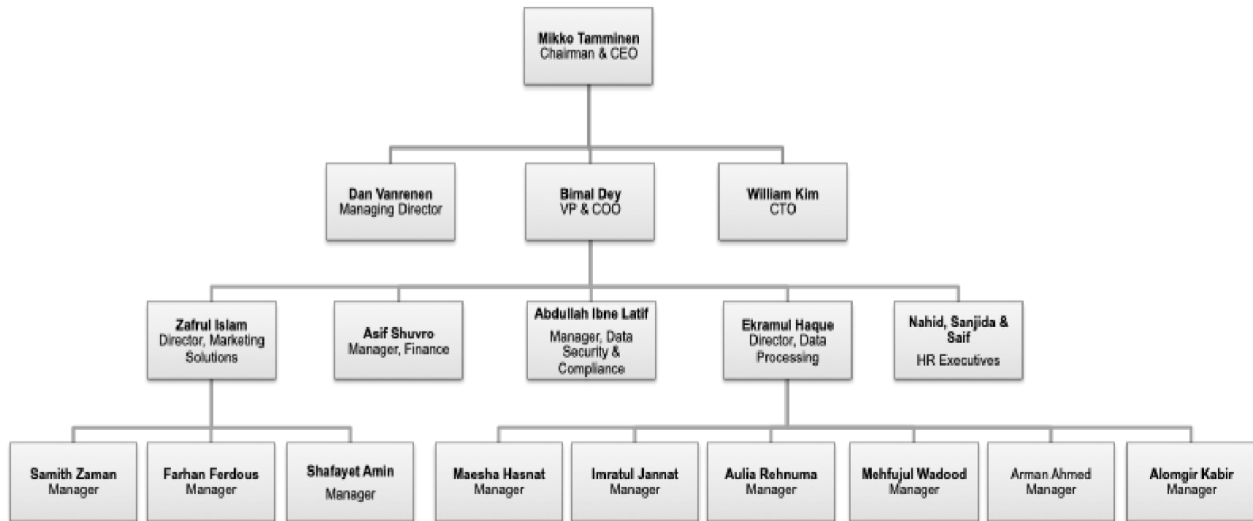
Indirect Impact

This Company provides a number of opportunities to their customers by offering a variety of services. Which meets personal and business demand to numerous amount of customers and stakeholders. So it increases value to the general people of the society.

On the other hand by mobilizing other company's work with best professionalism and channelizing the same to prospective customers the company would be able to grab new markets and eventually which will put contribution to the society as well as to the nation.

Organization and Management

As of January 1, 2020:

Mikko Tamminen
Chairman & CEO

Dan Vanrenen
Managing Director

Bimal Dey
VP & COO

William Kim
CTO

Zafrul Islam
Director, Marketing Solutions

Asif Shuvro
Manager, Finance

Abdullah Ibne Latif
Manager, Data Security & Compliance

Ekramul Haque
Director, Data Processing

Nahid, Sanjida & Saif
HR Executives

Samith Zaman
Manager

Farhan Ferdous
Manager

Shafayet Amin
Manager

Maesha Hasnat
Manager

Imratul Jannat
Manager

Aulia Rehnuma
Manager

Mehfujul Wadood
Manager

Arman Ahmed
Manager

Alomgir Kabir
Manager

1. Mikko Tamminen, Chairman, CEO; Responsible for corporate governance, strategy, finance, accounting, corporate development, legal affairs, service expansion and management team.

2.1. Bimal Dey, Vice President & COO; Responsible for all operations personnel, company growth planning, strategic client management and process management.

2.2. Dan Vanrenen, Managing Director; Responsible for sales, marketing, strategic client relationships and managing the London office.

2.3 William Kim, CTO; Responsible for leading the initiatives to enable and incorporate technologies.

3.1. Zafrul Islam, Director, Marketing Solutions; Responsible for lead generation teams and lead generation client management. Supporting with daily operations of Dhaka office.

3.2. Ekramul Haque, Director, Data Processing Solutions; Responsible for data processing teams, training new data processing teams, improving delivery processes and new client communications.

4.1. Maesha Hasnat, Manager, Data processing.

4.2. Imratul Jannat, Manager, Data processing.

4.3. Aulia Rehnuma, Manager, Data processing.

4.5. Mehfujul Wadood, Manager, Data processing.

4.6. Kabir Alomgir, Manager, Data processing.

4.7. Arman Ahmed, Manager, Data processing.

4.8. Farhan Ferdous, Manager, Lead services.

4.9. Shafayet Amin, Manager, Lead services.

4.10. Samith Zaman, Manager, Lead services.

4.11. Asif Shuvro, Manager, and Finance; Responsible for finance and administrative affairs of Quantanite Bangladesh Limited.

4.12. Abdullah Bin Latif, Manager, IT.
4.13. Saleh Apu, HR Manager.

5.1. Nahid Rahman, HR Executive; Responsible for employee satisfaction, HR policies and compliance.

5.2. Sanjida Afroz, HR Executive; Responsible for recruitment and staffing.

5.3. Saif Dewan, HR Executive; Responsible for administering employee records and management of employee leave, attendance, salary.

Services

- Digital marketing.
- Database creation.
- Software development.
- Sales force.
- Lead generation.
- Product campaigning.
- Back-end operations.
- Product/service marketing.
- Digital advertising.
- Content moderation.
- Online cooperation.

Culture and Values

There is a very friendly environment in the company. All the seniors and subordinates are very friendly to each other. Employees are very free to do their own task with their own responsibilities. As a result employees get full freedom to do their job properly and eventually a great outputs are produced for the company.

Customers can directly communicate with the employees they hired for their work. So better instructions and changes can be made very easily according to customers' demand if there is any.

Last but not least though the mother company of Quantanite is in abroad but all the local cultural program we do celebrate with a great enthusiasm. There is a certain budget for each of the special celebrations.

Everyone is very cooperative. Juniors always ask to the seniors for learning and job related help and seniors allow them with their warm hand.

Introduction to the Report

Fundamental principles of the study

The principles of the study is to learn how dose after introducing Business Process Outsourcing (BPO) industry in Bangladesh, this has become a very rapid growing sector, running their operations without any major struggle and with a very business friendly environment.

Moreover how the government is supporting this sector strategically and financially to build a stronger base in Bangladesh in order that more local and international investments can be made here.

The objective of this study is to go through the core of success and determine the reasons behind the fast growth of Business Process Outsourcing (BPO) market in Bangladesh and how it has been making contribution to the economy over the past years.

Problem statement

Business Process Outsourcing (BPO) is one of the very fast growing sectors in Bangladesh. At the very beginning the sector was very tiny and was not that easy to operate in a suitable and sustainable environment like today. BPO industry is playing significant role to the economy of Bangladesh. Within a very short period of time this has become a great contributor to the nation.

The problem of the report is to find out the sector specific reason behind the progress of this industry, comparisons of growth among the years and how its growth is effecting the economy and lastly, justifying the factors those are responsible for fast growth of Business Process Outsourcing (BPO) in Bangladesh.

Study Objectives

- Principle Objective: Learning about the newly introduced Business Process Outsourcing (BPO) industry in Bangladesh and how it is raising up and its contributions.

- Secondary Objective: It is mandatory to conduct the research to fulfill BBA degree.

Research Questions

- "How has Business Process Outsourcing (BPO) market has grown in the country"

- "What are the contributions of Business Process Outsourcing (BPO) industry that are effecting the economy of the country"

- "What are the factors behind the progress, rapid and sustainable growth of Business Process Outsourcing (BPO) industry in Bangladesh"

Research Limitations

- This report is vast to find out the best message out of it.
- Among all the findings I have selected a very specific one to work on.
- It was very challenging to conduct all the researches, finding relevant data, making comparisons among them and finally to come up with the results.
- It was also challenging to accomplish the report within the trimester.

Literature

In the last few years Business Process Outsourcing (BPO) sector has gone through a huge expansion. Now it has achieved an average growth of 38 percent yearly. Moreover it shows signs of more expansion. As the government has taken proper steps at the right time such as making flexible rules and regulations, easy taxation, facilitating international fund transfer and so on; helped a lot to grow Business Process Outsourcing (BPO) industry in Bangladesh.

It has estimated that governments will create 200,000 thousand jobs through the Business Process Outsourcing (BPO) sector by 2021 which now employs 40,000 people. (Daily Star, 2018).

Back in 2008, Business Process Outsourcing (BPO) made 4 million USD in revenues. At the beginning Bangladesh Telecommunication Regulatory Commission (BTRC) was responsible to give licenses to companies. But as days have gone past by the telecom regulations have bought in significant changes to their rules and thus the earnings rose by 17 times since (Daily Star, 2017).

Genex Infosys LTD, ASL BPO, ServicEngineBPO, Digicon Technologies LTD, Syntech Solutions LTD, Fifotech, Quintos Business Solutions, Dutytaker, BCS, MyOutsourcing LTD, Aamra Outsourcing, Quantanite are some of the renowned BPO operators of Bangladesh (Duty Taker, 2019).

Business Process Outsourcing (BPO) sector is going to rise in Bangladesh because of low production cost and availability of cheap labor. Per hour production cost in other countries such as Philippines, India is 15 USD, 20 USD respectively whether in Bangladesh it is only 8 USD.

Skilled employee, technological skills, well knowledge in English are the main competences of Bangladesh for being a new hub for Business Process Outsourcing (BPO) operators.

Renowned global brands like Coca-Cola and Samsung also take services from Bangladeshi BPOs and mobile operators call center operations, consumer's goods industry and hospitals take services from the local BPO industry and currently local BPOs are on the verge of serving the Banks as well (Daily Star, 2017). 180 million dollar worth of market share is currently owned by Bangladesh and if Bangladesh can utilize this great opportunity this sector can become the second biggest to earn foreign currency.

To progress on the future Bangladesh needs to look into the challenges of this sector and only by overcoming those can Bangladesh achieve their goals of the future. Bangladesh Govt. have included ICT in the 7th five-year plan and applying plans and following progress is required in order to succeed on this sector. There are many activities going on in every IT including e-commerce, e-governance, computer networking, Internet, web browsing, web applications, multimedia product development etc. Now more distinctness is required on capturing the global BPO market share and make sure everything is aligned properly to reach the country goal (The Financial Express, 2016). Bangladesh has another great plus point which is its population. There are more than 110 million people who youth here and they can play a vital role onto the rise of this industry (Daily Sun, 2018).

Currently Bangladesh is the 44th largest market based economy and Bangladesh is the second fastest growing economy in the world. The country is constantly growing and this has grabbed the attention of the developed countries who now plan to outsource their IT and ITES products they hire thousands of freelancer through different platform like Upwork, Freelancers, Fiverr and Belancer. Bangladesh plans to reach $5 billion outsourcing revenue by 2021. (The Financial Express, 2016)

Methodology of the Study

Data Collection

- Primary Data Collection: Primary data is the original data that I have created through interview, questionnaire, experiments; I have collected information throughout my working time and sorted them in Google sheets. I have also used Google form to record data in order that they do not get lost. The entire process took around 22 days.

- Secondary Data Collection: I have researched a lot on internet, studied many international journals, newsletter and graphs, diagrams on BPO industry.

Internal sources:

- Website of my company.
- Questioning to the seniors.

External sources:

- Journals.
- Newspapers.
- Consultation of related books & publications.
- Previous relevant internship report from websites.

Data analysis and interpretation

Business Process Outsourcing (BPO) industry has come a long way since its beginning. From year 2008 to 2019 it has made significantly 51 percent growth. It is now one of the largest emerging industry of Bangladesh.

Skilled employee, technological skills, well knowledge in English are the main competences of Bangladesh for being a new production house of Business Process Outsourcing (BPO).

Bangladesh government is trying very hard to support this emerging sector. They has taken various initiatives to pull this IT sector up and studiously trying to take it to the next level.

These initiatives include:

- Smart-grid project worth $2-3 billion.
- Smart City project worth $500 million.
- Less and easy taxation policies.
- Flexible rules and regulations.
- Better marketing policies.
- Flexible international transactions.
- Allowing specialists from outside of the country.
- Providing financial supports.
- Providing strategic supports.
- Supporting international investments.
- Working for the betterment of distribution channels.

IT-ITeS industry in Bangladesh is currently worth 1.1 billion and is expected to reach 4.8 billion by 2025. The key behind the growth of Bangladesh's outsourcing industry is its availability of cheap employees in compare to other competitive countries and ability to operate the company at a very low cost which is around 20-30 % lower than India and Philippines.

Moreover large work force and a technology service which has been growing at rapidly is also one of the core reason why BPO industry is doing so well currently.

Bangladesh current and forecasted market size CAGR shows how big the industry is going to become as we move forward.

These numbers have already made big companies like IBM, Wipro, NTT Data and WPP draw their attention towards Bangladesh.

2017	US 0.9-1.1 billion	2020 (Forcasted)	US 2.3-2.6 billion CAGR 34%	2025 (Forcasted)	US 4.6-4.8 billion CAGR 15%

**Value proposition of Bangladesh BPO industry are as follows**:

All the sectors are being digitalized in Bangladesh as time goes on. Every company tries to create their own database and maintain this to accelerate their business and to run their operations smoothly. Now it is very challenging for a company to sustain in market if it does not cope with the current technological trend. To persist in the market and to provide better service to its customers there is no other way but digitalization.

This is the chance BPO companies take to build their database, take care of it with great professionalism, do time to tome maintenance to make customer company's work more easier and hassle free.

Incentives government has taken:

- More than 50% of the population are below the age of 25 which gives the BPO's a lot of manpower to work with. ☐ Government has planned to train 65,000 people for IT-ITeS profession.

- Government has taken in large scale projects.

- Governments additional focus onto quality and ability of its population and technology.

- Government has planned to train 65,000 people for IT-ITeS profession.

After introduction in 2008, here we see how fast the revenue goes up in this industry. Back in 2009 the revenue of this industry was merely 1 million dollar now it is at 300 million and the numbers will only continue to rise.
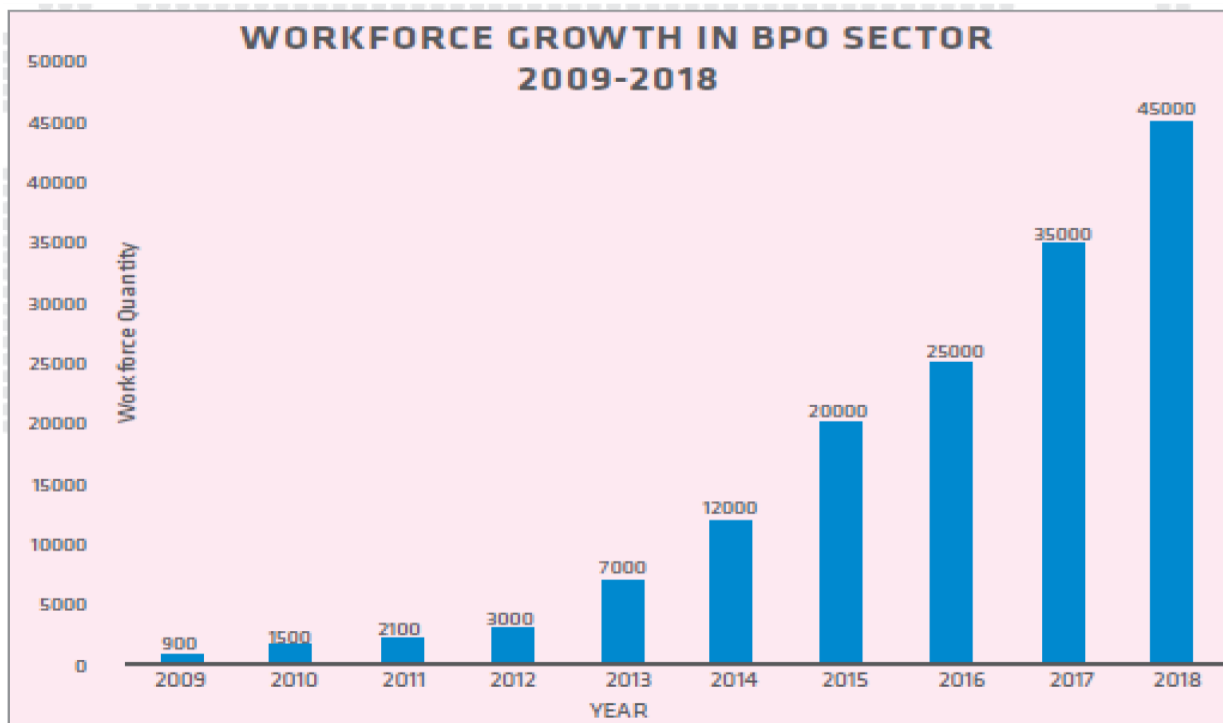

BPO INDUSTRY REVENUE GROWTH IN MILLION $
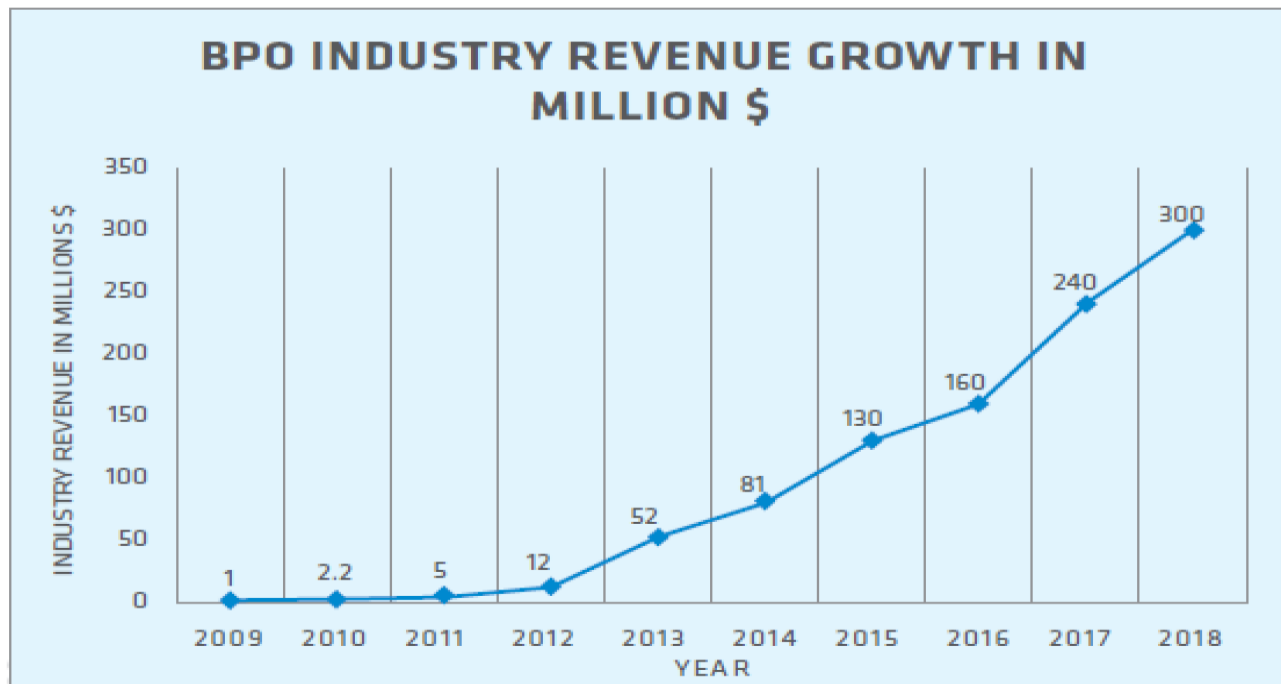
We know as a developing country Bangladesh has huge unemployment problem. According to the Statista:

Bangladesh: Youth **unemployment rate** from 1999 to 2019.

	Youth unemployment rate
2019	11.92%
2018	12%
2017	12.28%
2016	11.11%

Here we look at the depict about workforce growth in BPO industry from year 2009 to 2018:

WORKFORCE GROWTH IN BPO SECTOR
2009-2018

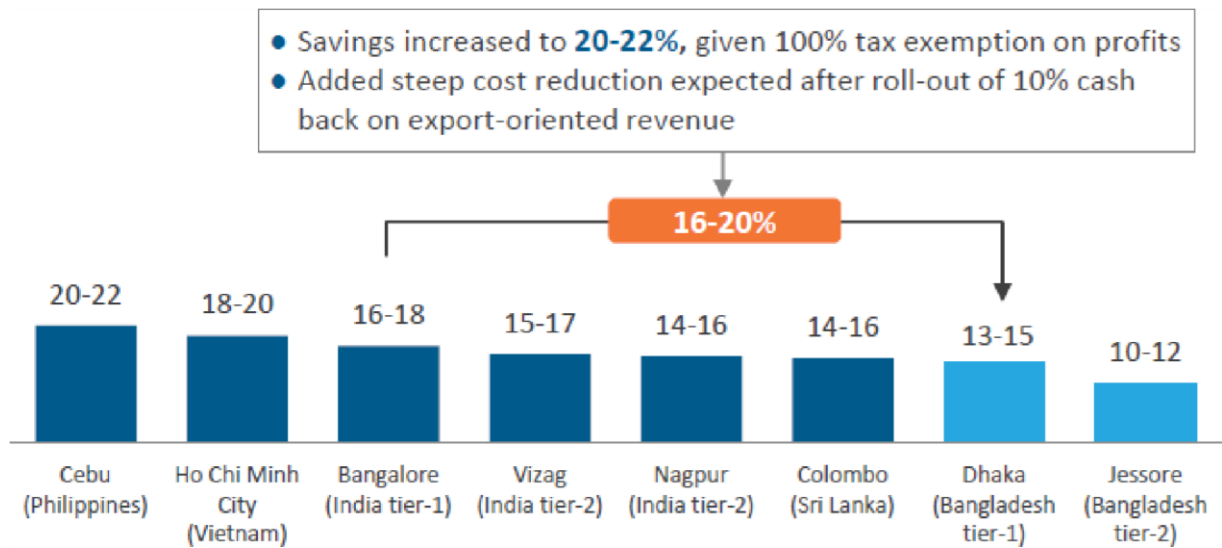| YEAR	Work force Quantity
2009	900
2010	1500
2011	2100
2012	3000
2013	7000
2014	12000
2015	20000
2016	25000
2017	35000
2018	45000

By analyzing this graphical overview we can understand how BPO industry in contributing to the nation by making new employments and reducing unemployment problem in Bangladesh.

Factors for fast growing

The main factor is government has taken multiple steps for this sector. Government is trying to focus to build investment friendly field for BPOs. In the long run which will make a solid base to make local and foreign investments. I have researched a lot and have found out some of the governmental initiatives which really praiseworthy.

I would like to mention some of them here:

1. There will be 100% tax exemption till fiscal year 2024.
2. 50% tax reduction for the first 3 years for foreign employees.
3. No restrictions on hire foreign experts.
4. 80% vat exemption for other operating cost.
5. Up to 10% cash back on total export revenue.
6. No restriction on foreign equity holding.
7. No taxation on production related equipment importing.

- Savings increased to **20-22%**, given 100% tax exemption on profits
- Added steep cost reduction expected after roll-out of 10% cash back on export-oriented revenue

16-20%

| 20-22 | 18-20 | 16-18 | 15-17 | 14-16 | 14-16 | 13-15 | 10-12 |
| Cebu (Philippines) | Ho Chi Minh City (Vietnam) | Bangalore (India tier-1) | Vizag (India tier-2) | Nagpur (India tier-2) | Colombo (Sri Lanka) | Dhaka (Bangladesh tier-1) | Jessore (Bangladesh tier-2) |

Working at Quantanite Bangladesh Limited I have learnt about functions of BPO company in Bangladesh, how they operate their international clients, what to do if any mistake is done by any of the employees.

Though BPO sector is fast-growing industry in Bangladesh but I have found some of the challenging objects which are needs to be meet.

These are:

a) Quantanite Bangladesh Limited has an open work space which is an issue with regards to working with touchy data. Classification for a re-appropriating firm is something critical and by having an open work space this turns into an issue for employees to keep their work as private as could reasonably be expected.

b) Due to having an open work space Quantanite Bangladesh Limited employees regularly face the issue of losing their specific workstations and peripherals as individuals have simple access to everything. Improving and following PCs and logging it all the more proficiently is required here.

c) At the beginning I was assigned to a poorly functioned laptop. Later on as I became permanent they provided me a new one. It slows down the productivity of the company. Essential equipment are very important for proper training and better output.

d) Internet speed and poor quality LAN cables also makes struggle while working.

Findings of the study

Outsourcing has affected the economy of Bangladesh at an extraordinary way. It is making millions and is wanting to get the nation its fare focus of 5 billion every year by 2021.

BPO area can be the following huge thing in gaining remote settlement and contribute to a great extent in the GDP development of Bangladesh. The nation has all the elements to turn into an extraordinary BPO focus.

Bangladesh's outsourcing market has made a significant progress in past years. It doesn't give any indications of halting sooner rather than later. Taking a gander at the numbers alone it shows how forcefully the market has risen.

Government and the business chiefs has found a way to ensure the business progress nicely however it develops efficiently. The re-appropriating market has ascended here mostly because of the quantity of gifted understudies it delivers each year and as there are a ton of employments accessible on the BPO market individuals will in general move towards here. Numerous organizations have now moved their workplaces here additionally so they can work with ease which likewise has made ready towards the development of the business.

Explicit explanation is to why the BPO industry has risen so much is on the grounds that it offers quality assistance at a lower cost, expanding number of graduates, fulfilling the worldwide guideline, governments support, numerous future ICT ventures and so forth.

Recommendation

As BPO industry is providing to the GDP greatly and playing a vital role in employment so government should encourage this sector and need to make sure that the stakeholders who are related in this area get same business benefits as well.

For instance, I can say that BPO industry of our country buys internet from other foreign countries. They pay a lot to hire commercial satellites from those countries to use broad band internet. Millions of money is spending after it which is not an efficient manner. As a result, the production cost curve goes upward. Moreover, we have to depend on those countries as they are our internet service provider. So we are bound to them if they make any sudden change in their costs and regulations. Here our government can come with a significant solution. If government makes an arrangement to use our newly launched Bangabandhu Satellite-1 in commercial basis for domestic use of broad band internet, then this will reduce the production cost of BPO industry and dependency to other countries as well. Furthermore, it will open a potential door to international market to grab customers as the production cost will go down in compare to other competitor countries.

Secondly, government can establish a proper training center where people who has interest to come in this BPO sector to build their career will get proper training to develop their skills in various areas. In order that they will be able to make their selves as specialists in certain departments. As a result, they will be able to overcome if they face any trouble when they will join in this sector as a professional.

Likewise, government can make policies easier to get financing from banks to establish new companies, can encourage new entrepreneurs by providing them mortgage free easy loans, can make lower the interest rate and facilitate tax free operation for couple of years.

Though all these initiatives are costly to bear by the government but eventually all these efforts will bring a magnificent positive output in the long run.

To sum up

Business Process Outsourcing (BPO) industry has a bright future in Bangladesh. It has a long way to move forward. If governmental facilities continues after this sector, it is surely going to be a giant to bring foreign money in the country. Furthermore by providing quality work this sector will be able to raise up the reputation of Bangladesh to the entire world. Last but not least Business Process Outsourcing (BPO) industry will play a vital role to eliminate ongoing unemployment problem of the country. Of course there are many threats beneath the good sides; if the threats can be considered as challenges and if these are possible to overcome, there is potential that Bangladesh will be the first choice of the foreign countries for Business Process Outsourcing after RMG sector.

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