Report On

Work From Home: An effective way to enhance employee
productivity

By

Sumaya Nazneen
17304140

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
November,2022

# **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/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Sumaya Nazneen**
**17304140**

**Supervisor's Full Name & Signature:**

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**Tanzin Khan**
**Lecturer**
**BRAC Business School, BRAC University**

# Letter of Transmittal

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on Work from home: An effective way to enhance employee productivity.

Dear Madam,

I am submitting my internship report on the topic Work from Home: An effective way to enhance employee productivity. I learned a lot about my respected department and theories that are connected to the duties of the job throughout my internship.

I made every effort to create a strong and credible report. I appreciate all of your concerns, and I especially appreciate your criticism of the report, which will help me grow intellectually. I'm hoping the results can fulfill the conditions set forth by the course.

I sincerely hope my report satisfies all of your standards and that you will accept my contribution.

Sincerely yours,

_____

Sumaya Nazneen

17304140

BRAC Business School

BRAC University

17th October, 2022

# Non-Disclosure Agreement

This agreement is made and entered into by and between Dotlines Limited and the undersigned student of BRAC University, Sumaya Nazneen, Student ID- 17304140 of the BBS Department.

# Acknowledgement

I'm deeply grateful to Allah SWT for giving me the chance to do my internship at Dotlines Limited, such a prestigious Multinational Company in Bangladesh. I was incredibly blessed to have the chance to work in a fascinating setting with such beautiful and brilliant people. I believe that in such a short period of time, I have learned the skills that will help me in the near future.

My academic advisor, Tanzin Khan, deserves special acknowledgement. The entire report was finished under her direction and guidance. Without her assistant and direction, I would not have been able to complete the paper. She thoroughly checked through each of my draft reports and promptly offered input, which helped me recognize and correct my mistakes.

Another person who deserves my sincere gratitude is Syed Shamsul Haque, my organizational supervisor and Deputy Manager of Dotlines Bangladesh in the People Management Department. He was amazing in the way she supported me during the entire internship. He gave me access to all the necessary materials and helped me analyze and comprehend processes. He participated in my initial screening process as well, so he was acquainted with my skill set and was able to help me cultivate new skills for my improvement.

Far more, I'm appreciative of such a chance to collaborate with more onsite supervisors, including M.N.H Towfique, Senior Specialist of Dotlines, on a number of projects. In terms of understanding the nature of the work, the method of carrying out the work, and engaging with staff members from other departments, he was cooperative and helpful. He was wise in how he guided me through the tasks I was given, clarified the procedure, promoted conversation, and stimulated my creativity. In addition, I appreciate my coworkers since they were very helpful, which allowed us to naturally foster a cordial environment at work. I thank them all for their support and compassion, and I admire the organization for giving me the chance to work with them.

Finally, I want to express my gratitude to God and my family for embracing my academic and personal progression and always being there for me constantly.

# Executive Summary

The internship report named "Work from Home: An effective way to enhance employee productivity" mainly based and on the professional experience I gained as an Intern at Dotlines Bangladesh Limited's Human Resources Department from May 16, 2022 to October 16, 2022 where scope of my responsibilities influences me to choose this topic This study's goals are to investigate and assess the perception of employee and employers on Working from home and to identify whether work from is related with the productivity of an employee or not. This research is based on both primary and secondary data.

This report largely consists of three chapters. The introduction of this study is covered in the first chapter, which also contains information about the students and details on the internships' results and outcome students get from the organization. A strategic overview, as well as an overall evaluation of the organization and its functional sectors, are covered in the study's second section. The research based on working from home and productivity of employees is the main topic of the last chapter. Since productivity of an employee is intimately correlated with the sustainability of an organization and policy changing can bring revolution in terms of modern days problem and HR all over the world longing for effective way to avoid stress for employee and increase productivity and satisfaction for the sake of organizational benefit, I found the topic crucial and wanted to measure from our perspective and solution module.

Through the study I found that WFH can be a sustainable solution and a way to bring employee satisfaction and satisfied employees are the first essential for productivity in the organization. The results of this study show productivity relies on work-life balance absolutely. Few other facts that indicate us about the current condition of WFH policy in our country are also highlighted in my project as well.

# Keywords

WFH- Work from home, WLB- Work life balance, Employee productivity, Employee satisfaction, Traffic Congestion.

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# Chapter 1

# Overview of the Internship

## 1.1 Student Information:

**Name:** Sumaya Nazneen

**Student ID:** 17304140

**Program:** Bachelor of Business Administration (BBA)

**Major/Specialization:** Human Resource Management

**Minor:** Marketing

## 1.2 Internship Information:

### 1.2.1 Period, Company Name, Department/Division, Address

Internship Period: 17 Weeks; Started on 8th May, 2022 (cont.)

Company Name: Dotlines Bangladesh Limited

Department/Division: People Management/ Human Resources

Address: Uday Tower, Level 12 57 & 57/A, Gulshan Avenue, Dhaka-1212.

### 1.2.2 Internship Company Supervisor's Information: Name and Position

**Supervisor:** Syed Shamsul Hoque

Deputy Manager, People Management

Dotlines Bangladesh Limited

Phone Number: 01755673556

Email: haque.shamsul@ssd-tech.io

**1.2.3 Job Scope – Job Description/Duties/Responsibilities**

In a span of four months Dotlines tried to involve me in various projects as well as into day-to-day HR activities within the organization. The whole team together ensured that they are treating me as a regular heart count rather than an intern. Moreover, they also ensured I am getting the experience of real corporate in the workplace. It's quite difficult to fit my responsibilities, job description or learning into a strict format. During my internship I was responsible for different activities on a regular basis which commonly include maintaining HRIS as well as employee personal documentation and coordinating interview sessions for different positions within the organization. Apart from that I was engaged with few other projects which included preparing job roles for almost 20 positions, developing training and development for eCourier's fulfillment unit.

**In below I have described all the responsibilities I was assigned with on a regular basis:**

- **Assisting the whole talent acquisition program:** In the entire internship program my 50% of the activity was related with the talent acquisition of several initiatives of Dotlines, mostly they were Ecourier, Carnival internet, ghoori learning. I was actively included in the recruitment process for positions like: Tele sales executive, Retail sales executive, Internship program, Zonal sales manager and Branch in charge.

- **Preparing job post and job description:** One of my regular activities included preparing a job post for sharing to different platforms. I used to get instruction from my supervisors and seniors about the requirement and prepare the job post and post it to various allocated platforms.

**Below I've added two sample job post for the position Branch In charge and Zonal sales manager which I've created:**

Figure 1: Job post for ecourier

Figure 2:Job post for ecourier

- **Sourcing for new vacant position:** Each position requires different sourcing channels for the right kind of resources, often I used to be responsible for looking out for new sourcing channels for the organization. As an example, for the position of "tele sales executive" I've found out that a different Facebook career group is the perfect channel since it's a part time roaster basis job where ongoing students get interested to work in their free time.

- **CV sourcing and sorting:** It was another vital part of my responsibilities within my internship period. Bringing the right kind of CV for different job positions needed proper understanding of the job itself which I made understood by my supervisor before starting to look for CV and sorting them. For instance, for a position like "Zonal Sales Manager" I had to look for a candidate who has 5/6 years of relevant experience in area wise sales and distribution as well as a candidate who has adequate experience in logistics as well. Another example can be while looking for an appropriate candidate for the position of "Support Engineer" in Carnival internet several criteria including CCNA course completed and other criteria needed to be matched. Over the time span I understood that a candidate's relevant experiences and company's core value need to be matched while searching and sorting a CV or resume. Each of the positions required different tactics to follow which I learned over the time through Dotlines.

**Below I've added the filters criteria in BDjobs to search CV for the position of Support Engineer.**
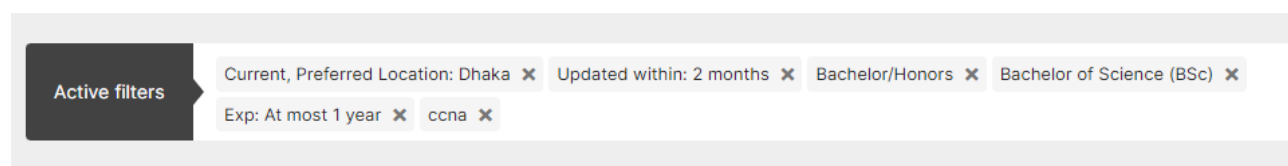


- **Coordinating interview:** After getting the review from my supervisor about the CV I sorted or collected for the allocated position I need to arrange an interview session again. It depends on the position's requirements, some of the positions required an online interview session initially, some required physical interview and some written interview. Coordinating the interview part requires calling the candidate about the job opening and letting them know about the opportunity and getting to know about their perception about the opportunity as well. In

this part I used to be the voice for the organization so I had to be diplomatic and understandable as well. After ensuring according to the candidate's concern I had to inform the interview panel and arrange a google meeting session/booking the board room/arranging the question set. After that I had to inform the candidate by phone text/ email about the details of the interview or screen text for them. After conducting the interview session, I had to take all the remarks and record them accordingly and inform the shortlisted candidate for further procedure. For coordinating any interview, I was taught by my supervisors about different interview etiquettes which started from how to book a calendar in google outlook to how to greet each of the candidates and how to overlook the components which are must have for the position.

- **Coordinating on boarding program**

  Dotlines's people management department arrange a central on boarding program every 3 to 4 months but every week a group or one to one on boarding session is managed by the Specialist of dolines where my responsibilities was attending the office etiquettes and policy slides to give a new joiner a brief glimpse of the organization's workplace etiquettes so that their upcoming days become easy and they get an easy way out from any embracement. Also, in the on boarding program details about Dotlines such as its origin, about the products and service, the basic policies have been discussed as well as various important HR policies like leave management, KPI management, performance management are also discussed. According to my perception it's a great way to have a fresh start which is extremely helpful for a new employee to grasp the whole thing with ease.

- **Keeping records of interviewed candidates:** Sometimes keeping a record of interviewed candidates is important. Also maintaining an internal CV Bank comes in handy for the organization when it's necessary. Interviews which are coordinated for them. I maintained an excel sheet to keep records as well as that I used to maintain several databases for keeping potential CV for the future.

- **Maintaining employee's personal documentation:** After a candidate is finally selected, I instructed to send a formal email with a list of documents the person need to be provided for joining which usually requires Updated CV, NID card, educational certificate, lab print photos, if the employee is previously experience another set of documents need to be collected such as experience letter, NOC, previous organizations reference form, salary certificate. Additionally,

tin certificate, nominee information needs to be collected if the candidate's needs to open a bank account for their salary disbursement. My job is to collect all the necessary documents I make an individual file for after checking and verifying them properly. I had to maintain a project file both in papers and database.

- **Checking Reference for the employee:** Sometimes I need to send an email or call the referee to collect relevant information about the new joiner to cross check all the information that is given to the HR for further verification.

- **Updating the HRIS:** Upon completing the project file which contains the documents of every employee I need to finally update all the information to Dotlines internal HRIS systems which I have given access to. This includes opening a profile for individual employees and updating the data.

- **Assisting day to day HR Operation:** Since my job in the department was a bit scattered my day-to-day task kept changing in the organization. Various HR activities like creating virtual cards for each employee, facing employee's opinion and need where organization can interfere, assisting the leave procedure are also part of duty as an intern in Dotlines.

**Apart from the regular day to day responsibilities I got the chance to work in few projects as well which I've described below:**

- **Preparing job role/profile for 20+ positions:** I was assigned for a project by my supervisor which was creating job roles for different positions within Dotlines. Positions like fulfillment executive, fulfillment lead, fleet manager, sales executive, operation executive, operation in charge, business growth executive, zonal sales manager, branch in charge, regional manager, accounts executive and manager, admin manager, admin executive are covered by me. In this course of action, I had to visit allocated department and take interview of those employee to know about their task after that I needed extract the competencies and job role and make a job role form so that it can be used for making job post for different platform as well as a form is also given to the employee to picture their own responsibilities within the organization. Role profile form included the scope of work, competencies that are needed, affiliated group and so

on.

# Role Profile

| Role Title: | Branch In-charge | Unit: | |
|---|---|---|---|
| Division: | Operations | Department: | Branch |
| Reports to: | Operations In-charge | | |

**Purpose**

This role is responsible for execution of entire HUB activities, supervising branch personnel and ensure service delivery within SLA and as per SOPs.

**Scope of work**

i) **Business**
   a. Receive and take accountability of all parcels from fulfilment.
   b. Assign delivery agents for delivery and ensure execution within SLA
   c. Receive hold and cancel parcel from delivery agents and ensure safe custody at HUB
   d. Assign agents for parcel pick according to the requisition
   e. Managing the entire cash management including receiving from agents, reconciliation, deposit in bank account, system update, etc.
   f. Look after all administrative issues of respective HUB
   g. Source and Recruit agents locally as per company guidelines
   h. Ad-hoc field visit to monitor the service quality

ii) **People**
   a. Work as key concern person between respective branch and related stakeholders
   b. Responsible for entire people development of branch personnel

**Knowledge, Skills and Experience**

   a) Bachelor's degree in any discipline
   b) One year of previous work experience in distribution, operations or similar role will get preferred

**Competency Requirements**

   i) **Functional Competencies**
      a) Strong negotiation skills
      b) Communication Skills
      c) People Management Skills
   ii) **Other Competencies**
      a. Able to multitask, prioritize, and manage time efficiently
      b. Goal-oriented, organized team player
      c. Self-motivated and self-directed

**Figure 3: Job Role Profile**

| Working Relationship | |
| --- | --- |
| Internal:<br>Central Fulfilment Team<br>CS Team<br>Sales Operation Team | External:<br>Merchants<br>Partner/ Franchise |

### Key Performance Indicator

    a) Successful Delivery Ratio
    b) SLA Maintaining
    c) System Update Accuracy

### Acknowledgement

| Role Owner: | Supervisor: |
| --- | --- |
| Signature: | Signature: |
| Full Name: | Full Name: |
| Date: | Date: |

- **Creating training and development for eCourier:** I get a wonderful opportunity to work on a training and development program for e-courier's fulfillment executives. The whole situation arises from the mismanagement in the warehouse both technically and non-technically in the work premises. I, along with another intern of Dotlines, was instructed to visit the warehouse and attend the office for several days to identify the base of the problem and make content accordingly which can be solved through a day long training session. After visiting the warehouse for several days, we came up with the fact that employee engagement is missing. Also the technical skills they require for their task are not brushed for quite a long time. Based on the problem we made an interactive powerpoint slides to present which was a blend of soft skills training along with technical skills training for the executive. Designing a whole training program was a hub of learning experience for me.

**Below I have added few slides what I've prepared for the training session:**

**Figure 4: Training Content**
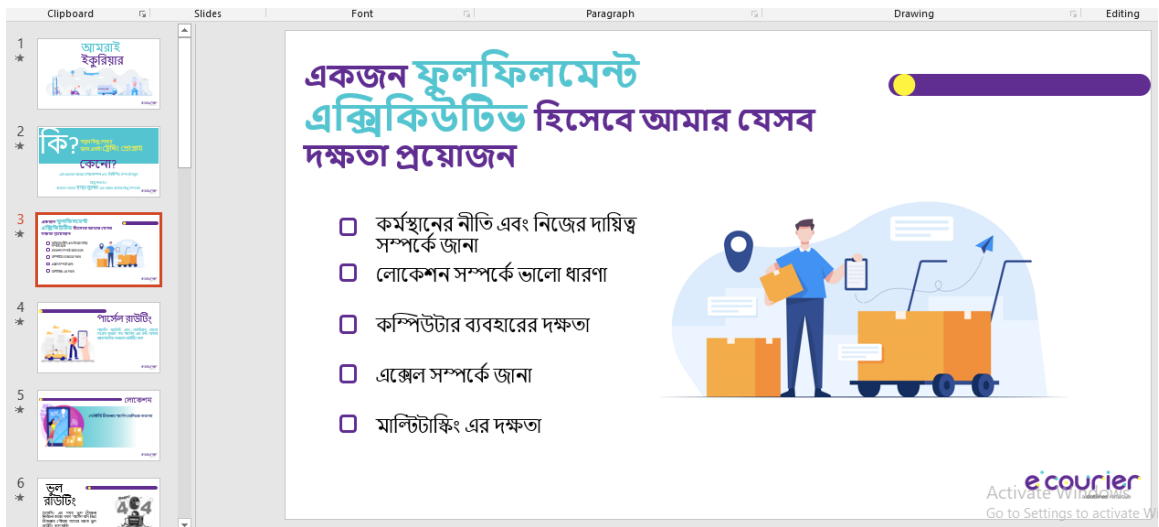


**Figure 5: Training Content**

**Figure 6: Training Content**



**Figure 7: Training Content**

**Figure 8: Training Content**

In the whole training and devolvement session I've tried to brush up their existing knowledge and tried to penetrated the importance of these basic grounds for running the business so that they feel engage also I've arranged a quiz session and broad question answer session so that they can participate and understand the consequences of their wrong doing on the business and on the organization's reputation.

●  **Working on the on boarding/orientation slides and program:** I had the opportunity to attend two broad orientation programs of Dotlines where the whole HR department participates on the behalf of the organization. Before the orientation programs my supervisor provides me, the slides and ask me suggests any improvement in the slides n and overall orientation agenda so that any change can be done also, I was briefly instructed about the orientation of Dotlines.

I am adding few of the on boarding slides below:
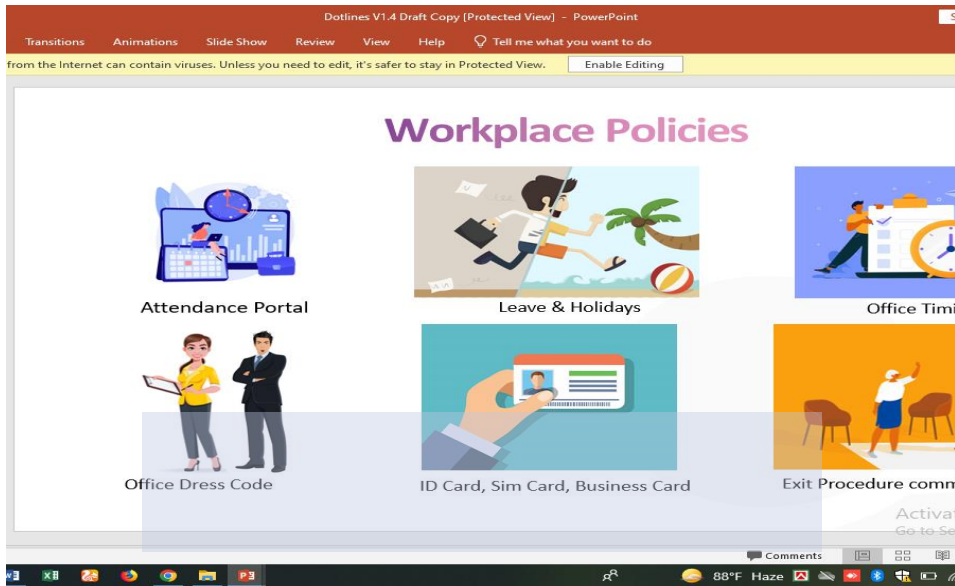
**Figure 9: Onboarding Content**
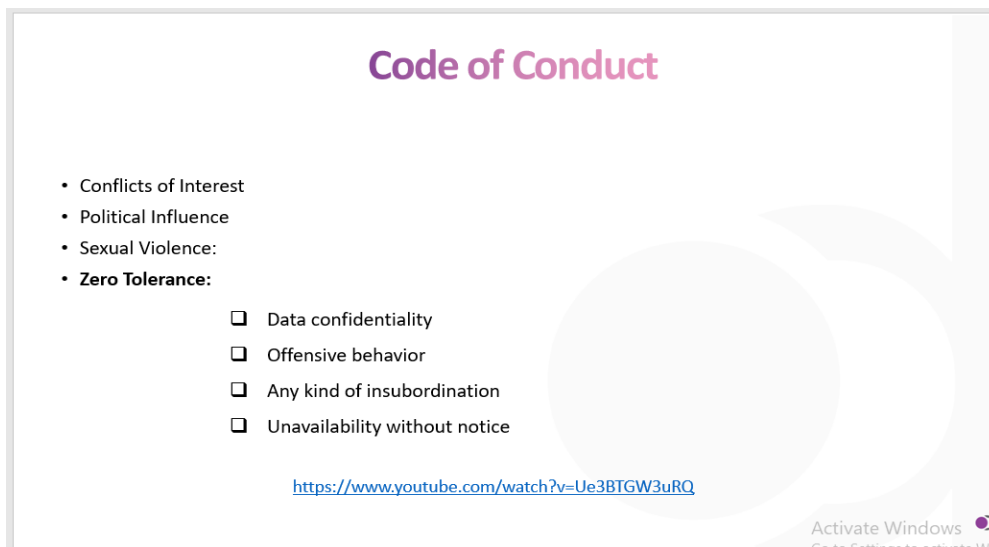


**Figure 10: Onboarding Content**
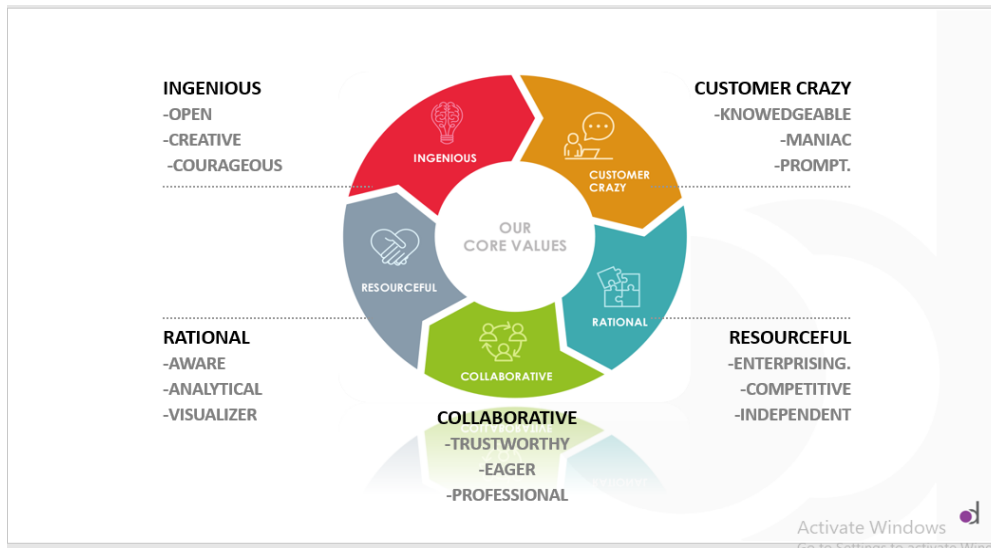
**Figure 11: Onboarding Content**

# 1.3 Internship Outcomes:

### 1.3.1  Student's contribution to the company:

Internship is a significant part for any graduating students since it creates exposure of real corporate world to the student along with that the intention for appointing an intern in the corporate environment is also crucial for organization like Dotlines though different organization has different purpose for hiring an intern. According to me within my internship period I have contribute Dotlines on a multiple manner. How I contribute through my internship responsibilities to Dotlines are discussed below:

➢ **Productivity increases:** From the very first day I was assigned with numerous mainstream tasks which used done by the regular employees of the HR department and the skeptical idea of being an intern for a company doesn't belong in Dotlines as a result I used to involve

with many days to day HR tasks starting from recruiting, HR operation, Documentations and HRIS updating which heavily included various problem solving, pitching for good and decision-making tasks as well. As a result, the productivity of the HR department increased a lot. Having me in the team reduced the completing time of any front-line task for Dotlines.

- **Diversity increases:** Since everyone's thought process is different and vibrant in many ways I would love to believe that my presence always brought something new to the table of Dotlines HR department. I have brought a new perspective or dimension to the Company since I am a fresh graduate and well known of all the recent traits. Also I have introduced a different skill set that's why I can always add value to the team. My team was a wonderful team who always appreciated my opinion regarding all the activities and they always had the attitude that expressed "Every head counts in any kind of task and decision ". There were many tasks and though brought by me while doing any task was highly praised by my supervisor. The way I pitched about the company to the prospective employee and sort CV for different roles and departments were appreciated by my team.

- **More positive publicity:** it is known when a new employee joins the organization it creates a buzz around the specific employee, he/she broadly talks about the organization and its function as a result community involvement increases immensely. As an example, I've been working as an intern for more than 3 months closely working with the employees and the brand and I often refer to the organization's different brand to my colleagues, friends and family hence it creates a buzz marketing for the organization. So being an intern I made positive publicity for the organization.

- **Creating new sources for employees and consumers through creating a network:** I have made Dotlines extensively visible to my surroundings and the type of work I performed is heavily related with employee branding as well. I made the job post visible to different people, different university career groups and pages. As a result we got a handful of CVs from different private universities along with BRAC university for different job positions and which surely made a hype among my surrounding and increased

the benchmark of manpower quality at once. I have spread different job opening posts to my networks from NSU, BRAC, BUP, DU, EWU and so on. On the other hand, I have let my relatives and friends learn about Carnival Internet, Ecourier, Ghoori learning so that they get a possible solution for their needs which eventually caters to more consumers of the brands.

➢ **<u>Spreading workload:</u>** Having interns in the team spread out the work tension and easily overcome the deadlines which is no different for Dotlines. Since the senior and existing employees included me in their daily task they can focus on the planning and other strategic work which can be only done by seniors. For instance, when there is a recruitment requisition to the Dotlines specialist of the HR department he used to divide the work and handover the initial work to me such as calling/mailing/texting the candidates, coordinating the interview and so on as a result recruitment would take very less time.

➢ **<u>Opportunity for mentorship and build potential candidate pool:</u>** During the internship process the existing management have to go through a planning for mentorship process which eventually help them to take leadership in the organization while mentoring me as an intern they themselves got many clarifications in their own system also from this internship program they have discovered my potential and in future need they can hire me permanently.

➢ **<u>Cost cutting:</u>** From the day one my department treated me as their regular teammate and handed over mainstream tasks accordingly but since my program was an internship program I earned in a traditional intern skim which mostly varied from 5000BDT-10000BDT. From that perspective I have contributed to the company in cost saving since

appointing an intern can save up to 70%-75% as an entry level job in Bangladesh can go up to 25,000 BDT to 30,000 BDT as well.

### 1.3.2 Benefits to the student:

After completing the academic courses, it is highly vital for a student to get the proper idea about their major area which they have studied also before starting working as a permanent employee. Getting the taste of a corporate job in a trainee manner makes things easier instead of jumping right away for a job. After completing my academic courses, I had to start my internship immediately and this internship program benefitted me immensely and numerous. Such as:

➢ **Hands on experiences from real life corporate :** After graduation before entering into the challenging job market it is mandatory for a student get the exposure to see and understand how actually organization works in the real world and it's also critical to understand the competitive job field but getting the chance to work as an intern in Dotlines successfully helped me to gather my initial hand on experiences in the HR arena except this opportunity it would have been impossible for me to feel how to be a part of an working environment. Dotlines has given me the opportunity to work as a full time worker to explore my potential and explore the prospective ways to learn for a future job opportunity.

➢ **Strengthen up my theoretical knowledge in the HR arena:** During the time of doing my major courses there were very few opportunities to actually understand how all the bookish terminology of HRM works in our job context. Working in Dotlines widens my way of thinking. I slowly started to connect my academic learning in a practical space. My perception of HRM got more transparent while doing my internship. Things like how the recruitment works in a real scenario, the necessity of training every get a new dimension in my internship period. I get the chance to compare my knowledge and real scenario for this opportunity.

- **Learning about HR activities in an in-depth manner:** The way we learn about HR practice is quite different when it comes to an organization. Sometimes what might seem neutral in academic courses actually varies in the workplace a lot. Apart from gaining in-depth knowledge in recruitment I have come to learn about more activities and understand the width and depth of those activities more intensely such as grievance handling, appraisal and payroll technic and so on. Also, how all the HR activities are connected with one another also came to be realized by me as well. Moreover, during this period my seniors make sure that I understand whatever I am doing and why it is important to do as well.

- **Get to learn a wide range of activities and projects:** while doing various HR activities I have to grasp so much technical know-how to learn those activities. Among them sharpening my excel skills, Microsoft skills are most highlighting. Things like how to prepare multiple offer letters at once, how to use V-lookup, H-lookup in excel, how to analyze employee data to get useful predictions, how to choose to prepare slides while preparing training slides, how to access HRIS of Dotlines and so on. Apart from these also how to portray attitude while making a job call a potential candidate, negotiation with them etc.

- **Increased my network:** While Working in Dotlines as a full time intern I got to make so many professional networks. Also working in HR expanded my way to create a network with different levels of professionals which helped me in many ways and will help me in future as well to get jobs or for any professional needs as well.

- **Improving myself and exploring my potential:** Definitely Internship itself is a process of improving oneself for better job opening and career options. The case was the same for my internship period as well. I had to learn many new skills to excel my responsibilities in

Dotlines. Starting from learning advanced excel skills to how to set the voice when negotiating was covered within this internship. Since I've explored myself more clearly I gradually understood where I need to improve myself and what skills need to be sharpened for doing better in future. Additionally, I've discovered my strength and weakness and found in what arena my interests lie as well.

➢ **Boost my confidence:** Extended professional network, instant guidance, enough feedback with my own realization in a working environment has immensely boosted up confidence level. My supervisor made sure that I get honest feedback with every project so that I can take corrective measurements to bring perfection and speed in my task delivery. As a result, I used to be confident with my task which is essentially uplift cognitive learning which will assist me in future to take leadership in any role.

➢ **Healthy work environment:** Dotlines provide an extremely healthy, stress free and joyful workplace. While working in Dotlines I realize how much it's necessary for an employee to get a healthy, neat environment. The office premises provide a very casual atmosphere where seniors and juniors work harmoniously with mutual and equal respect in the HR department. The deadlines are fixed according to the team members' ease. Moreover, Dotlines provides benefits like enough space to walk around and take breaks whenever needed, advantage of having complements like tea and coffee all the time and to break through the monotony of having numerous indoor games. All these together a healthy ambience is there so even if the workload is there it is enjoyable in many ways.

➢ **Opportunity of getting a permanent job:** Upon satisfactory performance in the internship period and based on the vacancy Dotlines offers to be part of their group as a permanent employee, so far, my supervisor jury and HR department is highly pleased with

my contribution and progress that's why there is a high chance of me getting a permanent job in Dotlines.

➢ **Remuneration and other benefits:** Internship program's remuneration package and other's advantage varies from organization to organization. There are many organizations offering non-paid internship facilities hence there are organizations who offer paid internship and usually the monetary value of 5000 BDT on the contrary in Dotlines interns used to get 8000 BDT-10000 BDT which is really motivational for freshers to give their best in the workplace. Apart from getting the remuneration Dotlines provides fully subsidized lunch along with evening snacks which make life at Dotlines way easier.

➢ **Getting mentorship:** It is essential for everyone to get appropriate mentorship to excel in life since only a mentor can see the potential, talents and ability rather than one can see in herself or himself. I am really honored and grateful that Dotlines brings the opportunity to meet such a great mentor. Each and everyone in the HR department, especially my supervisor Syed Shamsul Haque along with M.N.H Towfique were extremely helpful throughout my internship period not only with the guidance for doing day to day tasks but also tips and tricks for future requirements as well .

### 1.3.3 Problems/Difficulties (faced during the internship period)

People management team as well as Dotlines as an organization made the journey of internship comfortable for me, there were less difficulties there which were mostly avoidable, few of them included:

- **Not getting enough time from the supervisor:** During the internship period as an intern I needed constant monitoring but it was really hard for the team to manage enough time since they had to keep busy with their responsibilities.

- **Work load:** As I have already mentioned my internship program was different from any other traditional internship where I was treated as a regular employee. That's why I had to face a huge workload whenever there was a recruitment process running for several positions.

- **Adopting with a new lifestyle:** Since it was the first time I faced real life corporate experience for me I had to adopt with so many things, the reality of shock of 5 days 9 to 6 office was there, it was extremely hard for me to adjust myself with all these but gradually I successfully adjust with the change.

- **Physical problem:** During my graduation years I had to work in front of a laptop screen but not in this regular manner. It is quite hectic for eyes and other body parts to adapt to working in the same place in front of the screen. Usually I used to have the problem of a headache at the end of every day's office.

- **Cope up with the scheduling and distance:** There was some liberty while doing academic courses in the university but in the workplace there are little opportunities to adjust the schedule. It was quite difficult for me at the beginning to cope with the process. Also overcoming Dhaka's traffic congestion regularly was painful too.

- **Limitations:** While doing the internship there were various limitations shown by the department such as there was a lot of confidential information that cannot be dealt with without a permanent employee hence many functions of HR were still I couldn't cover.

## 1.3.4 Recommendations (to the company on future internships)

There is always room for improvement according to me though Dotlines is providing excellent treatment to their employees and interns still there are few things where Dotlines can improve for future internships. Few recommendations are given below:

> **Intern Branding/ employee branding:** Each of the department of Dotlines has interns but rarely did they get the limelight in an official manner. Dotlines is a fast-growing MNC in Bangladesh and the recruitment process is vast but unlike other fast-growing companies in Bangladesh they don't highlight their internship facilities and interns. Organization like
>
> Unilever, nestle highlight their intern and at the end they take feedback officially in front of others as well.

**Few of the sample are given below from the Nestle and Bkash career pages:**



**Figure 12: Nestle Internship Program's application**

**Figure 13: bkash Internship experience sharing by Intern**

➢ **More organized internship program:** Sometimes while working I found the program a little bit scattered and not well planned and it is hard for a fresher like me to gather first hands on experience from such a situation. Organization of the internship program such as specific roles and responsibilities, weekly feedback.

➢ **More active on the digital media:** Right at this moment Dotlines doesn't have any career based social media or electronic media so far as a result lack of marketing and positive publicity so engagement is poor. If they work on a site where a regular update about new intern vacancy or any other vacancy is posted that can be a Facebook group/pages, LinkedIn site they will get more coverage and the right kind of employee will be attracted to them.

# Chapter 2

# Organization Part

## 2.1 Introduction

The Earth, a beautiful canvas made possible by millions of years of evolution, work, and aspiration. It's a beautiful location to live, and the dreams are much more beautiful to hold upon that sustain us. We detect tales of conquering everywhere as we move on. Stories that shape today, tomorrow, and the future are all around us. Dotlines wants to be part of billions more tales like this, giving people in our community both tiny and big successes. Community, which includes people, families, and organizations. Dotlines is a multinational, multi-country community of makers and doers who create or borrow technology and examine its potential. It has the power to remove obstacles, address issues, and improve lives. Dotlines has chosen a handful and will keep doing so in the coming days. In order to have a continuous impact on millions of people and make long-lasting improvements, Dotlines intends to connect dots of human abilities and inner impulses throughout the world through lines of collaboration and partnership.

Dotlines Bangladesh Limited thinks that by using cutting-edge technology, it can improve people's lives and make a good difference. The firm, which has its headquarters in Singapore and conducts business in Asia, the Middle East, and the Americas, has quite a diverse range of interests in fields where significant advancements in human welfare can be accomplished. Dotlines now has investments across 22 different business sectors, all of which are tech-based. With more than 1100 members scattered over 12 countries and 10 different ethnicities, the organization brings diversity to its insightful analysis and workable solutions. Dotlines is emerging as a leading provider of cutting-edge technical solutions, affecting the lives of over 8 million people not just in Asia but also beyond. Dotlines, a Singapore-based company, has been providing its 22 business verticals to millions of customers around the world for the past 17 years with the unwavering objective of destroying digital borders.

Describing the detailed products and services of Dotlines and other practices below I am adding the objectives of this chapter along with the methodology, significance and limitation as well.

**2.1.1 Objective:**

- Knowing about Dotlines more intensely also its future aspect.

- Learn more about the current business procedures and operations of Dotlines Bangladesh.

- Become familiar with the internal workings and structure of Dotlines Bangladesh.

- Carry out study on the entire Bangladesh IT sector.

- Determine what issue they are now experiencing and any potential solutions.

- Learn more about Dotlines Bangladesh Limited's management of stakeholder relationships.

- Market research on Dotlines Bangladesh and evaluate its rivals.

- Gain a thorough understanding of the Dotlines Bangladesh's functional domains.

- Getting insight of the company's managerial, marketing and human resources practice

**2.1.2 Methodology:**

Based on the information and expertise I obtained through the internship; I wrote this report. Because I was employed in a certain department, I collected information from two sources. Information sources: Data sources were acquired using two parts.

**Primary Sources:**

- Interviews with the HR Head, supervisor and specialist of Dotlines

- Personal professional experience

- Discussion with employee from others divisions

**Secondary Sources:**

- Job descriptions for each employee of the organization from the HR Division are examples of secondary sources.

- Dotlines limited has webpages and LinkedIn profiles.

- Numerous internship reports from Dotlines Bangladesh are available online and were used.

- News article where Dotlines limited is featured

## 2.1.3 Significance:

The study based on Dotlines has a huge significance in terms of my internship and knowledge this Study completion has allowed me to accomplish a number of goals overall. The following are those:

- My understanding about practical work in an organization increase

- It has given me the opportunity to consider the professional aspects of my internship experience, the skills I have acquired, and to summarize the internship's academic component.

- Alignment of different department within the organization

- Increased my verbal and written communication skills as well

- Assist me thinking and considering organizational stuff more critically.

## 2.1.4 Limitation:

To collect all the information over the period I faced several drawbacks which were unavoidable in most of the cases, few of the limitation I have faced while collecting information are given below:

- Since Dotlines is private organization not all the information is pretty available, most of the information are confidential

- Not only information also different managerial practice and process are not shared with everyone

- Past data wasn't well preserved

- Data from secondary sources wasn't quite enough for my studies.

## 2.2 Overview of the company:

### 2.2.1 Background story of Dotlines:

Dotlines represent that "light" of originality that is both necessary and suitable. The operations of Dotlines always have a human goal and, thus, a human face. Dotlines aims to use its presence to connect individuals and cities. Back in 2004, it began its adventure as a provider of technological services under the name SSD-TECH. In Bangladesh and other parts of the world, Systems Solutions & Development Technologies Limited (SSD-TECH) is a reputable software development company. Since its founding in 2004, it has proven its expertise by providing solutions and services to both large and small businesses, banking and non-banking financial institutions, and telecom carriers. Since it was founded in 2004, By offering services and solutions to both large and small enterprises, banks and non-banking financial institutions, and telecom carriers, it has demonstrated its capabilities. After a few years of successful business domestically, SSD-Tech established in Malaysia in 2007 to expand its activities internationally. . In order to better service European customers, SSD-Tech opened a new office in the UK. Later, they started a number of business verticals. Their route is depicted below:

# We travelled miles to get closer to our purpose

**2020**
• Ghoori Learning emerges as the fastest growing e-learning platform

**2019**
• First DIY internet controller – Audra starts market operation
• Launched Dubai operation
• Carnival Rural Internet covers 50%+ of Bangladesh

**2018**
• The micro-insurance platform – Carnival Assure starts journey
• Mass digital payment platform – Ghoori paves the path for the unbanked

**2017**
• Launched Telecom VAS in Sri-Lanka, Myanmar & UAE

**2016**
• Introduced AI-driven omnichannel CX automation Pulse
• Launched Sohoj – the destination digital service brand for migrant workers

**2015**
• Fastest growing broadband ISP – Carnival Internet starts operation

**2014**
• Started in Myanmar, in telecom industry
• Investment wing for the group – Mind Initiatives starts

**2013**
• Launched eCourier, the leading logistics brand of Bangladesh

**2010**
• Robust platform-based telecom services starts in both Malaysia and Bangladesh
• PCIDSS certified Foster Payment starts operation

**2007**
• Set footprint in Malaysia and established SSD-Tech Sdn. Bhd.

**2004**
SSD-Tech Bangladesh operations was launched

**Figure 14 : Maps of Dotlines Initiatives**

### 2.2.2 Dotlines as a organization:

Dotlines Ltd. is a well-known provider of IT consulting and services, with offices in Bangladesh, Malaysia, and Singapore. Bangladesh is one of the main delivery hubs for the company. Dotlines started out on its journey in Dhaka in 2008 and has since developed into the biggest provider of IT services and business process management in Bangladesh. Since then, they have expanded into various ICT-related industries. Dotlines expanded its activities to 16 countries, bringing happiness to 8 million families, and relying on more than 1800 hearts. These locations include India, Qatar, Thailand, Malaysia, Myanmar, Egypt, South Africa, Singapore, and Sri Lanka.

Dotlines aspires to add to millions of such stories, bringing triumphs – small and big to those around us individuals, families and businesses. They are a multi-country, multi-nationality team of believers and doers, who build or take a piece of technology and see how it can ignite possibilities, solve tangible problems and impact lives for better than yesterday.

Dotlines have made a vast impact over the economy in many ways.

Their contribution is limitless, the employees keep on giving effort from the back end in every way possible for which they have achieved massive success. Dotlines is working with 24 brands in total. Moreover, according to the owner of Dotlines-Dotlines has made significant progress in terms of operations and engagement in a very short amount of time, including everything from internet connectivity and security to empowerment, insure-tech, infotainment, learning, lifestyle, logistics, payments, platforms, and robotic process automation.

Dotlines is now active in 12 nations. As illustrated below, they are present everywhere:
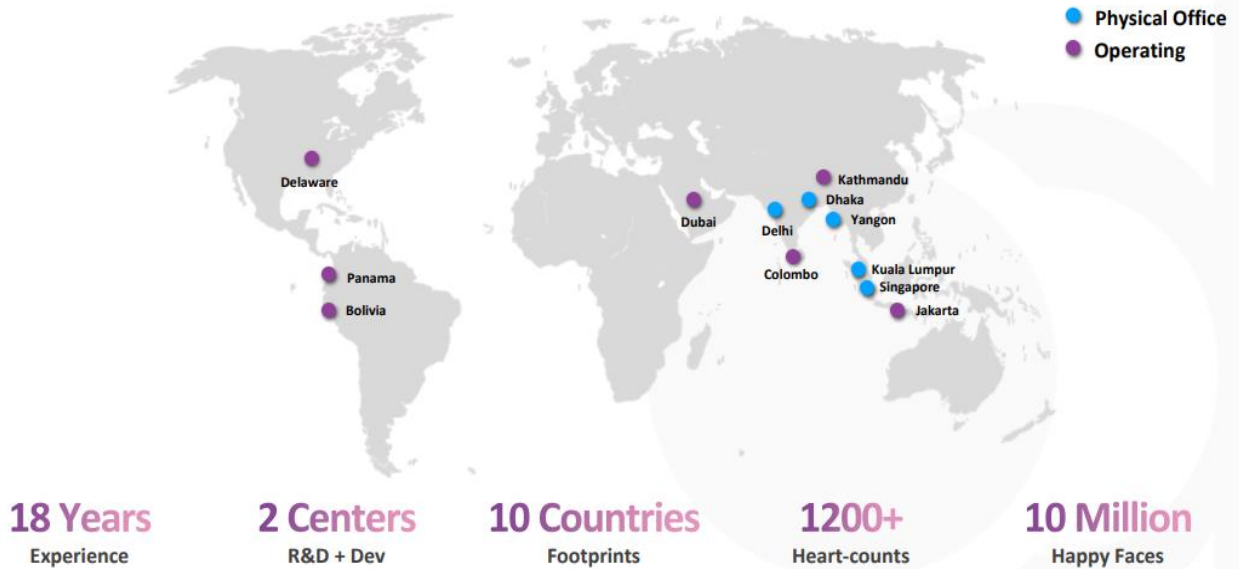
**Figure 15: Global Presence of Dotlines**

## 2.2.3. Vision of Dotlines:

The Vision of Dotlines is to build a technology-enabled ecosystem of interconnected businesses where members may interact in cordial, enjoyable, engaging, and rewarding ways that encourage innovation and group value creation.

## 2.2.4. Mission

By emphasizing efficiency, creativity, and teamwork, they aim to give their clients the best possible customer experience. Dotlines' goal is to make a difference in its own unique way, help create a better future for Bangladesh, and represent the nation around the globe. Mahbubul Matin, the company's creator, went beyond national boundaries with his entrepreneurial mission, which

was based on wireless services and a platform. With Bangladesh's extraordinary telecommunications boom, the owner's business objectives were also accomplished.

**2.2.5. Core Values:**

Having core values is essential for any company since values reflect the company's culture, objectives and motives. Below I've the core values that are the center of any initiatives of Dotlines where 5 factors needed to be ensured by every business and its employee. The graph is pretty self-explanatory to being a part of this vibrant organization one needs to be Ingenious, Rational, Collaborative, Respective and Customer Crazy.



**Figure 16: Core values of Dotlines**

## 2.2.6. Description of Products and Services:

According to an article from Entrepreneur.com Dotlines is a group of business endeavors that operate under several service brand names in more than 20 impact sectors across 10 verticals, collectively referred to as "Dotlines initiatives." The industries may appear to be extremely different, yet they are all fundamentally linked to one network.

Here I will try to introduce few of the products and services of Dotlines also the functionality of those products and service

Below I've added a glimpse of all the initiatives under Dotlines in a picture manner:
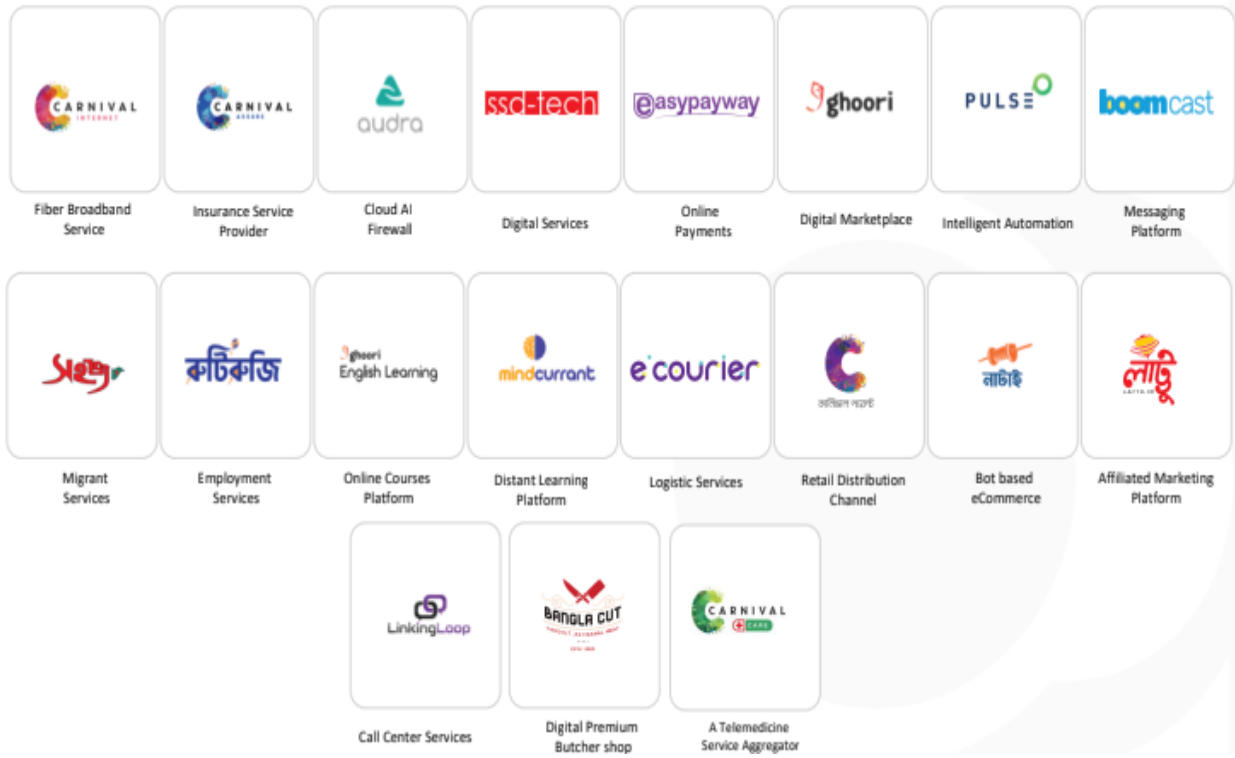
**Figure 17: Dotlines Initiatives**

➢ **ssd-tech:**

It is essentially Dotlines Bangladesh's first firm. We have offered entertainment solutions to telecommunications operations for over 20 years. Thanks to its outstanding technological insights and reliable platform capabilities, SSD-Tech is well-known in the markets it serves. Since the core competency of every Dotlines firm is technology, SSD-TECH developed a comprehensive range of tech support services for every other Dotlines business sector.



➢ **Carnival Internet**:

Carnival Internet adopted a very distinctive outside-in strategy, which is driven by the idea that customer value creation, customer orientation, and customer experiences are the keys to success. Carnival Internet invested all of its resources in connecting the thanas and villages of the nation, providing them with genuine broadband over fiber optic connectivity.

In the past six years, it has linked approximately 135,000 houses in 56 districts. In addition, it has expanded to more than 5,000 Wi-fi Haat Points through a very special distributed WIFI hotspot model called Carnival Haat, where thousands of marginal smartphone users can visit, purchase a bite-sized WIFI coupon for as little as Tk7, and browse unlimited internet in great speed even in the farthest villages.

**Figure 18 : Demo of Carnival Internet's Wi-Fi Haat**

➢ **Carnival Assure:**

The main obstacles to a wider adoption of insurance services in the nation are paperwork, lags, difficulty, and affordability difficulties. In consequence, Carnival Assure established a digital platform where well-known insurance providers can collaborate to generate micro solutions for the general public, making the service accessible and user-friendly for customers. It describes how, in such a short period of time, Carnival Assure was able to insure the lives of about 150,000 people for a total sum insured of more than Tk350 crore. It is the first insurance technology firm in Bangladesh. In the field of insurance technology, a leading figure. By fusing the expertise of reputable insurance companies with the power

of straightforward, on-the-go safety net options, Carnival Assure is quickly changing how insurance is consumed by both individual customers and institutions.





**Figure 19: Glimpse of Carnival Assure's Website**

➢ **Audra:**

Through your Home Shield and secure membership, Audra offers you seamless customization and on-demand management for the internet activity of the devices connected to your network. To ensure that your house and business become the tranquil sanctuary you have always desired, Audra Home shield and Secure continuously operate

in the background. Audra guards against risky online activity and undesirable internet experiences.

Operates at this time in Bangladesh, India, Singapore, Indonesia, and Malaysia. According to Mr. Matin the owner of Dotlines believes Audra is one of their products which can easily touch the international standard.





**Figure 20: The device "Audra"**

➢ **Ecourier:**

A well-known logistics provider in our nation. The most reliable on-demand last-mile logistics network in Bangladesh, eCourier, offers tech-enabled one-stop delivery services. The technologically advanced logistics services from eCourier include door-to-door delivery as well as services for product pick-up, storage, and transportation. It also has 2M Deliveries record Completed, First multi vehicle-based courier service,1000+ agents and BDT 350M+ valuation by independent investors. Moreover, recently initiated P2P delivery, Air Parcel, Line haul, warehousing service etc. has been added.

e courier

**Figure 21: Brochures of eCourier**

> **Ghoori Learning (BBC Janala):**

Primarily BBC Janala started a project with the Bangladesh government to teach people English where usually facilities are less gradually. From this project the idea of beginning an Ed-tech company pop up. Service launched as multi-platform service with focusing on mobile learning

An online learning platform called Ghoori Learning encourages digital education and self-improvement. Currently, Ghoori Learning offers 600K customers specialized knowledge- and skill-based courses created by industry experts to improve their life through online education.

Nearly a million learners have already improved their lives through the site by learning English and numerous other languages. Freelancers have also up-skilled themselves to earn more money, while professionals have discovered new career options through skill development. Additionally, it collaborated with Udemy to make it available to the general public in Bangladesh.



**Figure 22 : Ghoori Learning Content**

➢ **Sohoj:**

Sohoj: It is a platform for sending remittances. With Sohoj, migrants can send top-ups, make safe transactions, buy goods and services for themselves and their loved ones back home, and stay connected at all times. By enabling NRBs to purchase items and services for themselves and their family back home as well as entertainment and insurance, OSS can be used to improve NRBs' quality of life. Sohoj is a different tale to be told. With a license from Malaysian authorities, Sohoj assists low-income Bangladeshi, Nepalese, and Indonesian people to experience a better digital life and keep connected to their families back home through its network of merchants and agents all around Malaysia.

➢ **Bangla Cut:**

It offers exclusive consumers premium artisanal hand-cut meat. Through eCourier, early fresh and non-frozen gourmet hand cut meat is delivered.

➢ **Carnival Care:**

No matter where a person is or what their worries are, they can use the Carnival Care platform to get the healthcare they require as soon as possible because it is universally accessible and simple to use. Their desire for ensuring equal access to experienced doctors

is mostly motivated by their understanding of healthcare accessibility in semi-urban and rural locations. Through this platform, they hope to reach every home in Bangladesh with consultations, medications, and the appropriate diagnosis.



➢ **Eastern Pickle:**

New Addition to Dotlines where premium quality pickles are delivered to home. According to the owner of Eastern pickle the entire global trail of authentic spices is lined with recipes that are carefully hand-picked, meticulously hand-measured, and lovingly hand-made.
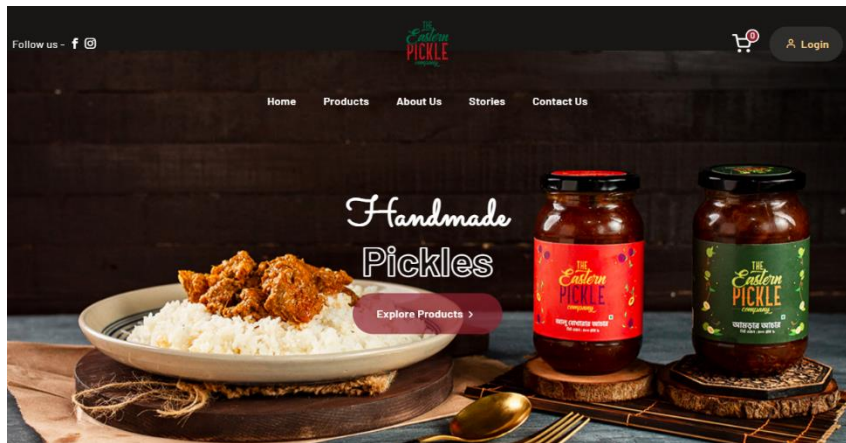


**Figure 23: Website of Eastern Pickle**

## 2.3 Management Practice:

### 2.3.1 Leadership Style:

By the term leadership we indicate leading a large number of employees within the organization. Also the actions or style might vary organization to organization however this variation can describe a lot of things about the organization itself.

Dotlines is a limited company which is controlled by the Chairperson after that a team of board of directors are responsible for each business. Since Dotlines each of the initiatives has one or multiple Head of Department brand wise but the financial, human resources and leadership style for all initiatives are same.

A mixed leadership style can be noticed in Dotlines which reflects the Democratic or participative leadership as well as the laissez-faire leadership style. It is important to know about leadership since it determines the effectiveness of the business. A glimpse of the chairperson and board of director is given below:



**Figure 24: The Gamechangers of Dotlines**

**Hasan Mehdi**
*Executive Director*

17+ years of sales, marketing and general management expertise in B2C and B2B spaces | Solid track record in Fortune 500 companies like Nestle and Samsung | Driving group's businesses around intelligent automation, internet security and transformational new initiatives

**Zaman Bahadur Khan**
*Chief Operating Officer*

With 15+ years experience with the defense forces of Bangladesh and 13+ years in leading roles at Telecom industry, Zaman leads the global operations of Dotlines with focus on driving revenue

**Mohiuddin Rasti Morshed**
*Chief Financial Officer*

With 18+ years of experience in the financial sector, Rasti is the financial guru at Dotlines and also leading the first of its kind insurance aggregator of Bangladesh – Carnival Assure

**Wali Islam**
*Chief GTM Officer*

Experienced business development professional with a demonstrated history of working in MNC and local large conglomerates home and abroad. Wali has worked at British American Tobacco for 14+ years honing his skills in Customer Development, Trade Investment, Brand Management & Sales Operations

**Monsurul Hoq Sazzad**
*Chief Financial Officer (Int Ops)*

The young genius who works wonders with numbers has been with Dotlines since 2010 and leads the International Operations of Dotlines as its Chief Financial Officer

**Tareq Moin Udden**
*Chief Commercial Officer (Int Ops)*

The sales genius behind our international operations. Tareq brings in 12 years of channel sales experience in leadership roles from Nokia, Unilever and Microsoft.

**Eftekhar Uddin Chowdhury**
*Chief Technical Officer*

The genius coder behind the array of pioneering and Dotlines owned IP services and solutions. Chowdhury brings 15 years of core network experience from leading ISPs and Software companies in Bangladesh.

**Jatinder Ahuja**
*Chief Growth Officer*

With 38+ years experience in large global technology companies such as Ericsson, Nortel & eServGlobal, Jatinder has lead roles in business development, sales and management. His primary objective at Dotlines is to expand our tech enabled services beyond Asian borders.

**Dipankar Ghoshal**
*Director, Digital Business*

With over 20 years of experience in telecom and advertising in general management, sales & marketing. Dipankar has honed his strategic and operational skills by holding key positions in corporate and circle operation.

**Ola J Lind**
*Director, Business Development*

Experienced C-level and start-up entrepreneur with a demonstrated history of working in the mobile, marketing and advertising industry on 5 continents over 30+ years span.

## Our People

**Mahbubul Matin**
*Chairman*

President and product guru at Dotlines. An Innovative thinker with 18+ years of experience as an economist and banker in leading NBFI & Development organizations

**Figure 25: The leaders of Dotlines**

## 2.3.2 What determines Dotlines following democratic/Participative and laissez-faire leadership style?

- Dotlines owner and board of directors arranged two to three layers of meetings before taking any new steps or decision within the business to ensure involvement of each employee in the organization likewise in democratic leadership style

- Dotlines employees are always heard about their opinion on any product and system. Moreover, voting is also taken to ensure everyone's preference is the same as democratic leadership.

- Everybody provides their feedback in front of the BOD for any taken steps which ensure participative leadership.

- Sometimes the leader of Dotlines doesn't give any strict boundaries instead they rely on the employee's instinct for achieving any goal which portrays the laissez- faire leadership.

- Since most of the employees of Dotlines belong from the millennium group, the leaders believe they can provide flexibility and give independence to working. It will be the best outcome in terms of any task which again recalls the laissez-faire style.

## 2.3.3 How these leadership style shaping the organization and achieving all the goal:

According to Mr. Matin the owner of Dotlines ``I've tried to create an institution now I am relying on the young force to lead this instruction according to their instinct". This particular saying reflects how leaders can uplift leaders within. Both of the leadership styles are building and bringing ownership of each employee and ownership bring responsibility, sense of rightness and wrongness and adaptability in the organization.

Below I will discuss the consequences of maintaining participative leadership and laissez-faire leadership style and how these are implementing to gain different goal of the organization:

- **Transparency:** Practicing leadership style which allows employees to share their thoughts and discuss everything with everyone brings transparency in the organization. I've seen all levels of employees involved and heard off whenever any big discussion had been making and everyone is transparent about what they are thinking and saying.

- **Great Communication:** Since Dotlines follow democratic leadership style employees get the chance to communicate with the upper management without any formality and when communication gets easier in no time organization achieve goals.

- **Team collaboration:** Laissez- faire leadership allows the employee to form team in Dotlines as an example when the head of HR used to give any task the full HR team used to call for a meeting where they used to divide on team to complete the task sooner and accuracy is also taken in charge in this matter due to cross check.

- **Sense of belonging and authority:** In my internship period I've never seen the employee to refer any task as other's task, everyone believes and act in a certain way it felt the work is their own as a result a great scene authority can be seen Dotlines moreover, this cannot be possible without a certain style of leadership where the employee feels like a community member all the time.

- **Feel valued:** Both the leadership style of Dotlines promote valuing their employee also in these leadership style employees feel their opinion is important and they are receiving valuation as a result they are always ready walk few extra miles for the organization which is eventually beneficial for Dotlines

- **Trust on the organization:** Employees keep a trust on Dotlines all the time even when in the crisis moment as well and from my viewpoint it is the consequences of leadership style of the organization.

- **Support and motivation to innovate:** I've always seen my colleagues try to bring something new to the table. In fact my supervisor used to hand over different tasks to me and tell me to solve it in my own way first. Since a certain level of liberty was there in Dotlines, something new occurred in the organization.

➢ **Bring work life balance:** Laissez-faire leadership style promotes flexibility so do Dotlines leaders. Dotlines design flexibility for the employee according to need as a result employee can maintain balance in their life such as Dotlines allow employees to prefer their work schedule and opportunity to work home is also which again brings greater advantage to the company.

➢ **Increase satisfaction:** Participation, authority, liberty and flexibility brings satisfaction and satisfied employees are the most important key when it comes to achieve and attain any goal of the company. All the things which are mentioned above are ensured by the leader by their leadership style.

However, every leadership style comes with some drawbacks. According to me, I've noticed a few as well in the case of Dotlines as well. Such as:

➢ **Lack of guidance/clarity:** Both of the leadership style is applicable when the task requires less attention and when employees are well trained and experience before but employee who needs constant instruction and guidance these styles don't add much value, fresher or interns like me doesn't require flexibility of doing any work rather certain guidance and supervision. Even the leadership style is bringing benefits but few places those are not fitting.

➢ **Disagreement:** It is really chaotic and sometimes not pleasing to hear all the thoughts from the room, it also happened quite a few times in Dotlines as well. For the sake of maintaining democracy, disagreement arises.

## 2.4 Marketing Practices

### 2.4.1. Marketing Strategy:

By marketing strategy, we simply understand those plans and procedures built and followed by the company to increase their revenue margins and other goals and objectives set by the organization. Dotlines LTD is a multinational and multi-cultural organization who are operating in 10 countries with 24 sub brands. If I had to talk about Dotlines marketing strategy as a whole they are following the "Diversified" marketing strategy to increase profit margin and to be clarified we need to look closely on the brands journey maps. Dotlines has 24+ sub brands from which all the brands are not in the cash cow situation so they are constantly developing new business brands. All the sub businesses hold a different set of segmentation from the market. According to the board of directors believes that new businesses are new opportunities and also a way to reduce the risk. Moreover, since Dotlines follow a diversified marketing strategy it boosts the visibility of the brand, draws in new clients, creates new revenue streams, reduces seasonal production risks, and cuts expenses through economies of scale.

**2.4.1.1. Market Segmentation:** It is impossible for a business to serve all of the customer base out there in the market, that's why companies need to segment their market accordingly. Since Dotlines has 24+ sub brands and as an intern I got the chance to work with few of the popular brands only here I will focus on those brands while describing the rest of the marketing topic.

**Segmentation for E-courier:** This business is a courier and logistic support business that follows a segmentation strategy for the brand: demographic and geographic segmentation. Ecourier needs to segment the market geographically since without that they will not be able to continue their operation. According to the region, location and postal Code Ecourier sets their business and operation plan. On the other hand, the Ecourier business is heavily reliant on f-commerce in that they need to segment demographically as well.

**Segmentation for Carnival Internet:** Same as Ecourier for carnival internet owners had to blend psychographic and behavioral segmentation for the brand outline. For an ISP provider psychographic segmentation is important since lifestyle and personal traits need to be analyzed before serving any offer. Such as they need to serve customers who browse all day long where they need to offer unlimited packages with moderate speed on the other hand who use the internet

moderately but maximum speed is needed. Moreover, they need to segment behavioral wise to understand the purchasing patterns, using pattern of their package as well.



**Figure 26: Segmentation of package according to need**

**2.4.1.2 Marketing Mix**

The selling combine is the assortment of plan of action selling instruments which will be controlled and utilized by a business to elicit a particular response from its target market. It entails each action a business will go for to have an effect on client demand for its merchandise. It's conjointly a tool for designing and winding up selling campaigns. 4 factors that need to be decided on the marketing mix are: Product, price, place and promotion.

Ecourier, Carnival Internet and others brand's 4ps are discussed below:

- **Product:** Here in this marketing mix we discussed the main product/service offered by the company and it differs from brand to brand in terms of Dotlines. Moreover, in this mix we will talk about the product's variety, packaging, quality and design.

- **Ecourier** is a logistics and courier company. They mainly deliver goods from person to person, business to person and so on, also they provide warehouse facilities to their business partner. The way of delivery depends on the preference and time span of the merchant. Also, delivery to deliver the packaging style was changed. It offers an all-

inclusive solution, assuring that only protected elements that have undergone extensive research are utilized, allowing for the delivery of goods in perfect condition to clients. We provide a broad range of substances, sizes, and measurements, with examples including containers, polybags, bubble wrap, and other forms of packing.
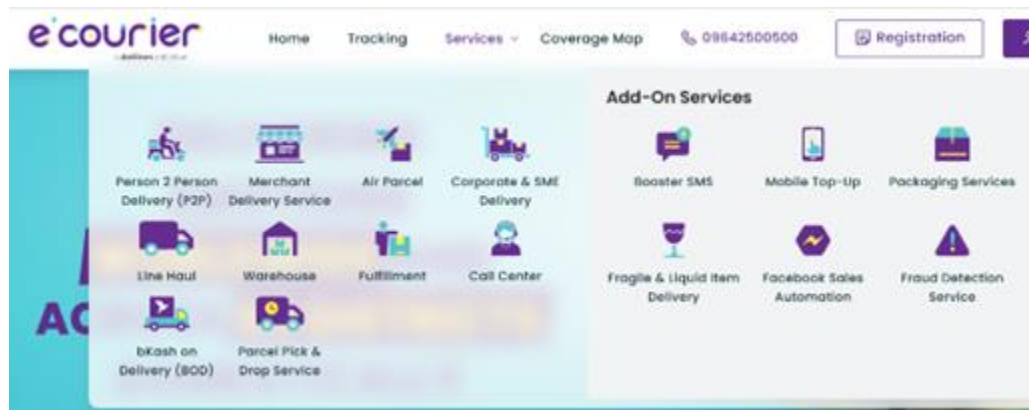


Figure 27: Services provide by eCourier

- **Carnival Internet:** Carnival Internet is an ISP provider that provides premium internet service to professional and personal users. They have claimed that they provide the best service in the town. Moreover, carnival internet has facilities like "carnival wifi haat" provides internet in the rural area where ISP facilities cannot be provided. They have flexible and customized internet planning and 24/7 helpline option to solve any issues.

**Figure 28: Rural people are getting the opportunity to use unlimited intern**

- **Ghoori learning:** Ghoori learning is an ED-tech media who design different effective courses to increase efficiency in the era of digitalization. On the other hand, ssd tech
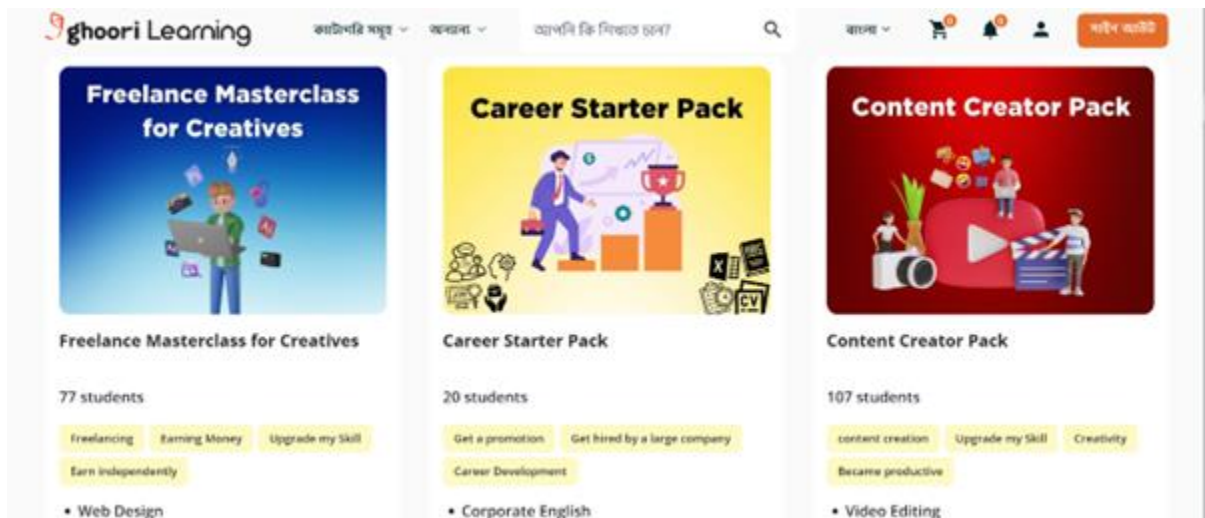


**Figure 29: Ghoori Learning's Packages**

**Figure 30: Criteria for choosing courses**

- ▪ **Price:** Here the amount of money a customer is paying for any product and services as well different allowance and discount and most importantly how and based on what they set the price of their product falls under this segment. Like every other thing Dotlines each brand carries different aspects of pricing for each brand.

- **Ecourier:** If we talk about Ecourier and pricing strategy it will be competitive pricing and sometimes they offer economy pricing for some programs. The courier industry is huge in Bangladesh so if they cannot set an economic price, they won't get any orders. Additionally, to attract more customers and giving them utmost flexibility according to their needs Ecourier slit their pricing into two modes: 'Standard' where they offer affordable price with regular time span also to compete the market, 'Express' where for emergency and air delivery they charge differently

A chart of service charge of Ecourier is given below:

| Delivery Area & Time | | |
|---|---|---|
| Inside Dhaka (Next Day Standard) 24-48 hrs | 80 Taka | 80 Taka |
| Inside Dhaka (Next Day Guaranteed) 24 hrs (Currently unavailable) | 100 Taka | 100 Taka |
| Inside Dhaka (Same Day Guaranteed) 8 hrs (Currently unavailable) | 130 Taka | 130 Taka |
| Outside Dhaka (Metro) 3-4 days | 130 Taka | 130 Taka |
| Outside Dhaka (Thana/union) 5-7 days | 160 Taka | 160 Taka |

**Figure 31: Pricing of ecourier's delivery**

- **Carnival Internet**: They have set their price in a "value based" strategy. Carnival internet claims to provide the best service among their competitors. Also the company believes these days it is just not providing the internet, only what consumers want is quality of the service. Such as for an ISP those are speed, customization, private IT for security purpose and instant solution regarding any problem and Carnival Internet claims to provide all that's why they've set their package according to the value they are adding in their service.
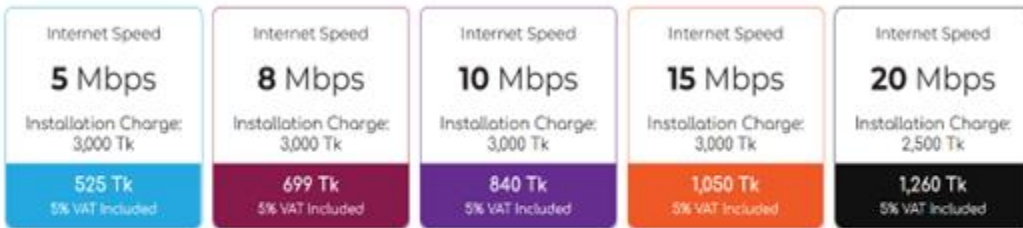
**Figure 32: Pricing of different packages of Carnival Internet**

- **Ghoori Learning:**

As a new Ed-tech company the package they are trying to offer and structed an "price skimming" where they are offering higher value initially and lowering the value to attract more customer base with the help of discount, repurchase and so on.
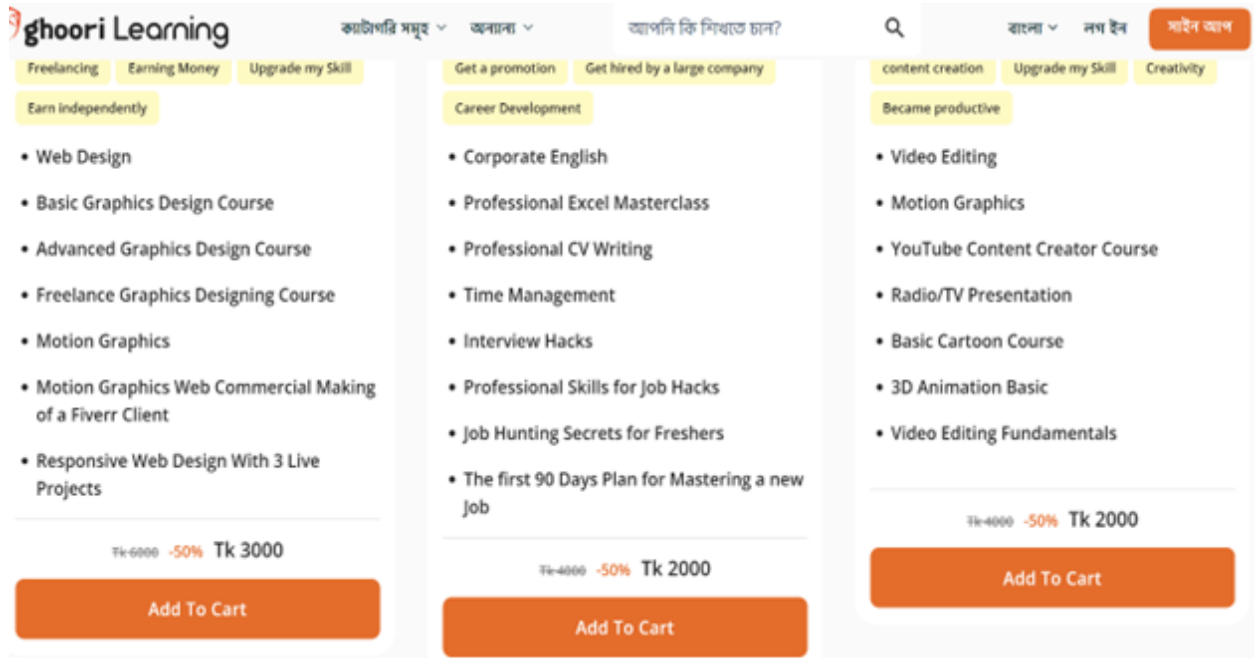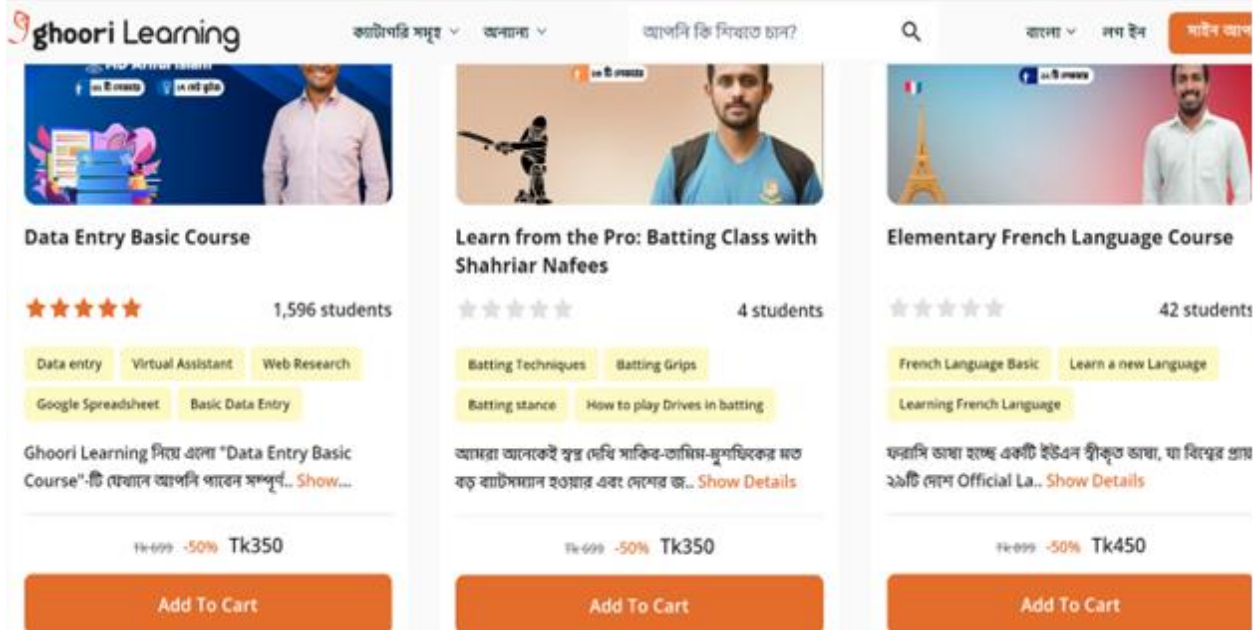
**Figure 33: Pricing of different courses of Ghoori learning**

▪ **Place:** Here in this part of the marketing mix we need to identify the distribution spot from where the product and services will be available to their customer. Since Dotlines is a technological company most of their business run through their website, online store and through telecommunication except the Ecourier. Ecourier has a warehouse facility along with transportation of their own. On the contrary Carnival Internet and ghoori learning sell their packages through their website where consumers can directly buy those packages through mobile banking. Also, others concern sale through their website basically.

▪ **Promotion:** In this marketing mix we discussed the activities companies do to communicate the benefits they are offering, why one should buy the product through marketing, advertising and by giving alluring sales promotion. Dotlines promote their brand in many ways such as by doing online campaigns, collaborating with others brands, advertising through different media to get the maximum coverage.

**2.4.2 Target customers, targeting and positioning strategy**

**Target customer:** It is highly unlikely for a brand or organization to serve the overall market for that company took a portion of market to serve their offering so does Dotlines but each of the concerns has a different set of target customers.

- If we consider Ecourier they are targeting their customer geographically hence they divided the whole Bangladesh based on zonal systems to cater their customers. Based on a specific area individual and business who needs to send stuff immediately they are the target customers of Ecourier. Online business as well as offline business are heavily reliant on courier service in that sense business owners are also potential target customers of this concern.

- Carnival Internet also targets their customer base geographically since ISP service business is always based on the location and according to the area coverage. In a particular area that requires quality internet service they are the consumers of Carnival so in that case after geographically targeting they are doing psychographic targeting since their customer base also determines interest and values.

- Ghoori learning targeting is based on demographic since this target market is based on the age of the customer, occupation and educational level. Most of the audience of ed-tech belongs from the age group of 18-28 according to the brand marketing experts of Dotlines also they added mostly university students are much more eager than any other students' group.

- Carnival assure is a tech insurance brand who offers various insurance policies. Unlike any other insurance company it is much more flexible because of having a flexible and short-term planning process. Here the target market is set on demographically since here the clients are occupation specific such as people who are in risky professions, they tend to buy life insurance also based on income too. It is better to mention carnival insurance has more business clients than individual, giant companies like BAT, Pathao are the clients of carnival assure.

**Positioning strategy:** The first thing that comes into a consumer mind when they see or hear about any brand is commonly known as the positioning of a product or service. How a consumer will

recall a brand depends on the positioning strategy that has been taken by the brand itself. If a brand can effectively and clearly position, they will get a unique selling proposition commonly known as USP.

To clear out the position they want to make each of the concerns of Dotlines tried to portray a value through positioning strategy. As an example, Ecourier maintains a mix of product and price positioning strategy where they position themselves as fastest and safest delivery with minimal cost so they are characterizing themselves with the benefits with their service along with the monetary value. Afterwards Carnival Internet positions themselves product wise since they promise the best experience with no down time for fixing problems.

### 2.4.3 Marketing Channel:

Dotlines involve various kinds of marketing channels to sell and distribute their product and services. Simply the Marketing channels help and lead the potential consumer to reach their purchasing goal. Like any other criteria, each initiative has its own channel to get to their customer. I will be describing few of channel to uplift the overall process of marketing over here:

- **Direct selling:** Here professionals from sales go to the potential customer directly to let them know the product and service and convince them to purchase. Carnival Internet does two sort of direct sell one through their telesales executive who sell the internet package through telecommunication another is through retails sales executive they send the seller door to door for their subscription and according to managers of Dotlines these two units retail seller, tele sales brings the most of all sell for Carnival Internet.

- **Digital marketing Channel:** Since Dotlines is an organization which is fully based on technology most of their channels are revolving around different sets of digital channels. They are:

    - ❖ **SEO Marketing**: SEO or search engine optimization is one of the crucial parts of Dotlines marketing channel. A dedicated team of SEO works in the marketing department of Dotlines where they optimize Dotlines own website and page for different search engines such as google. This helps the organization to grow their

sales with organic search. Such as if a consumer is looking for ISP connection support and searches it in google the website of Carnival Internet is going to pop up. To keep up with the fierce competition in Google, a few things must be maintained: keywords, domains, and criteria. Because they inform search engines regarding the content of a website's page, keywords square measure vital. The words and phrases that individuals sort into search engines to seek out knowledge. Your web site can seem within the search results if the user's search terms coincide with the keywords on your web site. Therefore, it's a lot of probable that Google can show an internet site initially when looking for similar words that square measure ofttimes employed by the general public square measure supplementary to that. Same as Keywords the domain and criteria for SEO is used in Dotlines as a marketing channel.

❖ **Digital Advertising:** Digital Advertising includes creating different ads for the viewer to attract the consumer and also to tell the story of the product and service visually. Dotlines create different kinds of ads which include pictures to tell a story, character, monologue, motion picture for ad and those are controlled by the ad management team of Dotlines. Through ad management Dotlines also oversee many things such as complete details of purchases, the cost accounting, CPA, Impressions, Link clicks furthermore as profit and loss calculations.

❖ **Social Media:** Through different social media and f-commerce Dotlines is also channeling their target customer as well since a large number of audiences belong from the social media. Regular posting in media, sharing new projects, thought, events and offerings bring sales for Dotlines

❖ **Video Marketing:** Dotlines has a dedicated content creator team for writing content and script and making video out of them. Ghoori learning's content are built

through video advertising. Mostly those videos are included in websites and pages to channel new audiences.

- **Word of mouth or Buzz marketing:** Another big channel for Dotlines is word of mouth from their existing employees and previous customers as well. A big chunk of new customers get biased from the user.

## 2.4.4 Branding Activities, Advertising and promotion strategies:

Branding is utterly important for an organization so that it gets the maximum visibility not only that consumer loyalty is heavily relied on branding of the organization. In Dotlines different types of branding activities take place which includes product and service branding along with employee branding as well.

**2.4.4.1 Product and service Branding:** To build the maximum awareness and acceptances also to grow an extensive volume Dotlines does different Branding activities along with that they follow various branding strategies as well. Few of them are:

- **Great infographics/logos:** Logos and different infographics are vital for branding of an organization. Dotlines logos consist of simple color and gradient to make it memorable. Also use of the same color and infographics make everything uniform for all the concern Dotlines has.



**Figure 34: Logo of Dotlines**

- **Using strong motto/taglines:** To have a strong branding, a brand needs to have a unique and meaningful tagline so that it can indicate a clear communication and objective of that brand in an artistic way because it represents the brand strongly. Dotlines hold the taglines of "Simplify Business, Simplify Life" which indicate that they have the objective of making people's lives easier through their business.

- **Telling stories:** Telling the story of overcoming any sort of problem is the most realistic way to connect with the consumer as well as making your brand. Dotlines tells stories of thousand people who got helped by Dotlines so that people can feel connected with their demand as well because the end of the story helps to create a brand.
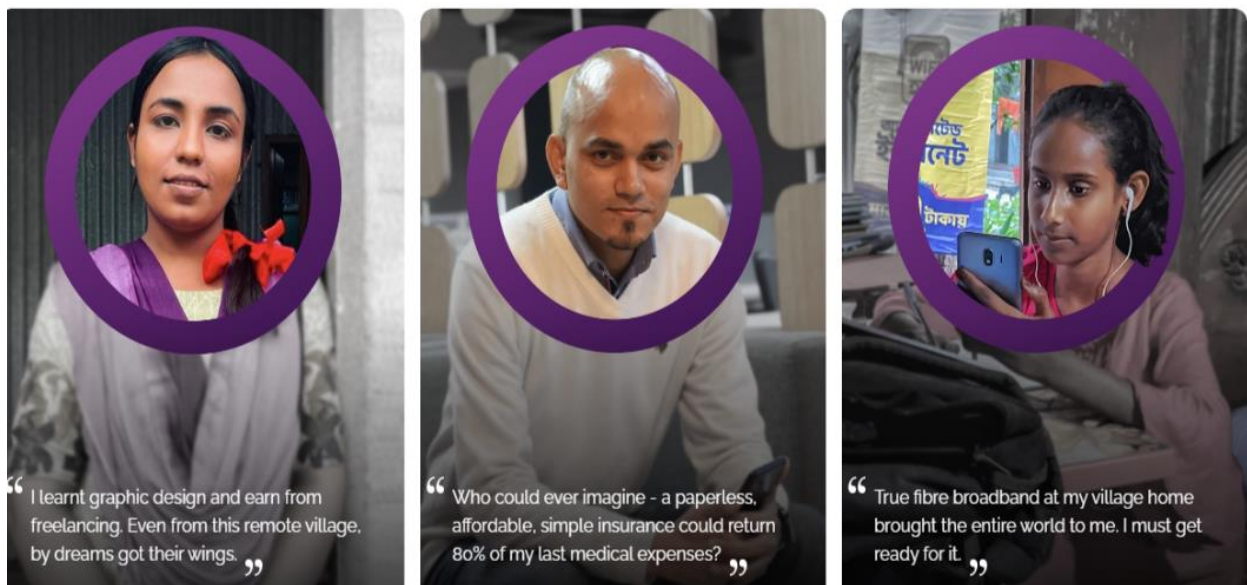


**Figure 35: Stories of individual revolving with Dotlines**

- **Partnership:** Partnership brings new dimension and innovation to a business. Moreover, it creates a sense of trust and attracts a new consumer base. All together an organization march towards efficient branding through partnership. Dotlines has many partnerships till now.

**CVC Finance signs MoU with Dotlines to build alternate delivery channels**

Published: ⊙ February 04, 2021 17:21:53 | Updated: ⊙ February 07, 2021 17:26:30
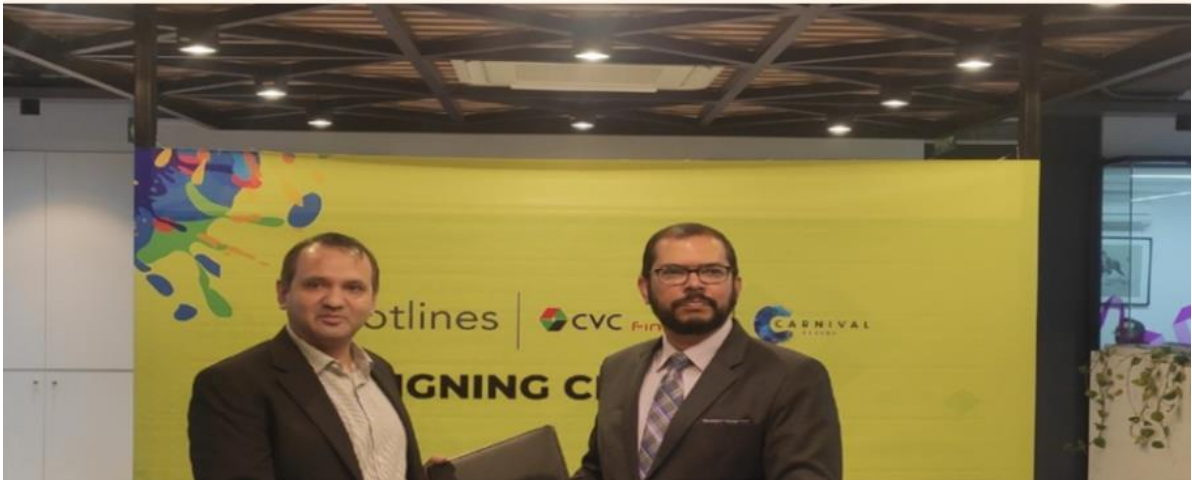
**Figure 36: Signing MoU with CVC Finance**



**Touch 'n Go eWallet, Dotlines collaborate for digital solutions to migrants**

Staff Correspondent | Published: 18:52, Apr 03,2022

**Figure 37: SOHOJ Collaborating with "touch n go" eWallet**

**MTB Inks Deal With Dotlines Bangladesh Limited**

Mutual Trust Bank Limited (MTB) and Dotlines Bangladesh Limited, a technology-powered consumer and business solution group working in various sectors under different brand names, have recently signed an agreement at a simple ceremony held at MTB Centre, the bank's Corporate Head Office, Gulshan 1, Dhaka 1212. Under the agreement, MTB will provide Internet Banking Services to Dotlines' customers which will help MTB account holders to make seamless transactions for online bill payments.

**Figure 38: MTB Inks dealing ceremony with Dotlines**



**dotlines**

**eCourier and Aramex Join Hands to Enable door-to-door Cross-Border Delivery from Bangladesh**

PUBLISHED: October 27, 2022

**Figure 39 : eCourier collaborating with Aramex**

- **Social media activity:** Being active in the social media platform is the newest way of branding these days. According to the brand marketers team, regularly updating their activities brings them the limelight and knowledge that an organization desires.

- **Bringing a renowned face**: Celebrity endorsement is one of the right kinds of branding for any given company. Dotlines follow this trend to maximize their brand.
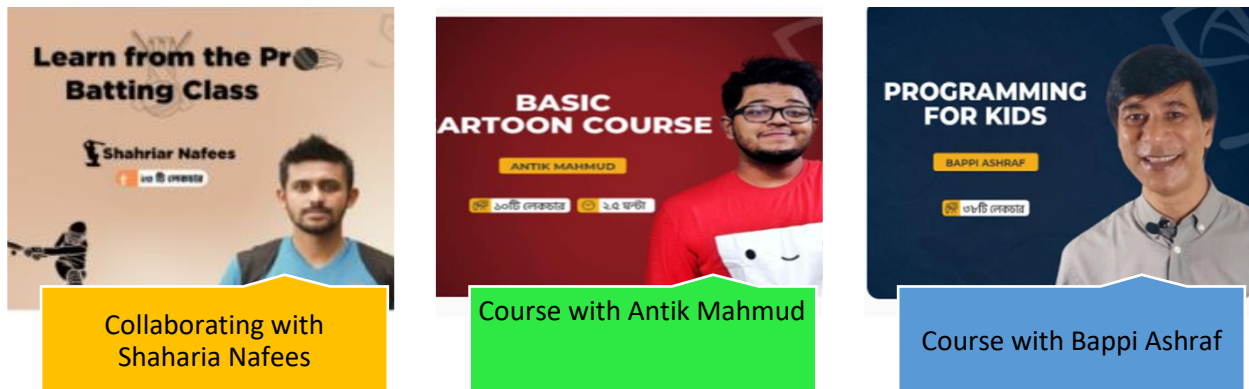


**Figure 40: Collaborating with renowned faces**

**2.4.4.2 Employee Branding:** Branding product and service are not only the part of branding it also included employee branding. To build an attractive company culture is part of employee branding which eventually helps in overall marketing and branding of an organization. Like others organization Dotlines also does employee branding for better exposure and increase their employability. Employee branding activities are:

- Dotlines always Celebrate the success of their employee within the organization

- Uplifting their stories through their social media platform to introduce them and encourage another employee.

- Dotlines highlight their employee when they get any promotion or done grate thing.

- A tagline goes by "Life at Dotlines" where they post about their regular fun activities to build the brand which eventually allow them to promote organizational culture.



**Figure 41: Glimpse of Employee and Bond Branding**

## 2.4.5 Advertising, promotion and sponsorship activities of Dotlines:

### 2.4.5.1 Advertising:

Advertising is an integral part of any organization. Dotlines create and on-air them to get noticeable margin for the company. Their advertising strategy is based on different levels of channel to get maximum visibility. Few types of advertising that are been followed by Dotlines are given below:

- **Content Advertising:** Developing content-based ads and broadcasting them in paid channels is known as content advertising. Dotlines ads are based on the functionality of the product and services, they uplift those content through different manner such as Informative which are fact based or based on emotional attachment of people.

- **Social Media advertising:** Based on the type of content most of the advertising is published in Facebook and other social media platforms for Dotlines.

- **Above the line (ATL) Advertising:** To get a mass consumer base Dotlines go for these tactics where they use billboard advertising, newspaper coverage as well

- **Below the line (BTL) Advertising:** For gaining a targeted consumer Dotlines use these tactics such as they for SSD-Tech and Audra they go to corporate doors directly to demonstrate their service and product. On the other hand, for focusing on a target group they also go for partnership with different corporations.

### 2.4.5.2 Promotion and Sponsorship:

- **Price promotion:** Along with other advertising and marketing activities regular discount and facilities for users is a way of sales promotion for Dotlines. Seasonal offer, discount for regular customers is regularly done by Dotlines to promote Dotlines.

Price Reduction for Promotion



Giving offer for Promotion

**Figure 42: Price Promotion for Ecourier and Carnival Internet**

- **Sponsoring:** Till now Dotlines sponsored different program to get promoted



**Figure 43: Dotlines Sponsoring national ICT awards 2022**

- **Dotlines covers different ceremony,** their products' benefits and about their wings in different newspapers to promote their activity to a large number of populations also increase acceptability.



**Figure 44: Carnival Internet partnership with Esports showdown**

- **Attending in different program** such as IT fair, job fair also another great way to get promoted own products and service which is done by Dotlines when they get the chance.



**Figure 45: Partnership with ANH enterprises**

- **Career fair** is another great way to sponsor and promote dotline's product to increase employability and get coverage

- To promote and increase engagement Dotlines offers frequent **Giveaway program** for their fan followers.



**Figure 46 Giving away exciting items to promote the brand**.

- Vivid f**un activities** are taken by Dotlines to promote and brand their name, such as arranging online quizzes on social media platforms.

**Figure 47: Glimpse of Quiz segments for everyone to attain**

## 2.4.6 Commentary and Recommendation:

- **Improving segmentation**: Current market has various demands on the tech-based world, according to the demand Dotlines needs to take measurement to serve more segmentation. As an example, Ghoori learning can offer courses for school/college students, Carnival Internet can increase their area coverage.

- **Increasing marketing coverage:** The amount of marketing steps had been taken by Dotlines so far are not enough according to meet the demand of vast market still there are untap market for Dotlines for which they can increase the marketing activities. Such as more branding activities. Moreover, advertising in a broader manner can increase visibility.

- **Increasing after sales service:** Carnival Internet, Ecourier receive numerous complaints regarding their service. Dotlines need to increase accordingly to facilitate their utmost service also they need to take steps to let their consumer know about their after-sell services.

- **Increase availability:** All the products and services are not easy to find every time such as if we think about Carnival Internet cannot provide their service all over Bangladesh. Dotlines new product line such as ""Eastern Pickle" is not widely available.

- **Offering more competitive benefits:** Since the market for ISP, ed-tech and tech can be easily manipulated, Dotlines need to provide more competitive benefits to stay in competition. Those can lower their price or add some extra benefits.

# 2.5 Human Resources Planning Process:

Regardless of the initiatives Dotlines follows one systematic HR system, the HR team of Dotlines is common for every brand which indicates ''one for all" technique. Since I was an HR intern throughout my internship report I've come across the detailing of the HR team of Dotlines. Here I will try to briefly describe a few HR practices of Dotlines. All the information and practices I will be sharing here collected by taking interview of the HR personnel of Dotlines also by observing and experiencing the task I was given:

**2.5.1 HR budget:**  After constructing the whole year's human resources plan the financial part which is the HR budget is constructed with all Head of the department and upper management along with the finance department. According to the HR head of Dotlines, the HR budget is done annually and also monthly as well. Usually, the annual HR budget contains the operational and T & D cost as well as facilitating the new resources, recruitment and selection cost etc. On the other hand, the monthly HR budget includes payroll cost, increment and incentive cost also each month a new salary structure. Apart from that, according to the HR head, different occasional costs, program costs such as promoting new products, celebrating national days, and women's day also falls under the HR budget as well.

**2.5.2 Recruitment and selection process:** Each of the categories holds a different step to final selection. Dotlines the recruitment process mainly distinguishes by two categories:

- **Technical recruitment:** In this case technical recruitment is necessary when there is any requisition of below position software engineer, project engineer,

telecommunication engineer and so on. Positions like these require 4 steps mainly in Dotlines. Those are:

> <u>Initial screening</u>: Firstly, candidates from different backgrounds are screened thoroughly to find out who matches the competency of the job. Based on the specification such as experience limit, education, majors, and previous job responsibilities from their CV, Dotlines HR selects a group of candidates for the next level.

> <u>Interview OR Written Exam:</u> After the initial screening appropriate candidates are called for an interview or for attending a written exam to testify their personality fit or their knowledge on the specific subject which is time bound. If they successfully pass this stage they move for the next step.

> <u>Assignment/Assessment/ Case study:</u> this step is not necessary for all the positions. Some positions require more time to understand the candidate's analytical skills or nature of work. That's why the HR team provides different assessment tests such as: Excel test for many positions, sometimes assignments are provided to see different skills such as designing or editing skills such as for graphic designer and brand marketing video editor and so on.

> <u>Final Interview</u>: Finally, here selected candidate attains last interview usually with the head of HR and departmental head where they are informed with the benefits and responsibilities also an offer letter is also issued to them as well

▪ **<u>Non-Technical recruitment</u>**: Here the recruitment process for non-technical positions like HR executives, Marketing executive, assistant and deputy manager are completed unlike the technical part of the recruitment the non-technical candidate don't need to face so many phrases. The steps normally required for this type of recruitment are.

> <u>Initial Screening</u>

> ➢ Interview or written exam
>
> ➢ Final Interview

Steps mentioned above are the same as technical recruitment.

**2.5.3 Compensation and benefits:** According to Mr.Rassel Howladar deputy Manager of Dotlines who is in charge of compensation and performance management the compensation of Dotlines is maintained by the HRIS system manually. Currently 1800 payroll has been handled by Dotlines including the PA (provident fund) and KPI system.

**2.5.4 Training and Development:** Dotlines provide different types of training and development for its employees. According to my supervisor, providing and designing training programs is an essential part of the HR department. Dotlines provide and design training program according to the need of the organization:

i.    **Product knowledge session**: Basically, this is the training employees get when they start their job period in Dotlines. Broad description about products, service and the dedicated department and job responsibilities are usually discussed over this training session.

ii.   **Training for Ecourier:** Training takes place in Ecourier is mainly for the delivery man and fulfillment executive. For these positions training is required to increase their service knowledge and learn the know-how of doing their job. Also, a special category training is constructed for them to increase their soft skills such as client handling skills also to increase their engagement within the organization.

iii.  **Soft skills training:** soft skills training is given to those employees who are the front liner of Dotlines or who handle the customer base of Dotlines directly. Such as Tele sales executive, Support engineer and so on.

iv.   **Process and technical training**: Technical positions such as contact center engineer, IT executive, software engineer they get the technical training from Dotlines.

v.    **On the job training:** Most of the positions in Dotlines offer on the job training.

**2.5.5 Performance Management:** Dotlines performance management relies on a 360-degree performance appraisal system also based on the KPI system. Four factors are used to evaluate an individual using the 360-degree technique. The employee initially assesses their own performance. In the second stage, the supervisor of the corresponding department evaluates the candidate. Later, in the third phase, a senior cross-departmental with whom the employee occasionally works directly or indirectly will appraise the employee. Employees will be evaluated by a peer or subordinate in the last step. This is the genuine procedure Dotlines Bangladesh Limited uses to evaluate employee performance on a 360-degree basis.

Dotlines also utilize CSI (Customer Satisfaction Index) and KPI (Key performance Indicator) in addition to the 360-degree evaluation method.

80% of the scores in a 360-degree evaluation.

10% of the KPI are marks.

10% of the CSI are marks.

Totaling everything up, it equals 100%. It is later changed to 5 basis points. This final consideration is used to determine the proportion of gross salary that will be increased for each employee this year. Generally, up to 16% increment is there in Dotlines if the converted score remains from 4.6 to 5. Below a score and increment table given:

| Points | Increment (%) |
|---|---|
| 0.0-3.0 | 0% |
| 3.1-3.5 | 7% |
| 3.6-4.0 | 10% |

| | |
|---|---|
| **4.1-4.5** | 13% |
| **4.6-5.0** | 16% |

**Table 1: Increment percentage of Dotlines**

## 2.6 Financial Performance and Accounting Practices

Because it is a private institution, the annual report is really not made public, and since this information is proprietary to the company, I was not issued it. I can say that this is a drawback or limitation of the study.

## 2.7 Operations Management and Information System Practices

Same as the financial and accounting practice, I was not shared with any operational practices since it is also a proprietary of the organization and only shared with selective management's people and no trace of secondary sources for this part wasn't found.

## 2.8 Industry and Competitive Analysis

Investigate the industry competitiveness of the organization through a thorough Porter's Five Forces analysis. Also, conduct a SWOT analysis to identify the organization's common strengths, imitable strengths and distinctive strengths to identify its competitive advantage.

It's necessary to analyze and investigate the overall internal and external condition of the industry to run the business more promptly.

Doing a SWOT analysis is crucial for the business and the company because identifying the place where the company is doing well and where necessary steps must be taken are vital for the company so that competition can be avoided and business can be run smoothly. Although Dotlines

is not the product or service by itself it is only the mother company of 24+ product and services since it's really hard to make a SWOT analysis of numerous brands and service together I am going to initially focus on the profitable highlighted concerns such as Carnival Internet, eCourier, Ghoori Learning since most of my responsibilities are evolve around these companies I mentioned.

Through a diagram I am analyzing the SWOT of Dotlines limited:

**Strength**:

Dotlines currently work with 24+ sub brands which definitely make the business portfolio a diverse one as a result of having different brands the risk also expands the revenue stream as well as one brand can support another business as a result no need to acquire new resources for business. An example in this case would be ssd-tech and Carnival Internet; these companies are IT and internet providers respectively. Both the companies have their external customer base but they also provide all the other brands of Dotlines. Another great strength of Dotlines is the setup of Dotlines which cannot be built within a few months. The investments are also quite remarkable from the past and adequate. However, as a multinational company it is vital to ensure multinational and upper standard workplace culture in the company, Dotlines has successfully established that. On the other hand, being technologically focused they are getting the advantage of earning revenue rapidly from different streams and all these are guided by the experienced board of directors in Dotlines.

**Weakness:**

Occasionally, Dotlines received negative reviews from its base customers from various businesses. It's almost impossible for a service to cater all the customers equally. That's why dissatisfaction occurs from the customer's end, which is Dotlines biggest weakness. Moreover, not having a definite and long-term business strategy is also a weakness from them. Large and renowned companies have a strong employee branding however Dotlines has many stars employees and owners working with them but unfortunately Dotlines pay less focus on their branding. Apart from these negative traits Dotlines doesn't have a strong marketing practice to grab enough attention in the crowd. According to me also lack of marketing the investments and share are comparatively lower than any competitive in the industry.

## Opportunities:

According to several studies the IT boom seems to reshape Bangladesh's different industry which indicates that Dotlines have huge opportunity to expand their business in future moreover customer dependency upon these logistics and technology is getting higher so numerous opportunities are also there because of increasing customer base with the demand. Furthermore, if the marketing strategy can be improved, they can also attract more investments.

## Threats:

Right at this moment Dotlines has several competitors for their specific initiative among them eCourier has paper fly and Redex. Moreover, the risk of copy pasting Dotlines business ideas is theirs. Apart from that it is hard to cater to customers who are constantly growing their expectations which can be a threat to the overall business.

**STRENGTHS**
- **Diversified portfolio** of business .
- Having a **Strong tech support** from its own initiative ssd-tech and Carnival internet.
- The **setup** is huge.
- **Investment** is adequate.
- Following **multinational culture.**
- Having multicultural and **friendly workplace.**
- Rapidly growing **revenue.**
- Experienced and exceptional **board of directors** to guide the company.

**WEAKNESSES**
- **Unsatisfied customer** from carnival internet and Ecourier.
- **Business strategy** is not definable.
- Less **employee branding.**
- Not focusing on its **marketing practice.**
- Less **market share.**
- **Long time planning** is blurry .
- Little **work life balance.**
- **Less resources** according to any ed-tech industry.

**OPPORTUNITIES**
- Since **IT industry is booming** Dotlines has huge opportunities
- **Demand is increasing** every day for business like eCourier, Carnival Internet, ghoori learning, Audra.
- Opportunity to **expand all over Bangladesh** with their products and services.
- Can **increase investor and market share** with their existing resources.
- Can be a role model of ''**diversified business module''.**

**THREATS**
- Huge **competition** .
- Competitor can **imprint whole operation.**
- Growing **customer expectation.**
- Failure to **meet customer requirements.**
- **Price hike, complicated government rules** can also be threat to the business.

**Figure 48: SWOT analysis of Dotlines Ltd**

Another way to accomplish competitive analysis is to perform Porter's five forces to understand a company's or the industry's competitive stand and this will lead to the place where all the power and vulnerability lies within the business or in the industry because understanding such factors are directly linked with the industry's profitability. Dotlines belong to multiple industries in Bangladesh which are

➢ Carnival Internet, ssd-tech, Audra, Carnival assure, Sohoj, Lattu, Foaster from the "**IT Industry/Technological Industry**"

➢ Ghoori learning from **EdTech Industry**

➢ Ecourier from **Courier Industry**

For analyzing Porter's five forces I will consider two industries of Bangladesh one is the IT or technological industry and another is the courier industry.

**The IT/technological industry and courier Industry in Bangladesh:**

The IT industry of Bangladesh was not able to add any value to GDP or anything just 20 years ago but now from this very industry is bringing taka 25 billion which is USD 350 million from the annual revenues in total according to a report in the Daily star. Studies and reports alike the previous purpose to personal purpose. Also, the boom of the IT industry explains all these well. Also, if we consider the number of internet users that also indicate the situation of our IT industry. So, if we sum up, the IT industry of Bangladesh is rapidly developing phrase.


The rapid change in buying behavior is occurring in Bangladesh since most of the businesses are starting their business online and to cope up with the busy schedule people from every corner of the country ordering online to reduce timespan. Business to person constantly need logistic service to cope up with the demand and needs of these days and courier business came to rescue on this matter. According to The Courier Services Association of Bangladesh (CSAB) registered courier companies are delivering couriers all across the country which included the remote areas as well.

Moreover, the market size is almost 70 billion currently at this moment. Also, the association claimed that during the pandemic they provided service as front-liners. Surely also this sector has the prospective to grow more in future.

## Porter's five force

### The threat of new entrants (Moderate):

Both the industry offers business enthusiasts to be attracted by the profitability in the industry according to me. Starting a business IT industry is easier but to be an internet provider like Carnival needs a good amount of investment for set up and resources. Moreover, businesses like internet providers and IT service needs constant after service along with strong customer care support which definitely requires trustworthiness. That's why not only investment is a crucial matter for this industry, but establishing relationships over time is also important. Same as IT service courier industry needs strong networking and marketing efforts to establish the business. However, we can see tons of IT sectors and courier companies are doing business so the risk of new entrants is not something avoidable with a proper business plan with enough resources new comer can make the competitive market more competitive that's why keeping the threat of any new entrants are moderate in the scale.

### The threat of Substitute product (Low)

In a normal manner it might seem that substitute products and service for IT/Internet provider/Courier is extremely high since there are tons of options in the market, right now in Bangladesh there are 139 registered couriers in Bangladesh according to Financial express. Still the threat is moderate according to me because I believe the quality and feature of any services and products determines the power of substitution these days. Dotlines IT sectors comparatively provide smart and up to date service which are not common in the business who are doing IT traditionally. All the services provided by Dotlines, whether that's an IT solution or courier facilities are heavily focused on after-sale service as a result an intense sense of trust built up between the consumers and organization. Moreover, Ecourier has some feature which are not

common in the industry such as air parcel and warehouse opportunity for merchant also person to person service, merchant service, corporate and SME delivery are also available which indicate that Ecourier serves multiple logistic support for every need and that's not done by any other company yet on that note substitute like Ecourier is low. On the other hand carnival internet provides bot system chat facilities with consumers, other than providing internet carnival offers bulk SMS service, IP phone solution, cloud facilities and cyber securities which are also absent in traditional internet service that's why threat of substitutes is low in case of Dotlines.

## Bargaining power of suppliers (Low):

Usually by the power of suppliers in porter's identified by the number of suppliers the lower the number of suppliers the higher the power. For a courier business like Ecourier suppliers are transportation owner or seller, packaging partner. From the operation manager of Ecourier, I came to know that there are plenty of options for transportation and they never had to manage another vendor for renting any transport. Also, there are tons of vendors for packaging material as well so the suppliers in this industry hold little power. Now the scenario for IT companies is kind of the same. IT facilities like Carnival require hardware and software support to run the operation which is also available easily. Moreover Carnival is equipped with their own resources mostly where they hardly need any vendor which lowers the power of suppliers.

## Bargaining power of buyer (Moderate to High)

If we refer back to the second force where we talked about the substitution of these products and services, we can see this industry is offering plenty of options to the buyer according to that the power is on the buyer hand they can switch or not consider Dotlines. Moreover, these services are not something uncommon. Dotlines can do business more smartly and offer greater service and value but the customer base can be easily manipulated by lower price points and they switch to other options in no time.

## Rivalry among existing competitors (High):

Each of the products and services under Dotlines has a different set of competitors from the market. The current competitors of Ecourier are Redex and Paper fly and these two companies

continuously throw lower prices to competitors where Ecourier needs to come up with more strategic plans frequently. Rivalry is quite visible in the courier industry. Now if we consider the Ed-tech industry Ten minutes School, Sikho, Thrive, Bohubrihi, Up skills are driving the industry with vivid context and exciting offers every now and also to keep up with the pace Dotlines's one of the popular initiate Ghoori Learning needs to take strategic business plan which include designing content in the market standard which challenging in that case we can sum up Dotlines Ed Tech is facing strong rivalry.

ISP service Carnival Internet also has strong competitor in the market that's they always face issue with marketing and lower price point and customization from the rivalry

## 2.9 Summary:

Above I've tried to briefly describe as much information as I can collect as an intern at the same time, I've used secondary resources along with discussion's information with different personnel of Dotlines. To sum up, the way Dotlines is doing their business is impressive and impactful which uplift their main motto ``simplify life and simplify business. The owner and the board of directors' belief that Dotlines is like a nurturing institution where they are preparing, rectifying and polishing their purpose of simplifying life with their products and service. Also the vividness of Dotlines business allows them to divide the risk and bring up useful solutions to every problem.

## 2.10 Recommendation:

Working as an intern in Dotlines, being a part of it and knowing the organization from this close was really a pleasure of mine. Overall Dotlines is a great organization to work with and overall growth and performance is satisfactory according to the management. Still from my limited knowledge I've seen few arenas where they can work on for improvements also since I was their HR Intern, I will try to focus my recommendation based on the HR practices of Dotlines mostly.

- **Increasing HR team members:** For a huge chunk of employees only a dedicated team of 8 members work in the people management team of Dotlines which is not adequate

according to me since a constant workload can be seen there so according to me, they should enlarge their team accordingly.

- **Dividing members according to the nature of work:** From my perspective, the nature of Dotlines HR department is a little bit scattered and a defined margin of responsibilities are not there. Management needs to divide the HR department area wise such as compliance, compensation, grievance, talent management so that the overall operation of HR gets organized.

- **Emphasizing on employee benefits more:** Dotlines that make significant financial commitments to other business sectors find it difficult to offer their staff sufficient benefits. It consequently results in employee dissatisfaction and demotivation. Dotlines should therefore focus more on employee benefits as opposed to starting new businesses.

- **Boost up their marketing policy:** Dotlines need to update their marketing activities to get enough customer base since their marketing tactics are not intensive which is why they don't get the cover that they should get. Dotlines should promote themselves in f-commerce more intensively since a huge chunk of consumers can be reached over there. Moreover, boosting their collaboration with the right partner is also needed.

- **Developing their customer service**: Customer service at eCourier and Carnival Internet is inadequate. Some customers are dissatisfied with their service since it takes so long to resolve any issues. As a consequence, Carnival Internet should concentrate on thorough client service.

- **Assessing resources and doing market research more intensively**:
Dotlines created a new firm hierarchy in a quick amount of time. As a result, it is difficult for them to efficiently handle all of their economic activities. As a result, before launching any new business venture, organizations should analyze their capabilities and resources. Finally, in view of the current market condition, Carnival Internet's business policy is not optimal. As a consequence, Carnival Internet confronts challenges in entering the market. As a result, in order to excel in business, businesses must undertake more market research and opportunities analysis.

# Chapter 3

# Project Part

# 3.1 Introduction:

Currently the whole corporate world along with other types of working firms which includes individuals or groups working for them are greatly emphasizing on maximizing productivity. On the other side of the coin, employees all over the world crave for policies which are going to allow them to live a quality life with better opportunities. In between these demanding parties, researchers try to testify what type of facilities can be overtaken to increase both productivity and satisfaction with the given resources. Work from home policy can be an option for both employee and employer to sort such a gap of expectation vs reality. This study will help us to find new discoveries which can be beneficial for the industry.

**Topic:**

Opportunity to work from home: An effective way to enhance employee productivity.

## 3.1.1 Problem Statement:

Apart from having an unorganized traffic system and less knowledge about traffic rules, thousands of workforces rushing at the same time towards work place is one of the vital reasons for deadlock traffic in Dhaka city (Rosen,2016). To support this statement (Rahman,2008) describe how all the small and big corporations of Dhaka city adopt a same schedule for working which eventually creates congestion inside the city which is utterly mismanaged from the root already. Several different studies prove the fact that Dhaka people lose a hefty amount of time in traffic every day to make that count "Brac Institute of Government and Development" run a research and end up with the fact that traffic congestion of our city destroy nearly 5 million working hours every day which can be a total summation of almost USD 11.4 Billion in a year. Research done by the "World Bank" shows a surprising and equally alarming dropping of average traffic speed in Dhaka city over day year and if nothing can be done to stop such dropping it might be end up to 4kmph soon which can be lower than walking speed so life will be almost stuck on the Dhaka's Road in near days. According to (Haider,2018) Government of Bangladesh might have taken so many projects to omit the severe condition which include expansion of road, building flyover or overpass but all these together taking way more time to finish and in the meantime the sufferings of civil people is

increasing, the author also added the situation indicate that since long term planning are getting failed, change in system and policy might lighted the situation.

On the other hand (Somuyiwa et all,2005) shows by their research that traffic congestion by every chance has an inverse relation with the employee productivity in a developing megacity also researcher who are finding the reasons behind the less productivity in the workplace tend to believe extensive working hour in the office causes less productivity (Segal & Chopra, 2019). Additionally, on an average an adult spends one third of their life time in their professional space which gives rise to different levels of workplace conflicts which again disturb the productivity level of the employee (Bush, 2015). Moreover, (Novaco, Stokols, & Milanesi, 1990) at their studies shows that job related problem such as stress, dissatisfaction is closely related with the distance between employee workstation to home commonly known as commuting factor which rationally indicate that productivity in the workplace will decrease from the stress occurring due to disturbed commuting system. One study from the IBM corporation found that a decent, systematic and relaxed commuting system can flourish the work life balance of an employee, enhance financial distress and bring back motivational aspects in the organization.

However, there are few studies and research done on the effectiveness of working from how on the basis of city life stress of Dhaka city also how negatively the productivity level of the working population is being affected due to the rampant situation of Dhaka traffic. On the other hand, the perception and preference about the opportunity to work from home of a regular employee is also unexplored. Very few of research is talking about how implementing the work from home policy can reduce a hefty amount of time from being stuck in the deadlock situation in our city. Also how the saved time can be used to escalate the productivity of employees and bring balance and flexibility in their life. Additionally, there is a lack of research from HR expertise regarding the effectiveness of home office and productivity based on Dhaka city's current scenario.

According to (Ozimek,2021) during the pandemic corporation was fully reliable on home office and the consequences shows work from home has a huge impact on commute times to quantify the whole phenomenon the author collected data on average American employee who spend 54.2 minutes each day in commuting, working remotely reduce the time also immensely decrease the carbon footprint. Now if we observe the current condition of Bangladesh and major parts of Dhaka city where the congestion is beyond abnormal, we lose 3.2 working hours each day on an average

which carries a bulk number of economic losses every day. To restrain from such conditions different parts of Asia adopted the teleworking process which successfully reduced the congestion in the peak hours and also led to productivity and the air condition got improved since less carbon emission was there (Saxena,2017).

Additionally, not having proper work life balance is causing worker's dissatisfaction. According to (Lamane-Harim et al., 2021) most of the firms these days demand more hours of work and engagement in the organization as a result employee find it extremely difficult to balance life and work which eventually end up with major psychological disadvantage for a person. More studies testify that such dissatisfaction is highly fatal for an employee since this cause weakens family bonding and gradually it leads to less productivity and also poor performance and sometimes this imbalanced lifestyle creates major occurrences such as turnover from the organization. (Luthans et al., 2007) states that work life balance is a significant issue equally for individuals and organizations since work life balance has a positive trail on someone's achievements and productivity. Furthermore, if we consider it from an organizational point of view, losing skilled employees due to poor work-life balance is deadly for them too. There is little research on whether work life balance can be retrieved by the opportunity to work from home or not.

The main purpose of this research is to shed light on the preferences and thoughts regarding work from home of regular employees of Dhaka city who have to spend a big chunk of daily hours in the traffic. Moreover, the research will also be portrayed whether the employee and employer support the fact that productivity gets affected if they work remotely. Since the findings will indicate the preference from the employee and employer it will successfully manifest a proper system of working style system that will be helpful for policy maker to take step to relief the concerning issue of city life stress and finally, the findings of this study will be able to aid the Human Resources facilitators to construct a valued module or policy and that will assure the outcome also we'll be able to see whether work life balance can be restore by  increased productivity due to work from home.

### 3.1.2 Research Objective

**Broad Objective-** The primary goal of this research is to understand the perception of regular employees and employers regarding the opportunity of 'work from home' and how this opportunity reduces stress and enhances work productivity.

**Specific Objective-**

- To analyze the perspective of employees on the benefits and challenges regarding the opportunity to work from home.

- To analyze the perspective of employers on the benefits, challenges and readiness regarding the opportunity to work from home.

- To analyze the relation between work from home and employee productivity

- To analyze the relation between employee satisfaction and traffic stress.

### 3.1.3 Research Question

What are the perceptions of employees and employers of Dhaka city regarding the benefits of work from home to reduce stress and increase productivity.

**Specific Research Question:**

- What are the benefits and challenges employees are going to get if they get the opportunity to work from home?

- What are the benefits and challenges employers are going to get if they give the opportunity to work from home for the employee?

**Hypothesis 1:** Employees will be eager to attain work from home policy due to having more satisfaction compared to the challenges they are going to face.

**Hypothesis 2:** Employees will be eager to attain work from home policy due to having more productivity compared to attending work from office.

**Hypothesis 3:** Work from home is positively correlated with work life balance.

**Hypothesis 4:** Work from home is positively correlated with work satisfaction.

**Hypothesis 5:** Work from home is positively correlated productivity.

**Conceptual Model:**

1. **Dependent Variable:** Employee productivity

2. **Dependent Variable:** Employee satisfaction

3. **Independent Variable:** Perspective of Employee

4. **Independent Variable:** Perception of Employer

5. **Independent Variable:** Work life Balance
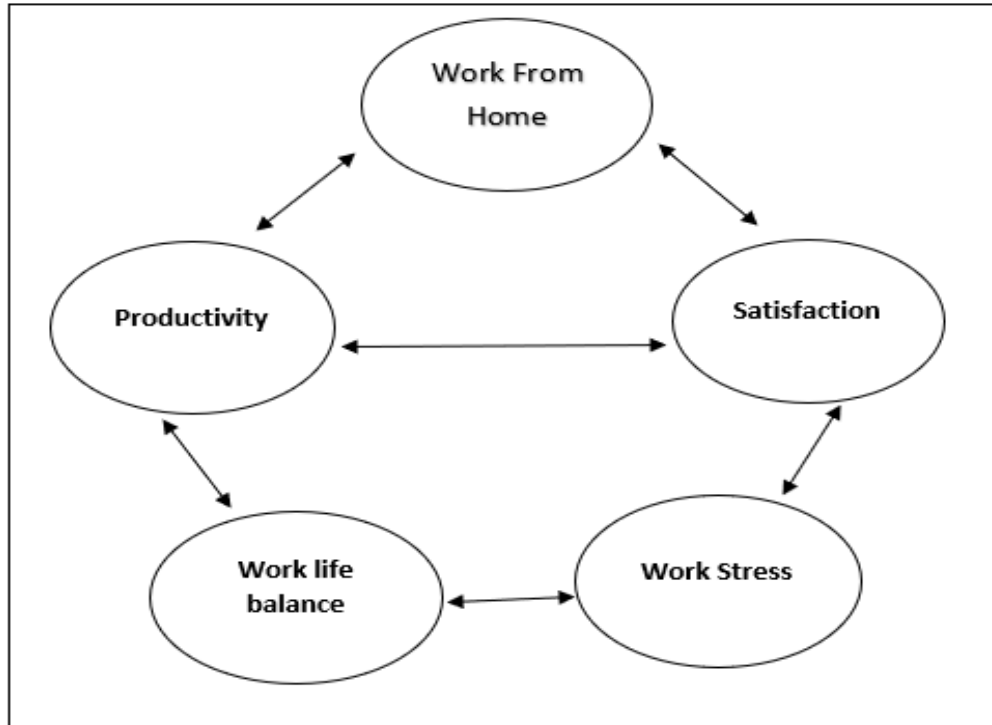
6. **Independent Variable:** Work Stress

**Figure 49: Conceptual Model**

### 3.1.4 Literature Review:

**Hypothesis 1: Employees will be eager to attain work from home policy due to having more satisfaction challenges they are going to face**.

**Advantage and Disadvantage of work from home:**

Initially the definition of remote work stated by (Olson, 19843) where the author quoted a work can be titled as remote work when it can be performed outside of the organizational official premises which also confines the time. According to (MBA Skool Team,2022) the concept of working from home means fulfilling organizational responsibilities from the home with the

assistance of official's resources, tools and approved assets. The study also added the policy of working from was invented to create flexibility in the working hours also to enhance work life balance which eventually eases any work for both the employee and organization parties. Another study by (Business Indeed,2022) states that working from home can be beneficial in numerous ways starting from saving commuting time to increased productivity. The study also added the dark side of work from home where the study shows work from home increased isolation which.

 (Zalega, 2002) in his research explained how the internet and spread of technology is becoming the core of the economy and drastic change in the economy can be determined easily and change in the labor market is also prominent. He also added that the way of doing things is already shaped by the internet so the work habits are also changing rapidly. On the other hand, due to the technological boom the number of occupations which only required laptop, cell and internet connection is increasing day by day which slowly omits the necessity of working from a specific workstation these days (Klopotek,2017). According to (Financial Express,2021) during covid worker from different organization avail the chances of home office and when there is time for go back to traditional form work the response from several has been record, numbers of personnel shared positive views toward home office since they're getting flexibility alongside monetary and time savings occurred but negative opinion was also noticeable where the viewer describe how they juggled between their personal and professional life.

**Relation Between Work from Home and Traffic Congestion:**

Recently a before-after study done on the traffic congestion in the main cities of Hong Kong where they measured the worsen condition of traffic before covid situation was drastically improved when people were in quarantine and joined office from home (Becky and Huang,2022). To quantify the effects the same study shows 25% decrease in traffic congestion during the covid situation which was commonly known as the new normal.

**Relationship between WFH and employee satisfaction:**

According to a study done by ADP Institute they have found that remote employees are way more optimistic than who are working in the office premises also they have shown a numerical value to it. Moreover, the same study indicates more satisfaction towards remote worker than regular commuting employee. Another study by (Arnold, Steffes, & Wolter, 2015) WFH is frequently mentioned as a component of job quality that, for example, can improve time management and make it easier to balance work and family obligations by allowing for a more adaptable work arrangement. (Jeurkar,2020) describe that Due to the COVID-19 outbreak, the majority of businesses have switched to allowing staff to work from home. Although working from home can present its own set of difficulties, there are specific steps you can take to look after your own mental welfare.

**Hypothesis 2: Employees will be eager to attain work from home policy due to having more productivity compared to attending work from office.**

**<u>Relationship among productivity, WFH and employer advantage:</u>**

(Somuyiwa et all,2005) on their extensive analysis on developing megacities shows how the cost of productivity increases with the city congestion and how negatively it can impact an employee's productivity level who has to face traffic congestion regularly. Not only does the analysis state the negative impact on productivity, it also defines how an employee's mental well-being, balance between work and personal life goes down and also how an employee loses the opportunity for self-development while working in a traditional firm. To support this Another study from Bangladesh perspective over 60+ employees located from Dhaka city are interviewed where they describe how negatively their mental and physical condition is getting worse day by day while traveling for office (Kamruzzaman and Rumpa, 2021). Miller and Monge (1986) assert that job satisfaction boosts productivity by fostering high-caliber motivation and by enhancing working capacities. To show a negative impact on employee productivity (Meneze 2005). described that a majority of the workforce, who were between the ages of 26 and 35, expressed that their companies didn't care and showed that they were under a lot of stress where they expressed about quitting soon. Whereas different research shows that stress of the employee is related to poor work life

balance and it can be covered by corrective measurement such as Work from home policy, reducing working hours, increasing workforce and establishing proper environment.

**Hypothesis 5: Work from home is positively correlated productivity.**

A stress free, balanced individual can contribute double than a stressed individual within the workplace, a study on several manager based on a US based multinational company release that if the employee is getting what they want that result directly in revenue stream of the company since it reduces downtime of any work, employee feel more closely with the company, employee always ready walk some extra mile for the benefits the company. To support this argument (Gaba,2022) stated A company's objectives are furthered by highly productive staff. Productivity raises spirits and fosters an excellence-focused corporate culture, which improves the work environment. The same study provides an estimation on work from home also which shows that WFH is more productive than working from an office. Employees who work from home are roughly 47% more productive than those who work in an office because they spend 10 minutes less per day on non-productive chores which is definitely efficient for an organization. Additionally, increased productivity should be the concern for employers since it costs less overhead and brings profit for the company.

**Hypothesis 3: Work from home is positively correlated with work life balance.**

**<u>Relationship among Work from Home, Work Life Balance and satisfaction</u>**

According to a study, work from home can be an effective way to bring balance in life since it allows employees to spend time closely with family which is a major pillar when it comes to balancing personal and professional life (Felstead et all,2002). To support the above findings (Contreras et al. 2020) stated that occasionally working from distance positively effect on the performance of the job and

**<u>Hypothesis 4:</u> Work from home is positively correlated with work satisfaction.**

The reason behind it is a reduced amount of imbalance between work and family stress. (Fonner and Roloff,2010) in the study support those terms and added this statement that balanced life not only has an effect on performance and productivity it is a wholesome reason for employee

satisfaction, due to the satisfied employee the turnover rate decreases notably which indicates a win-win situation for the organization too. When a person lacks the resources needed to balance their obligations in work and family, they will experience stress. Work-life equilibrium was favorably associated with job satisfaction, according to a prior study (Jackson,2018).

### 3.1.5 Significance of the Issue

- This study will bring a new dimension and views upon how to deal with employee satisfaction

- Will let us know what the employee thinks about the accessibility of their responsibility and also what is theirs thought regarding work from home policy.

- The policy making unit from the both sides: organizational policy maker who can be the owner of the organization or the HR personnel also national policy maker who works to mitigate employee struggle and enhance productivity they can get a possible way out from the problem.

- Organizations can discover effective approaches towards productivity for a group of employees.

## 3.2 Methodology:

- **Sample,Sample size ,Sampling techniqe :** My target population was Employee from Dhaka city who are doing a regular job in different organization, among them my Sample size was 50+ employees where I able to collected 30+ respondents via google form. On another target population was employer, HR, Policy maker, Head of the department from different organization, here my sample size was 15+ where I Collected 10+ responses via google from via google from.

- **Data collection method:** Initially, to perform this particular research I have chosen to collect all the data through primary research and quantitative research method with two separate survey questionnaires that will eventually lead me to the findings. I generate google forms with different close ended questions. The questionnaire was circulated via multiple electronic platforms such as Email and Facebook. The data Collection method I choose was "Survey Method". Most of the research's findings were determined using two separated Google forms with a significant session of questions for the employee population, which was the way that was chosen in this case. This particular issue's research was conducted using quantitative criteria through "Survey Methods". On the other hand, manager and HR Policy maker's responses are collected through another google form with mostly similar patterned close ended questions with their take on the topic. Since employee and employer /policy maker/HR personnel are the intended audience for our study, they served as the sample's respondents, and I contact them via Google Forms. The main goal of this essay and research is to ascertain both parties' preferences for the work from home approach and its dominance in employee satisfaction and

## 3.3 Findings and Analysis

Google Forms was used to create the two sets of questionnaires for the survey. One set of questionnaires was designed with employees in mind, and the other set was made with in mind. The information gathered from the questionnaire replies was examined using graphs and charts to produce a better insight.

### 3.3.1 Response from Employees:

"My office is far from my home and I spend hefty amount in time in traffic almost every day"
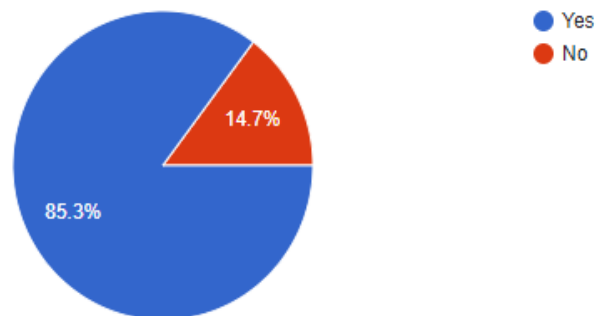
34 responses



*Figure 50*

My first query to my respondent was "whether their office is far from their home and whether they spend time in traffic or not" where the majority answered that their office is far from home which 85.3% of my total responded and only 14.7% of the population reported that their office is close to home.

Do you have any prior experience of working from home?
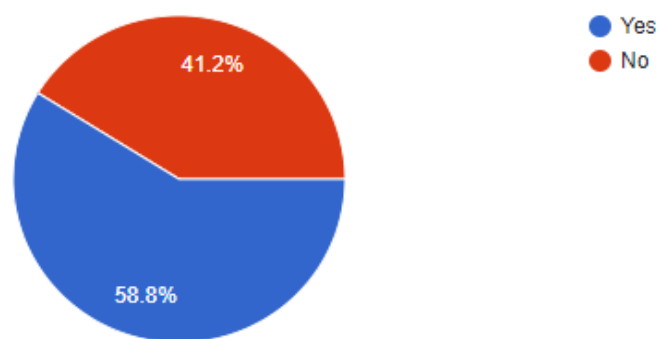
34 responses



*Figure 51*

In the view of the pie chart, we can notice 58.8% respondent said that they had prior experience of WFH where 41.2% don't have any experience of WFH.

Does your office provide the facility of working from home?

34 responses



- ● Yes
- ● No
- ● Yes, but not for my position

26.5%

29.4%

44.1%
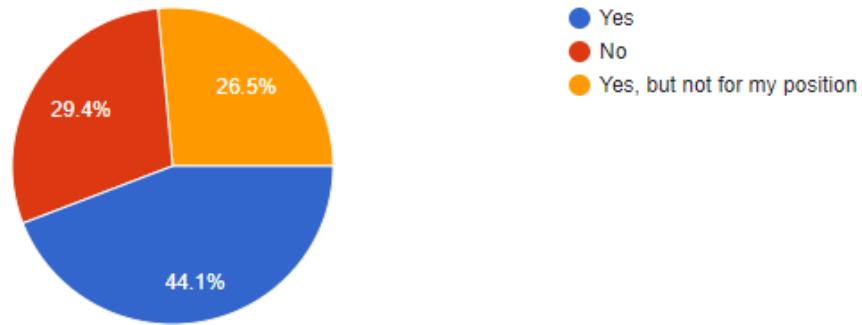
*Figure 52*

For this finding I intend to know whether their office facilitates WFH facility or not also whether it is applicable for their position or not. Where 44.1% said their office facilitate the opportunity and 29.4% said no and finally 26.5% insure even if their office has the policy but their position is not qualified for this opportunity which reflect most of our respondents don't get the opportunity to WFH

Do you have the proper arrangement to work from home?

34 responses



- ● Yes
- ● No
- ● It can be managed

38.2%

17.6%

44.1%
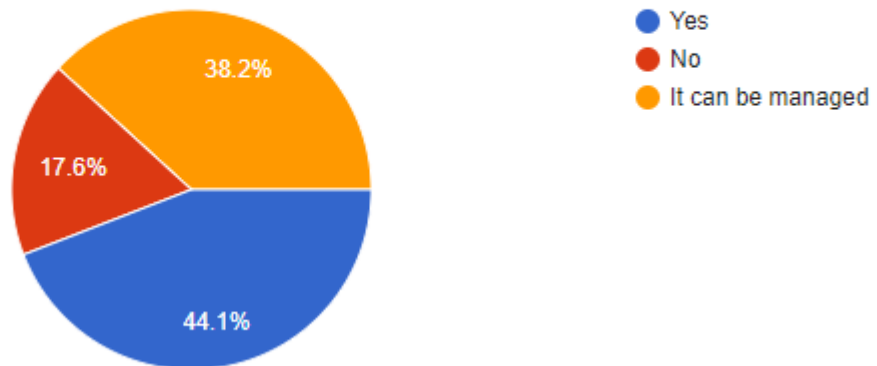
*Figure 53*

For this position I asked my audience if they think they have the proper arrangement for working from home or not. Here 44.1% believe that they have the arrangements and 39.2% think it can be managed and only 17.6% denied that they don't have the arrangements.

Do you think the nature of your office work can be done from home?

34 responses
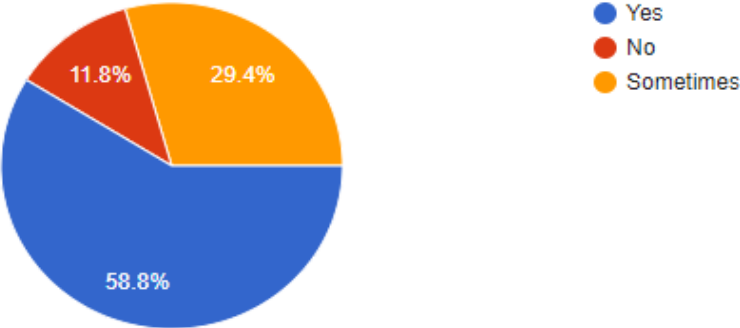


*Figure 54*

According to this finding, 58.8% of the audience believes that the type of work they do can be done from home. 29.4% think occasionally their work can be done from home and 11.8% believes the nature of the work will not allow them to adopt WFH policy.

"I will be saving more time while working from home rather than the office"

34 responses



● Strongly disagree
● Disagree
● Neutral
● Agree
● Strongly agree

29.4%

44.1%

8.8%

11.8%
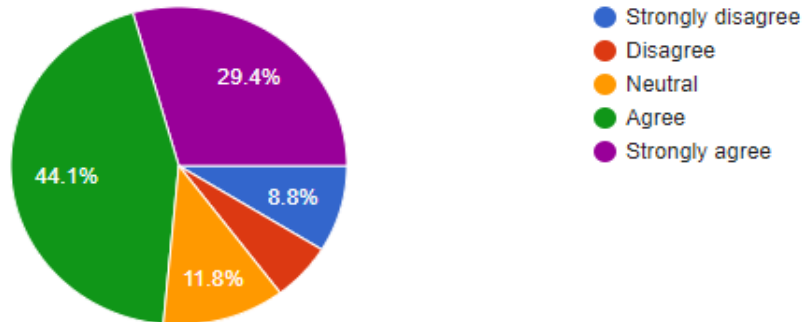
*Figure 55*

To know what my audience thinks about saving time on working from home I pointed to this statement for their opinion and majority agreed they're going to save time from the opportunity which is 44.1% as we can tell from the chart and 29.4% strongly agreed with the statement. On the contrary 8.8% strongly held back from the statement and 5.5% disagreed.

Do you think your quality of work will increase if you get the chance to work from home?

34 responses



● Yes
● No
● Maybe

47.1%

11.8%

41.2%
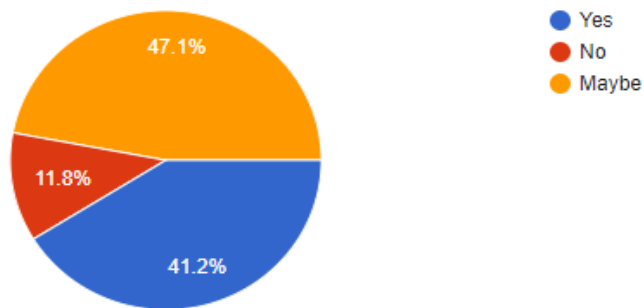
*Figure 56*

Here, most of the employees are unaware about the fact of their quality of work while working from home which is 47.1% of my total population but 41.2% believe that their work quality is better when they are doing it remotely. Lastly minority which is 11.8%

Do you think you can meet your task goal or deadlines given by the office more easily while working from home?
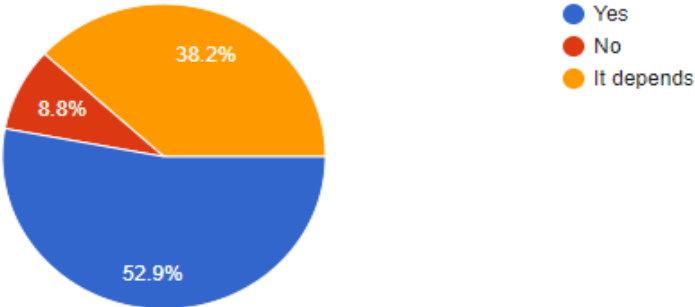
34 responses



- Yes
- No
- It depends

38.2%

8.8%

52.9%

This chart shows that 52.9% of my respondents positively think that they can do the tasks in ease when in the home office whereas 38.2% think it depends on the tasks how easily those can be done. 8.8% believes it's hard for them to finish the deadlines while working from home.

"Productivity in the workplace is highly related to work-life balance"-

34 responses



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

41.2%

52.9%
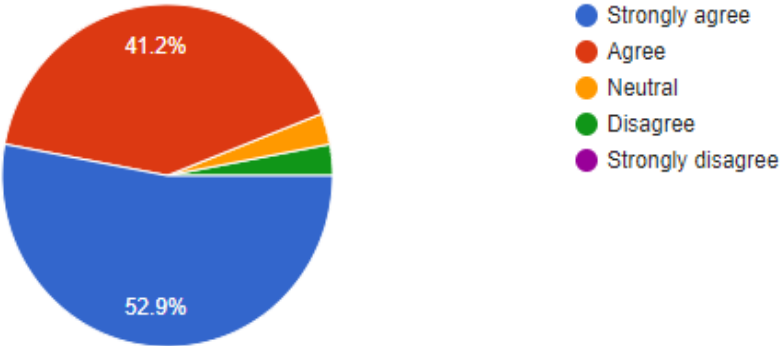
In this part of my survey, I've asked the employee to share their opinion on work life balance, what is their take on productivity and work life balance. Most of the answerers strongly agree and

others agree on the statement where a small portion of my respondent remain neutral and disagreed on this opinion.

**Do you think working from home will allow you to spend more time with your family?**
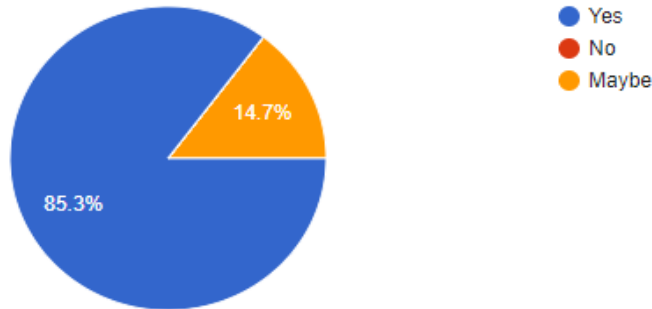
34 responses



*Figure 59*

Whenever we talk about work life balance the matter of family bonding and spending time comes first that's why for my survey, I wanted to question my respondent what they think about spending time with family while doing home office and majority of the respondent which is 85.3% thinks WFH will allow them to spend more time with family where only 14.7% is unsure about the fact.

**"I can retrieve my work-life balance if I get the opportunity to work from home"-**

34 responses



*Figure 60*

115
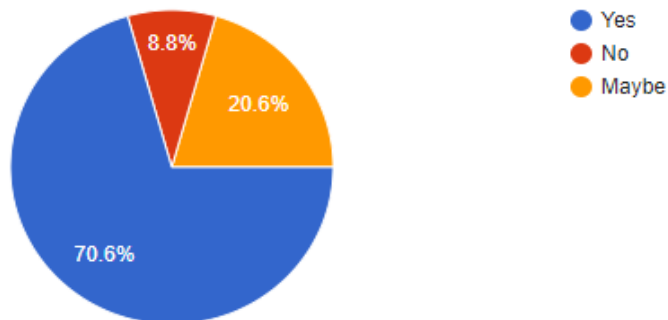
In this part 70.6% assumed that they can retrieve the balance in their life if they get the opportunity ,20.6% are unsure about the fact and 8.8% things there are more to done to retrieve the work life balance.

"Working from home will reduce my commuting time(travelling time between home and office) and stress from city traffic"-
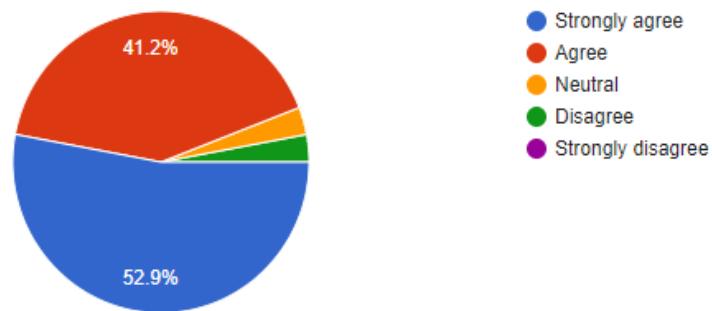
34 responses



*Figure 61*

Big portion of the audience is sure about the fact that WFH will reduce the time they waste in traffic in the city which also causes much stress and problems which can also be reduced by the policy.

What benefit do you think you can avail yourself of if you get the opportunity to work from home?
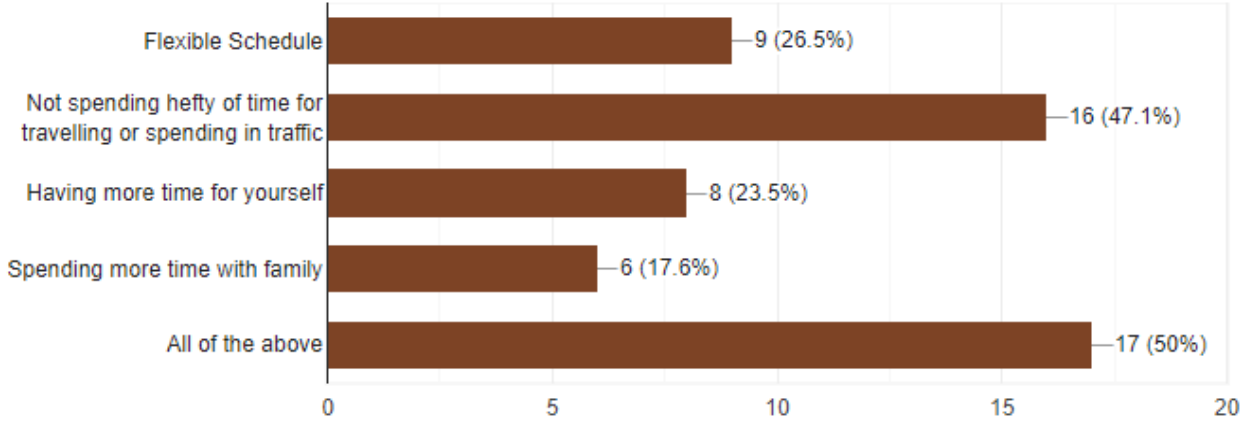
34 responses



*Figure 62*

To measure the benefit, I asked my respondent to choose what are the key factors they consider as beneficial in terms of WFH. Here 50% of my respondents believe they are going to benefitted from every perspective that I've mentioned over here. In single, the graph tells us that flexible schedule is chosen by 26.5% of the respondents, 47.1% believes it will reduce the time spend in traffic, 23.5% of my whole respondent believes they'll get more time for them and 17.6% will get the benefit of spending time with family.

According to you what can be the reason to put you away from Working From Home?    Copy

34 responses



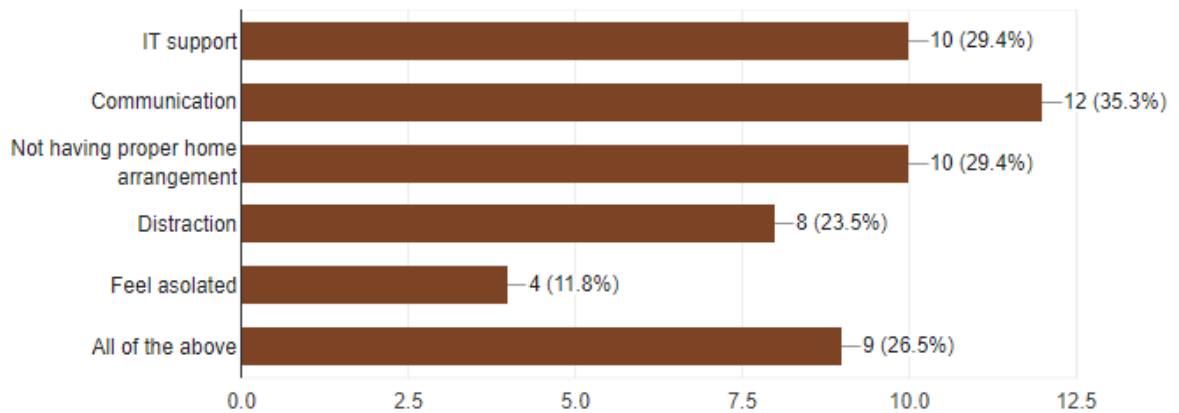| | |
|---|---|
| IT support | 10 (29.4%) |
| Communication | 12 (35.3%) |
| Not having proper home arrangement | 10 (29.4%) |
| Distraction | 8 (23.5%) |
| Feel asolated | 4 (11.8%) |
| All of the above | 9 (26.5%) |

*Figure 63*

In this part of the survey, I wanted to know what are barriers in their mind while thinking about WFH. From the graph most of them are worried about the communication and the second majorities are thinking IT support and not having proper arrangement can be the cause. Distraction from different sources is also in the queue where 23.5% assume this is the reason. 11.8% thinks they will feel isolated from their colleagues and lastly 26% of the answer believes all of the above are the reasons for not being interested in work from home.

"If all the negative aspects can be removed I want to get the opportunity to work from home for all the benefits in the future"
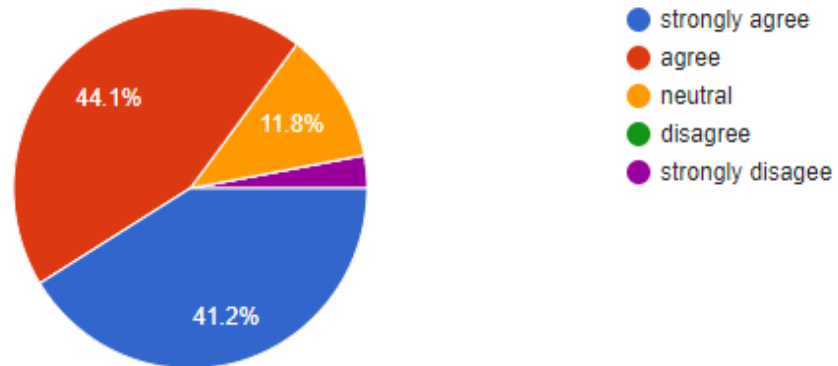
34 responses



- strongly agree
- agree
- neutral
- disagree
- strongly disagee

*Figure 64*

Lastly, to receive their final thoughts on WFH I asked them if negative aspects are removed whether they will still be interested to attain this opportunity by considering all the benefits they'll receive where 44.1% strongly agreed and 41.2% agreed on the fact. A portion of my respondents stayed neutral, which is 11.8% and a minority disagreed with the statement.

**3.3.2Response from HR, Managers and Business owner:**

Do your organization facilitate the opportunity to "work from home" for the employee?
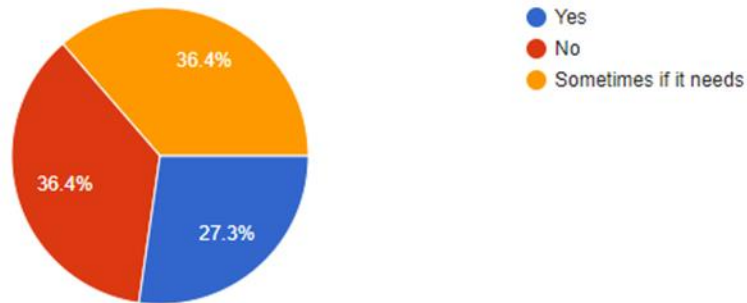
11 responses



*Figure 65*

Here for the first question, I've asked the managers whether their organization has the facility of working from home or not where my total respondent was 11 people from different organization's upper management. From the response and graph we can see that 36.4% managers ensured that they don't have the facility. Same percentage of response can be recorded from the manager where they said they only facilitate the opportunity if only in necessity. 27.3% managers already have the option to work from home for their organization or company.

Is the facility of working from home is available for everyone you supervised in your team?
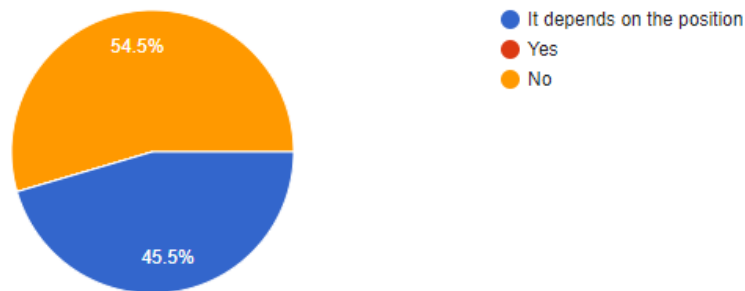
11 responses



*Figure 66*

Next, I've asked the manager whether to provide the facility to everybody or not where no response is recorded from the positive side, none of the managers made it available for everybody. 54.5%

which means the majority replied they don't offer it to everybody and 45.5 replied its totally depends on the job position in the organization.

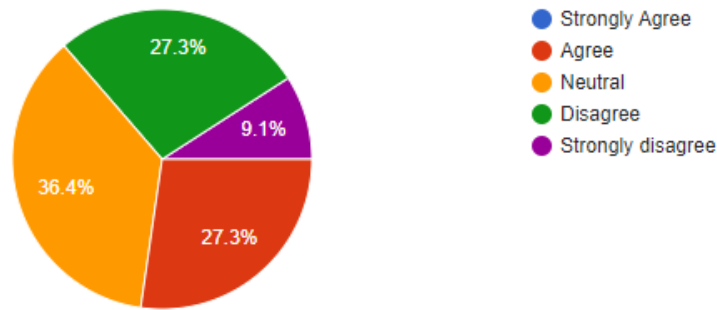"The task time got decreased if the employee is working from home"

11 responses



*Figure 67*

Managers are asked whether they find the fact that WBH lowers any task time considerable or not where most of the managers or owner stays neutral which 36.4% of the whole results and response. 27.3% of the responder believes it does actually reduce the task time whereas an equal percentage came against the statement and 9.1% strongly disagree with the fact that WFH reduces time for any task given by them.

"The quality of the task increases if the employee works from home"-
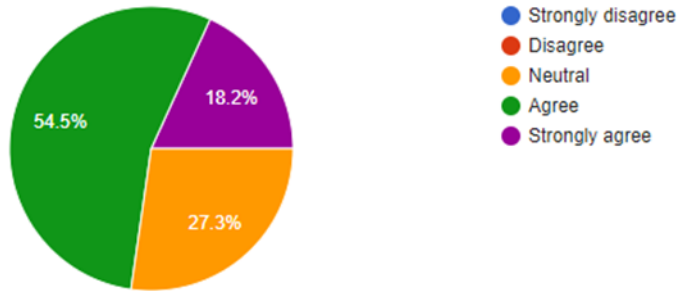
11 responses



- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly agree

54.5%   18.2%   27.3%

*Figure 68*

Unlike the previous question here 54.5% respondent believes that employees deliver quality work when they're working remotely and 18.2% strongly agree with the fact where the rest of respondent stays neutral which is 18.2% from the whole.

Do you think employees can save time in commuting if they get the chance to work from home?
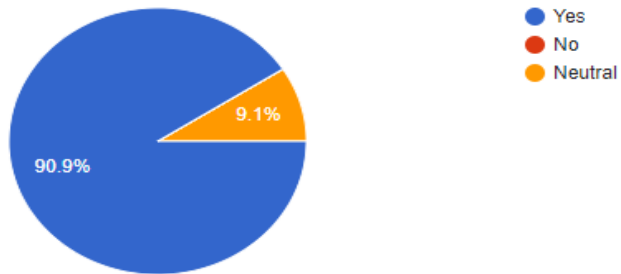
11 responses



- ● Yes
- ● No
- ● Neutral

90.9%   9.1%

*Figure 69*

"Employees can skip the deadly traffic and reduce city life stress by Working from home"

11 responses



Legend:
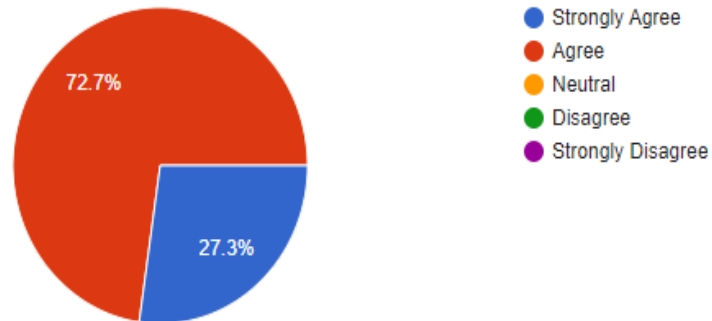- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

72.7%

27.3%

*Figure 70*

Do you think your employee feel satisfied and happy if they get the opportunity to work from home?

11 responses
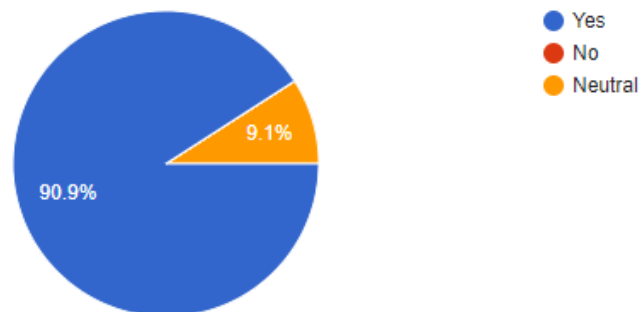


Legend:
- Yes
- No
- Neutral

9.1%

90.9%

*Figure 71*

Majority portion of my respondents agree with the fact that employees feel satisfied and happy when they get such an opportunity which 90.9% of my whole responses. No negative feedback came for this question and 9.1% stays neutral on the fact.

"Productivity in the workplace is highly related to work life balance"
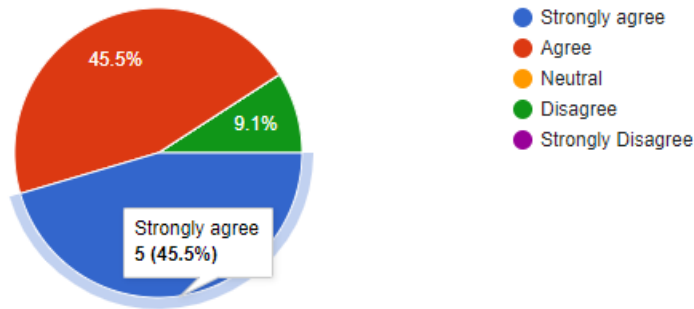
11 responses



*Figure 72*

Most of my respondents strongly agree on the fact that productivity in the working space is correlated with the work life balance which is 45.5% and same portion of my respondent's opinion are: they agree with this statement and finally 9.1% disagree with the fact of productivity in workplace.

"Work life balance can be partially managed if we can adopt the culture of working from home"
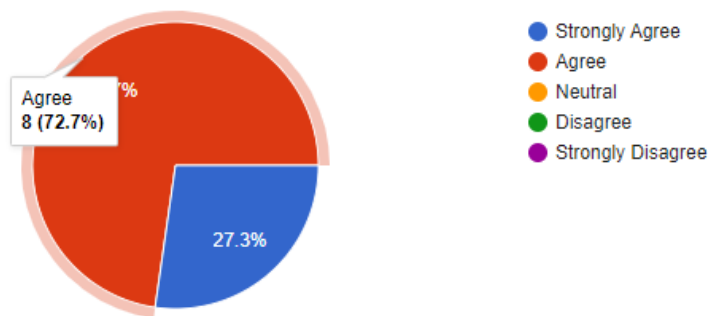
11 responses



*Figure 73*

Here 100% of respondents think that work life balance can be partially managed positively. The WFH policy can be adopted where 72.7% strongly agree on the fact that balance can be restored and 27.3% only agree with the statement. Moreover, no disagreement was recorded.

Do you think organization will be benefitted if the opportunity of work from home is given to the employees?
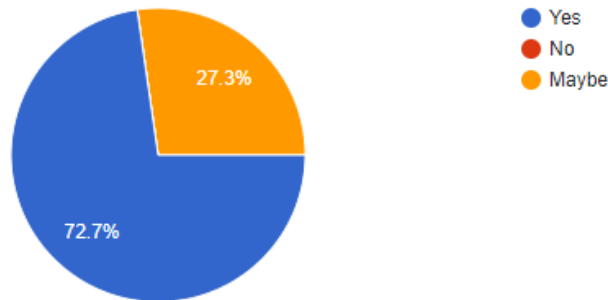
11 responses



- Yes
- No
- Maybe

27.3%

72.7%

As we can see, the majority portion of the managers and owner believes that their organization can be benefited if they impose WFH where 27.3% still remain confused on the fact of benefits of WFH.

What benefit do you think the organization will receive?

11 responses



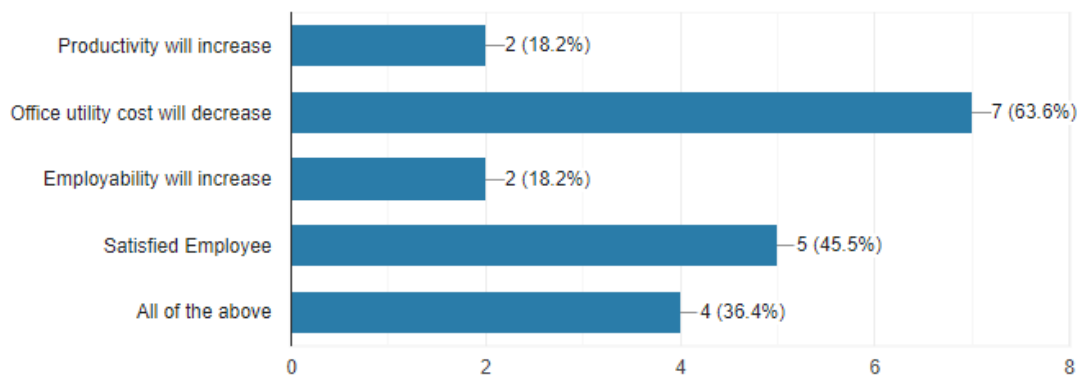| | |
|---|---|
| Productivity will increase | 2 (18.2%) |
| Office utility cost will decrease | 7 (63.6%) |
| Employability will increase | 2 (18.2%) |
| Satisfied Employee | 5 (45.5%) |
| All of the above | 4 (36.4%) |

*Figure 75*

For this part I asked my respondents to select the benefits they think they're going to get from WGH. Most of them , 63.6% agree on the fact that if they introduce WFH their utility cost will

decrease which means the overall cost for an employee will reduce from the organization side. After that the second most benefit of having a satisfied employee will be received by the organization. 36.4% of my respondents believe the organization will get all the benefits that I mentioned above. 18.2% think productivity will also increase if WFH is introduced, the same as the response 18.2% assumed employability will increase.
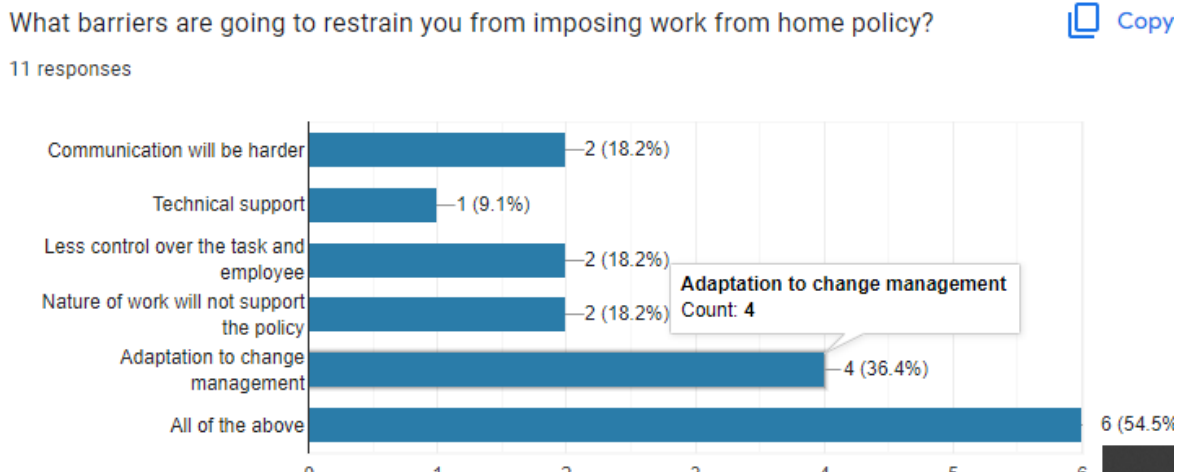


*Figure 76*

To know about professional's thoughts on the barriers while imposing WFH is a crucial part of this research. Most of the professionals agree on the fact that all the problems I've mentioned which are hurdles on communication, technical support, less control, change management and the nature of the work can be a problem for WFH. After that most of the professional concern about adapting to change management which summed into 36.4%. Less control over employ

ee and task is one of the main concerns for 18.2% where 9.1% think technical support will their barrier to impose the policy.

"If the barriers can be managed, I will be eager to impose the policy for the benefits of the organization"
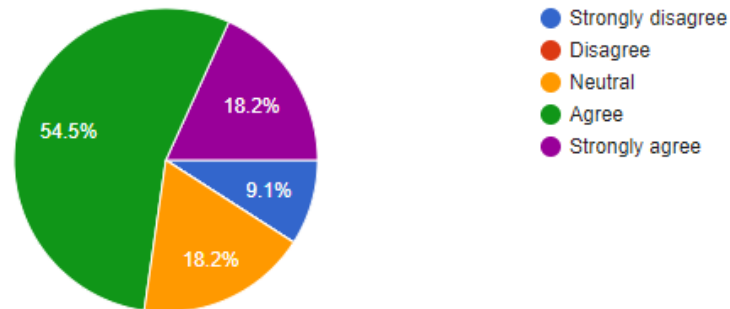
11 responses

*Figure 77*

Finally, I've asked my respondent to share their opinion on the fact whether they still going to be applied the WFH facility if the barrier can be managed where most of them agreed which 54.5% from the total and 18.2% strongly eager to impose the policy and 9.1% strongly disagree to introduce such policy where 18.2% remains in between.

## **List of Major Finding:**

- Among all my responded most of them live far away from their workstation which eventually causes spending time on the traffic every day.

- Majority of my responded have the experience of working from home and majority's office has the policy of working from home.

- Most of the people has the opportunity to work from home. Almost every responded believe they'll be saving more time by the WFH policy.

- Majority remains neutral when they confront about the quality of work in WFH. Almost everybody believe productivity is highly related with proper work life balance and agreed on the fact they'll be spending more time with family while working from home.

- Majority perceived communication and technical support is harder to manage while working from home.

- From the employer sides equal number of employers agreed on the fact that WFH reduce time for any task and majority remains neutral.

- Most of them believes the quality of work is fine and increases while performing WFH. All of the employers find it less time consuming also majority agreed on the fact that employees are satisfied if they get the opportunity.

- Majority believes work life balance is related with productivity and work life balance can be managed by WFH policy to some extent.

- Majority believes organization can be benefited by WFH due to less utility and satisfied employees.

## 3.4 Limitations of the study:

Likewise, many other studies and research mines are also facing few of the limitations. Most of the limitations I've faced while collecting the data from my respondent. Definitely those limitations keep remarks on my findings also leave scope for doing more intensive research on the topic. Few of the limitation are mentioned below:

- **Collecting Data from the professional:** Approaching professionals was extremely hard for me from upper management who are the head of any department or who can make an impact in the employee policy. Also, delivering the questionnaire and asking them to respond was lengthy and time consuming.

- **Scarcity of appropriate sample:** Both groups my respondent was pretty hard to find, especially respondents from the employer group were tough.

- **Collecting Data from the employee:** Same as the professional regular employee who works for an organization was hard to find and communicate. Since they're busy and there is less scope to brief about my purpose was the main difficulty for me. It was also time consuming and moreover I was able to collect 34 responses where I circulated the google forms to almost 55-58 audience.

- **Communication gape:** Since I circulated the google form through electric media one by one it was pretty hard to communicate sufficiently with every respondent as well

- **Lack of Study materials:** there is less research was there in online portals in perspective of Bangladesh and the on the employee's as well.

# 3.5 Summary and Conclusion:

The main goal of my study is to find out whether work from policy can be an effective way to enhance the productivity and satisfaction of the employee or not. To find out the ultimate result of my research apart from doing vast research on previous studies and research I selected survey methods to look for my results. From the survey I found that the employee strongly agrees with the hypothesis I made. Since most of the audience ensured their office is far away from home and they regularly waste time commuting and this increases their stress. Furthermore, 44% think they have a proper arrangement to work from home and their nature of work support this policy but respondents seem to be confused on the fact of their quality of task while working from home where they believe deadlines are not an issue while performing WFH. About work-life balance, the majority of my audience thinks it is correlated with productivity and they can spend more time with family and their elves due to WFH. In terms of barriers, employees think communication and proper IT support can be a problem for them. Otherwise, the majority of the respondents are positive about the policy in future.

on the other hand, I picture is different for the employee perspective though in most of the cases employers' group was agreed with the fact commuting time can get decreased along with the daily

stress an employee is facing also most of the professional believes WFH can make employee happier and agreed with crucial fact like it can decrease office cost but there can be confusion and disagreement seen from the employer side in terms of task time decreasing and quality increasement. More insightful information such as whether they give the chance of WFH or not can be indicated from my findings. From my survey I've seen professionals are concerned about problems like communication, losing control over employees. Lastly, even some portion of the respondent stayed neutral and disagreed to implement WFH in future despite having benefits. The majority agreed on the fact they will be eager to impose this policy in future considering the well-being of the employee which is almost 54.5% of the total audience. Picturing all the responses from the employer base my hypothesis is correct.

## **3.6 Recommendation:**

Employee productivity and satisfaction is a serious talk right in the corporate world. Researchers, owners and policy makers are constantly worried about maximizing productivity and lessen stress and at the same time keeping resources and cost in mind. Since Bangladesh is overpopulated and under developing country finding one solution for all would be difficult for a vast population of employee also problems like traffic congestion cannot be solve by building roads and building in small places only there need to be change form in the policy but thanks to technology it is making people and places together and making task easy. Work from home appropriately balances out an individual's life if correctively imposed and most of the time can enhance benefits such as productivity and satisfaction according to my findings. From my findings I believe if few matters can be taken care of Work from Home can be a fantastic way to solve many modern problems:

- ➢ Employee can correctively measure the differences while working office and remotely
- ➢ Researcher can talk descriptively about the benefits of having WFH and current problem

➢ Mayors of big cities needs to be demonstrative on the fact of city life stress and ways to solve them

➢ Employees should receive new policies to try out the advantage.

➢ If not possible wholly organization can partially introduce WFH for applicable employee

➢ Owners and management should introduce measurement standards to testify the benefits of WFH: it might measure before/after situation measuring.

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