

Final Internship Report
Internship as a Business Analyst and Product Manager at
SELISE Digital Platforms

by

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A report submitted to the Department of Computer Science and Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science

Department of Computer Science and Engineering
Brac University
May 2022

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Declaration

It is hereby declared that

1. The Internship Report submitted is my own original work while completing the degree at Brac University.
2. The Internship 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 Internship 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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Approval

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Abstract

In this era of eCommerce and online shopping, every company needs to have an operational digital work process. The operation is usually completed by a Front End and Back End support. Therefore, only having a static eCommerce website is not enough, we need to have a back-end ERP system to manage and arrange all the orders provided by the customers. As a result, on behalf of SELISE, I was responsible for making an ERP system for one of our clients.

The purpose of this document is to deliver my experience and knowledge working at SELISE Digital Platforms as a Business Analyst Product manager for my CSE400 internship course. I'm working on making an ERP system for a coffee brand known as ViCAFE, from Switzerland. To have smooth operational work, and processing orders to deliver them to the end customer, ViCAFE is in need of an ERP system.

Dedication

I want to dedicate all my efforts and challenges in my academic life to Rick Astley for his classic song; Never Gonna Give You Up.

Acknowledgement

I wish to acknowledge the help provided by Dr. Md. Golam Rabiul Alam (Associate Professor, Dept. of Computer Science and Engineering, Brac University) in the early stage of my internship report writing. I would also like to show my deep appreciation to Anika Tasnim (Head of Digital Production, SELISE Digital Platforms) who was always there to support me if I face any difficulties throughout my internship period. Furthermore, my family and friends were always there to support me. Without their support, it would not have been possible to complete my internship and graduation.

Table of Contents

Declaration	i
Approval	ii
Abstract	iii
Dedication	iv
Acknowledgment	v
Table of Contents	vi
List of Figures	ix
Nomenclature	ix
1 Introduction	1
1.1 About Internship	1
1.2 About This Report	1
1.3 Objectives	1
1.3.1 Aim	1
1.3.2 Specific Goals	1
1.4 Methodology	2
1.4.1 Primary Data	2
1.4.2 Other Data	2
2 Company Profile	3
2.1 Overview	3
2.2 SELISE Leadership Team	3
2.3 SELISE Organizational Chart	4
2.4 SELISE Office Locations	4
2.5 SELISE Portfolio	5
2.5.1 Swiss Life Select Network	5
2.5.2 Generali Baugarantie	5
2.5.3 Acquisition and Retention Cloud - ARC by SELISE	6
2.6 Strategic Pillars of SELISE	6
2.7 SELISE Clients	7
2.8 SELISE Value Proposition	8
2.9 SELISE Technology and Framework	8

3	My Hands-on Experience at SELISE	9
3.1	Overview	9
3.2	Getting Familiar with Company Work Process	9
3.2.1	Maintaining Online Attendance by using internal software	10
3.2.2	Following up with teammates on Google Hangouts	10
3.2.3	Using Trello to keep track of works	10
3.2.4	Using Google G-Suite for official communication and Meeting Plans	11
3.2.5	Using Google Sheet for tracking Account Plan	11
3.2.6	Using Figma to work with UX Engineers	11
4	My Contribution	12
4.1	Project Overview	12
4.2	Objectives	12
4.3	Overall ecosystem overview diagram	13
4.4	Components of ERP App Solution	13
4.5	E-Shop	14
4.5.1	Customer Management	14
4.5.2	Price Management	14
4.5.3	Product Information	14
4.6	App/ERP	14
4.6.1	User and Customer Management	15
4.6.2	Stock Management	15
4.6.3	Product Management	16
4.6.4	Organization Management	16
4.6.5	Accounting	16
4.6.6	Order Management	16
4.6.7	Reporting	16
4.7	Integrations	17
4.7.1	ARC for Lead Collection and Promotions	17
4.7.2	Abacus for Accounting	17
4.8	Design	17
4.8.1	Home/Dashboard	18
4.8.2	User Management	18
4.8.3	Product Management	19
4.8.4	Order Management	19
4.8.5	Invoice Management	20
4.9	Challenges	21
5	Growth	22
5.1	Professional Growth	22
5.1.1	International Team Culture	22
5.1.2	Professional Communication	22
5.1.3	Soft Skills	22
5.2	Technical skills	22
5.2.1	Google Workspace	22
5.2.2	Figma	22
5.2.3	Trello	22
5.2.4	Programming Languages	23

5.3	Interpersonal Growth	23
5.3.1	Negotiation	23
5.3.2	Learn to say “No”	23
6	Conclusion	24

List of Figures

2.1	SELISE Leadership Team	3
2.2	SELISE Organizational Chart	4
2.3	SELISE Office Location	4
2.4	Swiss Life Select Network	5
2.5	Generali Baugarantie	5
2.6	Acquisition and Retention Cloud - ARC by SELISE	6
2.7	Strategic Pillars of SELISE	6
2.8	SELISE Clients	7
2.9	SELISE Value Proposition	8
2.10	SELISE Technology and Framework	8
3.1	Google Meet Morning Standup	9
3.2	Online Attendance Portal	10
3.3	Trello Board	10
3.4	Google Sheet	11
3.5	Figma Board	11
4.1	Ecosystem Overview	13
4.2	Stock Management Diagram	15
4.3	Home/Dashboard UI	18
4.4	User Management UI	18
4.5	Product Management UI	19
4.6	Order Management UI	19
4.7	Invoice Management UI	20

Chapter 1

Introduction

1.1 About Internship

An internship provides a fresh perspective of the real-world workplace and the overall scenario of the industry. The students get the opportunity to get firsthand experience by being exposed to the core infrastructures. Following this, at Brac University students get the opportunity to do an internship after completing 72 credits.

Me being always eager to gain firsthand experience, I took this opportunity to do my internship at SELISE Digital Platform as a Business Analyst and Product Manager. SELISE is a fast-growing digital platform developer with innovation, consulting and IT delivery centers across Europe, the Middle East, and Asia.

1.2 About This Report

This report will work as my final thesis report of my internship and would be included in the CSE400 course. In this report, I've written about SELISE Digital Platforms, how it works, the office culture, and what my job role is. This report will give a detailed overview of my work and responsibilities at SELISE Digital Platforms.

1.3 Objectives

This report will provide the following information:

1.3.1 Aim

The report will be representing what I have learned during my internship and the knowledge from my experience at SELISE Digital Platforms.

1.3.2 Specific Goals

The specific goals have been mentioned below:

- Company profiles overview
- Work culture and environment

- SELISE Digital Platform's services
- My learnings throughout the internship
- Work responsibilities in my role

1.4 Methodology

The report has been prepared based on the experiences I've gained from SELISE Digital Platforms, and what I've learned from my internship. Most of the data has been collected from my personal experience, additionally from the official website of SELISE Digital Platforms. Following is the list:

1.4.1 Primary Data

- Personal experiences
- Resources collected from teammates at SELISE Digital Platforms

1.4.2 Other Data

- SELISE Digital Platforms official website (selise.ch)
- Desktop research

Chapter 2

Company Profile

2.1 Overview

SELISE is a software firm engaged in the creation of digital platforms from strategy to execution. Their understanding of information technology and the internet helps them enhance business performance across industries. They serve Insurers, Retailers, Telcos, Advisors, Sports Clubs, Civil Engineers, and many more.

2.2 SELISE Leadership Team

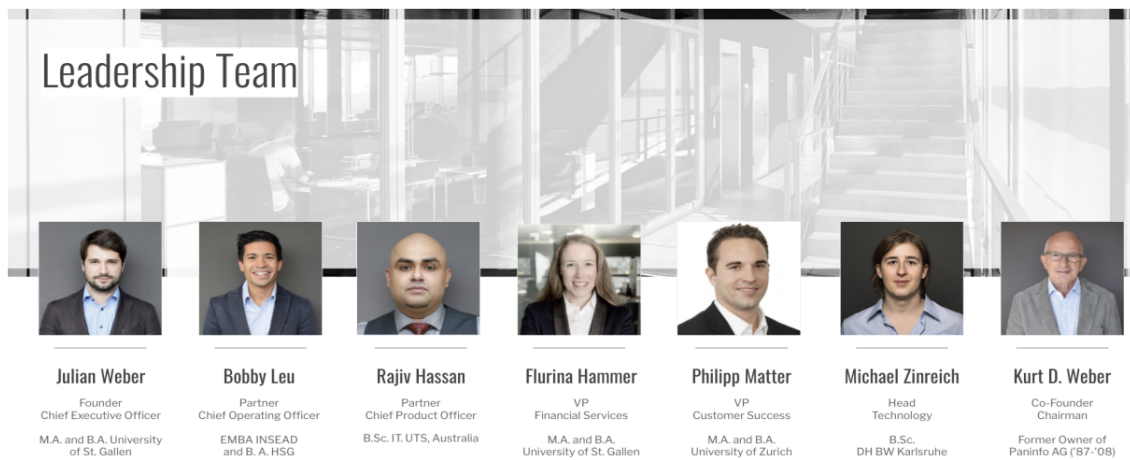


Figure 2.1: SELISE Leadership Team

2.3 SELISE Organizational Chart

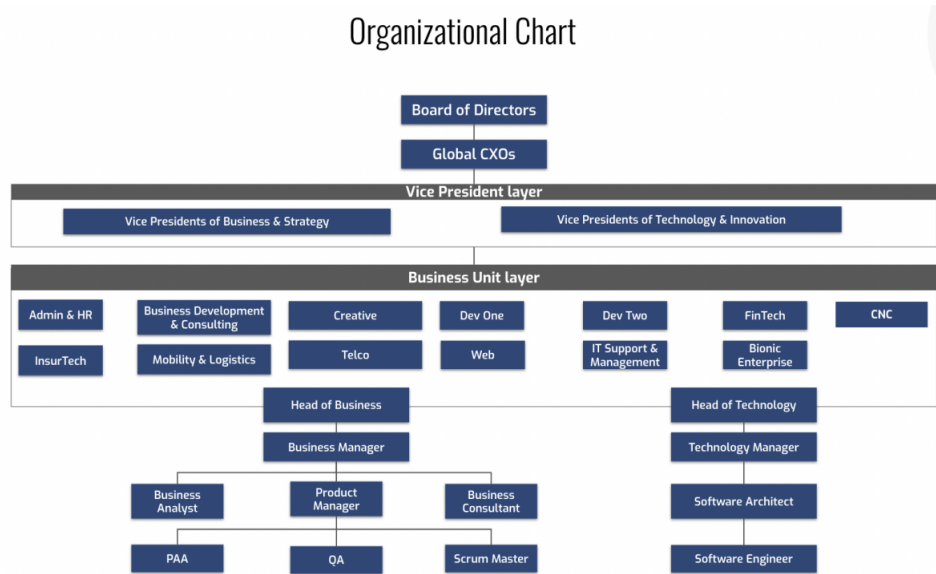


Figure 2.2: SELISE Organizational Chart

2.4 SELISE Office Locations



Figure 2.3: SELISE Office Location

2.5 SELISE Portfolio

Following are some successful projects completed by SELISE Digital Platforms:

2.5.1 Swiss Life Select Network

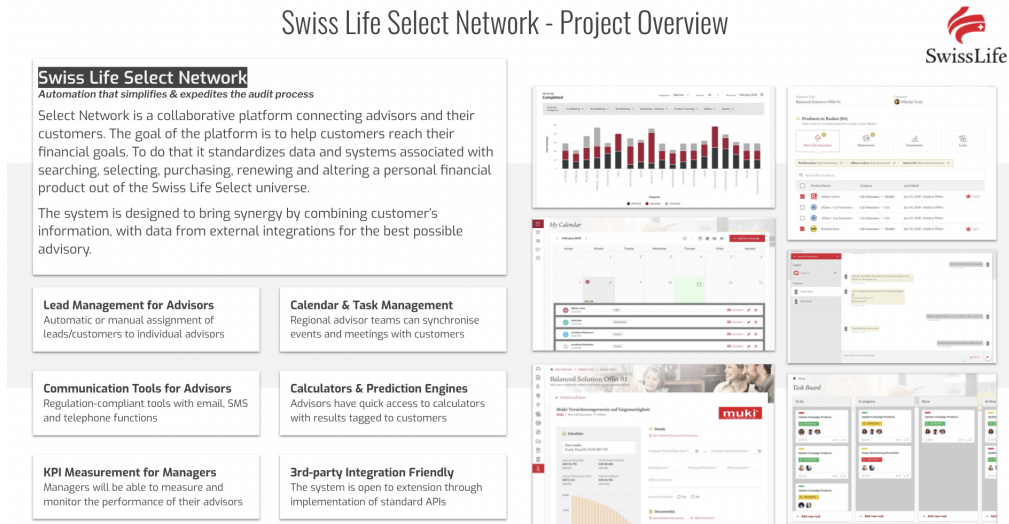


Figure 2.4: Swiss Life Select Network

2.5.2 Generali Baugarantie

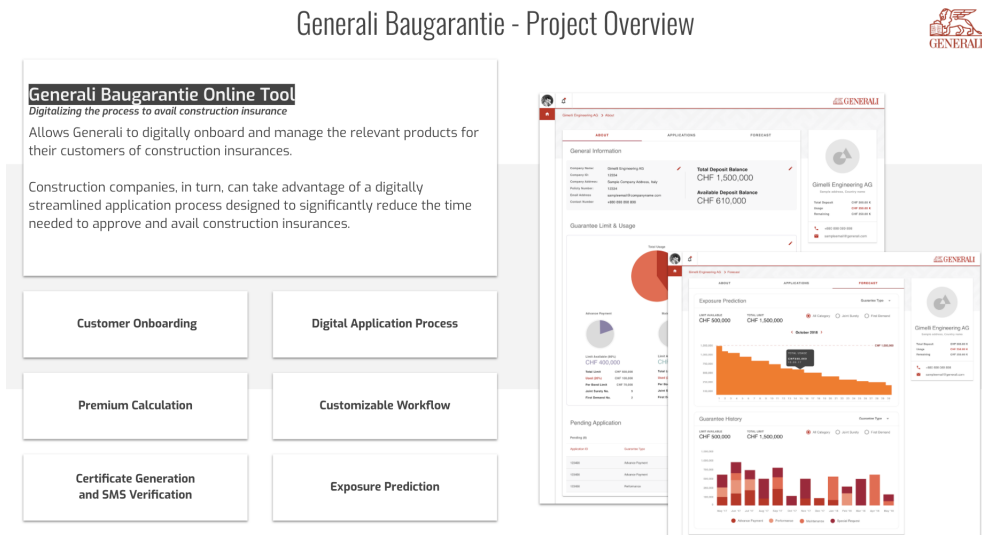


Figure 2.5: Generali Baugarantie

2.5.3 Acquisition and Retention Cloud - ARC by SELISE

Acquisition & Retention Cloud - ARC by SELISE
 SELISE's ARC offers integration with multiple systems, customer, event and data management, as well as mass-marketing tools

ARC is a smart data lake tool that boosts your efficiency by being the single point of access that you need.

While remaining fully **GDPR compliant**, ARC offers a modern interface to manage, track and engage customers across all your systems and touchpoints. ARC also offers multiple other features such as campaign management, document management, event management, etc.

In addition to all the above, **ARC connects to existing systems over a multitude of interfaces**, providing organizations with a data lake tool with a personalized master data management environment.

Data Aggregation Aggregate data from multiple touch-points and view information in one place.	Campaign Manager Create and manage email/sms campaigns. Send newsletter to recurring audiences or create one-time marketing campaigns.
Campaign Analytics View the history of your customer relationships in a timeline that encompasses various touchpoints.	Drag & Drop Designs Users can choose from designs from a library of templates, or upload images/logos, to design their emails and campaigns.
ARC API Integrate ARC to other systems to extract data into the data lake.	Multiple Customer Segmentations Target audiences with ARC's enhanced customer segmentation tool.



Supported touch-points


 Website or E-Shop


 Social Media


 Legacy Software


 Seminars or Events


 CRM, Contact Books, etc.


 & many more coming!

Figure 2.6: Acquisition and Retention Cloud - ARC by SELISE

2.6 Strategic Pillars of SELISE

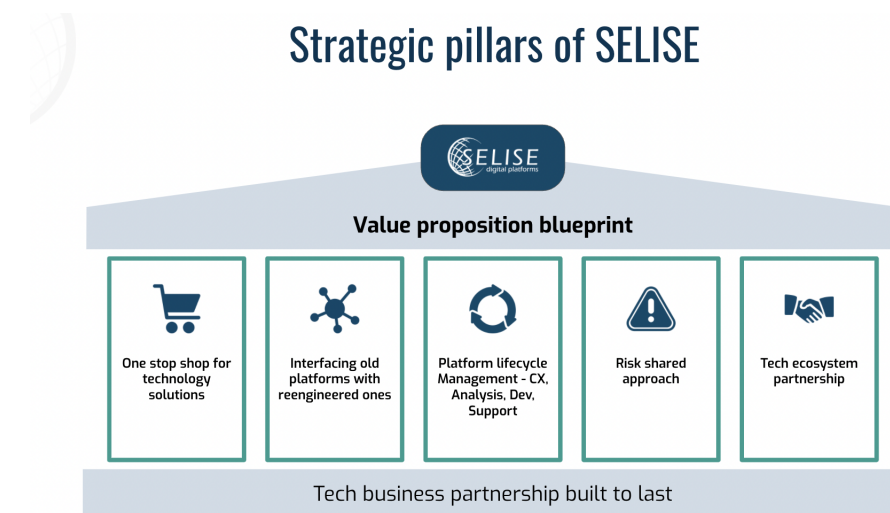


Figure 2.7: Strategic Pillars of SELISE

2.7 SELISE Clients



Figure 2.8: SELISE Clients

2.8 SELISE Value Proposition

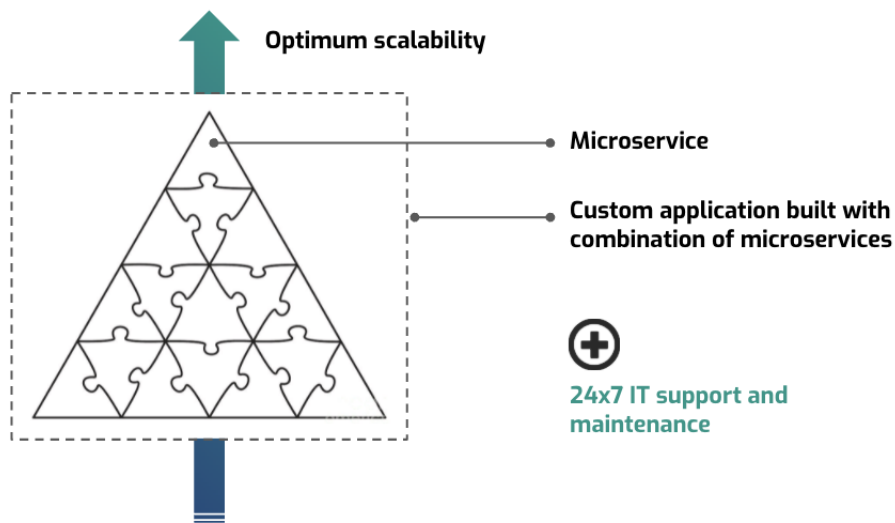


Figure 2.9: SELISE Value Proposition

2.9 SELISE Technology and Framework

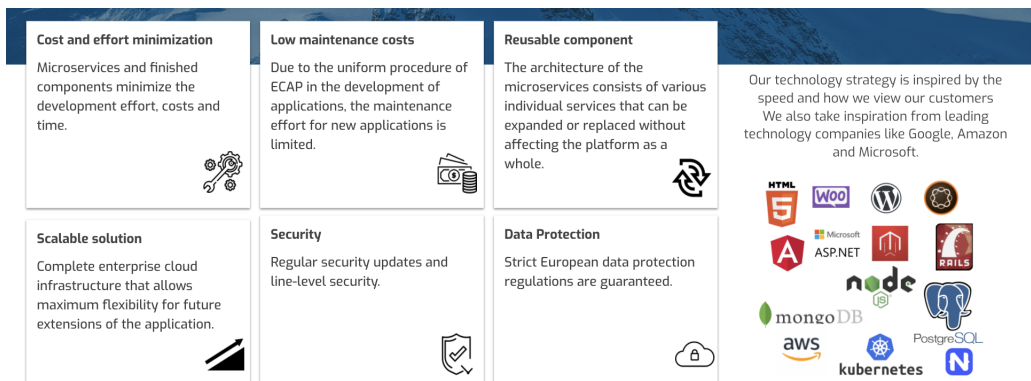


Figure 2.10: SELISE Technology and Framework

Chapter 3

My Hands-on Experience at SELISE

3.1 Overview

SELISE Digital Platforms has a very modern onboarding process that starts with introductory training for new joiners. I joined as a Business Analyst and Product Manager and followed the same general route. My internship here at SELISE would also be part of my undergraduate program in Computer Science at Brac University. This is being evaluated with my CSE400 course. SELISE has 14 teams in total, and I'm working with the WEB Team. The team has in total of about 60 members, and all of them are very talented individuals. In this report, I've shared a couple of screenshots of the software and projects that I've worked on.

3.2 Getting Familiar with Company Work Process

SELISE is a hybrid company, following that we mostly work from home. As a result, being in meetings and staying updated on everything throughout the company and projects is very important for all of us. As a result, we always start our day by having a morning meeting.

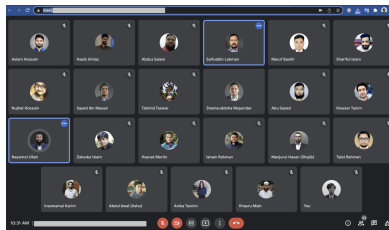
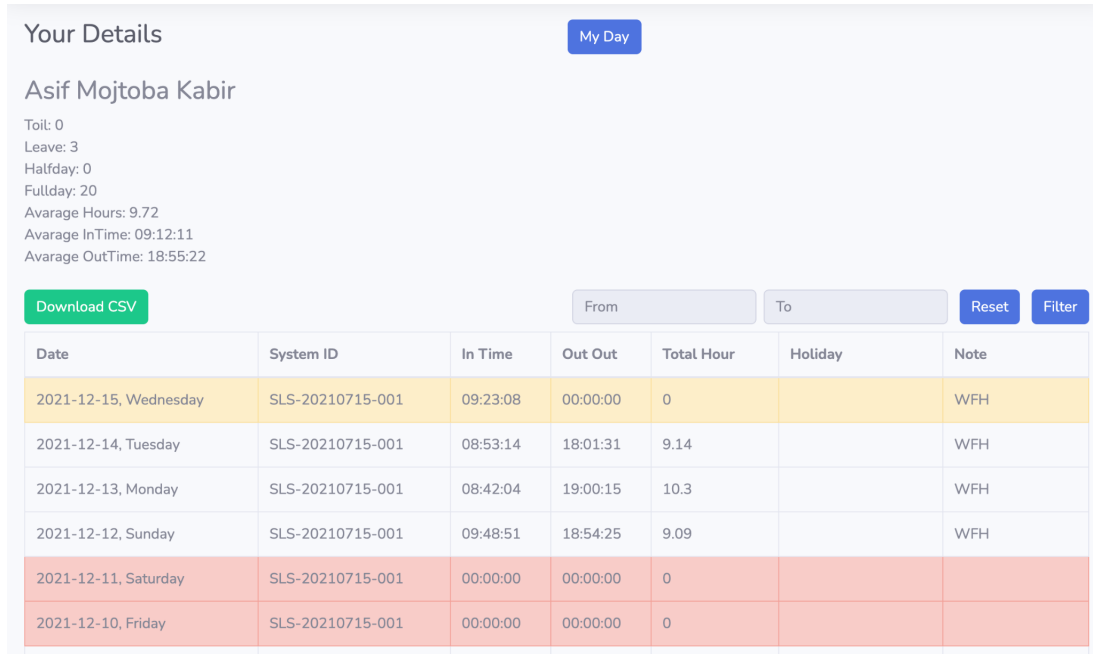


Figure 3.1: Google Meet Morning Standup

3.2.1 Maintaining Online Attendance by using internal software

SELISE has a custom build software that is used to maintain employee attendance.



The screenshot displays the 'Your Details' section of an attendance portal for user Asif Mojtoba Kabir. It includes a 'My Day' button and a list of attendance statistics: Toit: 0, Leave: 3, Halfday: 0, Fullday: 20, Average Hours: 9.72, Average InTime: 09:12:11, and Average OutTime: 18:55:22. Below this is a 'Download CSV' button and a date range selector with 'From' and 'To' fields, along with 'Reset' and 'Filter' buttons. The main part of the screenshot is a table with the following data:

Date	System ID	In Time	Out Out	Total Hour	Holiday	Note
2021-12-15, Wednesday	SLS-20210715-001	09:23:08	00:00:00	0		WFH
2021-12-14, Tuesday	SLS-20210715-001	08:53:14	18:01:31	9.14		WFH
2021-12-13, Monday	SLS-20210715-001	08:42:04	19:00:15	10.3		WFH
2021-12-12, Sunday	SLS-20210715-001	09:48:51	18:54:25	9.09		WFH
2021-12-11, Saturday	SLS-20210715-001	00:00:00	00:00:00	0		
2021-12-10, Friday	SLS-20210715-001	00:00:00	00:00:00	0		

Figure 3.2: Online Attendance Portal

3.2.2 Following up with teammates on Google Hangouts

We use Google Hangouts to communicate with each other at SELISE.

3.2.3 Using Trello to keep track of works

We use Trello to keep track of our ongoing projects and tasks.

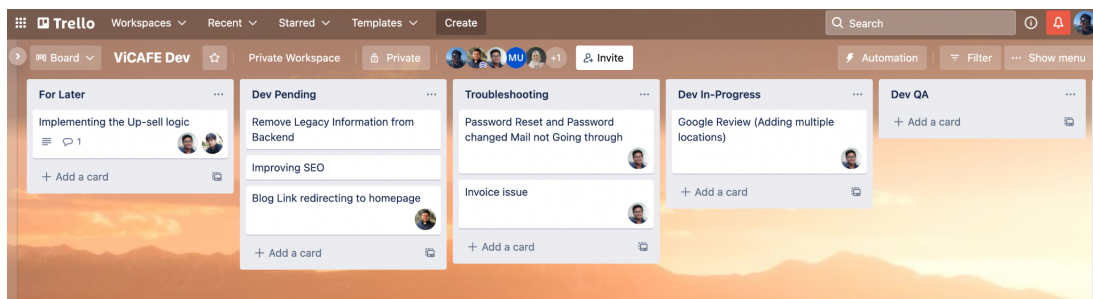


Figure 3.3: Trello Board

3.2.4 Using Google G-Suite for official communication and Meeting Plans

We use the Google G-Suite account for sending official emails and creating events on Google Calendar. Our email ID ends with the selise.ch domain.

3.2.5 Using Google Sheet for tracking Account Plan

We use the Google Sheet to keep track of ongoing projects, and I spend a lot of time on this software following my job responsibilities. Photo attached (confidential information has been blurred)

Project	Features/Improvements	Start date	SELISE Scope	Price feature	Scope amount	Scope for 2021	Scope status	Invoice status
	Pre-Study		Initial Pre Study Website/E2ELoyalty				Approved	Invoiced
Website & E-commerce	Improvements Website & e-commerce, Q1	2021-03-01	In-depth audit of webshop + application migration				Approved	
			Technical optimization				Approved	
Website & E-commerce	Improvements Website & e-commerce, Q2		Website usability improvements				Approved	
			Limit max. width of pages on website				Approved	
			Show related products				Approved	
			Search functionality				Approved	
Data & Loyalty Management	Data & Loyalty Management Q2		Product review				Approved	
			ARC Setup				Approved	
Website & E-commerce	Website & e-commerce Q3		UI customization				Approved	
			Connection with WooCommerce				Approved	
Data & Loyalty Management	Data & Loyalty Management Q3		Payment Gateway Integration				Approved	
			Order backup in FTP				Approved	
Data & Loyalty Management	E2E Order Process Q3		Connection HelloTass				Pending approval	
			Migration to SELISE environment/ Business Req Eng				Approved	
			Security fixes				Approved	
			Process streamlining				Approved	
Order Management System			Scheduling for B2B orders				Approved	
			Delivery management				Approved	
			Automated emails				Approved	
			Report generation				Approved	

Figure 3.4: Google Sheet

3.2.6 Using Figma to work with UX Engineers

I used the Figma software to collaborate with our UX engineers and Design team.

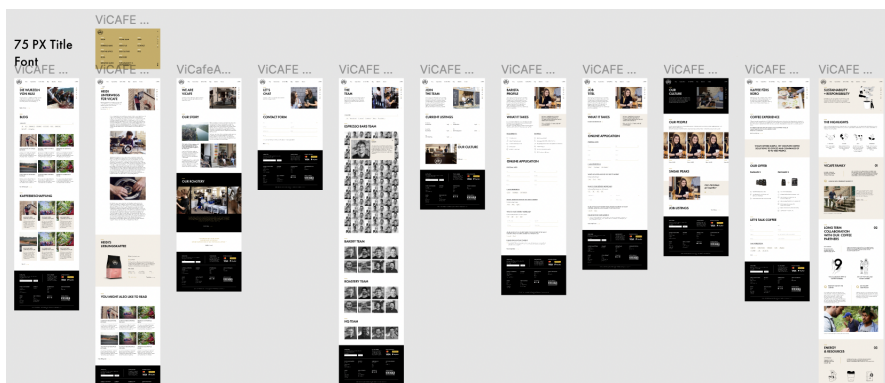


Figure 3.5: Figma Board

Chapter 4

My Contribution

4.1 Project Overview

I helped SELISE to develop an omnichannel ecosystem where all orders are placed from the E-shop and all the customers will log in to the E-shop, but their role would be defined by the App. For users (internal employees of ViCAFE), they will be added to the ERP App by an invitation system. The Business customer (B2B) roles would be created on the ERP App and based on that role the customer will be interacting with the E-Shop. Any other customer not specified by the ERP App will be treated as an individual customer. Additionally, all the product details are only to be added to the App and later would be shown on the E-Shop. Meanwhile, a potential new POS system by SELISE could also be connected with the APP for reporting purposes. Following the omnichannel ecosystem, the Loyalty App Users and E-shop Customers both would be able to log in using the WordPress OAuth Server; as a result, all individual Customers would be using the same authentication.

4.2 Objectives

- Developing an interconnected ERP system i.e. ViCAFE App for ensuring a smooth operational journey of product management, order management, user and customer management, comprehensive reporting, etc.
- The overall ecosystem would have three individual processes mentioned below:
 1. E-Shop
 2. App
 3. Integration

4.3 Overall ecosystem overview diagram

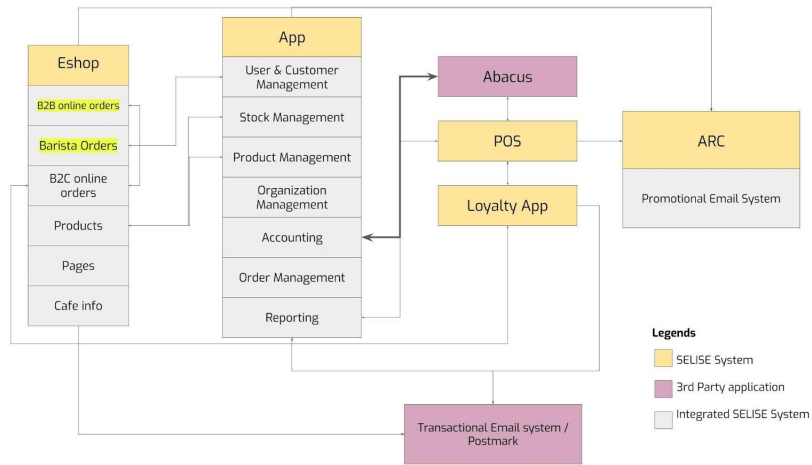


Figure 4.1: Ecosystem Overview

Note: User and Customer data would be stored in the central database of ViCAFE, and by default, WordPress complies with GDPR. Additionally, any kind of silos would be avoided by an end-point connected API.

4.4 Components of ERP App Solution

1. E-Shop
 - (a) Customer Management
 - (b) Price Management
 - (c) Product Information
2. App
 - (a) User and Customer Management
 - (b) Stock Management
 - (c) Product Management
 - (d) Organization Management
 - (e) Accounting
 - (f) Order Management
 - (g) Reporting
3. Integration
 - (a) ARC for lead collection and promotions
 - (b) Abacus for Accounting

4.5 E-Shop

SELISE will develop an omnichannel ecosystem where all types of orders will be taken on an extension of the ViCAFE WooCommerce site. Different categories of Customers (B2B, Espresso Bars, etc.) will be able to enter the website with their own log-in credentials, and then will be able to place orders, as well as find their order invoices. The orders will then be processed in the App section.

4.5.1 Customer Management

All the Customers will be maintained by a central system (WordPress OAuth Server) following the core role, responsibilities, and requirements. It will be developed in a manner such that there will be provisions to enhance the authorization with social logins in future releases.

This overview is divided into a number of sections below:

- Different categories of Customers (Roastery, B2B, Espresso Bars, etc.) will be able to enter the website with their own login, and then will be able to place orders.
- The orders will then be processed in the App section

4.5.2 Price Management

The prices of each product can be customized based on individual customer categories. For example, the price of “Finca Los Nogales” could be CHF 20.50 for regular customers but could be shown as CHF 16.50 to B2B Customers. Additionally, there would be options to set a default price for individual Customer categories; and, individual prices for individual B2B customers could also be maintained, if necessary.

The prices will be defined from the App while uploading or editing the products from the Product Add section. Furthermore, whenever a price would be updated on the App, it would also automatically be visible on the E-Shop.

4.5.3 Product Information

All Product information for every customer category will be retrieved from the App section. For example, additional product information for Espresso Bars, i.e. cups, napkins, etc. will be available only for the customers of Espresso Bars.

4.6 App/ERP

SELISE will develop the App in adherence to the overall operations of the ecosystem. All the products and user and customer roles would be managed by the App. Additionally, other features like reporting, Invoice Generation, Organization Management, Stock Management, etc. would also be maintained by the App/ERP.

4.6.1 User and Customer Management

This is divided into a number of sections below:

1. Login
 - (a) G-Suite Login Authentication
 - (b) Predefined Credentials
2. Based on specific user and customer roles, different levels of permissions
3. Can specify the channels of the customers (B2B, Espresso Bars, etc.)

4.6.2 Stock Management

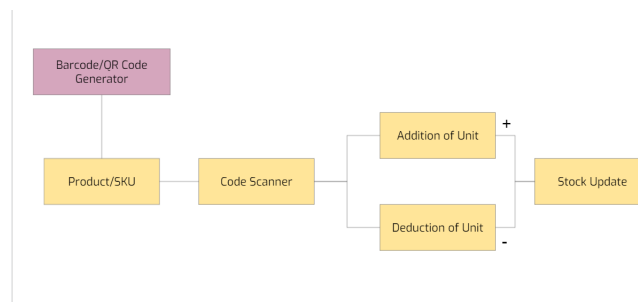


Figure 4.2: Stock Management Diagram

This is divided into a number of sections below:

- Barcode / QR code will be generated for all products via barcode generator (external)
- Add or subtract products by scanning the barcode
- Products will be added/deducted automatically after scanning, the stock quantity will be updated accordingly, and it can be tracked later

Points to be noted:

- An individual stock limit could be set for each channel, which will get triggered when the product number reaches that point. As a result, product availability could be managed centrally on the App
- There would be a “critical levels” alert feature available based on the specified product amount, if needed
- It will be developed in a manner such that there will be provisions to enhance the product categories i.e. Finished Goods, Raw Materials, Work-in-progress Goods, Maintenance, Repair and Operating Goods (MRO) in future releases

4.6.3 Product Management

This is divided into the sections below:

- Add new products to the App
- Add barcode serial for products (if available)
- Add separate prices for different channels/customers for every product
- Add and view all product details

4.6.4 Organization Management

This is divided into the sections below:

- Add contacts and organizations, with their information
- Add multiple contact addresses for an organization

4.6.5 Accounting

This is divided into the sections below:

- View and print all invoices
- Connection to Abacus

4.6.6 Order Management

This is divided into the sections below:

- Print all open orders - generating PDF for daily roasting
- Print / Mark as Delivered / other options for multiple open orders
- Filter and search orders

Orders are placed at the E-Shop and accumulated in the ERP App. The orders are all processed in the ERP App, and after successful execution, the customer will be able to track order progress in the E-Shop.

It will be developed in a manner that there will be provisions for automated orders for B2B subscriptions in future releases.

4.6.7 Reporting

This is divided into the sections below:

- Quantities sold per month
- Total quantities for the year
- Quantities sold per channel

- Total quantities for the year per channel
- Quantities sold per product
- Monthly sales vs. projection
- Monthly product sales breakdown
- XML export
- Order reports

4.7 Integrations

SELISE will ensure uninterrupted integration with multiple platforms for a smooth operational flow.

4.7.1 ARC for Lead Collection and Promotions

ARC (an internal tool created by SELISE) will be incorporated into the ERP system to track customer behavior and create leads for promotional activities by ViCAFE.

4.7.2 Abacus for Accounting

This is divided into the sections below:

- Downloading XML file from the ViCAFE App with the relevant data for book-keeping in Abacus
- The integration will also work for canceled and refunded invoices

4.8 Design

Design of some pages for the ERP has been provided below. These are wireframes, and in the future will be converted to the final UI and the production design will be updated.

4.8.1 Home/Dashboard

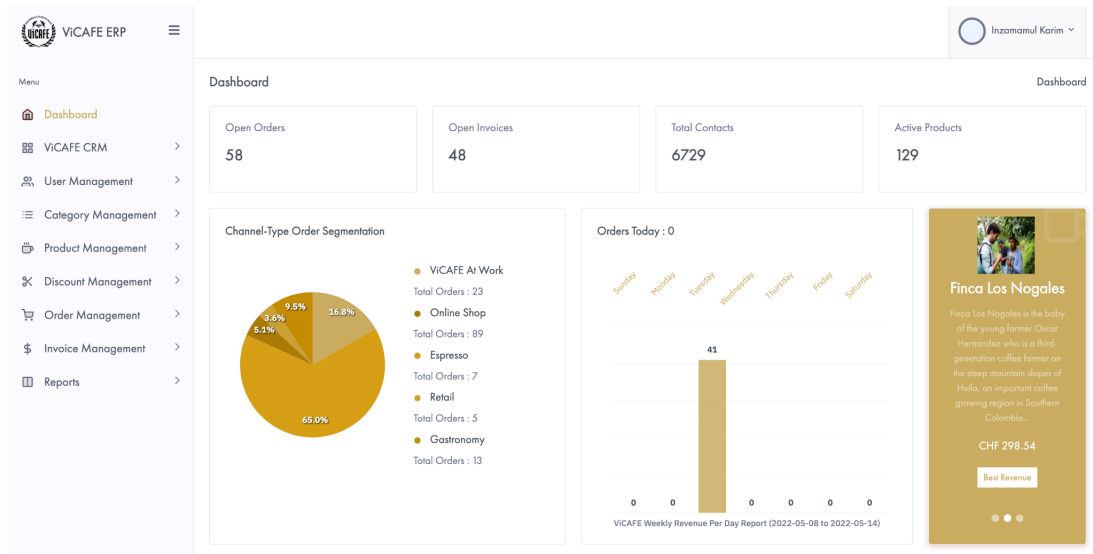


Figure 4.3: Home/Dashboard UI

4.8.2 User Management

The User Management interface allows administrators to manage the system's user base. It includes a search function and a table of user details.

Name	Email	Role	Status	Action
Tahsin Rahman	tahsin.m@yopmail.com	Account Manager	Active	[Edit] [Delete]
test user	testt.user@yopmail.com	Admin	Active	[Edit] [Delete]
Tanjir Rahman	tanjir.rahman@yopmail.com	Account Manager	Inactive	[Edit] [Delete]
Sandy Roberts	sandy.roberts@yopmail.com	Espresso Bar Manager	Active	[Edit] [Delete]
Operations Operations	operationsvi@getnada.com	Operations	Active	[Edit] [Delete]
Bar Manager User	barmanagervi@getnada.com	Espresso Bar Manager	Active	[Edit] [Delete]
Controller User	controllervi@getnada.com	Controller	Active	[Edit] [Delete]
Account Manager User	amvi@getnada.com	Account Manager	Active	[Edit] [Delete]

Figure 4.4: User Management UI

4.8.3 Product Management

The screenshot shows the 'Manage Products' interface. On the left is a navigation menu with options like Dashboard, VICAFE CRM, User Management, Category Management, Product Management (selected), Add Product, Manage Products, Discount Management, Order Management, Invoice Management, and Reports. The main area displays a table of products. At the top right, there is a dropdown menu set to '10' and a search button.

Product Title	Category	Variants	Prices	Featured Image	Status	Action
adding test product	Coffee	adding test product	CHF 22.00		Active	
All Term Product	All terms	All Term Product 3kg Espresso Machine 330ml glass, crate / 24 bottles PET All Term Product 500g V60 1Liter All Term Product 250g Filter 1L PET, 6 pack Tetrapack All Term Product 3kg Filter 1.5Liter Glas All Term Product 500g Black Filter 12Liter All Term Product 3kg Wholebeans 330ml PET, Tray / 4x6 Bottles	CHF 11.00 CHF 12.00 CHF 13.00 CHF 14.00 CHF 15.00 CHF 16.00		Active	
vat 2.5 en	vat 2.5 EN	vat 2.5 en	CHF 3.00		Active	
vat 7.7 en	vat 7.7 en	vat 7.7 en	CHF 3.00		Active	
retesting producte	Cooking EN edited	retesting product			Active	
Validation check	Coffee	Validation check	CHF 13.00		Active	

Figure 4.5: Product Management UI

4.8.4 Order Management

This screenshot is identical to Figure 4.5, showing the 'Manage Products' interface. It displays the same navigation menu, search bar, and table of products with columns for Product Title, Category, Variants, Prices, Featured Image, Status, and Action.

Product Title	Category	Variants	Prices	Featured Image	Status	Action
adding test product	Coffee	adding test product	CHF 22.00		Active	
All Term Product	All terms	All Term Product 3kg Espresso Machine 330ml glass, crate / 24 bottles PET All Term Product 500g V60 1Liter All Term Product 250g Filter 1L PET, 6 pack Tetrapack All Term Product 3kg Filter 1.5Liter Glas All Term Product 500g Black Filter 12Liter All Term Product 3kg Wholebeans 330ml PET, Tray / 4x6 Bottles	CHF 11.00 CHF 12.00 CHF 13.00 CHF 14.00 CHF 15.00 CHF 16.00		Active	
vat 2.5 en	vat 2.5 EN	vat 2.5 en	CHF 3.00		Active	
vat 7.7 en	vat 7.7 en	vat 7.7 en	CHF 3.00		Active	
retesting producte	Cooking EN edited	retesting product			Active	
Validation check	Coffee	Validation check	CHF 13.00		Active	

Figure 4.6: Order Management UI

4.8.5 Invoice Management

Menu

- Dashboard
- ViCafe CRM >
- User Management >
- Category Management >
- Product Management >
- Discount Management >
- Order Management >
 - Add Order
 - Open Orders
 - Picked Orders
 - Ready To Deliver
 - Delivered Orders
- Invoice Management >
- Reports >

Manage Open Orders Order Management > Open Orders

[+ Add New Order](#) [Print Open Orders](#) 10

Order Number	Customer Name	Organisation Name	Order Date	Delivery Date	Shipping Method	Order Source	Action	View
ViCafe#000170	Luis Diaz	trex org	2022-05-12	2022-05-19	delivery	Offline	Print Delivery Label Print delivery note Pick-Up Edit	
ViCafe#000131	Im'a Guest	ViCafe to Customer	2022-04-18	2022-04-19	pickup	Offline	Print Delivery Label Print delivery note Pick-Up Edit	
ViCafe#000130	Guest Test	ViCafe to Customer	2022-04-18	2022-04-20	delivery	Subscription	Print Delivery Label Print delivery note Pick-Up	
							Print Delivery Label	

Figure 4.7: Invoice Management UI

4.9 Challenges

One of the major challenges I faced throughout this project was the lack of communication between the client and management. It was sometimes very difficult to get in touch with the client regarding any issues. However, setting deadlines helped me a lot. For example, whenever I was sending an email, I used to mention by when they need to send me a reply, as a result, they didn't feel like I'm forcing them for feedback, however, there is a mentioned deadline.

Chapter 5

Growth

5.1 Professional Growth

5.1.1 International Team Culture

Before joining SELISE I had never worked with any international team, as a result, it was a great opportunity for me to work with a team with the versatility of work experience and cultural background.

5.1.2 Professional Communication

I got to learn about professional communication etiquette, and learning how to write emails properly was one of the best points I would like to mention.

5.1.3 Soft Skills

Throughout my journey, I had to give several presentations to my stakeholders, seniors, and team members. As a result, it helped me to gain and improve my communication, soft skills, and confidence.

5.2 Technical skills

5.2.1 Google Workspace

Learned to use Google G-suite properly. Gained experience in working with Calendar, Drive, Docs, Sheets, Slides, Meet, and many more.

5.2.2 Figma

Increased my knowledge of Figma via prototyping, wireframing, and working

5.2.3 Trello

Increased my knowledge of Trello via managing projects, timelines, and bug reports.

5.2.4 Programming Languages

Since I've worked closely with the development team, I gain more experience in programming languages, how they work and what are the dependencies or challenges.

5.3 Interpersonal Growth

5.3.1 Negotiation

I've learned to negotiate properly with my stakeholders regarding time and resources allocations, task prioritization, and deadlines.

5.3.2 Learn to say "No"

I got to know that it is very important to know when to say "No". There will always be work pressure and tight deadlines. However, I need to communicate with my team members, seniors, and stakeholders properly, and say "No" if anything is nearly impossible or may hamper both my personal and professional life. SELISE always appreciates proper communication and stays transparent.

Chapter 6

Conclusion

While working on this project, I've learned and gained first hands-on experience with so many new things and projects. Being SELISE one of the renowned companies in Bangladesh and worldwide, I get to work with people from different backgrounds and skills. Working with an international team helped me to understand the overall industry culture better and sincerely. Working on this project helped me to understand the lectures and contents I've read in my theory classes. Now, I'm getting the chance to implement my knowledge into this practical life. I'm learning about project management, using tools like Jira, Trello, Slack and Notion. Additionally, gaining knowledge about PHP Laravel, and other programming languages. I got to know the many sections of software development, project management, product life cycles, user experience, and many more. The journey here was highly interactive and informative for me.