Report On

Business Development Activities at Kraftwerk Technologies Ltd

By

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ID: 21364069

An internship report submitted to the BRAC Business School in partial fulfillment of the

requirement for the degree of

Masters of Business Administration

BRAC Business School
BRAC University
August 23, 2024

Declaration

It is hereby declared that

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

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

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

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

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Assistant Professor, BRAC Business School
BRAC University

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Letter of Transmittal

Md. Arif Hossain Mazumder, PHD

Assistant Professor,

BRAC Business School (BBS)

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka

Subject: Business Development Activities at Kraftwerk Technologies Ltd

Dear Sir,

I am happy to present my internship report on "Business Development Activities at Kraftwerk Technologies Ltd." The report includes a company overview, industry analysis, business plan, and the challenges I have encountered as a newcomer to the IT industry. Over the last four months, I have diligently worked to fulfill all your requirements and guidelines.

I appreciate the opportunity to compile this report and expand my knowledge. I trust that this paper meets all your specifications and expectations. This research has provided me with valuable experience that will benefit me in my future career.

I have concluded the report with the necessary data and recommended a proposal in the most meaningful, concise, and comprehensive way possible.

Sincerely yours,

_____

Ishtiak Ahmed

Student ID - 21364069

BRAC Business School

BRAC University

August 23, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Kraftwerk Technologies Ltd and the undersigned student at BRAC University……………………………………. **Ishtiak Ahmed**….

I have an agreement with BRAC University regarding the terms of my internship. I have had access to their invaluable business procedure-related information during my internship. To make sure that the company's reputation won't be harmed. In addition, I've decided to leave out any sensitive information from my internship report.

Acknowledgment

Executive Summary

In this report, I have examined the current scenario of Kraftwerk Technologies Ltd and the tasks I have done during my internship period. There are several sections I have covered in this report such as Marketing practices, Management practices, Operation management, Industry & Competitive Analysis, and HOA Services. During my job period, I have learned how to work with foreign clients and communicate with them diligently. In addition, I have learned how the business development team works with the clients and offering the services to them. Currently, Kraftwerk Technology Ltd developed an MVP app named "Chhutir Ghonta" a school management software that is designed for administrative tasks, enhances communication, and improves overall efficiency in schools in Bangladesh. Here I have shared my general conclusion which is drawn from my internship experience.

Overall, my internship report is based on "Business Development Activities at Kraftwerk Technologies Ltd".

Keywords: HOA Lead Generation, Customer Acquisition, Promoting a New Product, Call Center & Front Office Services, Appointment setting with potential clients.

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List of Acronyms

MBA- Master of Business Administration

KPI- Key Performance Indicators

BPO- Business Process Outsourcing

SMB- Small to Medium Business

MVP- Minimum Viable Product

HOA- Homeowners Association

OII- Oxford Internet Institute

RPA- Robotic Process Automation

Chapter 1: Overview of the Internship

1.1 Information About Student

Name: Ishtiak Ahmed

ID: 21364069

Department: Masters of Business Administration

Major: Finance

1.2 Information About Internship

1.2.1 Details About Organizations

Organization Name: Kraftwerk Technology Ltd

Address: 5th floor, House 152, Road 1, Baridhara DOHS, Dhaka -1206

Internship Period: 3 months

1.2.3 Details About Supervisor

Supervisor Name: Muhammad Awal

Designation: Head of Business Development

1.2.3 Job Responsibilities

I have participated 3-month internship at the Marketing department of Kraftwerk Technologies Ltd. Though the organization is not big enough, I gained valuable experience and knowledge about the IT industry. My primary responsibilities include preparing proposals, decks, and presentations, researching business opportunities and providing information on new markets to management, identifying potential clients by researching their industries and competitors and coordinating with sales representatives to set up meetings with potential clients or customers. Before sharing this information, I archived it so that my supervisor only see this information. In addition, I often visit their potential clients so that I can clearly explain the company's products and services to clients in person or over the phone to detail or answer questions about offerings. During the internship, I have learned how to organize large files properly, set up meetings with clients, and formulate new business strategies. Also, it is very helpful for me to negotiate the price regarding services to the customer and get feedback from them. During my internship, I learned how to sell IT services to customers and how the business can grow in the

existing market. Overall, my internship program was very organized and instructive, and I have gained valuable experience from it.

1.3 Outcome of Internship

1.3.1 My Contribution to the Organization

1) Data entry and lead collection

I need to gather prospective customers using the LinkedIn Sales Navigator and compile a shortlist into a Google Excel document. Our main goal is to identify small and medium-sized businesses in the US, UK, Australia, Canada, and other countries that are interested in creating e-commerce websites and marketing agencies. If the client responds to our call then I communicate with my supervisor and invite them to connect with us.

2) Offering Services to the client

If the clients accept our invitation, then my second task is to make contact with them. For a couple of days, I observed their activities and actively listened to them. I tried to identify their areas of weakness after observing their activities and then offered them our company's services, which are highly beneficial in meeting their demands.

3) Attend meetings with potential clients

The greatest way to connect and understand a customer's thoughts is through a meeting. Buyers and vendors become more trustworthy after a meeting. In order to keep a positive relationship with potential clients and actively listen to their needs, I occasionally set up in-person and video meetings with them.

4) Pricing

The most crucial element in any business is pricing. Without establishing a fair price, a business cannot draw in new clients. I occasionally have to set a pricing list based on the requirements and requests of the customer. I often need to consult with our company's CEO, project manager, designer, and senior staff members for this role.

5) Content writing

Sometimes I have to write content for company purposes. To boost our company's LinkedIn profile and social media platform it's my part of responsibility to make unique content so that we can boost our page in Google ranking.

1.3.2 Benefits to the Students

An effective way for a student to get into the corporate sector is to finish an internship. All BRAC Business School graduates must obtain four credits. To make a good impression on HR, I had to update my LinkedIn page and resume before applying for an internship. To finish my internship, I had to send my CV to several different companies. I gained knowledge about the competencies of new graduates and entry-level employees during the interview process. My experience there also deepened my understanding of the value of maintaining both employee performance and organizational culture. In addition, I gained knowledge on how to interact with senior members, lead generation, new clients, and meetings. I also gained knowledge about KPIs and how year-end success is impacted by them. Finally, my supervisor trained me on how to conduct a deal through a sales funnel from beginning to end of the deal closing. It can clearly be said that completing an internship would make a student professional gesture and posture to maintain clear boundaries between professional and personal life. To make a successful career in life a recent graduate must go through this stage.

1.3.3 Limitations of the Internship

In this chapter of the report, I attempt to concentrate and the challenges that I looked into. Because every institution has some advantages and disadvantages too. In my temporary job period, I have noticed some limitations and difficulties that I experienced. Despite all this, the team is hardworking, agreeable, and supportive and the workplace is additionally acceptable in this office. I am referring to the following segments:

1) **Lack of information**

As a startup company current market size is small so the information that I get from them is not much enough. Even though they cannot upgrade their work portfolio on their website. The lack of information is the main reason for sales declining.

2) **Promotional activities**

More social and physical advertising, as we've learned in our courses, may foster positive relationships with customers and help to earn their trust. However, I've discovered that social media is used for all marketing-related tasks, including composing blog posts, articles, Instagram posts, and LinkedIn postings. Thus, it seems to me that Kraftwerk Technology Ltd. places more emphasis on this area.

3) **Motivational Activities**

In this organization, I have not found any motivational activities. This company gives us commissions based on sales, but as we learned from our courses productivity and performance can be improved through motivational activities. Lacking motivational activities, the sales are currently declining.

1.4 Conclusion

The internship is a crucial stage for any students where they have to seek real knowledge about the corporate world. In an internship, students have the opportunity to learn how the corporate world works, how to negotiate with clients, and how to organize a large team. Here they have the opportunity to apply academic knowledge and corporate knowledge as well. I am very fortunate to be a part of a team in the marketing department at Kraftwerk Technologies Ltd to gain valuable knowledge and insights into the business world and how the IT industry works with foreign clients, which is very beneficiary for me in future endeavors.

1.5 Recommendation

I recommended for the future interns Kraftwerk Technologies Ltd have made for them must give better treatment. Their expectation is high from the intern compared to the permanent employees. Interns come here to pick up knowledge from permanent staff, who receive good salaries and have experience in the field. Therefore, the standards shouldn't be as high as those of regular staff members.

Chapter 2: Overview of Kraftwerk Technologies Ltd

2.1 Introduction

I had a great time finishing my internship report at Kraftwerk Technology Ltd., a company that offers solutions for mobile apps, games, sustainable web development, and interactive entertainment across a variety of platforms. I've had the opportunity to learn about the processes involved in running a technology-driven organization. In the digital age, it has been useful for me to expound on my contacts. During my internship, I gained knowledge about web solutions, digital marketing, automation of multimedia content creation, and global simulation.

This internship project provided an opportunity to learn about the potential and processes of foreign technology businesses, as well as how those businesses promote their services to other nations. I believe that gaining practical knowledge about it would be beneficial to me, as it represents a significant turning point in my career. I also developed a clear understanding of the needs, expectations, and wants of the customer. My ability to pitch ideas to clients and improve my communication skills would benefit from this internship.

2.1.1 Methodology

This internship report is based on exploratory research. The conclusion has been done through various interviews, observation, and collect some primary and secondary data.

2.1.2 Scope of the report

I have attempted to briefly overview Kraftwerk Technologies' history, culture, and core values. In addition, I tried to illustrate the difficulties that businesses encounter and how the company functions.

2.1.3 Limitations

While working on this report there were some limitations that I faced most. The limitations are given below:

1. As it's a new company information is not sufficient that I need to prepare this report

2. Time constraints have been the most problematic limitations while preparing this report. As a current job holder in this company variety types of tasks, I have been assigned to complete the report after doing regular office work.

3. There is some information that is confidential and a part of the non-disclosure agreements, signed at the time of joining. For that reason, I am not allowed to share some information but if I can add this information that will add more value to making my report more fruitful.

4. Besides that, the company is formatting its strategy to sustain itself in the market so information is generated right now, for this reason, it is difficult to make the report more informative and consistent with the current time.

2.2 Overview of the Organization

2.2.1 Background of Kraftwerk Technologies Ltd

Kraftwerk Technologies Ltd is an IT consulting and BPO (Business Process Outsourcing) services firm with an excellent team of in-house as well as on-call domain experts. They started their business in December 2023. Currently, they have a branch in Vietnam, where they also operate their business as well. They focus on SMBs (Small to Medium-sized Businesses) and startups and having IT and BPO capabilities uniquely positions us to provide solutions to growing yet niche industries that need to adapt to a world increasingly dominated by Big Corporations and automation. They helped their clients starting with consultation, cost optimization, outsourcing services, web design solutions, digital marketing, and so on. Also, they have trusted partners by offering customized solutions and services to brands like Key West Flower Shop, octopus, Texan Décor, VIK Hotel, Yara Fresh Fruits and Vegetables, Baraka Private Wealth, Emel Dhaka, HHM Association Limited, J.B Fishing Net, etc.

To fulfill the client's needs they handcraft each solution for their clients with a mix of technological offshore outsourcing services.

2.2.2 Mission of Kraftwerk Technologies Ltd

To help organizations reap the full benefits of automation and human intelligence during the information age.

2.2.3 Vision of Kraftwerk Technologies Ltd

To help organizations realize their full potential by helping them navigate through the information revolution.

2.2.4 Core Values of Kraftwerk Technologies Ltd

A company's core values are the deeply embedded ideas that serve as the pillars of its culture. The fundamental principles and objectives that direct an organization's activities are known as its core values. Core principles enable a scalable, repeatable system. They allow people working for your company to make informed decisions independently by merely applying values to newly identified problems. Any particular organizational culture will enable individual progress and eliminate bottlenecks.

Just like other organizations Kraftwerk Technologies also has some core values which is embedded with the heart of this organization. The core values are stated below:

1) **Innovation:** A dedication to developing modern technologies and coming up with original, imaginative solutions to issues.

2) **Quality:** Ensuring that services live up to high requirements for quality and dependability.

3) **Customer Satisfaction:** Giving consumers' wants and happiness priority by providing excellent service that either exceeds or satisfies expectations.

4) **Integrity:** Conducting business in all respects, particularly openness, transparency, and ethics.

5) **Collaboration:** Encouraging a culture of cooperation and teamwork both inside and outside the organization.

6) **Adaptability:** The capacity to adjust swiftly in response to shifts in the marketplace and state of technology.

7) **Continuous Improvement:** Seeking continuous learning and improvement, looking for new and better methods to offer better services and processes.

8) **Sustainability:** Taking into consideration how technological solutions will affect society and the environment and aiming for sustainability in business practices and product design.

9) **Diversity and Inclusion:** Valuing and respecting the contributions of individuals from diverse backgrounds and perspectives.

10) **Community Engagement:** Engaging with and giving back to the communities in which the company operates.

2.3 Management Practices

Kraftwerk Technologies Ltd. has the ambition of having the greatest management techniques. From this, they would like to involve the staff members in several ways. For instance, if there is something like the organizational requirements then the company would love to hear from the staff what they have to say. There is energy among the staff that is positive and the people have good feelings towards the organization. Moreover, management systems are clear; if the worker wants to report something to the management, it does not take time. If the comment is made directly to the HR manager, then the HR manager will be able to handle it without much stress. Thus, it is not too difficult there to eradicate or explain away the problem. Reward for performance is another management strategy applied by Kraftwerk management with a view of enhancing productivity among employees. Other existing awards present are the Employee of the Year and Employee of the Month. Because they will be given gifts and certifications from the company, it will be greatly motivating. He/she will then take the award and present it to the employee concerned during a presentation before the employees in case the HR manager does not call the employee to inform him/her of the achievement. This improves workers' morale and also creates a competitive aspect within the employees. Some of these finest management practices include creating a meeting schedule that involves staff members. Thus, depending on the number of teams working at the enterprise, weekly meetings of teams and

management were held. During the self-organized team meeting, the employees are to discuss certain aspects of their work and the kinds of problems they come across. Because of that, they have been closely watched to ensure that they perform their duties effectively.

2.4 Marketing Practices

Marketing strategy defines how a business runs its operations. Like other businesses, Kraftwerk Technologies Ltd advertises their ads by using social media, Instagram, and LinkedIn Ads.

SEO and digital marketing work are where Kraftwerk Technologies Ltd is looking forward to getting optimal recognition around the world for what they are pursuing. The project they are working on right now they post their work on Instagram, Facebook, LinkedIn etc. Even if they write something about it they post it on their blogs, and websites and make videos on them to post it on their YouTube channel.

Their new strategy for marketing is e-mail marketing and telemarketing. In e-mail marketing, they find out their potential clients, describe the features of their services, and send it to them. In telemarketing, I see they make suitable deals with buyers whereas in e-mail marketing they don't make the best contact with them. In telemarketing, they call their potential clients and try to arrange a physical meeting with them so that we clearly and correctly describe our product and services.

Another marketing strategy of Kraftwerk Technologies Ltd is to maintain their existing customers. They treated their customer with more focus for that reason they could hardly leave. They maintain a good strategy to retain their existing customers.

2.5 Operation Management

Operation management is not a traditional department however they use resources in terms of staff, materials, and technology. The operating management is responsible for managing various issues of management that can include project management methods, quality assurance/ control, website development, and testing teams. The operation system in Kraftwerk Technologies Ltd is not like other firms in that it is a technological start up. First, there will be the Business Development team, which initiates the client to the company, then a meeting which the production team finds favorable, if and only if the ideas of both parties are okay then the production team will be charged with the responsibility of handling the project. In every project, there is a project manager who oversees the operations of that project from the starting point to the end. Regarding the aspect of communication here, it is such that the company and the buyer are always in touch concerning the status of the project. If one project is almost done, several days to months are tested, the issues that the experts have experienced are resolved, and then the project is handed over to the buyer. As for further communication with the client regarding the other opportunities, after the transfer of the said project, a relationship team would be engaged.

2.6 Industry and Competitive Analysis

In Bangladesh, the software industry used to be ignored in the past. At that time, everything was quite different, but now everything has become different and it is good. People now realize what an enormous role this sector has to play in the future. This sector creates more jobs as compared to other sectors of this country; thus, day by day new young graduates rather than being unemployed in organizations prefer this sector to establish their own business. I have found a survey that mentioned that currently there are more than eight hundred software companies registered in Bangladesh. However, it can be seen that there is a good chance for a few hundred companies now doing this business though not registered. Some research indicates

that there are over 30,000 workers in this field and the entire industry is over 250 million USD. According to a recent survey, the market share revealed that as much as 70 percent of companies are involved in software development and maintenance (71, 2021). Now in Bangladesh, everything is happening through the internet as a consequence the companies, used to manage everything in analog form, and now those companies are turning themselves into digital form. Therefore, software companies are doing work for local businesses as a result there is a high tendency of competition between the companies and high competitiveness often results in quality work but this sector has a lot of opportunities that attract more companies to be in operation and carry out their business. It is also possible to establish a business in this sector in Bangladesh through the government encouraging businesses to come. In this country, and if engaging in this business within this sector, there is an exemption on taxes. That is why many global corporations are likely going to establish their firm here. Many existing companies like LG, IBM, and AMD are also awaiting the opportunity to open their R&D centers in Bangladesh.

2.7 Conclusion

Software development, digital marketing, and web development are among Kraftwerk Technology Ltd.'s well-known specialties. The IT industry is very new at the moment, and the market is not very large. They don't have any easily accessible products of their own as a result. As a result, they serve their current clientele and are currently having trouble acquiring new ones. Kraftwerk Technologies Ltd is aware that deciding to build a new product alone, or with partners, is a grave mistake. Because of this, they consistently fulfill their commitments to clients and work in the best interests of the client's project, user, and team. They desire for their clients to view them as their journey partners at all times.

Chapter 3: Business Development Activities at Kraftwerk

Technologies Ltd

3.1 Introduction

I am privileged to join as a Business Development Executive officer at Kraftwerk Technologies Ltd. This institution comes up with a fresh perspective in the IT industry and applies new sales strategies in the market to sustain itself. It is a pleasure for me to work with this wonderful team and learn a lot from them. In addition, working on this topic gives me more valuable and practical knowledge about the institution, market scenario, and knowledge about the technological-based industry.

3.2 Literature Review

3.2.1 Bangladesh's ICT sector: a new driver of economic growth

At present, Bangladesh exports software and IT and BPO services to over fifty countries of the world. However, it is worth noticing that the number of countries importing IT services from Bangladesh is increasing rapidly. The report of Basis revealed that Bangladesh exported IT or Services worth $800 million in the year 2017. This tremendous success is possible by adopting every essential step of the present government as well as the different stakeholders of the ICT sector. These days due to the new opportunities in export earnings through the ICT sector and the growing IT market, Bangladesh has turned out to be an IT outsourcing hub. Calling, the prospect of Bangladesh business and BPO is not a very good view But, the growth rate is increasing at an unparalleled speed. The new generation unrestrictedly employed internet amenities in the urban area of Bangladesh and some, government and non-governmental organizations have come forward for the new generation freelancing recently emerged in Bangladesh. For this reason, the Oxford Internet Institute (OII) reveals that Bangladesh is now the second-largest country in the world for online labor. Bangladesh has at least 650000

freelancers, out of which 500000 are active freelancers and have an income of about $100 million according to the ICT Division of Bangladesh (Zaman, 2019).
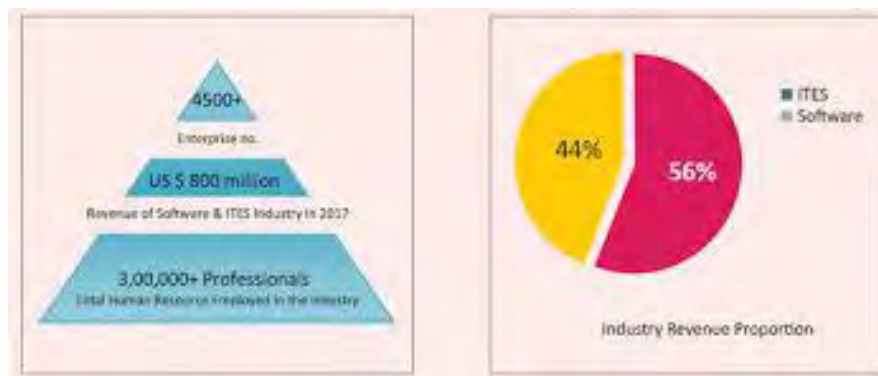
Figure 1- Prospects of ICT Sector in Bangladesh

Considerable achievements in the IT sector have already been implemented over several years to construct a 'Digital Bangladesh' and more initiatives are coming. However, if Bangladesh wants to take maximum advantage of expansion in IT across the globe, then it should focus on further enhancement of the IT sector to attract foreign investors competing with other technologically advanced/well-invested countries of Asia. But then again, maybe we should start encouraging our businessmen to start new IT firms in our country as well. Both these efforts would generate hundreds of thousands of IT jobs and thus enable Bangladesh to compel itself to be a middle-income country by the year 2021.

The countries of emerging Asia like India, China, Malaysia, etc. have chosen the way of digitization to make the best of the opportunities of the Digital Age and to compete with the developed countries. These countries have heavily invested in the IT sectors and gained tremendous employment/income benefits along with faster growth. For instance, the IT sector in Malaysia continues to grow steadily facilitated by government support; of late over 800 new IT companies have been launched and more than 98 000 new posts have been provided, 200 foreign companies also launched their regional centers in Malaysia and brought billions of

dollars and new job opportunities. Big foreign investment played a major role in the growth of the Indian IT industry and also made an impressive contribution to India's GDP. The total market size of outsourcing is estimated to be USD 500 billion, where India has 140 billion and our county has 700 million USD on hand.

The government of Bangladesh has been actively involved in making policies that can support infrastructure in ICTs. As for the aspect of Digital Bangladesh, people are also in the right frame of mind to support government strategies for developing the IT sector to achieve economic prosperity. However, any ICT initiatives and implementation under new and ongoing schemes must be aligned with the overall economic development and poverty reduction plan to transform the country into a middle-income one by the year 2021 as intended by the government (Rahman, 2016).

3.3 Objective of the study

a) Broad objective

The core objective of the study is to gain practical knowledge about the tech industry and acquire knowledge about Business development activities. In addition, I need to acquire knowledge of how to improve sales activities in the tech industry.

b) Specific Objective

➢ Understand the sales process of the tech industry.

➢ To understand the difficulties in the operation of Business Development Activities at Kraftwerk Technologies Ltd.

➢ To acquire knowledge about sales improvement at Kraftwerk Technologies.

➢ To monitor the working environment.

➢ Recommend some solutions regarding sales improvement.

3.4 Significance of the Report

With the help of this study, people will understand certain perspectives regarding the operational aspects of Business development. In addition, people will know how the business development team works functionally and how to run the business smoothly. Especially for those who want to start their tech business. The entire business development process is described here. From this study, the tech industry will understand the significant role a business development team has, also the tech industry has to utilize them to as well as they look after their business.

3.5 Methodology

Information and data are collected from primary sources such as arranged meetings with clients and observation of the people.

3.6 Findings and Analysis

3.6.1 HOA ((Homeowners Association) Lead Generation

In Kraftwerk Technologies Ltd my supervisor gives me the HOA task and collects new leads from it. When my primary task has been finished, I give one hour to collect at least 5 new leads from the HOA and email them to my supervisor (Chen, 2024).

A. HOA (Homeowners Associations)

A homeowner's association also known as HOA is a community association in a subdivision, planned community, or condominium building that has the duty of setting and implementing rules for the properties and people in the neighborhood. Those who acquire a piece of property that falls under the jurisdiction of the HOA automatically become members and are expected to pay fees, commonly referred to as HOA fees.

B. How it worked

➢ HOAs are formed and operated by the community residents through mutual agreement and consent. Since homeownership is restricted in many communities where the HOA has been formed, membership is often mandatory for those who wish to purchase a house in such areas.

➢ A Home Owners Association (HOA) often consists of a board of governors or directors. These are groups that are typically elected to make sure they carry out and keep an eye on all of the HOA's rules and regulations. A Declaration of Covenants and Restrictions (CC&RS) is the document that a HOA usually uses to outline the restrictions. (Loftsgordon, 2023).

C. How Kraftwerk Technologies Ltd offers its services to HOA

1) Emergency Support

Assisting in case of emergencies to the residents.

2) Compliance Management

Help manage and resolve general complaints lodged by the residents.

3) Request Management

Assist in managing requests by residents to use common amenities in the community, such as swimming pool usage, basketball court usage, etc.

4) Routine Management Services

Secretarial Services for the Board in Financial, Operational, Board Secretarial, and Homeowner Support Management.

5) One-Off Services

Complete IT Solutions and Services for HOA Management Companies (and any HOAs under them) + Any report preparations for pitching to new HOAs and Developers.
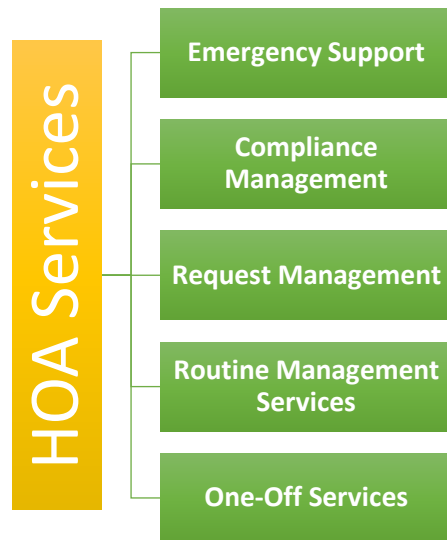
Figure 2 HOA Services

HOA Lead Generation

HOA Name	Country	City	ZIP	HOME
Anita Square Community Association Inc	**Harris**	**Houston**	**77004**	**Beacon Residential Management**
Leeland Gardens Community Association, Inc.	**Harris**	**Houston**	**77003**	**Randall Management**
Live Oak Terrace Community Association Inc	**TX**	**Houston**	**77003**	**Graham Management**

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Lofts on Wentworth Townhome Association, Inc.	**Harris**	**Houston**	**77004**	**Community Management Innovations**
Manors of Austin Green Homeowners' Association	**Harris**	**Houston**	**77004**	**KRJ Management**
McKinney Villas Community Association, Inc.	**Harris**	**Houston**	**77003**	**Principal Management Group**
West 17th Street Views	**Harris**	**Houston**	**77005**	**Midtown Management Corporation**
Village Walk	**Harris**	**Houston**	**77005**	**Midtown Management Corporation**
Hyde Park Terrace Homeowners' Association	**Harris**	**Houston**	**77006**	**Ross Lee-Designated Representative**
Piazza Savannah Homeowners' Association, Inc.	**Harris**	**Houston**	**77006**	**Houston HOA Management, LLC**
West Twin Villa Neighborhoods Association, Inc.	**Montgomery**	**Houston**	**77077**	**First Service Residential Houston**
Briarwood Property Owners Association, Inc. (Houston)	**Harris**	**Houston**	**77077**	**c/o Inframark, LLC**

South Briar Community Association	Harris	Houston	77077	Best Fit Solutions, LLC

Table-01: HOA Lead Generation

3.6.2 Customer Acquisition

Customer acquisition defines how a company turns a potential client into a new customer (Ramroop, 2024). There are numerous examples for potential clients such as e-mail marketing, using CRM (Customer Relationship Management) platforms, providing great services, and earning a reputation for doing well for the organization. As a business development executive, my primary task is customer acquisition because customers are the key tools for any business to increase sales. We always prioritize our clients first to provide the best services from us. To get more interaction with customers, I collect their mobile numbers and email and try to contact them to tell them what kind of services we provide to our clients. If I manage to convince them, my next initial step is to set a physical meeting to discuss it elaborately. In this department, I understand that convincing a customer and retaining them for a longer period is crucial.

3.6.3 Promoting a New Product

Currently, we are launching a new product named "Chhutir Ghonta" an MVP (Minimum Viable Product) a school management software designed to streamline administrative tasks, enhance communication, and improve overall efficiency in schools in Bangladesh. To promote this product our business development team formulated a new strategy so that the product is uniquely represented to the targeted people. So, we take some initial steps to promote this which are stated below:

1) Conducting Research

To promote the "Chhutir Ghonta" app my first primary task is to conduct market research so that I could know how many software institutions are providing this school management software services in Bangladesh. During the research, I came to know that 3 software companies are providing school management software in our country; they are eCampus by Dolphinox Technologies Private Limited, Smart School by Smart School Manager, and School Management System by Orange Soft BD.

2) Conducting the market survey

My second task is to conduct a market survey on this app. Before launching this app, my supervisor gave me some instructions regarding on market survey. During this survey, I came to know how many software companies are providing this school management software, key features for students, teachers, parents, and admin panel, limitations of this software, challenges faced by schools currently using this software, and how many countries are using this school management software. As a business development executive, this is my responsibility to gather all of the information in one spreadsheet and point out what kind of features are commonly used in this software.

3.6.4 Call Center& Front Office Services

Call center and front office services and the backbone of best customer experience services. In our department, we provide seamless effort to our clients through live chat interaction, email management, social media interaction, and technical support.

A. In Bound call center

1) **Customer Support:** After-sales service and customer support through a dedicated helpline are some of the benchmarks of great customer service in modern times. Our

call center agents are adept at learning all about client's products and services to give the best-in-class customer support.

2) **Inquiries and Customer Support:** Our call center agent helps clients expand their business and provides the best customer service. When a client wants to expand their market, our team opens the inquiries and customer support system so that the customer gets to know about their product and services.

B. Outbound Call Center

Telemarketing: If any clients want to expand their business and get more people to hear about their product and services our business development team will help to ignite the interest among potential customers regarding their offering through a well-crafted marketing campaign with meticulous execution. We also help close sales by calling qualified leads through strategically placed cold calls.

3.6.5 Appointment setting with potential clients

Our business development team works virtually for our clients to enhance their sales force by generating high-quality leads. In addition, we set appointments with potential customers and other stakeholders. When we set an appointment with our clients for further work, we set some questions so that we can better interact with our clients and finalize the project smoothly. Currently, we finalized 2 projects for our clients on their website making. The questions are stated below:

Questionnaire for EMEL Project			
Aspects of an Interview Protocol	Yes	No	Feedback for improvement
How many categories of clothing do you have currently?	Yes		4 categories
Do you want to preview products that are sold out on the website? Or, do you want to delete those items from the website?	Yes		
Customers will be able to purchase online as guests? or, need to register as a user to purchase.	Yes		The customer needs to register to purchase the products.
Do you want to keep comparing product features?		No	All products are unique

Do you want to have any customer review/rating feature?	Yes		Review as testimonial
Do you want to have any newsletter feature?	Yes		
Do you want to have any blog pages?	Yes		

Table-02: Questionnaire for EMEL

Questionnaire for Yara Fresh Fruits & Vegetables Project			
Aspects of an Interview Protocol	Yes	No	Feedback for improvement
How many categories of products do you have?	Yes		4 Categories. Fruits, vegetables, Green and herbs, Spice.
Do you want an approximate quantity of products?	Yes		140 approximate
Will you be providing content for the website?	Yes		
Do you want to have any payment/purchase features?		No	Customers only view the price
Do you want SEO?	Yes		

What is your targeted business area?		31	Melbourne
Do you want to have any newsletter feature?		No	
Do you want to have any customer review/rating feature?	Yes		Testimonial Review

Table-03: Questionnaire for Yara Fruits

3.7 Internship Experience

During my internship at Kraftwerk Technologies Ltd, I held the position of Business Development executive. My primary responsibility is to generate new leads for potential clients, research new clients and business partners, set appointments with new clients, and assist of development marketing strategies. As it's a new company in the IT industry, it's difficult for me to get new customers. So, my supervisor gave me some guidelines to target small and medium enterprises to expand their market. In addition, he assists me how to negotiate with clients and make communicate with them. In addition, I used my academic knowledge to develop their marketing strategies so that the department can operate smoothly their business. Overall, I can say that my internship experience was good because everyone was friendly and they gave us equal rights to express our opinions to formulate business strategies.

3.8 Recommendation and Implications

Without a unique strategy, a business cannot sustain itself in the competitive market. For better improvement to expand their market, I highly recommend some necessary steps should be taken to gain efficiency for their strategy. They are given below:

1. The firm should take care of its office space so that it will be convenient to work in. A well-documented file maintenance system should have a proper structure in the form of soft copies and hard copies.

2. Develop the CRM (Customer Relationship Management) tools to register customer connection, requirements, and needs.

3. Make a strong presence on social media and search engine optimization (Chaffey, 2019).

4. Make a work portfolio on their website to show what solutions we offer our clients to build a good profile for this company.

These statements may assist Kraftwerk Technologies in remaining competitive in its business and enhancing its overall operations.

3.9 Conclusion

To wrap off, I would like to say how fortunate I was to have a 3-month internship in the business development department at Kraftwerk Technologies Ltd. The main purpose of this study is to know how business development teams work in the IT industry. Though it's a new company, they have a fresh viewpoint that will help them to survive and thrive in the competitive market. From this research, I covered different facts of marketing strategy and practice and also, mentioned how they have developed an MVP school management app in Bangladesh. According to my analysis, I can state that it would be possible to achieve further progress if they changed their operational area, marketing strategy, and promotional tools to acquire more clients for their business.

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Appendix

Market Survey Report on School Management Software

1= (Yes)

0= (No)

SL.	Features	Bangladesh			India	Malaysia	Singapore	Feature Points
		Company - 1	Company - 2	Company - 3	Company	Company	Company	
1	Student (Portal) Information Management	1	1	1	1	1	1	6
2	Teacher (Portal) Information Management	1	1	1	1	1	1	6
3	Parents Portal	1	1	1		1	1	5
4	Attendance Management	1	1	1	1	1	1	6
5	Examination and Assessment	1	1	1	1	1	1	6
6	Grade Management	1	1	1	1	1	1	6
7	Online Admissions	1	0	0	1	1	0	3
8	Medical/Health Care	0	0	0	1	1	1	3
9	HR	1	1	1	1	1	1	6
10	Timetable and Scheduling	1	1	1	1	1	1	6
11	Fee Management	1	1	1	1	1	1	6
12	School Inventory Management	1	1	1	1	1	1	6
13	Library Management	1	1	1	0	1	0	4
14	Transportation Management	0	1	1	1	1	1	5
15	Hostel Management	0	0	1	1	1	0	3

16	Accounts/Financial Management	1	1	1	0	1	0	4
17	Event Management	0	0	1	0	0	1	2
18	Integration with Learning Resources (LMS)	0	0	1	0	1	0	2
19	Scholarship Management	1	0	0	1	1	0	3
20	Parent-Teacher Conference Scheduling	0	0	0	0	1	1	2
21	Document & Certificate Management	1	0	0	1	0	0	2
22	ID Card Management	1	0	0	0	1	0	2
23	Performance Report	1	1	0	0	1	0	2
24	Lesson Plan	0	1	1	1	0	0	3
25	Notification/SMS/accouchement	1	1	1	1	1	1	6
26	Gate Security/Front Desk Management	0	1	0	1	1	0	3
27	Canteen Management	0	0	0	0	1	0	1
28	Reports/Analytics	1	1	0	1	0	1	4
29	Question Paper Generator	0	0	0	0	1	0	1
30	Virtual Classroom	0	0	1	0	1	0	2
31	Multi Branch Management	0	0	1	0	0	0	1
32	Grievance/Complaints Management	0	0	0	1	0	0	1
33	Disciplinary Management	0	0	0	1	0	0	1