A Study On

The Marketing Services and HR Activities Provided by GP IT

Internship Report

A STUDY ON THE MARKETING SERVICES AND HR ACTIVITIES PROVIDED BY GP IT

Prepared For

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Letter of Transmittal

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Subject: Submission of internship report on "Study on the Marketing Services and HR activities provided by GP IT"

Dear Madam,

With due respect, please find the attached internship report titled "Submission of internship report on "Study on the Marketing Services Provided by GP It Training Effectiveness". This report is the result of my three months of internship at Grameenphone IT Ltd. I have tried my best to follow your course of action in every phase of doing this report. I sincerely thank you for your supervision throughout the research of this report.
For any further explanation, I will be more than glad to conform.

With Regards & Sincerity,

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In preparing this report, support from a number of individuals were helpful. Subsequently few names, I have to quote independently for particular quotation-

Ms. Kulsum Popy – My university supervisor, whose supervision and concern encouraged me and helped me out in case of doing the entire description.

Mr. Shamiul Islam Khan, Specialist of Sales, Commercial Division, Grameenphone IT Ltd. – My organizational supervisor, who regardless of his over-demanded schedule, always found some time to counsel and lead me in the right path.

Md. Sharjeel, Head of Marketing Communication helped me to find information about the marketing related topics which was a core element for this report.

Mohammad Tareq, DGM, Competence development, People and Organization, GP IT Ltd- helped me to collect information regarding the training and development.

The employees of the GP IT at GP House (4th floor) helped me directly and indirectly and my colleagues who helped me greatly in completing my research within a specific period of time. I will be always thankful to them.

Finally, I would like to apologies for the unwilling errors.

Executive Summary:

In the beginning of the report there are description about GP IT like how they started and which industry they are doing their business. As GP IT is the highest growing IT Company in Bangladesh at this moment so it is necessary to discuss about their marketing services to know the customers opinion about them and along with that their HR activities so that the total scenario about the organization can be understood. Objectives are made in a way so that the information regarding marketing and HR activities can be known. Most of the time the primary data was used and secondary data was used to know about the facts which are already been known or published. Interviewing people from certain departments was another task which was done in order to know more information about their marketing activities, services offered, way of doing marketing and from HR department it was the recruitment activities they do, selection process, their performance appraisal system and at last the trainings they provide. The scope was doing this study was to find out the future prospect of GP IT whether they are really doing well or not or what would be their future planning in competition to the other competitors in market and what they would modify in their services to do more profit which is the ultimate goal. But there were some limitations which create barrier for the study as all the information cannot be gathered and there were confidential information which GP IT couldn't provide. In the second chapter it was discussed that how the IT industry is in Bangladesh and why GP IT started their journey. Then it was discussed what are their company strategic goals are for each department. Then their mission, vision and values are being stated in a way so that what they are all about can be understood. After that their organizational chart is mentioned to find out whether their hierarchy is long or short. Then it was described what their performance standard to do work is and with that who are their competitors and how they do their CSR activities. Soon then it was given what were the job responsibilities of the internship position I have completed there for 3 months. Then in chapter three there is a vast description of what is marketing and HR as a whole to give some idea about these two topics. Different kinds of marketing and HR activities were discussed in general. There are scholars' sayings as well to verify the speeches regarding marketing. Then it was described what the marketing activities for developing countries are and what the HR activities for developing countries as well were given elaborately. In chapter four the HR activities of GP IT was described in a way so that every activities done by them can be understood. Recruitment and selection process of GP IT, performance appraisal method, cost of training per person, benefits available for the employees and so forth. In the chapter five there is the total description of the marketing activities offered by GP IT. What they do to sell their products, how they are selling, how they do their promotional activities, how they are ensuring the service quality, customers' opinion about the services of GP IT and challenges faced in marketing activities and the overcoming process. At last but not the

least the analysis and recommendation portion of this report shows the findings of the report, customers' opinion which is the result of the survey. Recommendations for marketing and HR department are made in way by which they can improve their work activities to achieve the position they want in the market. Conclusion part has been made to give a proper ending to this report.

Chapter 1| Introduction

1.1Background of the Report:

GP IT Ltd. is the leading highest growing IT Company in Bangladesh, registered with the Registrar of the Joint Stock Companies and Firms of Bangladesh under the Companies Act 1994. It is a cent percent supplementary company of Grameenphone Ltd. which is the biggest mobile operator company in Bangladesh with more than 36 million subscribers. As a foremost IT company, they are providing end to end solutions for Bank, Financial Institute, FMCG, Pharmaceuticals and Telecom Industry. They bring a team of brilliant individuals dedicated to creativity, service and efficiency. They are wholly devoted to bringing clients noticeable transformations in their prepared efficiency and strive to provide imaginative end-to-end IT solutions which are incomparable in value and quality. They look forward to signifying the exceptional skills and initiatives this country has to recommend. Hence through this internship report, I have tried to find out the total work activities of the Sales department under the Commercial division of GP IT Ltd which will include the service quality they provide to the customers and the selling ability of the sales teams. I tried to portray a picture of service quality and product offering of Grameenphone IT Ltd. and provide suggestion for further improvement. But continuous development of new product and service and selling of these services cannot simultaneously add value to the company like, if people do not understand why the product for and how they get benefited by using the product, the people would not buy the product or service. So, by making quality full product offerings, they can satisfy the customers and it is going to be a challenge for them as they are new in this industry.

1.2 Objectives:

The report was designed to accomplish certain objectives. There are primary objective and secondary objectives as well of this report.

Primary Objective:

To find out the different services provided by GP IT and their overall HR activities.

Secondary Objectives:

Through this study I have tried to attain the following objectives which are important to find out the actual position of GP IT Ltd. Those areas-

1) To find out the customers feedback regarding the services of GP IT,

2) To determine how GP IT is helping customers to add value in their businesses,

3) To find out the services which are providing more productivity for the customers,

4) To compare their quality of services with the existing competitors,

5) To find out the overall HR activities performed by GP IT.

1.3 Methodology:

To ensure the authenticity of the information most of them collected from primary source. Secondary data source had used only for those cases which are very basic and considerable unnecessary for asking to organization. All information and analysis are based on qualitative data, that's why general regression or correlation methods have not used. On the other hand, I have interviewed the people from marketing department which gave me proper knowledge about marketing, after sales and supportive activities for value chain of GP IT Ltd. From P&O Department there were three people who helped me to find information regarding recruitment & selection, training and performance appraisal. A pre-determined open ended questionnaire had used for all those interviews. After that I have also conducted a survey to know the real picture of the customers' insights about the product and services offered by the GP IT Ltd (Appendix-1). It was possible only to conduct the survey among 22 people as because of the convenience. In extreme cases I had to conduct some phone interviews from the customers as I couldn't go by myself to them as time constrain. I have used both primary and secondary data in this research. I have collected raw values from customers for primary data collection. For this regard I have prepared questionnaire which draw out as much as possible information so that the analysis part become more meaningful. I also had a conversation with my supervisor about the report and got the information concerning from where to collect the necessary data. To provide the information from different customers of GP IT Ltd, I had to mail to the P&O (Peoples & Organization) Department to get the permission. My supervisor also had to approve for this report as it was highly confidential. I also interviewed Head of Marketing and the Head of Competence Development to know information (Appendix- 2 & 3). For collecting secondary data I have used visiting cards which have the proper addresses of the customers. I have chosen customers from different segments such as Banks, Telecom Operators and other Financial Institutions to do the survey so that feedback from every sector can be generated. I have also used printed reports available at annual reports, leaflets, brochures and the official web site as the sources of secondary data. I have compiled the processed and collected information with the aid of various charts or graphs of MS Word and MS Excel.

1.4 Scope of the Study:

GP IT Ltd. knows that in near prospect, it has to insert somewhat more to the habitual services, so that the company will reach to the maturity stage which will make the

business growth steady to some extents. So, value added services would be the formative feature in future. For that reason, they are preparing the offers with many more new services for their customers. But, if the incessant development of the way of providing services cannot be simultaneously well accepted by the customers, then it will neither worth much to customers nor add value to the company. As most of the customers will not understand the procedure and benefit of the new product or service until they are informed and educate about that. So, it is very important to determine the receiving level of the customers as we know the increased customer satisfaction status will elevate the service value of GP IT Ltd, increase service status result increase revenue for them. Therefore, this research reflects the service acceptance level of the customers which will help to generate new ideas about future products and services along with proactively providing and selling of the services. End of the day the main focus of the sales team is to boost sales as much as possible so they need to identify ways by which they can increase the quality according to their customers' preference with less technological failure and to compete with the other competitors

1.5 Limitations of the study:

1) There were some restrictions of admittance to information, which are severely private for the company.

2) The entire information has to be approved by my supervisor which became time consuming for doing the report.

3) Technical information is one of the alarming facts for creating barrier. As I don't have the technical knowledge about the IT industry.

4) Lastly, it won't be promising to obtain cent percent accurate data since the report was done on a set of illustration, not the complete inhabitants like I have used the information from the members of a particular group (customer group) not all the customers.

Chapter 2| History of the Organization

2.1 Background Information:

Information Technology industry in Bangladesh had been relatively small compared to GDP. Software and ITES industries in Bangladesh started rapidly growing in recent years. The average yearly growth rate of these industries has been over 40% for recent years, and this growth rate is expected to be driven by:

➢ Large demand for IT automation in domestic industries
➢ Good software export trends

Twenty years ago IT industry was predominantly a hardware vendors market with little or no value addition locally. But nowadays, Bangladesh has more than 20000 IT professionals engaged with over 500 software and ITES companies. On this ground, BASIS (Bangladesh Association of Software and Information Services) Expectation been made from the government to allocate budget of Annual Development Programmed for the IT sector. The recent significant growth in BASIS membership for the industry happened due to a number of reasons:

➢ It indicates a depending of the IT skills available locally
➢ It maintains growing confidence of global and local buyers on local IT talent
➢ It marks a clear departure from the traditional entrepreneurship model based on physical-labor-intensive production industries.

Today, there are more than 320 software and IT services firms registered as member of BASIS through full spectrum software and IT services for both domestic as well as overseas clientele. Domestic demand for Software and IETS industries has been increased due to:

➢ Global economic downturn has hastened export
➢ Growth of Bangladesh's software industry

Bangladesh is a very attractive destination for software and IT service Off-shoring. Duly, it's been focused by other countries as an outsourcing target due to low cost. High quality standards and apt skill set. Also investment friendly policies by government made Bangladesh a promising outsourcing destination.

2.2 Company Strategic Goals:

It is hard to find an organization without strategic goals. GP IT is not different and they try to make long term at the same time short time strategic goals for them. For four different sections they make goals as the departments are not alike thus the goals are also not the same still these goals have equal impact on the companies profile.

Commercial	Technology
• Maximize revenue and profit from potential business segments • To make efficient marketing and branding for the organization • Be customer oriented at all the time • Build a better Commercial organization the industry	• Try to build up efficient resource engagement & enablement • Effective partnership/collaboration creation • Establish and maintain 24/7 service delivery Model • Customer friendly solution ensuring quality & efficiency • Standardization of the products & service excellence
Finance & CA • Provide strategic direction and drive business performance • Translate business drivers into good financial results • Change the IT environment in Bangladesh • Lead the way of good business practice • Be the best employer in Bangladesh IT Industry	**People & Organization** • Talent acquisition, management & retention • Be a knowledge based organization • Become a performance driven organization • Build & maintain winning culture • Be the best employer in Bangladesh IT Industry

2.3 Objectives of GP IT:

GP IT has a dual purpose to receive an economic return on its investments and to contribute to the economic development of Bangladesh where IT sector can play a critical role. They want to lead Bangladesh into the global IT arena with hard working and talented people. The other objectives of the company are-

1) GPIT wants to provide its employees with challenging works, satisfying working environment and opportunities for personal development,
2) GPIT wants to achieve low operating cost and greater market share,
3) GPIT wants to enlarge its research for more attractive products,
4) GPIT wants to enhance the satisfaction of the customers,
5) GPIT wants to be the market leader in the field of service integrator.

2.4 Vision:

Become the most reliable Bangladesh IT company providing best value solutions both logically and globally.

2.5 Mission:

Help transform businesses through best IT solutions to reach new peaks in productivity and efficiency.
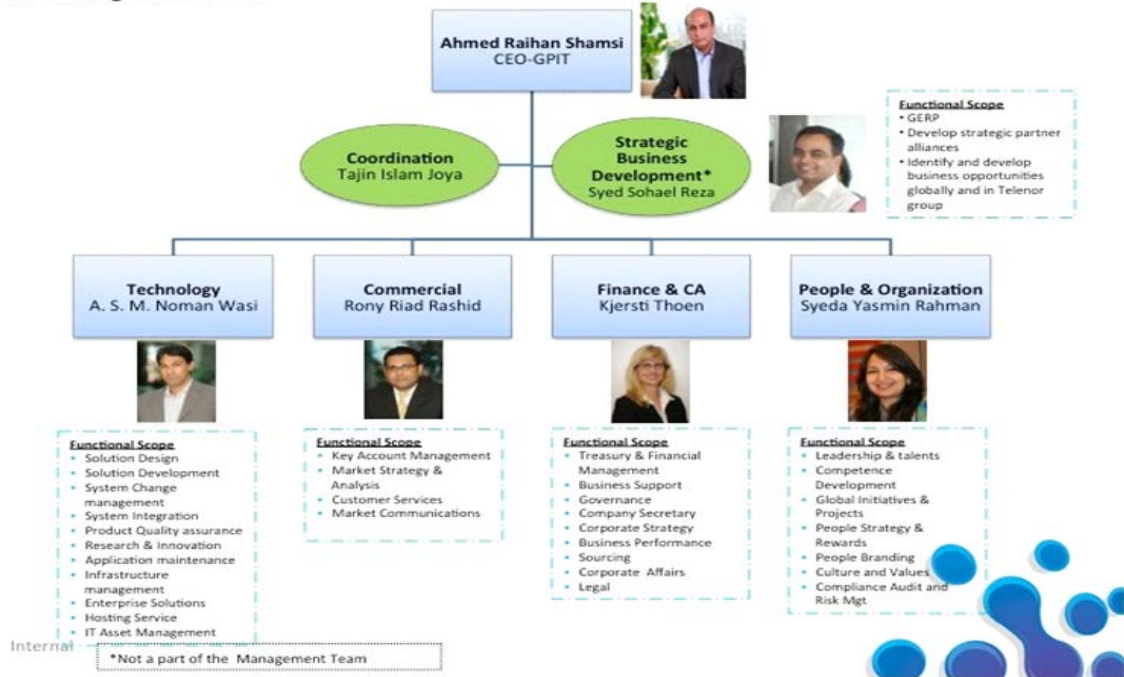
2.6 Values:

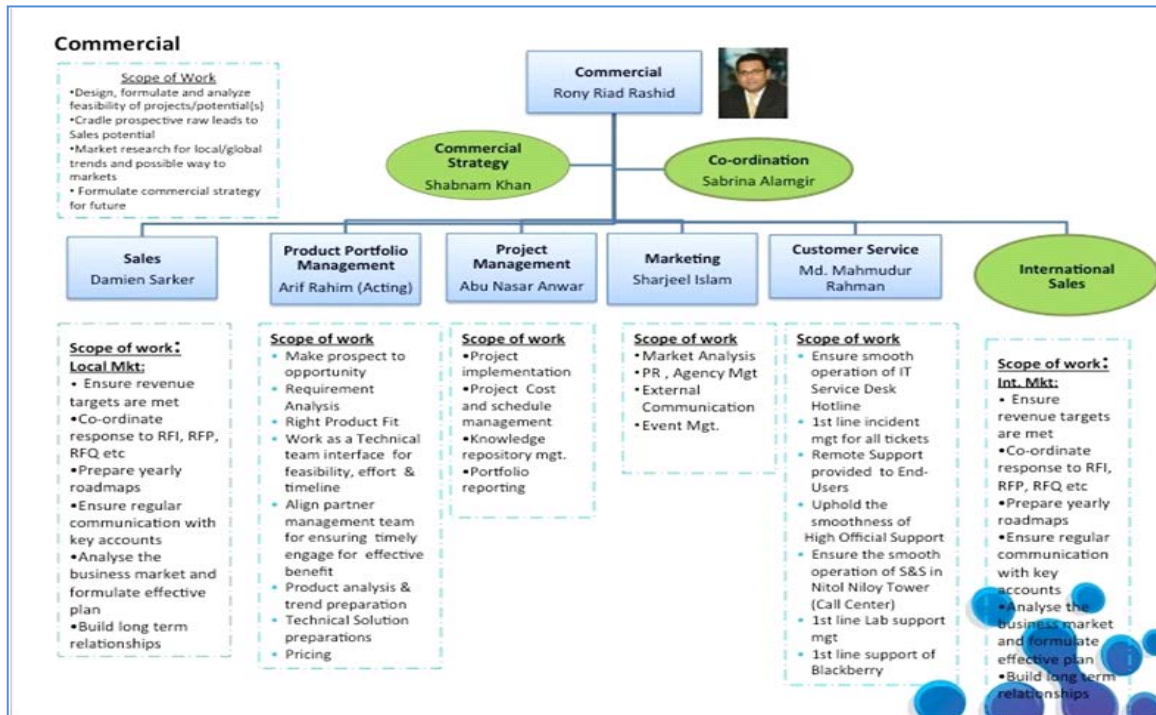As a part of Telenor Group, Grameenphone IT shares the same values.

- Be Respectful
- Be Inspiring
- Be Promises
- Make it Easy

2.7 Organizational Chart:

This is the main Organogram of GP It Ltd. which includes the key people who basically gives lead to the organization

As I was working in the commercial department so I have given a closure look into it. The head of this department has to maintain five separate departments they are- Sales, Product Portfolio, Product Management, Marketing and Customer Service.
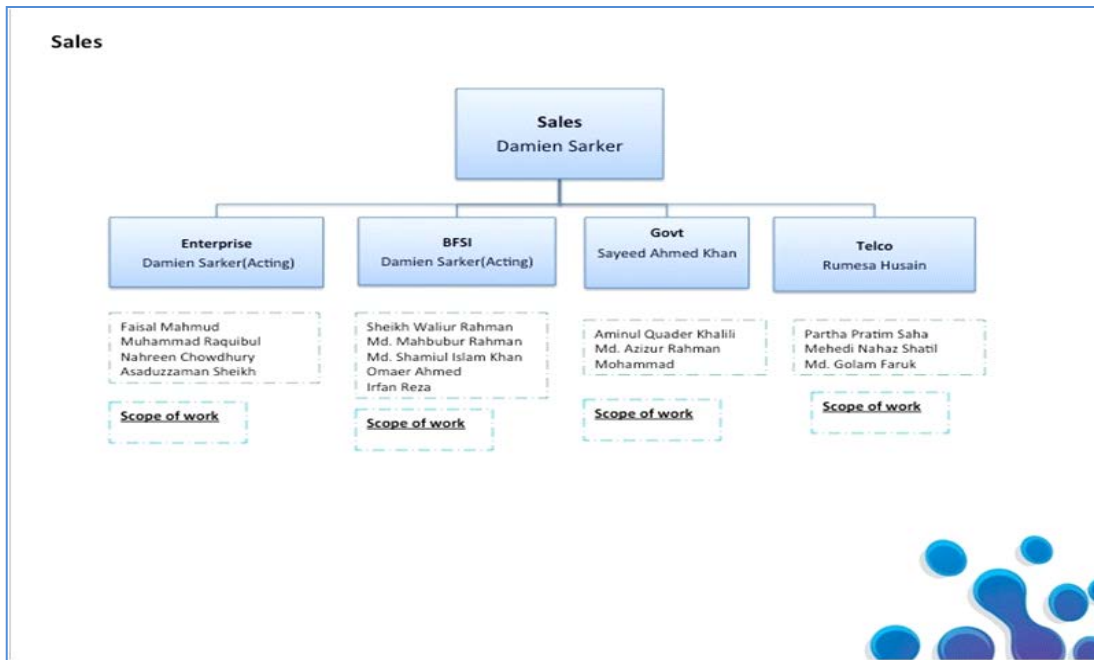
As my direct working team was sales so I will be focusing on this team specially. Under this team there are four different verticals and they are- Enterprise, BFSI, Govt. and Telco. Damien Sarker acts as the head of the sales team. After analyzing all the above mentioned hierarchy it can be said that it is a tall organization which consists of so many teams assigned for different work activities. Here different team does different works and there is one head of the team and eventually head of one team is under one CEO, CCO or it could be CFO or CTO. It has been made in this way as because GP IT Ltd believes in working in several projects at the same time to provide total concentration to the customers

2.8 Performance Standard for Overall Organization:

In the mission and vision of GP IT, is clearly stated that they want to become the best IT service provider in logically and globally and to achieve that they need to do the marketing and HR activities in a way so that it complements the vision and mission of them. In case of marketing activities they decide first what type of people they for what type of jobs. Marketing related jobs are not easy and as now it is important for them to

sell solutions so they are looking for people who have the strong skill for selling products and services to others. After finding out the people they assign them for different sectors and time to time they take feedback from them whether they have achieved their goals or not. At the same time HR team recruit people according to the demand of their business need, not only for the HR team but also for the marketing team as well. They find out people who can best serve their purpose the most. While they perform this they also decide what would be the procedure of the succession planning. With proper succession planning they divide people for every single task. After a certain period there are people who will be going and in their place someone who has the potential will join. GP IT groom up those who has the potential in them and make them ready for the next position as they believe if the take more time to set people for a place then they won't be able to do their business properly as they are doing business in the product sector and at the same time in the service sector so it will be a drawback for them if a position which plays an important role for department remains empty.

2.9 Competitors of GP IT:

Already now in Bangladesh there are lots of IT based organizations which are capable of providing day to day services to the customers but GP IT is basically an system integrator who works as an middleman between the solution provider and the customer. So at this moment the competitors are FLORA and ISL except these two there is no big competitors in the market which can be comparable to GP IT. But after GP IT has started its journey from a telecom industry other telecom industries are thinking of to do like them so they are the potential competitors.

2.10 CSR activities of GP IT:

GP IT believes that running a business with values is part of building a successful business. They see "Social Responsibilities" as combination of ethical and responsible corporate behaviors, as well as a commitment towards engineering high-quality products for the society by addressing the development needs of the country; contributing in formulation of our Digital Bangladesh. GPIT, being a socially responsible company adopted systematic processes to ensure that, wherever possible, we aim to minimize the probable negative impact of our business activities on the environment. In the time of Ramadan they arrange ifter party for the underprivileged children and they give money to them so that they can avail a good Eid for them. GP IT helps people in need basis or case basis such as if there is any kind of catastrophe or calamity or any kind of accident, they help that time with all their effort. They even arrange for winter cloths in the time of winter to help people in the areas where winter hits the most. They are always ready to give money to poor people or people who are in real need of help.

Chapter 3 | Description of Internship at GP IT

3.1 Description of the Job:

In my three months of internship period I have gone through with certain responsibilities, training, and team meetings and one to one conversations. I would like to give the name of the job as a **'Sales Assistant'** whose job is to help the sales team. In the first two weeks I have been trained about the corporate etiquettes and manners as I was totally new in that kind of environment. Then I have learned how to maintain rules and regulations and how to secure information of the organization. My main focus was on the sales team and it was the team which I was mainly recruited. So I had to do all the stuffs required by the sales team. But I was also been chosen for the help of the P&O department and they gave me work which was related to the training and development.

Before the starting of the training, I had to make sure all of the employees got the reminder and schedule for the training or not. I also made calls to collect feedback from the team leaders of the IT teams for the assessment of previously provided training.

3.2 Specific Responsibilities of the Job:

1) I have been assigned with works which directly essential for the sales team such as preparing database for their existing customers and also for the potential customers, making power point presentations for my supervisor, typing confidential information for the team for different purpose, etc.

2) I had to attend meetings with my team from which I have learned what those meeting are all about and how it is related with their works. It was really helpful to understand how the sales force actually running the organization.

3) I have been assigned to do certain works such as maintaining entry for the trainees and providing them guidelines for the training.

4) I had to call customers of GP IT to inform them about upcoming events and make it sure that they have got email/confirmation about that event.

5) It was my duty to confirm whether they are attending the event or not so that the sales team could prepare themselves in advance.

Chapter 4| Marketing and Human Resource at a Glance

4.1 Marketing:

Marketing as for the managerial definition marketing was described in the 60's as the "the art of selling products" until 1985, the American Marketing Association proposed a new concept which is mentioned in most textbooks: Marketing is the process of planning and executing the conception, pricing, promotion and distributing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives".

Marketing has been viewed traditionally as a business activity. Business organizations exist to satisfy human needs, especially material needs. Consequently one way to define marketing is from the business perspective. For instance, marketing has been defined as the "delivery of a higher standard of living". Other definitions refer to marketing as an exchange process. This process involves at least at least two parties: buyer and seller. Each party gives up something of value and receives something of value.

In this contemporary era, **Kotler and Armstrong** (2001) provide a comprehensive figure that demonstrates the main elements in the modern marketing system which shows a common situation which marketing involves serving a market of end users in the face of competitors. The company and the competitors send their products or messages to the end users either directly or through intermediaries. All of the players in the system are affected by major environmental forces like demographic, economic, physical, technological, and social/cultural.

4.2 Importance of Marketing:

Today no business around the world can afford to ignore the importance of marketing either it is a large or small, nonprofit organization or industrial product manufacturer. A company's success mainly depends on the prudent marketing efforts along with financial, operational, accounting and other business functions. As there is high competition in market and not only one organization is competing in the market there are other competitors who are offering different products and services as well. But all the customers are not buying the same company products from market there are different customers for different products. This is happening for strong marketing strategies of the companies. Through intelligent marketing campaign sales target can be achieved. It enables organizations to increase market share, make big brand name, make loyal customers and retain them. Strategically, the business must be centered on the customers more than the products. Although good and quality products are essential, the buying public has still their personal preferences. If an organization can target more of their needs, they will come back again and again and even bring alone recruits. Marketing productivity was traditionally viewed as an emphasis in trying to improve marketing efficiency predominantly to attempt to minimize marketing cost. There was an implicit

belief that marketing do not create value for the tangible sense but things are different now. Now marketing plays an important role for the organizations and earns revenue for it.   For marketing conceives the product, process it, distributes it among all the logistically feasible areas and promotes it in the best way it should like with four P's. More so, it also formulates the most effective strategies in order to firm to cope up and meet the ever changing and fast paced trends and demands of the business environment. It conducts research, creates short, mid and long term plans and develops feasibility studies on whether a certain venture would become a click in the market.

4.3 Marketing for Developing Countries:

For developing countries like us managers now understood the need for promoting new products and try to target new markets as well. In developing countries like us marketing efforts are incredibly intense as we need to compete with each other money more than any other countries and for this reason the marketing activities are now at the top for any organization. Before the industry was only producing goods and services but now the tradition has been changed and companies try more and more to promote their products as without proper communication with the potential customers it is not wise to produce products. Moreover producing products without doing proper market research in the past has created problems for the producers. So now the producer wants to know what their customers want and according to that they produce the products.   In case of the organizations, marketing department gets extra attention now. It goes without saying that marketing department works as a heart of an organization now. Most of the build up their career in marketing and there are plenty of jobs in this field as well.   So if we give a close look on this issue it is easy to find out what is happening. We can ensure that because of the changing economy the marketing activities getting priorities. As with proper marketing tools companies can achieve their targets and it can help to boost up the export import activities at the same time. Nowadays more foreign currency is needed in order to increase the GDP and to that everyone is trying to produce more and export directly. After China, Bangladesh is now doing great business in the RMG sector which bringing us a lot of foreign currencies. New buyers are coming and ordering because of proper marketing channels and activities. So it is undeniable that marketing is very essential for countries like us. Such as GP IT is concentrating mainly in the marketing part as they are new in the industry. At this introduction stage they need to let people know about their services and facilities so that customers get attracted to their products and services. If they able to do it properly which they are doing in fact, then it is not so far that they will become one of the biggest It service provider of this country.

4.4 Description of Various kinds of Marketing Activities:

There are different types of marketing activities done by the marketers all over the world and each and every activity has their own value for a particular scenario of the organization. Some of the mostly used activities are being discussed below with short descriptions.

1) **Social Marketing:** It refers to the design, implementation and control of programs to increase the acceptability of the social cause or practice among people. It is now a very popular concept among organizations like they do campaign for planting trees or blood donation so that society gets benefits from it.
2) **Augmented Marketing:** It refers to providing additional services by way of innovative offerings and benefits to the customers to increase his or her level of satisfaction such as after sales services provided by the organizations.
3) **Direct Marketing**: it means marketing through various advertising media that interact directly with consumers, generally calling for the consumer to make a direct response such as catalog selling, TV calling, mail order, etc.
4) **Relationship Marketing**: it means marketing through creating, maintaining, and enhancing strong long term relationships with customers in order to win his or her loyalty.
5) **Service Marketing**: It is applying the concept, tools and techniques of marketing to services like banking, insurance, retailing, and educational, etc.
6) **Person Marketing**: It consists of activities undertaken to create maintain or change attitudes or behavior towards particular people like sports start, film starts, politicians, sports stars, professionals to promote their career and income.
7) **Organization Marketing**: It consists of activities undertaken to create, maintain or change attitudes or behavior towards an organization.
8) **Place Marketing**: Place marketing involves activities undertaken to create, maintain or change attitudes or behavior towards particular places such as tourism marketing.
9) **Differential Marketing**: A marketing coverage strategy in which a firm decides to target different markets through different market strategies or offers.
10) **Synchro Marketing**: It refers to balancing the fluctuations in irregular demand for a product due to season, timings etc, through flexible pricing promotion and other incentives.

4.5 Human Resource:

A human resource department is a critical component of employee well being in any business, no matter how small. HR responsibilities include payroll, benefits, hiring, firing and keeping up to date with government laws. As companies recognize to gain competitive edge, human resources play a key role in helping companies deal with a fast

changing competitive environment and the garter demand for quality employees. HR is the organizational function that deals with issues related to people such as compensation, performance management, organizational development, safety, wellness, employee motivation, communication, administration and training. HR is also a strategic and comprehensive approach to managing people and the workplace culture and the environment. Effective HRM enables employees to contribute effectively and productively to the overall company and direction of the accomplishment of the organization's goal and objectives. It is very difficult to give a precise definition of the term management. Different scholars from different disciplines view and interpret management from their own angles. According to **George R. Terry**, "Management is a distinct process consisting of planning, organizing, actuating and controlling; utilizing in each both science and art, and followed in order to accomplish predetermined objectives." On this regard **Peter Drucker** said, "Management is a multipurpose organ that manage a Managers and manages Workers and work".

4.6 Importance of Human Resource:

On the other hand Human Resource is also an essential part of the organization and it deals with the humans in the organization. It is useful to achieve the organizations goals and for achieving those goals HR authorizes right people doing the right exercise and arrange training for them so that they can perform well in their work. By doing this HR is making sure that the work activities done by the employees is eventually helping the organization to increase the productivity and efficiency. As HR knows who can perform what type of tasks they hire people according to that and fire people as well so that it can save money for the firm. At the same time providing the training for employees increase the motivation level within the employees and they perform better after it thus it increases the productivity. Soon then, HR takes care of the wastage issues related to the organization and it tries to save as much as money as possible so it is also helps the finance department with their work. As the line manager knows whom to pay more and who to pay less so the finance department can arrange money according to the managers need and no extra money is going from the account of the organization. After that, HR helps to shape the organizations structure because they know the whole overview of the business. HR activities like, training, induction, recruitment, job description and redundancy, which all make the product better, thus increasing customers' satisfaction so end of the day these all helps to gain productivity as well as efficiency. HR can also help improve productivity by rewarding employees who can deliver more work. HR can directly affect productivity by teaching managers how to properly and effectively administer performance appraisals and how to effectively coach, mentor and counsel employees when necessary. Mainly, compensation and benefits can increase the productivity in a higher range. That's why HR time to time monitor compensation packages so that the employees can understand what the benefits they are getting and can

get motivated continuously. Work life balance is also an issue to consider increasing productivity as employees work for a certain hours and after that they need to focus properly in their lives so it is important to ensure to make a balance between personal and professional life. It can be done through providing transportation facilities, good working environment, child care, etc.

4.7 HR for Developing Countries:

At the same time Human Resource activities are getting priorities as well. In order to do well with people there is need for proper HR implementation in the organization. Before it was not that important to make an HR department in the organization if they had then it was only for name. But nowadays things are changing bit by bit. HR activities are getting priorities and recruitment process is now getting harder. As the economy is changing there is need for structured organization and use of right people for right purpose. So HR can only help about this matter and they are doing already. Now big and renowned organizations try to higher HR heads and personnel from outside the country so that people here can learn from them. As we are still not that much knowledgeable regarding HR issues and there has been no practice of this for a long time, so from them we can learn more and in a right way. Now organizations try to hire people with proper HR knowledge as it is now important to build strong HR teams so that alignment of every department happens in a good way. In developing countries like us industries such as RMG, Pharmaceuticals are getting priority as because these industries are emerging. So for these industries, HR is needed in a sophisticated manner to provide excellent output. For an example GP IT is maintaining a good HR practice within their organization and they value their people a lot. For them they are providing trainings and creating scope for development as GP believes that this will increase their employee potentials and eventually will help to boost efficiency and productivity.

4.8 Description of various kinds of HR activities:

Like marketing, HR also deals with different types of activities within the organization. These activities are mostly used by all the employers and more or less used by all the organizations. Now different types of HR activities will be discussed below, they are-

1) Recruitment Management: The process of identifying and hiring the best qualified candidate for a job vacancy in a most timely and cost effective manner.
2) Workforce Planning: It refers the systematic identification and analysis of what an organization is going to need in terms of size, type and quality of workforce to achieve its objectives. It determines what mix of experience, knowledge and skills is required and sequences steps to get the right number of right people in the right place at the right time.

3) Induction Management: Induction is the first step in building a two way relationship between the organization and the new staff member. The transition to the new workplace is made easier and more effective for both the new employee and employer if there is an effective induction process.

4) Training Management: Training is defined as learning that is provided in order to improve performance on the present job. Training is the continuous process of learning and HR department usually take care of this training activities. Training needs are determined by the HR department and after certain times, employees of an organization get training on required fields.

5) Performance Management: Performance management is the process of creating a work environment or setting in which people are enabled to perform to the best of their abilities. It is whole work system that begins when a job is defined as needed.

6) Compensation & Benefits: Compensation is the total amount of the monetary and non monetary pay provided to an employee by the employer in return for work performed as required. Benefits are also related with compensation package and it means benefits such as time off, insurance, pension plan, company car and more. These benefits increase the employee motivation level and make them work for the organization better.

7) Attendance Management: The management of workplace attendance is an important aspect of supervision in the workplace. The cost of absenteeism is greater than the direct payment of wages and benefits paid durance the absence so it is important to look after this crucial issue and HR does this for the organization.

8) Leave Management: Using Duet, employees can add and process leave requests as calendar items that comply with the approval guidelines and enterprise-defined processes. Duet gives the enterprise an array of leave types to choose from, each reflecting the same definitions that exist in the human resource policies implemented in the SAP ERP application. All leave parameters, such as vacation allowances or sick days, can be configured to align with a company's individual policy.

9) Benefits Management: Benefits management should be a project priority. It begins during programmed definition with the identification of target benefits through performance improvements and then continues with the development of plans to deliver the benefits as an integral part of implementing the required business change.

10) Overtime Management: Overtime is the hours that non-exempt employees work over 40 hours during a work week. Overtime is counted across an entire work week, not on a day-to-day basis. So, an employee who works 10 hours on Monday and seven hours a day for the next four days is not considered to have worked overtime for purposes of pay. Additionally, what is considered a work week may be defined by the employer as any consecutive seven days, with each day consisting of 24 hours. This may also mean 168 consecutive hours.

Chapter 5| HR of GP IT

5.1 HR activities of GP IT:

Every organization nowadays maintaining a good HR department as it is granted that a well established HR department can bring alignment in the organization and with a proper HR team it is possible to bring changes which increase efficiency for the whole organization. GP IT is also maintaining a good HR department with talented people. They called the department as Peoples and Organization (P&O). They try to bring changes in their working processes which are new and productive in nature. There are a few basic activities for every HR department such as recruitment, selection and performance appraisal which will be discussed below on the perspective of GP IT. First of all we are going to discuss about the recruitment and selection process which will give a clear view regarding the way of recruiting people and it will also tell us how choosy GP IT is to find out best people in the market.

5.2 Recruitment and Selection Process in detail-

➢ **Job posting (stage -1):**

According to the organizations need, P&O team decides what type and what amount of people are needed and make the job posting. It is determined by the line manager that he or she wants to give the job ad to bdjobs.com then the GP IT's P&O send a mail to bdjobs.com to publish the job ad to their site. Job advertisements are generally given in Grameenphone IT's Career site, Grameenphone Career site and in bdjobs.com. GP and GP IT's career site is common for all job advertisement. But bdjobs.com is not common site for all job ads. In this site job ads are given when line managers want. This process is done within 2 days as they don't believe in wasting time in case of hiring new people.

i.   **Formatting the jobs advertise:** The GP IT People & Organization format the jobs advertise based on line managers want.
ii. **The core essentials of a job advertisement are-**

   ➢ Information about the company
   ➢ The title and position of the job in the company (to whom is responsible)
   ➢ Main tasks, responsibilities and accountabilities
   ➢ The most important requirements (knowledge, experience, skills, abilities, etc.)
   ➢ Information about motivational factors (e.g. salary, incentives, benefits, development and career possibilities, etc.)
   ➢ Information about location, working time, shift work, other conditions
   ➢ Information about the application (what to send, where and how, the deadline)
   ➢ Contact person (telephone number and/or e-mail address

A sample of the job advertisement:

Job: GPITTECH/2012-09/19685

Refer

Description

Job Title	Executive-Financial & Banking Services
Location	BD
Organization Name	GPIT Technology, GPIT Financial and Admin Solutions, Grameenphone IT Ltd.
Role/ Department Overview	

Analysis of the business requirement; map the requirement to features of standard Core Banking System, Internet Banking System; solution design for necessary customization to fit GAP; and support technical team to implement the solution.

Job Responsibility

- Analyze functional requirement regarding system integration and customization of Banking Systems
- Responsible for solution mapping with the standard features of the Core/Internet/Other banking system
- Configure to implement customer requirement in Core/Internet/Other banking system
- Support technical team to implement solution and testing
- Ensure timely and quality delivery as per business commitment
- Liaise with partners, vendors, customers and internal/ cross functional teams and stakeholders

Education & Experience Requirements

Education:

- BBA/MBA from any reputed university.
- Exposure in MIS/Software engineering.

Experience:

- 1-2 years of experience in the field of banking.
- Experience in Core/Internet banking system

Special Skill Requirements

- Should be conversant in Banking process and familiar in Core banking System and Internet Banking System (Temenos T24, Flexcube, Finacle)
- Should have strong analytical ability, good interpersonal and communication skills
- Should be delivery oriented, customer focused and proactive
- Should be a team player.

iii **Confirming with line manager about job posting:** After job formatting the P&O let the line manager know about the confirmation of job posting.

➤ **Job Closing (stage-2):**

The whole process is done within 9 days.

i. **Request line manager to prepare case study/ questions/presentation topic for assessment test and send by 7 days:** When job posting process is done then the Talent acquisition & management team requests the line manager to prepare the case study/question/presentation topic for assessment test and send it to P&O by 7 days.

ii. **Finalizing assessors:** Then talent acquisition & management team finalize the assessor's means that who will be in interview board to take the interview. Generally, one person from P&O always attends in interview board to assess the candidate and to pick the best candidate who will be the asset for the organization. On the other hand, one specialized person will be in interview board based on vacant position's field.

iii. **Fix venue, time for assessment test:** Assessment test can be written test and interview both or only interview. To, take the assessment test the talent acquisition & management team fix venue and time.

➢ **Short listing for Assessment test (stage-3):**

This process is done within 7 days.

i. **Request line manager for short listing:** In this step line managers are requested to short listing the candidates from all applicants based on different kinds of requirements.

ii. **Short listing and mark "yes/no" in ERP:** Line manager make short list from all applicants and mark yes for qualified applicant and mark no for disqualified applicants.

iii. **Send the shortlisted list to P&O:** After short listing the line manager send the list to P&O.

➢ **Assessment test (stage-4):**

i. **Finalize the assessment materials:** In this step all assessment materials have to prepare. Like: written test script.

ii. **Send email and text message to the shortlisted candidates:** Then, Talent acquisition & management team send email and text message to shortlisted candidates to let know them the interview time and venue.

iii. **Call the candidates:** After sending email and text message, Talent acquisition & management team call the candidates over phone and let them again about their interview information like time, venue etc.

iv. **Arrange venue for test:** Then venue has to arrange like for written test the cafeteria needs to be booked and for interview meeting room has to book for a particular time period.

v. **Conduct the assessment test:** The Talent acquisition & management team coordinate the whole assessment test.

➢ **Script checking (satge-5):**

i. **Code the scripts:** After taking the written test all script has to code to make the script checking process transparent.

ii. **Provide the scripts to line manager for checking and P&O checking the P&O part:** After coding the scripts are given to line managers to check those scripts and P&O check the P&O part.

iii. **Getting the scripts back to P&O:** After checking those scripts the line manager sends those to P&O.

iv. **Recoding the scripts:** Then the Talent acquisition & management team keep records of those scripts. Like: keeping soft copy of written tests by scanning and keeping the marks records etc.
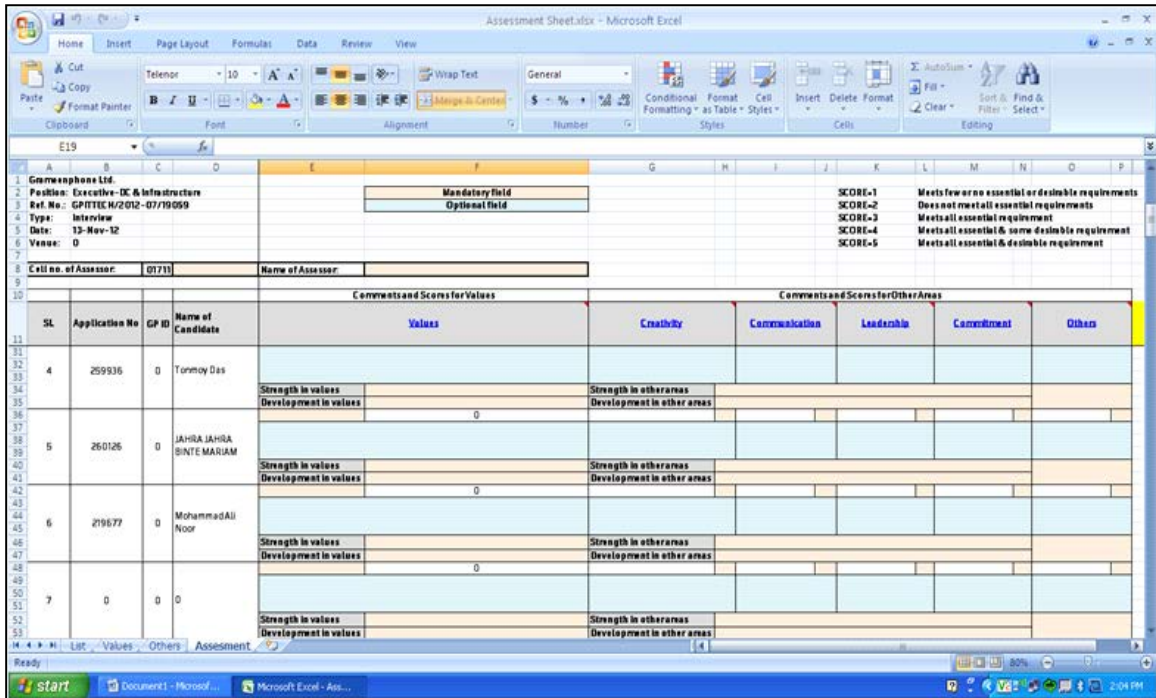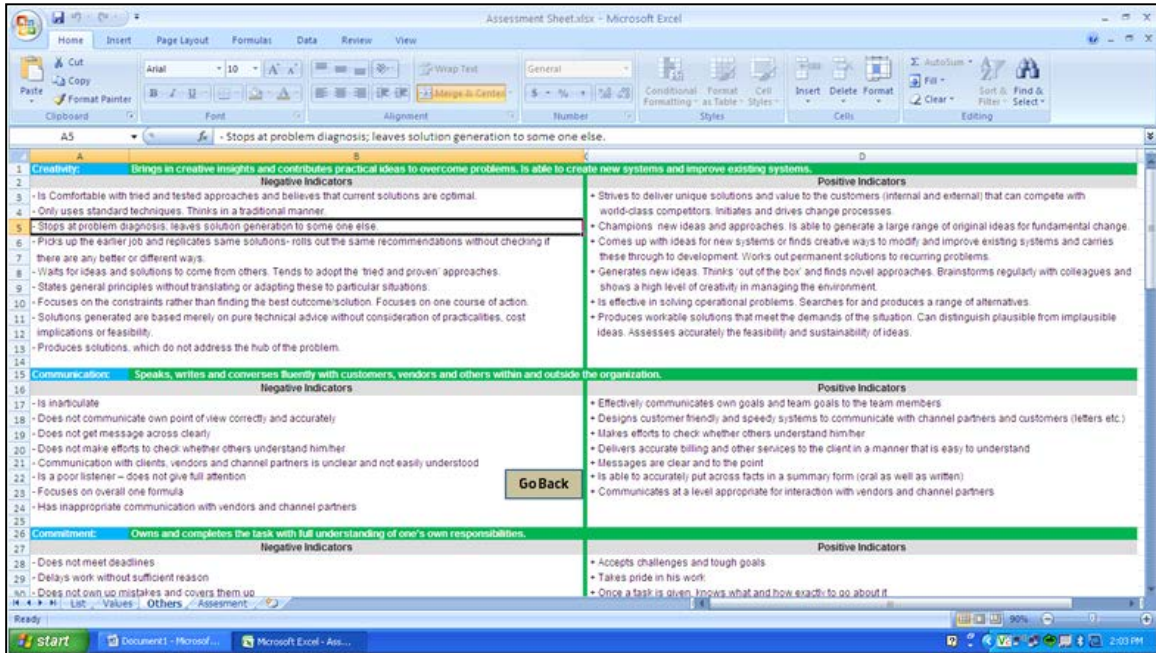

➢ **Interview (stage-6):**

i. **Send email and text message to the shortlisted candidates:** Then P&O shortlist based on marks and send email and text message to shortlisted candidates to let know about the time and venue.

ii. **Call the candidates:** To reconfirm the candidates the Talent acquisition & management team call the candidates again to attend the interview and let know them the time and venue of interview.

iii. **Book assessors and venue:** Then the Talent acquisition & management team finalize and Book assessors and venue to coordinate nicely the interview.

iv. **Conduct the interview:** Then the coordinating part comes. Talent acquisition & management team has to coordinate the whole interview. To assess properly the P&O sends some Assessment sheets to the assessors. These sheets are given below for clear understanding-

v. **Send the assessment sheets to P&O:** During the interview the assessors assess the candidates and after assessing the candidates the assessors send the assessment sheet to P&O.

> **Holistic and final selection (stage-7):**

i.   **Compilation of Assessment sheet:** In this step, Talent acquisition & management team compile all the assessment sheets.

Left side of the Assessment sheet is given below-

Right side of the Assessment Sheet is given here as well-

ii.   **Send the holistic to line manager:** Then the compiled assessment sheets are sent to line manager.
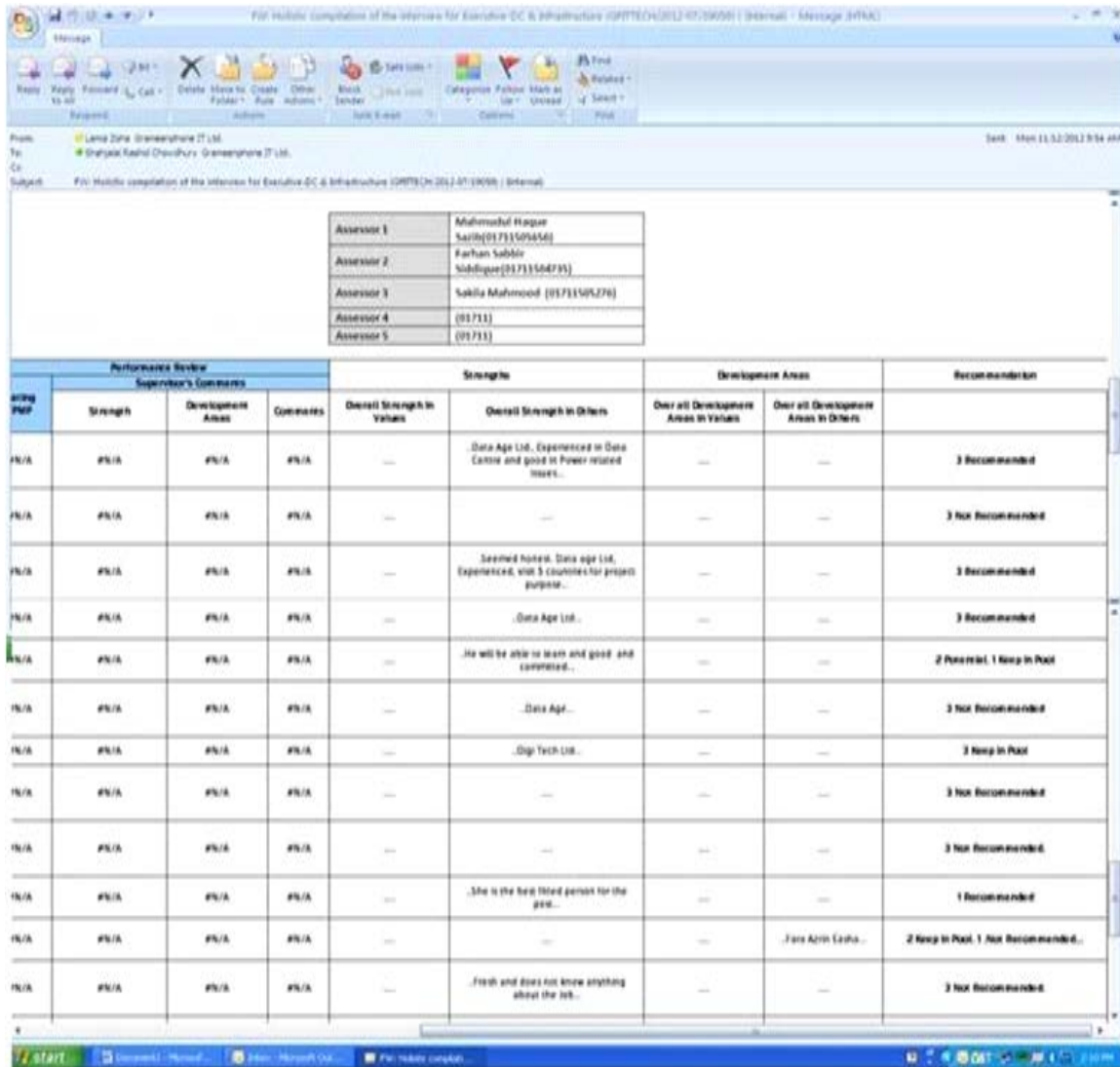
iii. **Selection decision from line manager:** Then the line manager observe very clearly the compiled assessment sheet and then take decision about selection.

➢ **Salary discussion (stage-8):**

i.   **Send the candidate for salary discussion:** After selecting the best candidate the line manager send his name and tell P&O to go for salary discussion.

ii. **Inform the candidate:** Then P&O inform candidate that you are finally selected for this vacant position and please come for salary discussion.

iii. **Discussion session with candidate:** At last, candidate comes to attend salary discussion session to negotiate and fix his or her salary.

➢ **Agreement paper sharing (stage-9):**

i. **Call the candidate and share agreement paper:** When salary negotiation process is finished then candidates are called from P&O to come for share agreement paper.

The whole process means from job posting to joining the whole thing has to done within 40 days for any vacant position.

It would be nice if we see a figure of the whole process of the recruitment and selection process so that the nine stages of the process would be easier to get-

Figure of total recruitment and selection process:

Stage-1 Job Posting	→	Stage-2 Job Closing	→	Stage-3 Short Listing for Assessmnet Test
Stage-4 Assesment Test	→	Stage-5 Script Checking	→	Stage-6 Interview
Stage-7 Holistic & Final Selection	→	Stage-8 Salary Disscussion	→	Stage-9 Agreement Sharing
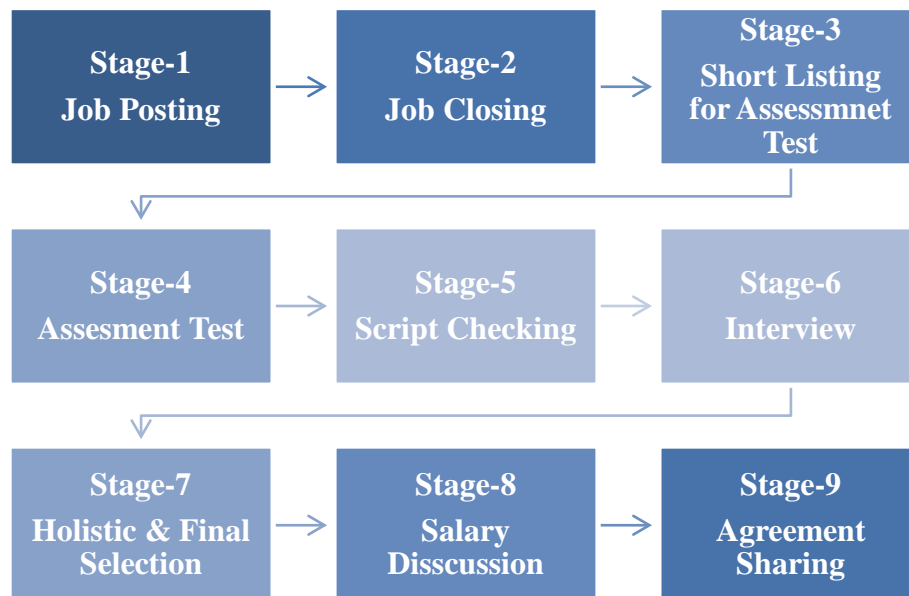
5.3 Performance Appraisal Method:

GP IT maintains a good appraisal method for their employees and they use the ***Ranking method*** to appraise their employees. Under every department head there are teams and in every teams there are team leader who appraise their subordinates with certain ranks. There is a ranking order where is higher ranking and lower ranking and it is purely numerical. According to the number the rank gets the total point and those points determines the employees a rank that mean his or her total number is counted after they are been ranked by their managers. GP IT uses this technique as they believe this is the

easiest way to rank the best and worst employees. Employees are ranked here according to their performance levels. This method help the employees to give their best shots in the job they are doing as they know according to the performance they will be judged.

5.4 Benefits Available for employees:

GPIT, in addition to competitive salary, provides a combination of employee benefits which are constructive and well thought-out for all levels of employees.

1) **Transportation Services:** General pick-drop service will be provided within office hours. Exceptions may be accommodated depending on vehicle availability and management approval. Employees are eligible for actual transportation expenses for traveling outside office during office hours on official purposes if the employees do not avail transport support. Employees in specific higher designations shall be eligible for the GPIT Benefit Vehicle Scheme as follows:

-Avail monthly cash allowance OR

-Avail Company provided vehicle and monthly maintenance allowance AND

-Vehicle maintenance expenses

The job nature and requirement of services demand mobility of the Territory Officers (TO) under regular employment. Considering the geographical location and business need, the Company will facilitate them to acquire motorbike to commute, increase market penetration and operational efficiency.

2) **Communication:** All employees are entitled to a handset allowance within a specific price ceiling. However, employees will have the option to purchase handsets beyond the price ceiling by paying the additional amount. International roaming facility can be availed upon proper request submission with valid international credit card. Company will bear phone bill up to a certain limit for different level of employees. In case an employee usage amount exceeds the defined limit in any month, employee may request partial or full waiver after proper approval. Otherwise the excess amount will be deemed as personal usage. Employees may avail internet modem services based on functional/business need. Every employee may avail the option to possess laptop/desktop.

3) **Education:** All employees will be eligible to avail children educational benefit to a certain amount. All employees will be eligible to avail education grant till a certain amount (policy under review)

4) **Health Benefits:** All employees, including their spouse, children and parents are entitled to health insurance covered under the Health Plan coverage. It includes 25 hospitals, including Apollo, Square and United Hospital Limited and also outside Dhaka. Female employees shall be eligible for the maternity insurance benefit from the date of their joining. The Company shares potential financial risks that may be encountered by employees. Group Life Insurance and Medical Insurance (hospitalization) are covered under agreement with the Insurance Company. The Company ensures a safe working environment internally that will yield productivity and efficiency and maintain for a compliant working environment of the Business partner who is directly working with GPIT.

- Periodic health check up

  – Availability of medical practitioners

  – Health & Safety training/awareness

  – Accident reporting

  – And many more

All employees in GP House are offered lunch at a subsidized rate which abides by health and safety rules and regulations of Telenor Group.

5) **Family and Parenting:** All female employees are eligible for maternity leave of 6 months which makes GPIT a pioneer in such arena compared to other companies. Male employees are eligible for paternal leave of 2 weeks. All employees are eligible for availing services of the day care center, Happy Hearts, close to GP House in Bashundhara.

6) **Long Term Planning:** The permanent employees are eligible to become members of the Provident Fund. The PF maturity period is three years. Employee has to serve minimum three years for being eligible for both employee and company contribution. Gratuity is paid to a permanent employee for providing a life time service to the Company. The eligibility to get payment is minimum five year service with GPIT.

5.5 Cost of Training per Person:

Training is the acquisition of knowledge, skills and competencies as a result of the teaching of the vocational or practical skills and knowledge that relate to specific competencies. GP IT has almost 400 employees at this moment and training costs are decided in the beginning of the year according to the training needs. Every year GP IT allocates approximately 50 to 60 laks BDT for the all four departments. Among these department training cost depends on the content of the training. Most of the trainings are

in house but there are trainings which are outside the country such as India or Singapore. But on an average per person training cost is 12500 for the in house trainings only but in case of training in abroad GP IT spends more according to the country and training content. For India the cost is much less than Singapore. It goes without saying that total cost for abroad training will be higher than the in house training so the abroad training cost allocation is not fixed in advanced.

5.6 Steps of Training and Development Methods used by Organization:

There are five basic steps of training program and it is also maintained by GP IT. These steps will be discussed below with proper description-

1) **Step 1- Need Analysis:** First of all it starts with the need analysis stage as when GP IT prepare themselves for training they first see whether there is a need for training or not. Which type of training is needed and for whom is the most important part here. Senior level employees have already got trainings earlier so it is necessary to focus on the new employees for the training as they deserve more than anyone else. If any employee is in a department who needs certain trainings to perform the job task then there will be training for him or her. So if there is performance deficiency in any of the employees then it will be considered in this stage.

2) **Step-2 Design the Training:** Designing the training means to prepare the training curriculum for the employees. All the time the training content or the materials will not be the same. In trainings there will be changes in the activities of the training and according to the needs of the training the materials of activities of trainings will be changed. Delivery of the training will depend on what type of training is required now for the employees and what type of activities in training can achieve the business goals.

3) **Step-3 Validation:** Before starting the training GP IT consider to test it along to a small audience so that it can be verified if there is any kind of bug in the training or not. There could be problems in the procedure, content, trainer, environment so to find out those mistakes or problems GP IT arrange a training session with 10 or 12 employees to see how the training actually goes and after verifying it they proceed to the next stage.

4) **Step- 4 Implementation:** Finally in this stage they start the training program with the targeted employees and conduct the training program properly.

5) **Step- 5 Evaluation:** GP IT does the evaluation process in two stages, one is immediate after the training session and another one is after a few months later. Evolution is important immediate after the training to know from the trainees whether they liked the training or not and after a few months when employees starts working their supervisor or

line manager decided whether they are performing the training activities in the job or no. By this two stage evaluation GP It gets the total idea about their training program.

5.7 Training and Development used by GP IT:

Departments Name	Position Of the Employees	Type of Training Provided
Commercial	Junior Executives	Product Selling, Product Marketing, Communication skill development etc.
Technology	Senior Executives and Specialist	Technical Trainings such as in CISCO, ORACLE etc.
Finance & CA	Senior Executives and Managers	Finance for non financials, understanding financial statements and basics, international finance etc
People & Organization (HR)	Junior Executives and Senior Executives	Leadership development, interviewing skill development, recruitment skills development, general management training, stress management etc.

Assessment method used by GP IT:

After providing training it is necessary to assess the training program and GP IT uses the oral examination method for assessment. Under this method they use the structured oral test as they believe this technique is more useful to get direct feedback or reactions regarding the training.

Structured Oral Test: With this technique there are predetermined questions for the trainees which they need to answer regarding the training and notes are kept on the responses. It is more reliable than the unstructured oral test and provides direct assessment of specific knowledge and skills.

5.8 Evaluation of Training and Development Program:

The process of examining a training program is called training evaluation. Training evaluation checks whether training has had the desired effect. Training evaluation ensures that whether candidates are able to implement their learning in their respective

workplaces, or to the regular work routines. GP IT evaluates the training programs by collecting feedbacks after three month of the training. Observation method is used by them. Immediate after the training feedback from the trainees are taken so that it can be understood how the training was for the employees. They are being asked with questions like- how was the training, how was the training content, how was the training facilities. By asking these questions the reaction or feedback of the employees are measured.

Observation Method: After three months they contact with the supervisors or line managers of the employees so that they can tell how their employees are doing at work and whether they are adding value to the work or not.

5.9 Challenges faced in Training & Development Process:

Training programs are not always easy task to do as most of the time there are challenges which can affect the total training program. In GP IT they also face a lot of problems.

1) First of all, in case of choosing external institutions for training they cannot find the suitable one for them at the right time. They try to fix an institution from which they can take the training but most of the time GP IT's needs don't match with them. So sourcing for the training is a big problem for them now.

2) Secondly, the timing is not suitable for them to take the training as the schedule doesn't match. Sometimes the employees of GP IT have other tasks to do and that time they cannot meet the predetermined schedules of the training.

3) Then when they contact with the institution they give them time after a long time and that time may be not the right time for them as they could need that training earlier.

4) Sometimes training programs cannot be found according to the organizations need or according to the employees needs**.**

Overcoming Process: So to overcome this situation they are now all the time communicating with the external institutions so that they can manage a good time to conduct the training. GP IT now talking to other training institutions from where they have take trainings if one institution fails to provide them suitable timing slot.

Chapter-6|Marketing of GP IT

GP IT provides a large range of services to help revolutionize their customers business. Their range of services and solutions are customized based on the business needs so that one can grow the business the way it was intended. Focusing on innovation and efficiency in everything they do, they seek to give customers the competitive edge so they can stand out in the crowd.

6.1 Services and Solutions Offered by GP IT:

GP IT provides different type of IT services to their clients and it strive to help its clients radically improve their operational business performance through the IT solutions that are best in class and provide immense value for money. These services are going to be discussed below-
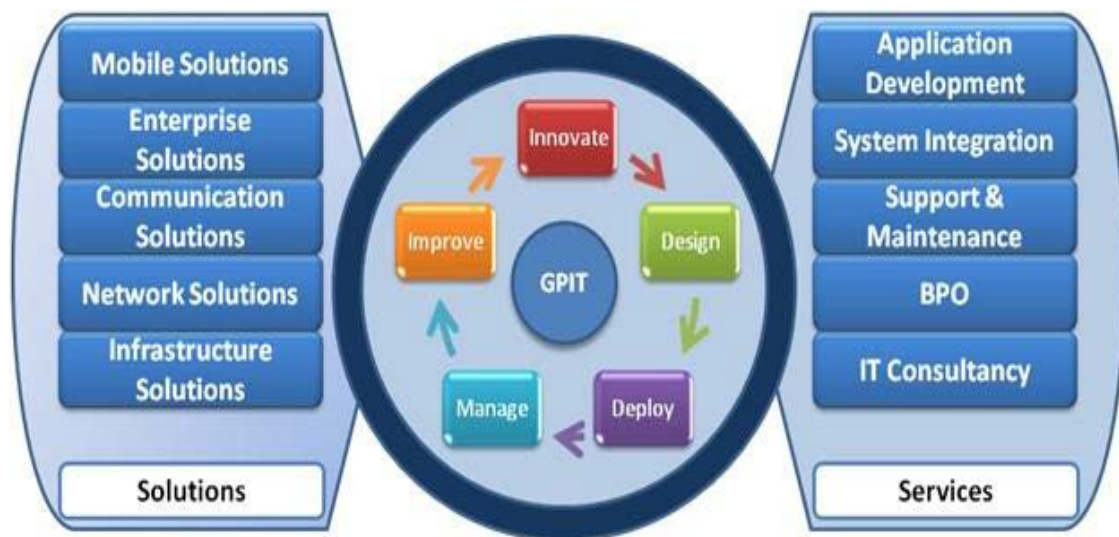
1) **Server & storage management services**: GPIT provides consultancy & implementation services on server storage & management. It also provide virtualization & consolidation, high availability for technology stack, data migration & up gradation, performance management, backup & crash recovery management, resource optimization, UNIX System & SAN Storage services.

2) **Hardware trouble-shooting services:** It offer hardware trouble shooting service for major equipments (Laptop, Net book, Printer, Desktop etc.) also including operating system troubleshooting.

3) **ERP solutions:** GPIT provides complete services for ERP (Enterprise Resource Planning), a system that is used to manage and coordinate all the resources, information and function of a business. GPIT specializes on developing the human resource and supply chain management system.

4) **CRM solutions:** It present solution for 360 degree view of customer information that includes VAS order provisioning, customer insight capturing & complain handling for real-time monitoring and reporting, end to end sales activity tracking, managing lead, opportunity, key account and other account management. Clients can also analyze agent KPI, customer segmentation for campaign, customer response modeling and capturing. GPIT also manages & maintains CRM applications.

5) **Telco billing services:** GPIT has complete solutions for telecommunication billing service including product and promotion management (configuration of products, promotions, campaigns and resources.), rating/charging (processing) of all type of CDRs (Call Detail Record: voice, data, messaging, events etc) in near real time, billing-invoicing, payment and credit control.

GPIT current operations mainly focus on providing different types of IT solutions to its clients. The various IT solutions which GPIT offers are discussed below:

6) **Infrastructure solutions:** IT infrastructure consists of the equipment, systems, software, and services used in commonly across an organization, regardless of mission/program/project. GPIT provides the tools to assess, optimize, manage and report on the IT infrastructure and changes within it. It supplies an agent-less, accurate and rapid IT Infrastructure deployment, configuration and inventory management using a unique single stop service center.

7) **Communication solutions**: GPIT is providing Unified Communication solutions to allow IT to deliver the new collaborative workspace. With the ever-changing concept of office & workspace it meet the high demand and rapidly emerging face of unified communication for the enterprise with state of the art applications and shared services that provide superior collaboration experience regardless of device, content, location and interaction style. Unified Communication is changing the working experience by collaborating human communication through devices/artifacts such as- instant messaging, telephony, video conferencing, data sharing, voice mail, e-mails, SMS etc.

8) **Banking and Financial Solutions:** GPIT being one of the leading IT solution providers bring state of the art solutions for Banking & Financial Industry to enable them with

technological advancements. It is the pioneers in providing unique solutions by building strong partnerships with industry leaders. Banks and financial enterprises today work tirelessly in making everyday transactions, queries and other banking/financial needs to be as effortless as possible for their thousands of clients. In order to deliver their service efficiently- GPIT offers world-class solutions that guarantees efficient deliverance to clients for the banking and financial enterprises.

9) **Mobile and Content Solutions:** The world is getting smaller everyday- this statement is proving to take shape literally through the advancement of cellular and portable technologies. These technologies now enable seamless communication through cellular networks, internet, collaborative application, revenue generation services etc. Using these solutions- cell phones, tablet-PCs and other portable technologies are paving the way for emerging business opportunities that focus on client convenience and revenue generation. GPIT avails a range of mobile-centric services which can help clients gain the competitive technology edge.

10) **Business Support Solutions:** In the current environment of global markets and hyper competition, businesses need to leverage IT investments to their full capabilities in order to gain competitive advantage and increase both the efficiency and the effectiveness of their end-to-end business processes. Now more than ever before, businesses are looking for stable, un-interrupted IT applications which support their key business functions and potential growth. GPIT has relentlessly developed, engineered, customized and maintained around hundreds of applications which are supporting business needs of leading companies in Bangladesh throughout the last thirteen years. Furthermore, GPIT also intends to expand its market overseas in the near future, these are its initiatives to make the brand popular in not only the domestic market, but also in the global context.

Currently, GPIT is involved in implementing strategies to improve its operational effectiveness. The strategies are based on three different ambitions: 1. Enhancing customer experience. 2. Improving business performance and 3. Retaining and engaging people. To fulfill the ambition of enhancing customer experience, GPIT has developed and implemented strategies which will delight its customers with best experience re-engineer its service delivery process and establish a customer-centric organization. Similarly, for achieving the ambition of improving business performance, GPIT came up with strategies which will define its focused business areas and increase the credibility and efficiency of its operations. For achieving the third ambition, which is to retain and engage people, GPIT has developed strategies focused on establishing effective communication framework and improving recruitment process. The diagram in the next page illustrates the current ambitions of GPIT and the strategies it has implemented to achieve those ambitions.

Fig: GPIT"s current ambitions and strategies to achieve those.

Delighting customer with best experience, re-engineering customer services process, establish customer-centric organization. Realized business through defined product portfolio and projects, establish effective partnership. Operational excellence establishes effective retention strategy and strengthens bonding through engagement and communication. Organization readiness for future growth is delighting our number 1 customer with best experience.

GPIT"s strategy mainly focuses on following and delivering an efficient and effective service delivery model. The diagram below illustrates the service delivery model of GPIT
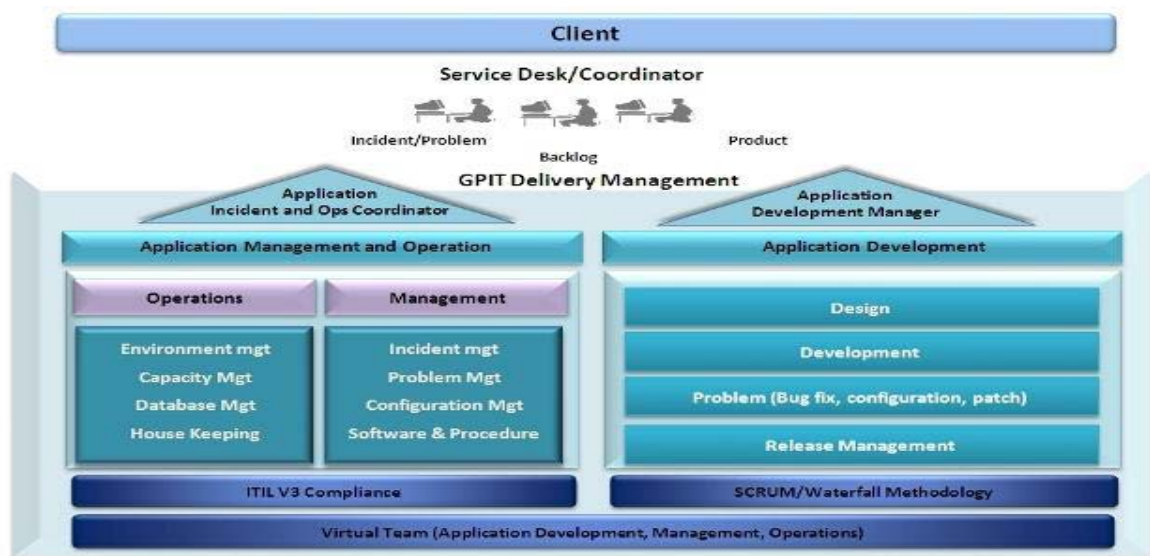

Fig: GP IT's service delivery model

6.2 GP IT's procedure of doing marketing to sell their services:

To bring product and services to the market, GP IT has its own choice of doing that. Usually organizations try to make it on the basis of 4p's of marketing which is the best way so far. But GP IT is such an organization who at this point only tries to sell their products by making direct contacts to the potential customers. They are doing it by collecting information about customers from different sectors and they take time from them and eventually talk to them so that they can convince them that the services are better than others and world class in nature. They also try to spread thorough other existing customers feedback so that more people get interested on taking their services like positive word of mouth communication. According to the 4p's of marketing there should be proper product, price, place and promotion and GP It is only following the product, price and place activities at this moment. Though promotion is a basic part of the marketing and as well for 4p's still GP IT is unable to it now because they believe they are not yet successful to let people know what exactly they are doing and what they have to offer customers.

6.3 Comparison of GP IT's services with other service providers:

GP IT is providing solutions in several fields such as Banking & Financial, FMCG, Infrastructure and Pharmaceuticals so they are way more ahead than the existing competitors whereas others are just focusing on a few fields. Although GP IT is doing their business not for a long time still is growing faster day by day. So far the service quality of GP IT is good and a very few complains are there which is not a factor for an IT service provider as no work is error free. As GP IT has partnership with world renowned software companies like Oracle, CISCO, Wipro, IBM, Orange, Microsoft etc so they are bound to provide world class services to their customers. As a result the customers are also happy to take services from them because they know it is from world class software companies. GP IT also provides operating systems which are updated and in quality. Particularly, GP IT is ensuring reliable and fast data system and application recovery, improve recovery time and reduce storage consumption, centralized data from remote office, improve operational efficiency with automated backup tasks, simplified management and protect and recover both physical and virtual systems. These tasks are not offered by any of the competitors yet so GP IT is already in a superior position in case of providing unique services. In case of pricing GP IT is charging above the average level as they are providing good packages with all kind of solutions and from renowned software companies. On the other hand other competitors are only providing solutions by their selves or with the help of software companies which are not that renowned. Moreover, they are providing services which are in the not that tough and for low end

users. As business is growing in Bangladesh very fast, so at this moment high end users are more and they want better services for them specially the banking and enterprise sector is now more efficient than ever and for them GP IT is offering best IT solutions.

6.4 Opinion of Customers about GP IT:

Within a very short time, GP IT is now one of the most efficient IT service providers in Bangladesh. The activities done by them are many and on an average everyday they are arranging different programs for their customers or potential customers in Dhaka and Chittagong which are the two big cities in our country. If the customers were not happy then it would not be possible for them to arrange such type of programs. They get huge support and response from their customers and they are very enthusiastic about their future as well. GP IT is trying to analyze the trend of their customers now, as they have earned huge customer response till date so it is not that far that they will get more attentions or response from them in near future.

Customers are from different sectors so the response rate is different as well. In banking sector the satisfaction level is little bit lower than the telecom sector and it is because the banking of financial institutions deals with various problems and data which is not easy to handle. So in this sector GP IT needs to work more to gain the proper satisfaction level of the customers. On the other hand, in telecom industry they are doing well as they have so much knowledge about this sector as they have done work for Grameenphone earlier and still they are serving them. In this sector GP IT is leading and they are planning more on this industry to be in the top within a few years. ICX and IGW operators such as Ranks Tel, Mir Telecom, Bangla Tel, BG Tel and others companies like them are very happy with the services of GP IT and recently GP IT arranged a program for them in Westin Hotel, where they got huge response from the customers. So it goes without saying that customers are happy enough with GP IT. Still there are several customers whom GP IT is trying to attract towards them and the work is on process and few are in the pipeline. There was a survey conducted for the customers' response about GP IT which is in the appendix where the response rate is clearly on the side of GP IT as a good IT service provider among the customers.

6.5 Recent Customers of GP IT:

The areas where GPIT already put their footsteps are:

- ➢ **Grameenphone:** GP is the first and a loyal customer of GPIT from a decade. GPIT gives end to end solutions & supports GP in many ways.

- ➢ **BRAC Bank:** GPIT implemented Oracle Service Bus as middleware to BRAC Bank.

- ➢ **Telenor Norway:** SharePoint collaboration sites.

- ➢ **Telenor Broadcast:** Provides business process integration using SOA Suite 11g.

- ➢ **City Bank:** HRMS Implementation.

- ➢ **SCB:** Call center implementation.
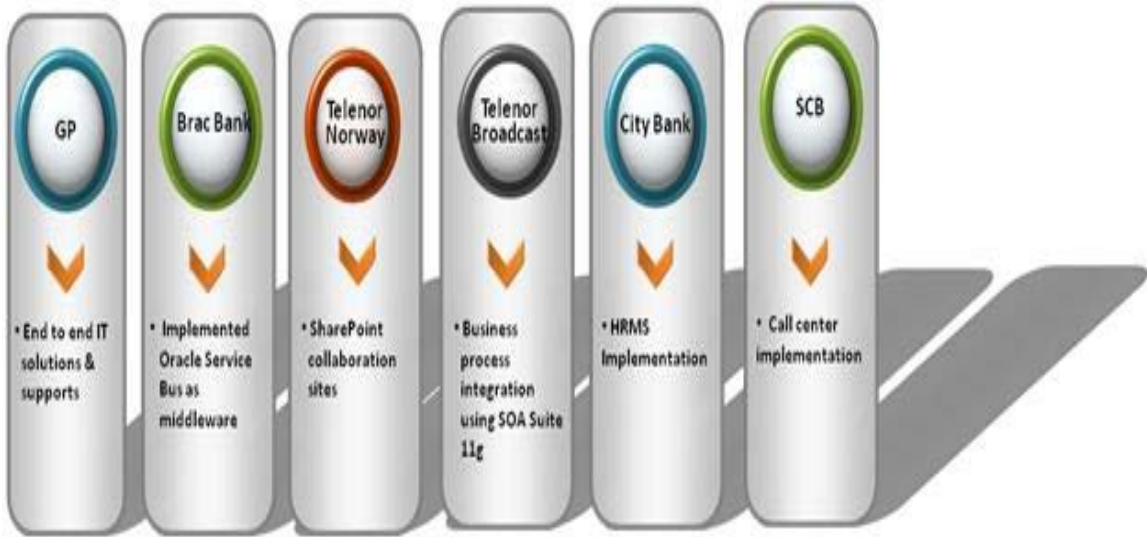
OEM (Original Equipment Manufacturer) Partners:

GPIT leverages from the extensive product/solution genre of the OEM partners. Other than standardized solution, open source based solutions are also available to provide cost effective customized solution

6.6 Ensuring Service Quality:

 The biggest challenge in service industry is to provide quality service all the time for the customers. It is not an easy task to do as no service is error free. Till now GP IT can say that their error rate is fewer than others as per their customers rating. Service quality is relatively better than the other IT service providers as GP IT provides world class service for their customers. Though they charge above average still their customer are happy and thinking of expanding the services with them. It would not be possible if their services were not good enough. Whenever their customer faces any problem regarding their service, they try to help them as soon as they can.   They create backups for their customers for the services they take and provide them at the time they need that. They try to contact with their customers after selling services as they want to make it sure whether the products or services working well or not. They provide monthly, half yearly and yearly after sales services for certain type of services. They believe it is their duty to take care for the services which they have offered of provided to their customers. It can be said that, after taking services from GP IT the customers need not to think about it because GP IT is there for them all the time. In comparison with other competitors GP is way ahead in case of after sales services. They try to make a bond with customers just not only selling the services to them. Customers also feel relaxed after taking services from them as they do not need to worry about the consequences at all. There is team in GP IT who all the time is assigned for to look after the server for their customers. By ensuring this monitoring GP IT is achieving more customers' satisfaction. In case of billing services they are making few mistakes which are quite acceptable for the customers.

6.7 Challenges Faced in Marketing and Overcoming Process:

No business is out form challenges and threats so GP IT is also not apart from it. They are facing lots of problems in case of their marketing of services and in case providing services.

1) In a country like us where people are not that interested to give their money or to invest for a long time, it is really challenging to do business this kind of economies for IT service provider.

2) Market is already saturated with IT service providers so it is difficult for GP IT now to enter and compete with all of them.

3) Most of the people or managers don't know about the IT related services to it is difficult for them to understand what is going to happen with the solutions or services. They want the result overnight which is not possible as IT related services require time to

provide the ultimate result. So to make them understand how this service is good and how it will add value to the organization is the most challenging part for GP IT.

4) In case of doing proper marketing activities it is not possible like goods as it is not tangible so in this advertising segment GP IT is facing challenges a lot.

Overcoming Process:

They are providing ads in newspapers mostly as in billboards or TV ads are not that acceptable for this kind of services. Again positive word of mount is important for them so they are also giving emphasis on it. For IT service business it is important to let customers know about the products or services offered by the firm so GP IT has to arrange a lot of programs where huge amount of people can gather at one time so that GP IT can let them know what they have for their customers. This type of arrangements is really costly and time consuming as well, still GP IT is doing that so end of the day they can at least manage to attract more people. So GP IT is investing more now than any other competitors to just grab the attention. For the marketing purpose GP IT is investing more and they believe if they invest in this level then it would be helpful for them to gain more customer attention within a short period of time. They are trying to make deal with customers who are doing business in emerging industries so that it can help to spread more about their services to others. GP IT is in the introduction stage so they need more advertising and promotional activities and they are doing it without thinking about the money as they think that investing now would bring profits quickly and it would be easier for them to be in the growth stage rapidly.

Chapter 7| Analysis

7.1 Analysis of the survey:

A survey has been done to find out what is the customers response regarding the GP IT's overall products and services. It is important to know this as it is the way to know how an organization is doing in the market. GP IT started its journey back in 2008 and within a small period of times they have achieved a reliable position in the market as a system integrator.

In appendix 1 there is a survey questionnaire where several questions were asked to the customers. By their response rate it is easily understandable that GP IT is doing well and it is going to do well in the near future as well. There are 10 questions were asked to the customers. The results are with figures and finding below- So according to this data we can understand that customers are on the side of GP IT and it shows that the services offered by GP IT is well accepted by the customers and it goes without saying that the sales activities are going in the right way. Here are those figures of customers opinion about GP IT's overall performance and what they think about GP IT. These are the survey results graphical representation which shows more clear view of the response.

How professional is GP IT?

- ■ Extremly professional
- ■ very professional
- ■ Modarately professional
- ■ Not at all professional

0%
14%
36%
50%

Among the 10 questions asked to the customers one of them is how professional is GP IT, according to the answers it can be said that about 50% people think GP IT is very professional. Customers like to do repeated business with the company who is professional in giving services so GP IT is projecting them as a Professional one.

Compared to other competitors the product/services of GP IT is better, worse or the same?

■ Much better   ■ somewhat better   ■ Slightly better   ■ Somewhat worse

19% 0%

33%

48%
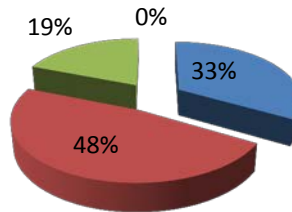
48% people believe that the services and products of GP IT are somewhat better than others. Already within a short period of time GP IT has achieved a position in customers mind that the now believe that GP IT's services are somewhat better than the others which is a good sign for GP IT.

How convenient the GP IT's service to use?

■ Extremly Convenient
■ Very convenient
■ Moderately convenient
■ Not at all convenient

0%

19%

14%

67%
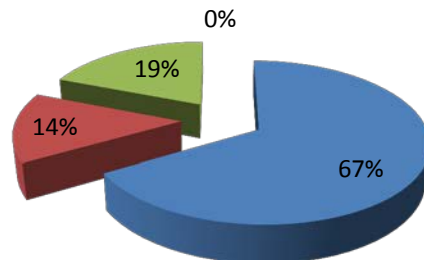
67% people believe that it is extremely convenient to use the services of GP IT. Service or solution takers always want to have services which are easy to use as IT services are not that easy to use so GP IT provides services in a way so that customers can use those without any kind of difficulties.

How responsive the GP IT is?

- 0%
- 14%
- 32%
- 54%

Legend:
- Extremely responsive
- Very responsive
- Moderately responsive
- Not at all responsive
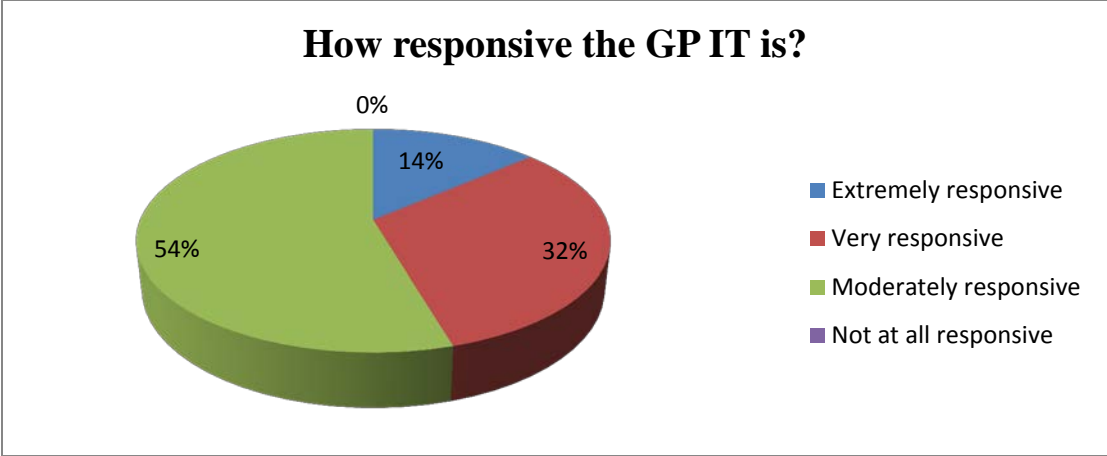
54% people said that GP IT is moderately responsive. It shows that whenever customers need any help from GP IT, they get it. May be it is not yet excellent but within a short time GP IT has achieved this much so it goes without saying that they will do more in near future.

Compared to other competitors, the prices are more resonable ,less resonable or same?

- 0%
- 27%
- 14%
- 59%

Legend:
- Much more resonalbe
- Somewhat more resonale
- Slightly more resonable
- About as resonable
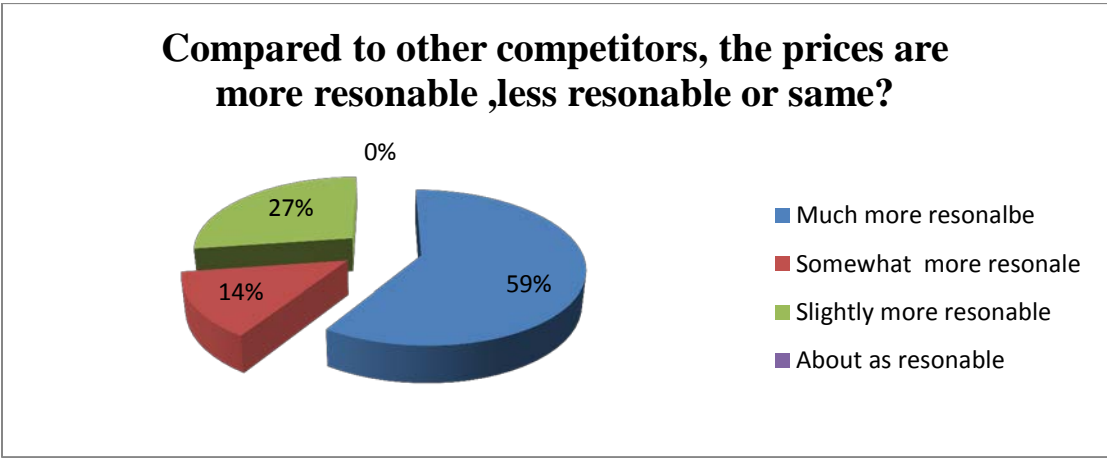
59% think prices and services of GP IT is reasonable than others, though GP IT charges more than others as they provide world class services but it is considered that after providing quality service to the customers they are still charging reasonable amount form the customers.

How is the GP IT in giving after sales services?

0%
14%
33%
53%

- Extremely well
- Very well
- Moderately well
- Not at all well
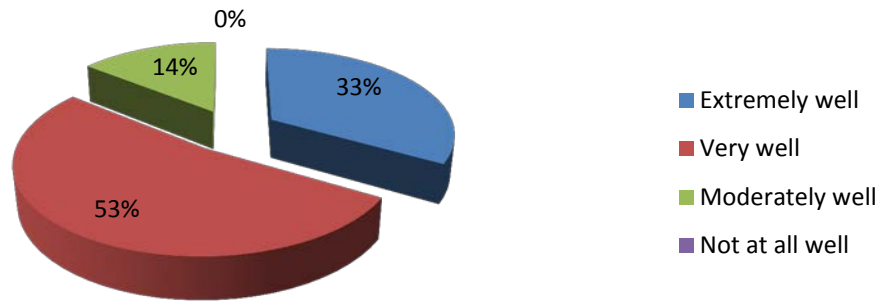
53% people believe GP IT is very well in giving after sales service, after taking solutions or services with a huge amount of investment customers wants after sales services so GP IT is giving a good after sales services to the customers and the figure shows that to us.

Overall are you satisfied with the employees of GP IT?

0%
14%
54%
32%

- Neither satisfied or dissatisfied
- Moderatelt satisfied
- Satisfied
- Dissatisfied
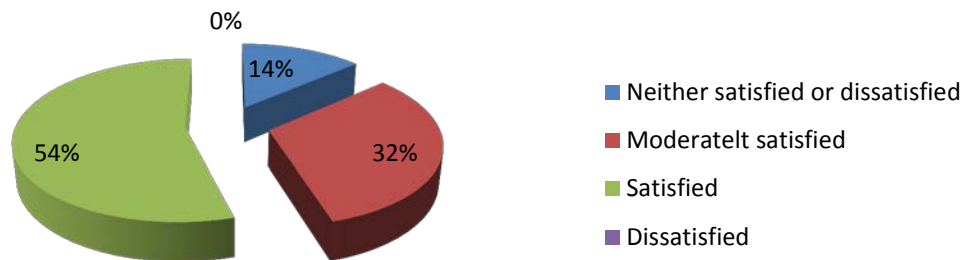
54% people said that they are satisfied with the behavior of the employees of GP IT so it is clear that customers are linking GP IT's employees behavior while taking services which means GP IT is satisfying customers while giving services.

How likely you will recommend GP IT to other people you know?

0% 9%

56%

35%

- Extremly likely
- Very likely
- Moderately likely
- Not at all
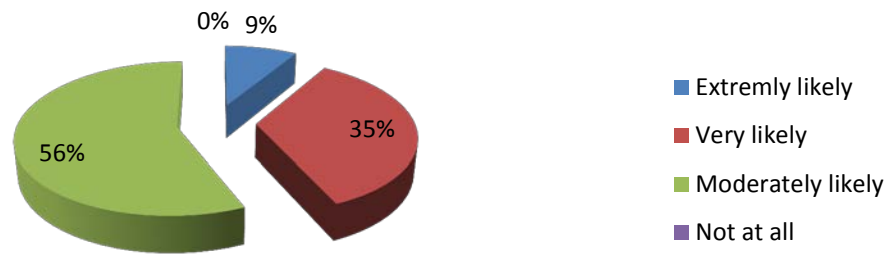
56% customers will recommend GP IT's services to others. For a company it is important to expand the business through their loyal customers. So, GP IT has earned that already as it shows that already enough people will recommend others to use services of them.

Do you like GP IT as an IT service provider?

27%

0%

46%

27%

- Like a greate deal
- Moderate amount
- Like a little
- Neither like or dislike
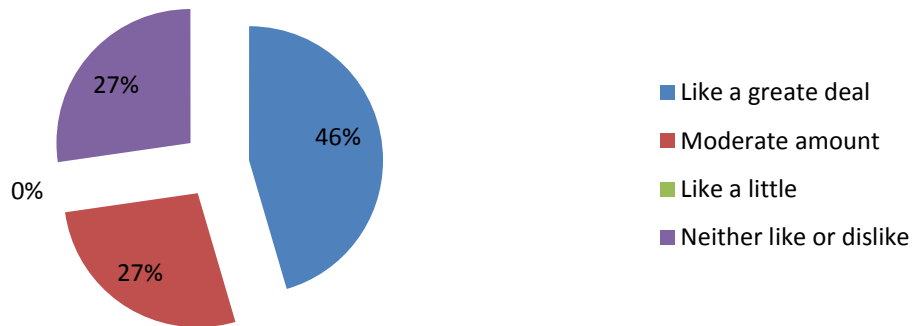
46% likes GP IT as an IT service provider, GP IT is a sister concern of Grameenphone so it is important to know whether people like GP IT as an IT service provider or not but it shows people are liking GP IT like a great deal already.

How the services/products of GP IT fulfill all your business needs?

- 0%
- 14%
- 33%
- 53%

Legend:
- Extremely well
- Very well
- Moderately well
- Not at all well
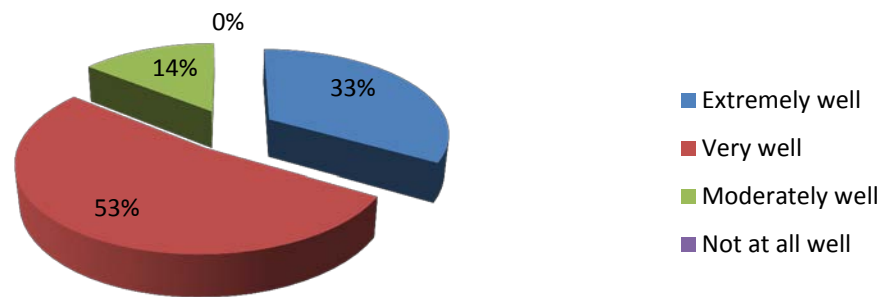
Lastly, 53% people believe that GP IT successful in fulfilling all the business needs of the customers. Although customers have different kinds of problems and they come up with several ideas, GP IT tries to solve those problems and the above figure clearly shows that.

7.2 Creating Value through Marketing & HR:

In the value chain system marketing activities are mostly critical to handle. But at the same time it is very important for GP IT to maintain it carefully. Now in this era of business value chain activity can create competitive advantage for a company and that's why GP IT is trying to use value chain as their competitive advantage. After a certain period every business gets saturated so to be in the market companies need to something unique to be competitive. There are very few organizations which are dealing with value chain at this moment so GP IT is already ahead of them. Physical value chain is also necessary and with it the virtual value chain. Virtual value chain can enhance the flows of the physical value chain. Managers of GP IT process information about what type of service or solution is needed, who is the customer, when should be delivered etc information for the virtual value chain and by updating and posting these information the total virtual value chain process sustain in the organization. The HR team of GP IT is known as P&O which means People and Organization and this team is creating value to for GP IT. In the value chain system HR is also a part which helps to gather all the information from all the departments throughout the organization. As the HR team is totally active all the time and they maintain the virtual value chain system so HR people know when and where all the projects are going and according to this updates they can know the total scenario of the departments. Because of maintaining the virtual value chain system everyone from every department need to communicate with certain people so that the update can be maintained from the beginning of a project till the end of it. In the virtual value chain system HR lies in the supportive activities so it supports the primary activities in the value chain and makes the total process work.

Chapter 8| Conclusion

8.1 Recommendations:

GP IT is growing rapidly and in near future it will be in the leading position. In order to do so they need to consider some issues which are essential for sustaining in the dynamic market of IT. After doing this report there are some recommendations which I found can help GP IT-

For Marketing Department:

1) **Product innovation capability should be increased:**
   It means they should come up with new ideas or solutions which are may be customized for specific purpose of the customers. At this moment there are only a few solutions which are being offered to the customers but if they are not thinking for new service or solutions innovation other competitors may grab this opportunity.

2) **They can charge fewer prices**:
   As they are really expensive as a result the market for GP IT has become small relative than the others. People in our country are very price sensitive so if GP IT keeps charging this much then customers might shift their choices

3) **Warranty period can be extended:**
   So that customer can enjoy the services for longer period of time without thinking anything or without tension. Technological products or solutions are really vulnerable so that they can malfunction at any time so if GP IT extends the warranty period of their services then it will be better for the customers.

4) **Communication with potential buyers:**
   Solution takers can be increased through more gatherings or campaigns. People are not that much aware that what GP IT does or what they have to offer so if they make more arrangements for the gatherings for customers then it will be easier for the customers to know about them.

5) **Billboard advertizing should be increased**:
   With new advertizing ideas for intangible products so that people come to know more about GP IT. GP IT should come up with new ideas which are unique in nature which can attract customer attention easily

6) **Proper marketing Mix should be practiced:** At this moment they are not using the 4p's properly as they are only focusing on the product, price and place only so promotional activities should be used properly and aggressively if they want to be the market leader.

7) **Should hire qualified marketing executives:** At present all the candidates are not up to the mark qualified for sales specially so there should be more qualified marketing or sales executives to make more sales for GP IT.

For P&O (HR) Department:

1) **Job advertisements should be given more publicly:**
Generally, GP IT job advertisements are given in bdjobs.com and Grameenphone i-recruitment site. So, the people who always follow this both site they only apply for vacant positions.

2) **The communication with candidates should be proper and more efficient:**
To let know the candidates about their interview time, date and venue GPIT should communicate with them properly. At first GP IT should give them e-mail as they can understand very clearly about their interview information and after getting an e-mail they should call to verify whether candidates got the email or not their queries.

3) **Informing the candidates earlier:**
Generally, I have seen that GP IT P&O call the candidates at the last moment means the day before interview. It becomes very challenging for the candidates to attend the interview sessions. Because, all candidates might not live in Dhaka so, outsiders fall in problem to come within very short time. Without that, the candidates need time to take some preparation for the interview.

4) **Interview should be taken on time:**
Sometimes because of some internal problem (absence of assessors) interview sessions are delayed. For that reason candidates have to wait for a long time to give interview. I think the interview sessions should be taken on time which time was given to candidates by P&O.

5) **Interview schedule should not change at the last moment:**
Sometimes P&O change the interview schedules after calling the all candidate because of various reasons like line managers emergency meeting or for some internal serious issues. So, interview sessions should not be rescheduled only for internal problem.

6) **There should be more training for the employees:**
There should be more training for the employees so that they can learn more about different activities. They can learn more about the tasks which they will be performing and will add value to the organization

7) **Trainings in abroad should be conducted:**
More overseas trainings should be arranged for the employees so that they can know things which are being practiced by the foreign countries. It will make employees more efficient and they will be able to deliver more innovative ideas.

9) **New trainings can be arranged for the employees:**
More training should be conducted outside the organization so that employees can go outside and can learn things in a different environment. Outside trainings are more preferable than the inside one according to the employees.

11) **There should be more on the job trainings:**
GP IT at this moment is not planning for any kind of on the job trainings so it would be better if they plan for some on the job trainings as on the job trainings are more effective than the off the job training because it can teach employees more.

12) **Training Costs can be reduced:** At this moment GP It is spending 12500 BDT for per person training so if they try to reduce it if they are doing in house training then it will be less costly for them.

8.2 Conclusion:

After doing the study I came to know about GP IT's marketing activities and their overall HR activities. GP IT is trying hard to do well and for that they are providing world class services and solutions. They are partners with world class vendors and working as a middleman between vendors and customers. GP IT is facing challenges in the marketing activities as there are already some giant competitors and market is saturated. They are planning for more ideas or solutions so that they can excel. At the same time they are maintaining a good corporate culture with a good P&O team who are dedicated enough in their work. With a good HR team they are hiring qualified people with a good recruitment selection method for a specific position and they believe these people would add value to their organization. For this purpose they are providing different kinds of trainings for the employees and taking proper feedbacks. Their performance appraisal system is also standard so that they can appraise their employees according to their performance and can provide them compensation based on performance. There plan is to be in the market leader position as soon as possible and for that they are setting certain sales targets for the upcoming years and at the same time thinking of development for the employees whom they value the most. If they able to fulfill those targets then they are planning for expanding their business and they believe that if they can grab the market GP IT would be a huge company even it can be bigger than the Grameenphone if their business goes according to their plan.

Appendix (1)

Questionnaire

Survey On-

Customers feedback about GP IT's Products and services

Name	
Organization	
Gender	

(Please give tick mark on the appropriate answer)

A. How Convenient the GP IT's services to use?

1) Extremely Convenient

2) Very convenient

3) Moderately convenient

4) Not at all convenient

B. How Professional is GP IT?

1) Extremely professional

2) Very professional

3) Moderately professional

4) Not at all professional

C. Compared to other competitors the product/services quality of GP IT is better, worse or the same?

1) Much better

2) Somewhat better

3) Slightly better

4) Somewhat worse

D. Compared to our competitors, are our prices more reasonable, less reasonable, or the same?

1) Much more reasonable

2) Somewhat more reasonable

3) Slightly more reasonable

4) About as reasonable

E. How Responsive the GP IT is?

1) Extremely responsive

2) Very responsive

3) Moderately responsive

4) Not at all responsive

F. How is the GP IT in giving after sales services?

1 Extremely well

2 Very well

3 Moderately well

4 Not at all

G. How the services/product of GP IT fulfill all your business needs?

1 Extremely well

2 Very well

3 Moderately well

4 Not at all

H. How likely you will recommend GP IT to other people you know?

1 Extremely likely

2 Very likely

3 Moderately likely

4   Not at all

I.   Do you like GP IT as an IT service provider?

1   Like a great deal

2   Like a moderate amount

3   Like a little

4   Neither like nor dislike

J.   Overall are you satisfied with the employees of GP IT?

1   Neither satisfied or dissatisfied

2   Moderately satisfied

3   Satisfied

4   Dissatisfied

Appendix (2)

Interview Questionnaire for Marketing Department

Organization Name: GP IT Ltd.

Name of Interviewee: Md. Sharjeel Ahmed

Designation: Head of Marketing Communication

- Give us some idea about the marketing activities of GP IT

- What are the services offered by GP IT at this moment?

- Who are the partners of GP IT?

- How is the service quality of GP IT relative to the other IT service providers?

- What is the service charge of GP IT, average or above average?

- Who are the real competitors of GP IT?

- What are the challenges which are faced by the marketing team?

- How GP IT is doing the CSR activities?

- How GP IT is ensuring the service quality?

- What type of value chain activities are maintained by GP IT?

Appendix (3)

Interview Questionnaire for HR department

Organization Name: GP IT Ltd.

Name of Interviewee: Md. Tareq

Designation: Head Competence Development

- Please tell us something about the HR activities practiced by GP IT

- What is the recruitment and selection procedure maintained by GP IT?

- What type of training is offered to the employees?

- What is the training budget range for one year?

- What is the performance appraisal method to appraise the performance of the employees?

- What are the training and development methods used by GP IT?

- How they assess, implement and evaluate the training program?

- What are the challenges faced in the training activities?

- How GP IT overcoming those challenges?

- Are the training activities of GP IT competitive?

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