

Report On

Importance of IT enabled services for enhanced branding in order to develop Bangladesh's marketing environment.

By

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ID: 17104112

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

January, 2022

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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:

Shahriar Tahsin Nasif

17104112

Supervisor's Full Name & Signature:

Tania Akter

Lecturer, Brac Business School

Brac University

Letter of Transmittal

Tania Akter

Lecturer,

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Madam,

I take tremendous delight in submitting my internship report on **Quantic Dynamics Ltd.** My internship experience was insightful since it introduced me to a highly professional and competitive work atmosphere while working with a prominent IT enabled service-based organization. My topic is titled "**Importance of IT enabled services for enhanced branding in order to develop Bangladesh's marketing environment.**"

I have endeavored to conclude the report in the most concise and thorough manner possible by including all necessary facts and recommendations. I am certain that the report will fulfill your expectations.

Sincerely yours,

Name: Shahriar Tahsin Nasif

ID: 17104112

Department: BRAC Business School

January 26, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Quantic Dynamics Ltd. and the undersigned student at BRAC University

Acknowledgement

I'd like to begin by thanking Allah for bestowing upon me the grace and fortitude necessary to complete the internship report within the allotted deadline. Second, I would like to express my heartfelt appreciation to my honorable supervisor, Ms. Tania Akter, and co-supervisor, Ms. Nusrat Hafiz, for providing me with the direction and information essential to submit my internship report. Following that, I'd like to express my gratitude to Mr. Shaibal Shahriar, my internship supervisor, for all his efforts and support in teaching me the fundamentals of my tasks; compassionately showing me every required detail; correcting me whenever I'm incorrect; extending his warmth as a mark of respect, and giving me the opportunity to work as a full time associate executive in Quantic Dynamics Ltd. Simultaneously, I am indebted to my colleagues at Quantic Dynamics Ltd. for their kind assistance in preparing my internship report. Finally, and perhaps most significantly, I would want to express my gratitude to my parents for raising me in such a way that enables me to be the greatest version of myself in every single day.

Executive Summary

I wrote this report while working as a Business Development Executive intern at Quantic Dynamics Ltd. I compiled the report using data from a survey and observations made while working in this organization.

At the beginning, my responsibilities included client relations, website development, and customization. Later, after establishing my worth, I was granted a full-time position as associate executive, where, in addition to my prior responsibilities, I was responsible for managing the company's social media page and implementing the company's Telemarketing plan.

I intended to demonstrate that IT enabled services such as websites, apps, and software may help businesses improve their branding, which will help Bangladesh's marketing environment thrive. Three parts comprise the report. Each segment contains multiple sections.

The first part summarizes my internship at Quantic Dynamics Ltd. and my experiences there. The second part is the Organization part, in which I include any information on the organization that I acquired or was supplied by my supervisor. Additionally, I conducted a SWOT analysis and a Porter's five force analysis in this section. The final section is the project section, in which I describe my survey and observations in detail. I conducted a 60-respondent online survey. While I was working, I observed how everything functioned and why each and every detail was significant. Finally, I concluded with a recommendation and conclusion.

Keywords: Business Development; client relations; website development; social media; Branding; Marketing.

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List of Acronyms

DHS	Domain, Hosting and Server
A&F	Accounts & Finance
IBM	International Business Machines Corporation
CDN	Cloud Delivery Network

Glossary

Managed 366	Managed 366 Support is the results-driven customer service and in-depth technical expertise that have been an integral part of Quantic Dynamics Ltd. since the start of the company. This enables them to provide 24x7 support 366 days a year (including leap year) to assist customers with any product-related issues.
IBM Silver Business Partner	IBM business partner directory is a program for authorized resellers of IBM products. There are categories of bronze, silver and gold partnership which indicates the value of the partner reseller. The partners are recognized for their sales and excellency.
Managed Cloud Service	Managed cloud services are services that provide a customer with full or partly management of their cloud resources or technology. These include the manager IT company to migrate, configure, optimize, secure, and do maintenance of their client's cloud resources.

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Shahriar Tahsin Nasif

ID: 17104112

Program: BBA

Major: Marketing (1st Major)

E- Business (2nd Major)

1.2 Internship Information:

1.2.1 Internship Company Information

Internship Period: 6 Months, 1st March 2020 – 30th September 2020 (Duration extended by 29 days due to Covid 19 Lockdown).

Company Name: Quantic Dynamics Ltd.

Address: UTC Building, Level 19, 8 Panthapath, Dhaka - 1215, Bangladesh.

1.2.2 Internship Company Supervisor's Information:

Company Supervisor: Shaibal Shahriar

Designation: CEO

Email: shaibal@quanticdynamics.com

1.2.3 Job Description:

- Intern at Marketing and Sales Department.
- Maintain good relationship with existing clients.
- Generate new prospects and clients.
- Attend team meetings.
- Manage official social media page.
- Make content plan for the social media.
- Research competitors.
- Website development (WordPress).
- Generate monthly sales target and fulfill.
- Work as a telemarketing agent once a week using the generated leads.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company:

- **Developing Websites:** Among my responsibilities, I had to balance between business and technical departments. I had to develop websites for a few clients using WordPress.
- **Managing relationship with clients:** As a marketing intern, I mainly had to deal with clients. I had to generate clients and also, maintain a healthy long term business relationship with them.
- **Content planning for social media pages:** I was also responsible for planning social media contents and post accordingly. Here, I had to show my graphical skills by using software like Adobe Illustrator, Adobe Photoshop and Adobe XD. Also, I had to generate the captions in my own words.

- **Monthly competitor research:** Every month I had to analyze prime rivals of Quantic Dynamics Ltd. and make a report regarding their activities and marketing tactics.
- **New lead and prospect generation:** I had to find new prospects through online and offline field work and turn as many of them as possible into our valued clients.
- **Telemarketing:** As I was a skilled telemarketer from before and I have scriptwriting skills, I convinced the management to start telemarketing from the company. Using this method, I had to generate new clients and I successfully found a lot of prospects and turned a few of them to our clients.

1.3.2 Benefits I achieved:

Throughout my internship, I gained experience working in an office setting as well as working from home. Due to the fact that a large amount of my internship term was spent working from home, my exposure to corporate culture was similarly restricted, but my supervisor and other colleagues taught me some really significant lessons. But as I was granted full time employment in the organization, so I was able to experience the real deal as well.

- **Website development:** Before joining Quantic Dynamics Ltd, I had little knowledge about website development. Working here I got to learn in-depth website development using WordPress. As my supervisor and other colleagues helped me learn, I was even able to deliver a few websites for clients as well. It was a great experience designing and revamping websites of a few giant companies of Worldwide.
- **Developing communication skills:** I was quite fortunate in that my supervisor was the CEO himself, who kept a close eye on my work. I also met some fantastic coworkers there. Whenever I had an issue, I sought their advice. Additionally, if I was directed to perform other tasks, everyone assisted me. Additionally, I was responsible for customer management, which meant that I

had to deal with a large number of repeat and new clients during my internship. It improved my communication skills a lot.

- **Competitor analyzing and comparing:** At the beginning of each month, I was required to compile an analytical report on the competitors' strategies and plans for the preceding month. Through the creation of these reports, I gained an understanding of how to value competitors, their significance, what to look for, and how to capture client attention.
- **Learning about products and services in depth:** As I was responsible for client relation management, so I had to answer a lot of questions regarding our products and services. For that, I needed in-depth product knowledge so that I can confidently answer the questions and also convince prospects and retain customers. There was a lot to learn as I did not have much knowledge from before regarding IT Enabled services. There are many uncommon products and services such as Cloud Servers, Load Balancers, Object storages and many more knowing in-depth about these were really tough as I am not directly from this background.
- **Performing under pressure:** I was required to work under pressure during some weeks, since I was required to visit more areas that had not been briefed previously. Additionally, I was required to work both in the office as well as in the field. I was constantly required to be psychologically prepared for unscheduled additional work. Many days, I also had to work more than one or two hours of extra. When I was required to complete additional tasks, such as writing reports, it was on short notice and with a short deadline. Thus, I gained experience working under pressure both while working in office and working from home.
- **Adaptability:** As soon as I accepted the offer letter, I had to start my internship period with a 5-day notice. As a result, I needed to adapt fast because I didn't have much time and, as a student at a prominent institution, I was required to meet specific requirements. Also, I was a running student in Brac University, and I had to complete my regular studies as well along with work life. By completing these tasks, I was able to quickly acclimatize to a professional environment.

1.3.3 Difficulties Faced:

A large portion of my internship period was conducted as work from home basis, so, I believe I did not get to experience everything that an office atmosphere has to offer until the Covid restrictions were lifted, and I got the chance to work in office again. During work from home there were not fixed work hours. I had to sit in front of computer and work for around 12-14 hours as the work process was slow compared to usual.

Furthermore, When I had to work in office, I had to do both technical works such as website development, designing etc. and business works such as client relation, area visit etc. Also, I had to attend team meetings too. All these resulted loss in concentration and loss of a lot of energy.

Also, I had to start work early due to my financial problems. So, when I started my internship, I had usual 3-4 courses every semester in university. It was being impossible for me to balance both my work life and study together first. I had to work 12-14 hours and then again, I had to study for my courses. But soon, I was able to adapt with the situation. But it did harm in my studies and deteriorated my health.

1.3.4 Recommendations:

Though Quantic Dynamics Ltd. taught me a lot, I also encountered a lot of difficulties. When I was online, I was required to work approximately 12-14 hours per day, and when I was offline, I was required to work on both the technical and business sides. It caused a great deal of stress, and work pressure was constant.

I would recommend that you always adhere to the shift schedule, as excessive overtime has a detrimental effect on an employee's mental and physical health. Additionally, the level of work pressure should be specified. As it is exceedingly difficult to work in both the technical and business sectors of an organization, balancing the work here will benefit productivity. This way, the employee will have more time to plan and execute work more effectively.

Chapter 2

Organization Part

2.1 Introduction:

Internet is a huge opportunity in current world. It has become a must use resource nowadays. But not everyone can use it in depth. Here is where companies like Quantic Dynamics Ltd. here comes. Quantic Dynamics Ltd. from its establishment have been helping other companies and individuals making their lives easier by their products. They have been providing IT enabled services in order to digitalize their clients and make their operations easier. Some flagship products of Quantic Dynamics Ltd. are Domain, IBM cloud hosting, Dedicated servers, Business applications, Software, Business email solution, Managed IT services and AI based business solutions. They follow a set of core values and got their own marketing, operational, financial and segmentation practices which makes them unique form their competitors.

Online presence is a must have opportunity for the organizations nowadays. Quantic Dynamics have been helping their clients go online in a dashing way by working as their IT team courtesy of their managed service. (Shaibal, 2021)

2.2 Overview of the Company:

2.2.1 History of Quantic Dynamics Ltd.:

Quantic Dynamics Ltd. is a private limited partnership company founded back in 2016. Within just 6 years of business, they achieved many milestones such as working in various projects for government, developing the first ever AI based insurance app of Bangladesh, first ever insurance Kiosk machine of Bangladesh and many others. In 2018, they became the only IBM silver business partner in Bangladesh. Their Managed 366 service is praised by all their clients over the world. They titled their set of core

values 'CODE' which is strictly maintained by the company. (Quantic Dynamics Ltd., 2021)



Figure 1: IBM Silver Business Partner Certificate

Source: <https://www.quanticedynamics.com/>

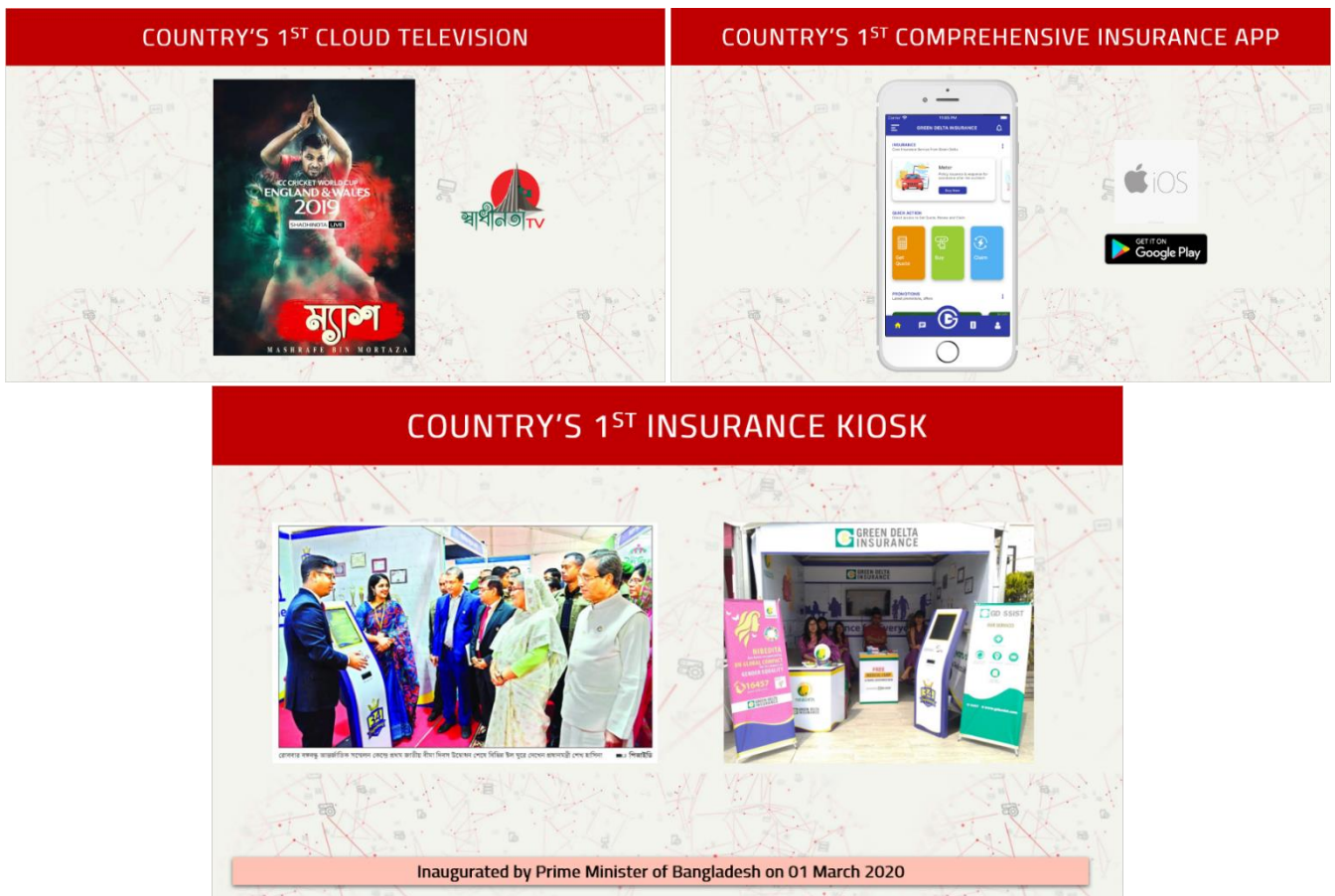


Figure 2: Few Achievements of Quantic Dynamics Ltd.

Source: [Company Portfolio](#)

2.2.2 Present Situation:

Quantic Dynamics Ltd. currently serves over 100 national and international clients with a 93.6% loyal customer base through a team of over 30 employees. They are Bangladesh's only IBM Silver Business Partner focused on software. Additionally, they are Bangladesh's first and only managed cloud provider. (Quantic Dynamics Ltd., 2021)

2.2.3 Core Values:

They follow the self-titled sets of core values 'CODE'. Which are -

- **Commitment to Excellence** – Excellence is when we demand more from ourselves than our customers do. We are committed to deliver excellence in solution for our customers & create something customers will be very proud of.
- **Open & Honest Communication** – Doing open & honest communication makes our journey simple. We decided that no matter what, we are going to be totally honest and open about things, especially when it goes wrong. That's the best way to keep things simple.
- **Delightful Customer** – Our customers are at the center of everything we do. We treasure our relationship with them. We drive 365 days 24/7 for creating a positive emotional reaction by our customers through our after sales service.
- **Embrace Changes** – In today's fast-paced global economy change is constant. We set our vision on the future, analyzing market demands so we can steer our company toward continuing success.

2.2.4 Mission Statement:

Mission Statement of Quantic Dynamics is, *“We are changing Bangladesh. Yes, this is what we are doing. We work hard to make sure our clients are happy, but we also want our clients to be the best. So, if we see an area for improvement, we'll tell you. Or if we run into a roadblock our clients are the first ones we call. And we're constantly growing our services list. We're here for you 24 7 365.”* (Quantic Dynamics Ltd., 2021)

2.2.5 Services Offered:

Cloud Compute	Security	Networking
Bare Metal Cloud	Security Software	Load Balancing
Private Cloud	Firewalls	Network Appliances
Public Cloud	SSL Certificates	CDN
IBM Cloud	Compliance	DHS
Cloud Storage	Productivity	Managed
Block Storage	Business Analytics	Managed IT Support
Object Storage	G Suite Managed	Managed Cloud Monitoring
File Storage	Office 365 Managed	Development and Test
Cloud Backup	Business Email	Enterprise IT
Dedicated Server	Business Applications	Managed 366 Support

Table 1: Products/Services Offered

Source: <https://www.quantiddynamics.com/>







 Cloud Servers	 Security	 Networking
Bare Metal Cloud Raw horsepower for intensive workloads	Security Software Intrusion protection, detection & prevention software	Load Balancing Local, global & high availability load balancers
Private Cloud Flexible, scalable cloud compute resources in a Single-tenant environment	Firewalls Shared, dedicated & high availability security appliances	Network Appliances Software-defined, all-in-one networking solutions
Public Cloud Powered by Citrix, offers flexible and scalable applications.	SSL Certificates Security against unauthorized data interception	Content Delivery Network Global network of nodes to distribute content
Cloud Software Comprehensive library of OS, virtualization & DB options	Compliance Extensive controls, reports, audits & certifications	Domain Services Registration & administration of top-level domains
 Cloud Storage	 Productivity	 Management
Block Storage Powerful iSCSI-based storage with SAN persistence	Business Analytics Data Science and Business Analytics Platform from IBM.	Monitoring & Reporting Standard & advanced options
File Storage Durable NFS-based storage in a NAS environment	G Suite Managed Email from Google. Built for business designed for team management	Management Tools Streamline & automate complex processes using various tools
Object Storage Scalable object storage based on OpenStack Swift for archiving and backup	Office 365 Managed Microsoft Office when and where you need it. Work anytime, on any device	Threat & Log Management Simplify your network IT security and compliance management
Cloud Backup Reliable automated backup services from EVault & R1Soft	Business Email Business Email services backed by 24x7x365 support.	Managed 366 Support Unlimited access to technical experts at no additional cost

Figure 3: Products/Services of Quantic Dynamics Ltd.

Source: <https://www.quantiddynamics.com/>

2.3 Management Practices:

2.3.1 Employees and Job Environment:

Quantic Dynamics Ltd. maintains a healthy job environment. The organization consists of employees from all demographic sectors. Employees are treated with proper respect and value regardless of their age, race, religion, belief, and gender. So, all employees are encouraged to express their opinions regarding of position as well. The employees here from every department work in the same area. Everyone here believes in teamwork. When in office everyone in on their own identity no matter if an employee is related to another, personal lives are always kept out of the office environment in Quantic Dynamics Ltd.

At Quantic Dynamics Ltd., there is no need to address superiors as sir or madam. Seniors advise youngsters to address them as Bhai/Apu. This demonstrates the office's friendliness.

If I share my period with the organization, I would say that I always got proper respect and encouragement while my internship period. All the colleagues were so good to me, and they always supported me in every aspect. We had monthly office outings or parties every month and each month different employee organized the party. I did not experience any office politics and I was always able to keep up with the environment regardless of work pressure courtesy of attitude of my colleagues toward me.

2.3.2 Management Responsibilities:

The top responsibilities of Quantic Dynamics Ltd. were dealt by the Directors, Mr. Shaibal Shahriar, Mr. Ashiqur Rahman and Mr. Shaifuddin Nayeem. They were responsible for the major decision makings of the organization. The executive directors directly worked with the directors and were the second major responsible personnel of the organization. They maintained the administrative, accounts and financial parts of the company. (Shaibal, 2021)

The managers or department heads spend a significant amount of time guiding their employees and convening meetings in case they need to provide regulations and guidelines to agents and front-runners. For instance, despite the fact that we are in a

condition of general pandemic and lockdown, we continue to conduct late-night social meetings to discuss our overall execution, errors, and improvement center. The organization provides the necessary monitoring and direction in order to achieve more distinct outcomes. The Senior executives and associate executives work together and share almost similar responsibilities where senior executives have more pressure and deals more critical works comparing with the associate executives.

2.3.2: Organizational Structures:

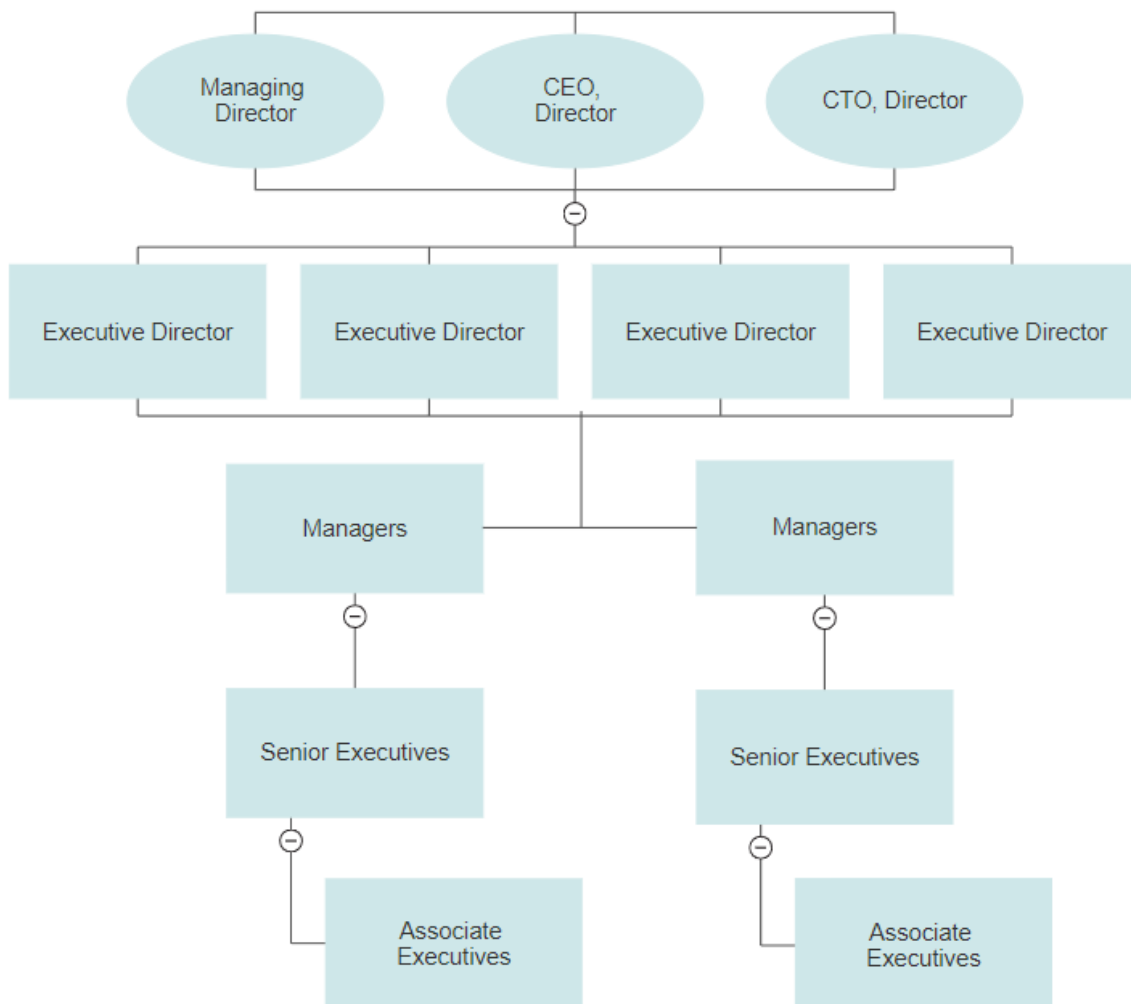


Figure 4: Organizational Structure of Quantic Dynamics Ltd.

Source: <https://www.quanticydynamics.com/>

2.3.3: Departments:

- **Accounts & Finance:** Deals with company's budgeting, salary, financial strategies, monetary history and sets the sales target.
- **Software and App Dev:** The main working body of the company that deals with the creation, updating and development of the company's products.
- **Networking:** Deals with the DHS related products and services. Also, ensure 24/7 customer care to ensure Managed 366 Service.
- **Marketing & Sales:** Deals with clients, graphics and productions, sales generation, social media management, telemarketing. Also, works with the A&F department to set monthly and yearly targets.
- **Administration & HR:** Mainly deals with the management of the organization, Recruiting, Legal matters, Planning, Facilities & Security and other matters of the organization.

2.4 Marketing Practices:

2.4.1 Marketing Strategy:

The marketing mix is a strong idea because it makes marketing seem simple to manage, allowing for the separation of marketing from other business operations and the outsourcing of marketing chores to experts; and - The marketing mix's components may alter a firm's competitive position. Additionally, the marketing mix notion offers two significant advantages (Jain, 2013). The 7Ps assists businesses in reviewing and defining critical problems affecting the marketing of their goods and services. The marketing mix is a well-known marketing paradigm. It is often referred to as the 7Ps framework for digital marketing (Chaffey & Ellis-Chadwick, 2016).

Quantic Dynamics Ltd. follows the 7p's of their own. They are mentioned below-

- **Product/Service:** This is what a company offers to its customers. Quantic Dynamics Ltd. is an IT service-based company which offers offer website

development, app development, software development, digital marketing and much more.

- **Price:** Price is what a customer is willing to pay for our products. Quantic Dynamics Ltd. doesn't have any fix prices for their services, they fix their prices according to their customer's chosen service. For app, website and software development it's a direct selling and for domain hosting it's a subscription fee.
- **Place:** Place is where a product/service is delivered to its customer. Generally, it is the office place or showroom. But for It services it's not only the office place where the service can be delivered but also the online platforms can be the place to deliver services.
- **Promotion:** It is the way a company reaches to its customer. Quantic Dynamics Ltd. primarily use Website and social media to do their promotion. Other than that, they also use personal or mouth to mouth promotion.
- **People:** People are the most important factor for a business. Because these are the people who creates the products/services and works to uphold a company. Quantic Dynamics Ltd. value their employees immensely and take care of their needs properly.
- **Process:** Process is the way from making the product to deliver it to the customer. Quantic Dynamics Ltd. follows following process –
 - Taking requirements from customer
 - Processing them into the desired product
 - Delivering it to the customer (with after sale service).
- **Physical Evidence:** Physical evidence describe aspects that proves a brand existence. For Quantic Dynamics Ltd. it is their office space and their website.

2.4.2 Customer Segmentation:

Quantic Dynamics Ltd. is always cautious about their customer segmentation. The organization focuses on demographic, geographic, behavioral and psychographic segmentation when it comes to customer segmentation.

- **Demographic Segmentation:** Demographic segmentation helps to divide consumer into different segments by considering their Age, Gender, Ethnicity, Income, Level of education, Religion, Profession etc. Quantic Dynamics Ltd. segmented their clients by the age, income level, profession and the types of business. Since the organization almost work as B2B we need to consider both an individual's interest and what a business needs most. Firstly, in terms of business, they mainly focus on the type of business and the income/profit level of that business and segment them into groups to serve them properly. Secondly, when they serve individuals we check for age, income level and profession to segment them.
- **Geographic Segmentation:** Geographic segmentation helps to divide consumer into different groups by their geographical location. Since Quantic Dynamics Ltd. are working both national and international, they have to take care of the client's demand by their region. Definitely they can't serve client from Bangladesh and other countries in the same way. Different countries have different culture and values, even in a country there are different values and culture. So, in order to serve the diversified customers properly, they segmented them by country and region.
- **Behavioral Segmentation:** Behavioral segmentation helps to divide clients into different groups by their behavioral characteristic towards the company. Different clients have different opinions and experience toward our company that makes them different to one another. Quantic Dynamics Ltd. segment their customers by customer loyalty and spending habits. Also, the organization can check customer's behavior towards the company by checking the rates of their visits to our website.

- **Psychographic Segmentation:** Psychographic segmentation is focused on customers' personalities and interests. This segment helps a company to understand client's personality and interest and segment them to serve properly. Quantic Dynamics Ltd. rely on lifestyle, social class and personality traits of clients to serve according to their taste. This company makes website and other platform for their clients, and it needs to be according to their test, and to make sure that psychographic segmentation helps the best. As an example, if a client prefers more of a sober colored website other than colorful, we can know that by doing psychographic segmentation.

2.4.3 Target Customer:

Target market represents the group of people that has been targeted to sell a company's product to. Target market can be both niche and mass.

As Quantic Dynamics Ltd. provide all kind IT services and a portion of digital marketing their targeted customers range is very wide. They do mass marketing mainly. Their target customers are –

- Clients who are looking to expand their business through website planning or app development and buying our domain host are our potential customers.
- Clients who are looking for digital marketing solutions are our targeted customers as well
- Clients who need to update their software and manage them are our potential customers.

Other than these, Quantic Dynamics Ltd. target businesses who wants to expand digitally.

2.4.4 Positioning of Quantic Dynamics Ltd:

Quantic Dynamics Ltd. focuses to increase their brand value in the market and to update their position as a prior to this industry.

Quantic Dynamics Ltd. has expanded their business internationally and working with more than 5 countries all over the world. In 5 years, this company expanded their services gradually. It started with two services and expand to much more and now working with more than 100 trustworthy clients and serving them properly.

Quantic Dynamics Ltd. offers Website development, App development, Software development, digital marketing and much more.

2.4.5 Affiliations of Quantic Dynamics Ltd:



Figure 5: Affiliated Partners of Quantic Dynamics Ltd.

Source: <https://www.quanticydynamics.com/>

2.4.6 Clients of Quantic Dynamics Ltd:

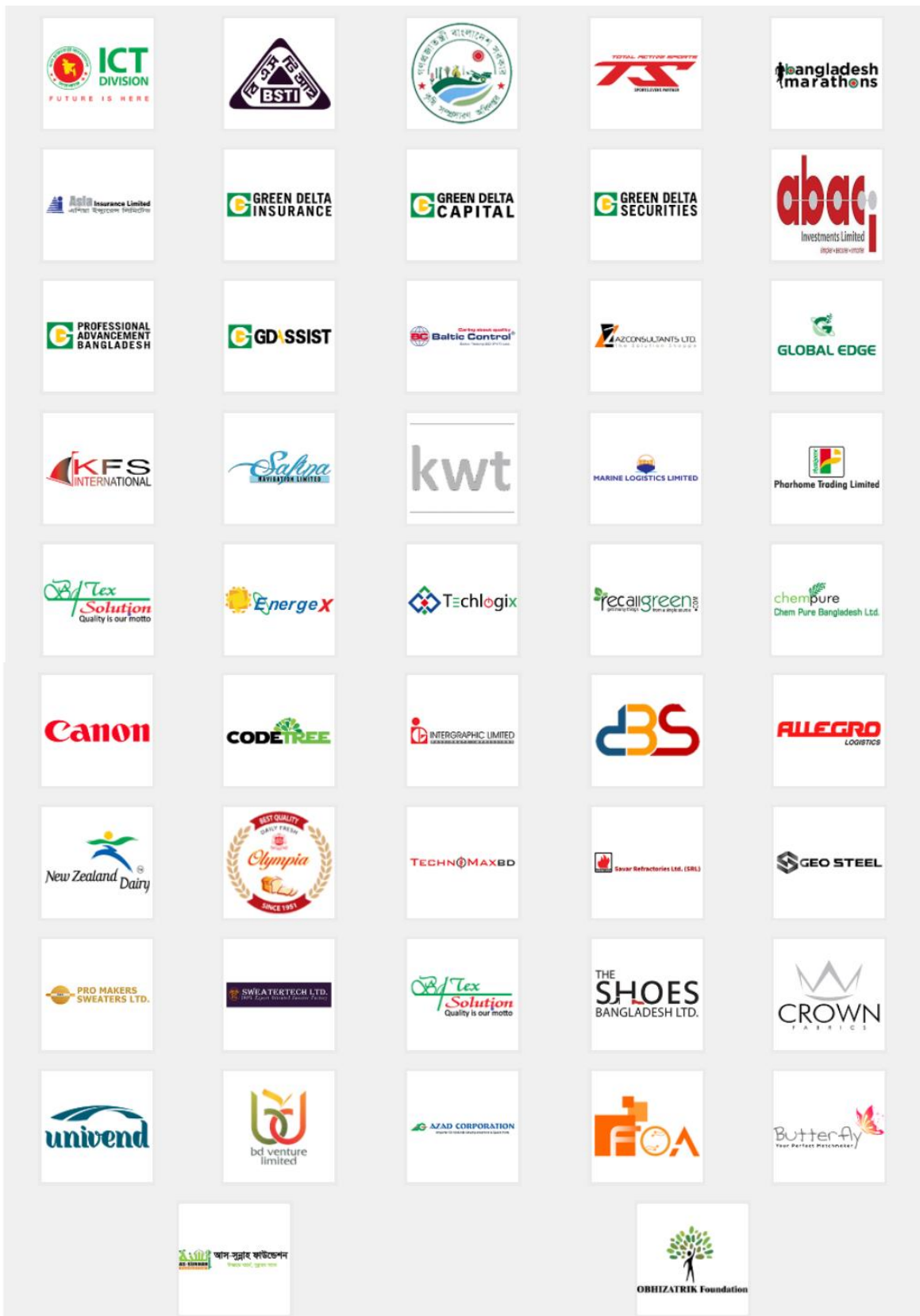


Figure 6: Clients of Quantic Dynamics Ltd.

Source: <https://www.quantiddynamics.com/our-clients/>

2.5 Operations and Information Management

2.5.1 Operations Management:

Quantic Dynamics Ltd. does not use any operation management software.

2.5.2 Information Management:

Quantic Dynamics Ltd. uses IBM® Cloud and Nextcloud as the primary data storage. All the employees use MS Teams, MS Office, VS Code, GIT and Slack in their daily works.

Every client data and DHS data are protected and kept in IBM® Cloud.

The data are stored both centrally and individually in Nextcloud. The work-based data are kept centrally which are essential for every department in their regular schedules. The confidential files are protected by top management and department heads. Every employee has access to Nextcloud with an allocated space for their own. Employees use this space to store their work-related data.

2.6 Accounting and Financial Practices:

Quantic Dynamics Ltd. does not share the accounting and financial reports and specific practices directly in research or reporting purposes. But an overview regarding some of the practices which the organization follows are mentioned below –

- Daily, Monthly and Yearly accounting and financial records are maintained.
- Bills, budgets and other financial documents final version must be signed by one of the three directors.
- Bills, purchases, sales, employee attendance, asset records are maintained regularly.
- Depreciations are calculated manually.

- Payment to creditors and Receipt from debtors are maintained regularly.
- Follows both Cash accounting and Accrual accounting method.
- General Ledger is maintained.
- Fixed assets are integrated with general ledger.
- Finance and Accounts are maintained strictly by directors and executive directors.
- A yearly budget is created every year and it is strictly maintained.
- The business outcomes are strictly monitored and kept recorded. Incentives and sell bonuses are given to employees on achieving targets.
- Taxes and other legal fixed payments are never delayed.
- Salaries are always disbursed on the last 2 days of a working month.

These are some of the accounting and financial practices Quantic Dynamics Ltd. always follows.

2.6 Industry and Competitive Analysis:

2.6.1 SWOT analysis of Quantic Dynamics Ltd:

SWOT Analysis helps to understand about a company's strength, Weakness, Opportunities & Threats.

SWOT ANALYSIS

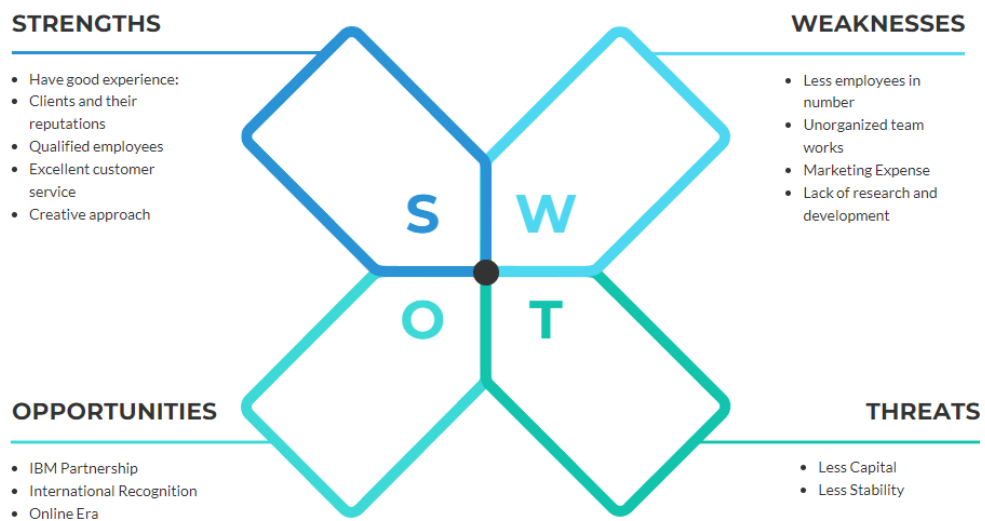


Figure 7: SWOT analysis of Quantic Dynamics Ltd.

Source: <https://venngage.com/blog/swot-analysis-templates/>

- **Strengths:**
 - **Have good experience:** Quantic Dynamics Ltd. is an experienced company in this industry. In their 6 years journey, they are working with both national and international clients.
 - **Clients and their reputations:** In 6 years, they have acquired more than 100 trustworthy national and international clients.
 - **Qualified employees:** The employees this company has, all of them are well educated and experienced in their work.
 - **Excellent customer service:** They maintain a very good after sale service to the customers. If they face any problem regarding their services, this company manages that immediately.

- **Creative approach:** Quantic Dynamics Ltd. make sure their services are just as their client wants it.
- **Weakness:**
 - **Less employees in number:** Quantic Dynamics Ltd. may have qualified employees, but they do not have enough employees in number to support all their departments.
 - **Unorganized team works:** Sometimes managing a whole team becomes a weakness, teams doesn't work as good as an individual here.
 - **Marketing Expense:** Marketing expense of this company is proving to be a weakness.
 - **Lack of research and development:** Quantic Dynamics Ltd. doesn't have an R&D department to do proper research and find out upcoming scopes of developing their company.
- **Opportunities:**
 - **IBM Partnership:** Quantic Dynamics Ltd. is the only IBM silver business partner in Bangladesh on the software sector. It has huge opportunity to expand it further with them.
 - **International Recognition:** This company both has national and international clients, and they are graving this opportunity to expand this business to overseas properly. Quantic Dynamics Ltd. has already got international recognition in many countries worldwide.
 - **Online Era:** Finally, in this Covid situation online platforms such as business websites, online pages are being prioritized and Quantic Dynamics Ltd. comes in handy in this situation very properly.
- **Threats:**
 - **Less Capital:** Quantic Dynamic Ltd. started at 2016 with 3 partners and their personal capital, till this day its working on personal capital and company profits which isn't enough for this company to expand. Less capital will be the one of the top threats this company has right now.

- **Less Stability:** This industry has comparatively less Stability. Having a competitive advantage is very tough here and without competitive advantage it's very easy for other companies to copy our authentic services which results in losing clients and less profit.

2.6.2 Porter's Five Forces Analysis of Quantic Dynamics Ltd:

Porter's five forces are frequently used to measure competition intensity, attractiveness, and profitability of an industry or market.

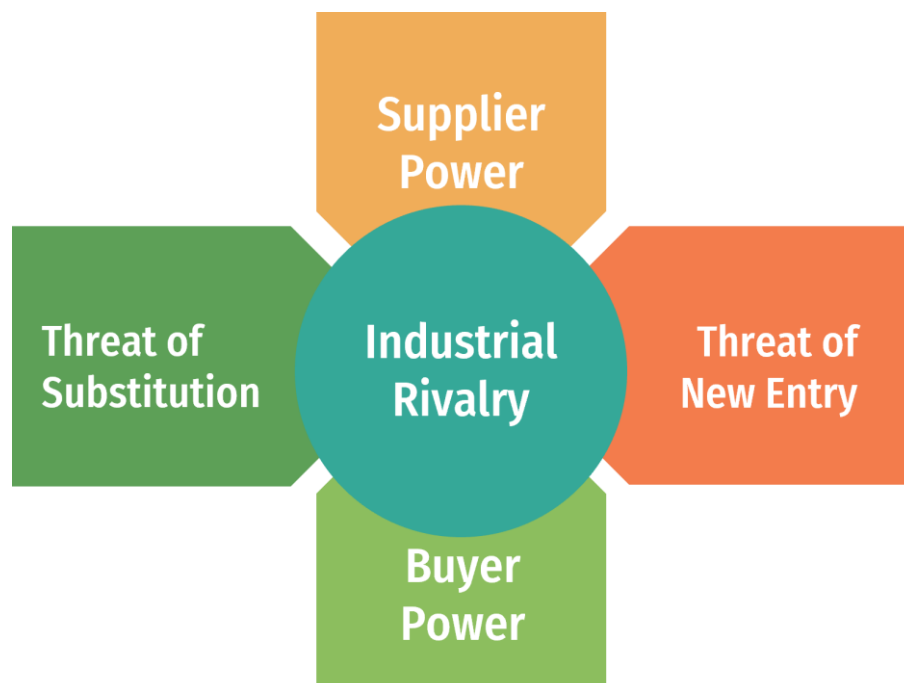


Figure 8: Porter's 5 Forces

source: <https://slidesgo.com/theme/porters-5-forces-infographics>

- **Rivalry among Existing Industries:** The business idea of Quantic Dynamics Ltd. is a comparatively new field in Bangladesh. Since we are working with an industry which is just getting started, that makes our competitors comparatively less in number. But the existing companies we have in this industry gives a tough fight among themselves. As example, Square Cloud, Softline Bangladesh, ADN telecom limited are one of the top companies in this industry which gives us intense rivalry in terms of quality and perfection. Moreover, after through

research it shows that serving quality products and good marketing is the only way to excel in this industry.

- **Threats of Substitute:** Threats of Substitutes comes in power when there is alternative product or service in the market. There is no other industry that can replace the services provided by us. So, there is no threat of substitute in our case or in the case of this industry.
- **Threats of New Entrants:** Threats of new entrants comes in power when a new company try to come into the industry. This creates two different types of problem such as threats from the new company and more competition with existing companies in raw materials and market share. In our case, firstly the threats of a new entrants can be an alarming fact as 'IT enabled service' industry is in its early phase of life, and it attracts the newcomers. Though there is an understanding network between the big fishes in this industry which makes it little harder to crack.

If we talk about the clients, sometimes clients prefer small or newcomer companies for their small projects which makes it easier for the new companies to survive and success. So, it is wise to keep any eye for the new entrants in this industry.

- **The Power of Suppliers:** Suppliers are the group of people whom we are taking the raw materials from. Since we are working with IT enabled services, a portion of work is generated by us which doesn't require any supplier. But in most of the works we take supplies from IBM which we consider our primal supplier. Quantic Dynamics Ltd. is working with IBM from the very starting of this company. Though there are other supplier we can take materials from but it's another problem to do the changing since we are talking about it services here. Also, IBM has proven to be a trustworthy supplier and we managed a good relationship with them by considering their needs. So, here the power of supplier is moderate.
- **The power of Buyers:** Buyers mainly influence the profitability of existing companies in the industry through their ability to lower prices and requirements to provide higher product or service quality. In this industry, buyers are our

clients who take our IT services and possess the most power. Getting a new client is hard in this industry because almost every company do their best to keep their existing clients. Also, many companies chasing the same client gives the buyers a great bargain power. And keeping the existing clients is also a tough job because an existing long-term client looks for different offers and opportunities regularly.

So, to do well in this industry, after sale service and good customer relationship is a must.

2.7 Recommendations:

- Appoint more employees/interns so that the work pressure is properly balanced among employees.
- Make the marketing and sales department bigger in order to make every outcome organized.
- Take better care of employee needs.
- Add additional and better-advanced solutions to their separate portfolio.

Chapter 3

Project Part

3.1 Introduction of the Report:

This report was done to find out the importance of IT enabled services in order to enhance branding of an organization and how it is creating an impact in developing Bangladesh's marketing environment.

Nowadays the world is turning into online rather than traditional offline lifestyle. Moreover, the Covid-19 pandemic has put a major effect on this as people became more knowledgeable about online presence. Just like that, they are looking for the same response from the organizations and brands.

As a result, the companies which are being more open to online activities, they are gaining more reach and more customers along with the old ones. People can access and compare organizations directly from their phones and computers, so the companies going online gets a boost as they have more chances of catching a prospect's eye.

Also, being digitalized with IT enabled services like websites, apps, softwares or social media creates a major impact in making a country digital. It is the same for Bangladesh as well. Literacy rate of Bangladesh is not that good but when people are more open towards going online, they by default become interested in learning and then earning. Over a few years Bangladesh have become more digital where companies being online created a huge impact.

Through survey, observations from working in Quantic Dynamics Ltd. and other secondary data I tried to uncover why IT enabled services for enhanced branding are important in order to develop Bangladesh's marketing environment.

3.2 Literature Review:

3.2.1 Online Branding:

Online branding is a technique for interacting with and communicating with current and prospective customers (Bamm, Helbling, & Joukanen, 2018). Individuals and businesses alike need to keep moving forward in today's society. It's impossible for B2B companies to ignore online branding as clients spend more and more time on the internet. Online branding is less expensive than more traditional forms of offline branding. It is possible for a firm to achieve its goal of creating a lasting impression of the brand in the minds of customers. It's also possible to build and maintain great relationships with customers and partners by branding them online. (Bamm, Helbling, & Joukanen, 2018)

the relationship between website content and e-marketing performance is mediated by peoples believe towards internet. The following traits are essential for effective e-marketing and Internet success:

- The website's design must be intuitive, enabling customers to rapidly access information.
- It is important to develop proper user friendliness since website content may entice and convince buyers.

To conclude we can say, it is possible that future studies may incorporate the assessment of website performance, which is becoming an essential part of successful internet marketing. In this regard, researchers and marketing managers must examine how e-technologies, such as Internet marketing, may be connected with other applications, such as ERP and CRM (Rahimnia & Hassanzadeh, 2013).

3.2.2 Digitalization of companies:

Branding, marketing, and internationalization have all been altered as a result of the interconnectedness of our world and the pervasiveness of technology. Computer software and hardware technologies have been the real motivators behind the Internet's advancements (Vadana, Torkkeli, Kuivalainen, & Saarenketo, 2019). Businesses that

digitize their operations and get simple access to a worldwide market, as well as consumers who can use the Internet to do research, compare prices, and save time by buying things online, all profit from the Internet's digitization in the digital age (Patruti-Baltes, 2016). Also, COVID-19 has increased the speed and magnitude of technology disruption in enterprises. As firms integrate their operations increasingly digitally, the significance put on digital marketing and sales channels will increase. It will also promote teleworking and the purchase of technology items as a result of the greater usage of hybrid communication mechanisms that can be accessed from anywhere. Customers, suppliers, partners, and workers all play a crucial role in the success of a business's digital transformation plan. This study examines the practical implications of a growing issue that has grabbed the attention of corporations and individuals alike.

Because of these challenges, telework and distance working methods that provide high levels of interaction and collaboration have grown widespread. COVID-19 may have a short-term detrimental effect on the viability of many firms. Empirical research of the business sector would be beneficial in examining this work and eliciting comments from firms on their future digitization plans (Almeida, Santos, & Monteiro, 2020).

3.2.3 Consumer behavior before and after Covid:

During the COVID-19 crisis, the online commerce exploded. As consumers adopted social isolation, people increased their reliance on internet buying. 67 percent of customers claim that they have changed their shopping habits as a result of COVID-19.

Retailers rose to the occasion, not just by increasing online shopping, but also by incorporating developing technology that forged relationships with customers or improved the consumer encounter (Fryer, 2021).

The COVID-19 pandemic had a substantial influence on the expansion of internet commerce, mostly owing to business closures and movement constraints. Each business has its own contracting model, but customers are anticipated to prefer models that enable them to choose and contract their service or product independently, without the assistance of a physical middleman. Improving the customer experience starts with simplifying the interaction between the business and its customers and maximizing the

value of the data acquired. Additionally, new technologies integrated into organizational processes aid in the development of client loyalty and the expansion of the company's worldwide reach. Supply Chain Management (SCM) was placed under significant stress during the lockdown, and that strain would certainly increase in the future to assure the success of businesses that engage in e-commerce. If the distribution of a product can be automated and connected with several participants (salespeople and distributors) on platforms that assist the salesperson in obtaining the lowest price, new business models may arise. As a consequence, the payment systems business model, which has stifled the expansion of certain micro firms, is projected to expand. As a consequence, new actors and negotiating power may arise for businesses who take use of new marketing platforms, such as social media (Almeida, Santos, & Monteiro, 2020).

3.2.4 Rapid increase of internet users:

Consumer behavior over the world has drastically changed over the last two years due to COVID-19. Firstly, a lot of people have become newly knowledgeable about being online. East Asia had around 1.2 billion internet users in 2021, followed by Southern Asia with 951.11 million. In January 2021, the worldwide digital population was over 4.66 billion internet users. Which was approximately over 3.99 billion in 2019 (Johnson, Number of worldwide internet users in 2021, by region, 2021). Since 2017, the global volume of e-mails sent and received has climbed year after year. However, by 2025, the number of e-mails sent and received daily is predicted to grow from 306.4 billion to 376.4 billion (Johnson, Number of sent and received e-mails per day worldwide from 2017 to 2025, 2021). So, if we compare, we can see that the internet users are rapidly increasing every year which indicates that companies should go online as soon as possible and keep up with the trend nowadays.

3.3 Objective:

3.3.1 Broad objective:

- The use of IT enabled services as a branding medium in reshaping the marketing environment in Bangladesh.

3.3.2 Specific objectives:

- The use of IT enabled services as a branding medium.
- Importance of IT enabled services for a company to get more customers and retain old ones.
- Importance of IT enabled services to build a more digitalized Bangladesh.

3.4 Significance of the Issue:

We know from common knowledge that the world is more reliant on internet activities these days. I will attempt to demonstrate in this report why it is critical for businesses to go online with the same focus and energy as they do offline in order to attract new prospects and retain existing customers, as well as why it is critical for organizations to go online in order to help build a better Digital Bangladesh.

3.5 Methodology:

This internship report incorporates both primary and secondary sources of information. The primary data was gathered through online survey questionnaires and observations made while my internship at Quantic Dynamics Ltd. Additionally, I explored secondary data in order to acquire more detailed findings.

Many bits of info, such as the annual report and other company-related documents that were never publicly revealed by Quantic Dynamics Ltd. are also lacking, because I was unable to obtain them through my organization's supervisor or through web searches.

3.5.1 Primary data sources:

- Survey
- Observation

3.5.2 Secondary data sources:

- Intern data: Companies internal data
- External data: Research paper, articles, surveys done by others, reports on similar topics.

3.5.3 Research Method:

- Descriptive Research Method

3.6 Findings and Analysis:

The topic that I chose for my research is, “**Importance of IT enabled services for enhanced branding in order to develop Bangladesh's marketing environment.**”

The whole research was based on primary data (surveys and my personal observations while internship) as well as secondary data from internal and external sources. There was a total of 60 versatile respondents who were my test subjects for the research of this project.

3.6.1 Results of The Survey:

- I took a total of 60 responses in my survey. There were people of 5 age groups consisting of 18-54 years of old. Among the respondents 31 (or 51.7%) were

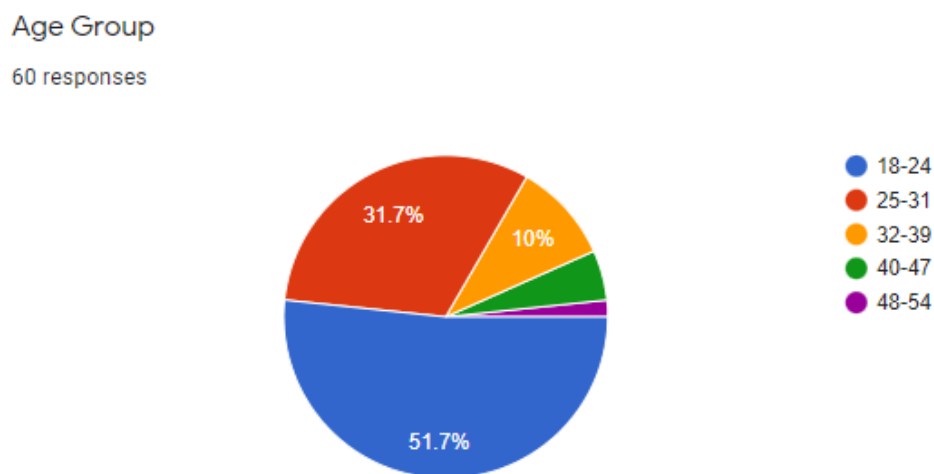


Figure 9: Research Question 1

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

from age group of 18-24 years. This group is the most socially active. The second highest group consisted of 19 (or 31.7%) respondents which is age group 25-31. I took response of these 2 groups the most because they are the future. Along with these 2 groups I also took responses of 3 other age groups who are gradually 32-39 years old, 40-47 years old and 48-54 years old.

- The next question I asked if it is important for a brand to have online presence.

Do you think it is important for a brand to have online presence?

60 responses

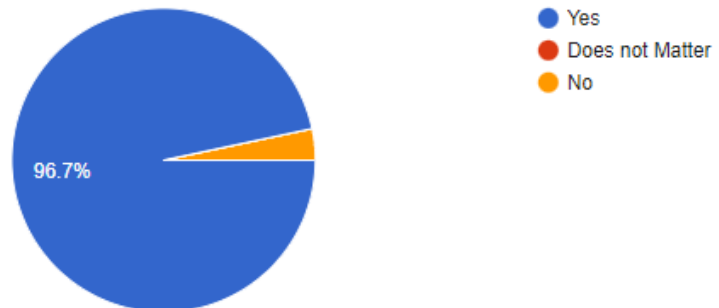


Figure 10: Research Question 2

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

To answer the question 96.7% of the respondents responded that it is important to have an online presence when you are in 2022.

- After that, in the next question I asked the respondents if they think IT Enabled Services (E.G: Website, App, Software etc.) create a vital impact for an organization or not. Among the respondents 59 (or 98.3%) replied with a yes.

Do you think IT Enabled Services (E.G: Website, App, Software etc.) creates a vital impact for an Organization?

60 responses

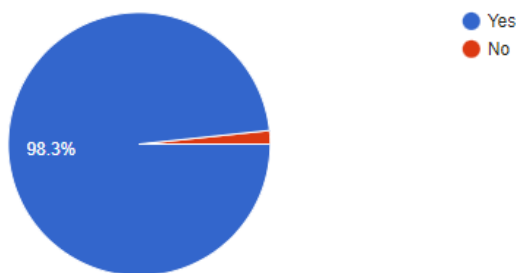


Figure 11: Research Question 3

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

In their perspective websites, apps or software are important elements which has vital impact on an organization's branding.

- Next, I asked if the respondents think a company can get more customers and retain old ones through introducing various IT enabled services. In respond 59

Do you think a company can get more customers and retain old ones through introducing various IT enabled services?

60 responses

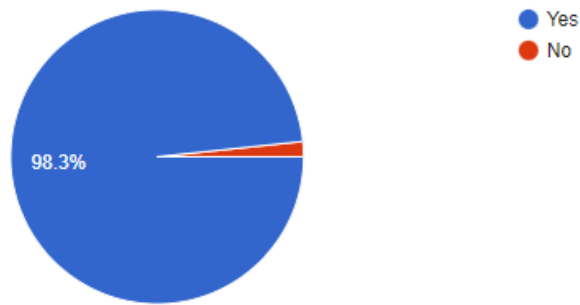


Figure 12: Research Question 4

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

respondents (or 98.3%) replied affirmatively. As per their opinion IT enabled services are important to get new customers as well as retain the regular customers.

- Furthermore, I asked the reasoning behind their answers to the previous question. Below is what they responded –

Respondent	Write your reasoning for the answer to the previous question in a single line.
1	It can get customers in both ways, both online and offline.
2	People eat on tech
3	It provides useful insights about your customers which can help you understand their needs, sell faster, and provide a personalized experience to each customer.
4	As people are more comfortable to do shopping online, having an online version of any kinda organization will increase the awareness of the brand and it's sales.
5	As technology is developing, so should we and IT development plays a very vital role.
6	By managing database of the customers and applying machine learning to keep hold on the old customers and gain new ones
7	Customers can easily find a company if they have their own website, page or app.
8	internet is the future
9	Life become simpler
10	This is what you need to do in 2022
11	Website, app, software tends to engage more customers towards any company

12	For its vast availability
13	It's good to have a service on your digital fingertips as a solution provider to all your IT problems
14	We can search and know about their products earlier before visiting their shops.
15	IT Enabled Services plays a role to digitalize Bangladesh
16	Old employee can help organization more rather than the new one because their experience matters.
17	As everyone is dependent on their smartphones now, everything should be on it, people want it so.
18	Why not?
19	Online presence makes the company smarter
20	People get easy access at second place if they like the product already
21	Because it's important for marketing
22	Nowadays, today's maximum generation are using online platform for buying maximum product. So, it's important to have an online platform for a brand to increase its sell.
23	I think it's important
24	Having a page or website will make it easier for a brand to promote themselves.
25	bla bla bla
26	people spend more time in than in real life. it is also easier to promote products online
27	In person services have become antiquated. The fall of MoviePass and the rise of Netflix is a good example.
28	Online presence, their apps, websites show how much passionate they are about their works. and these things help them to gain trust.
29	It will reach more people at a time
30	IT enabled services can attract more person.
31	Now a days public prefer online services.
32	IT enabled services provide ease of access and makes it easier for the consumers to analyze products and services which in turn can encourage new and old customers to try out the product or the service offered by the company.
33	It makes a company more famous.
34	Makes everything easy.
35	More reach and increasing brand value.
36	Customers can check what people thinks about the company.
37	Online can scam people if not maintained perfectly.
38	More reach, more customers.
39	IT enables service provide customers the regular updates of their goods.
40	It can grab customers attention at once
41	I like things online. Because it is hassle free.
42	Digitalization is the key.
43	Online things are for smart guys.
44	Offline things are painful for me.
45	I don't like offline things.
46	I love to do all things online.
47	Now we are living in a digital era. So, I like things online.
48	Offline things are boring and painful for me.
49	Online things are time saving.
50	IT related services make lives more convenient. Hence, people depend on IT services more and use them.
51	Virtual platform is easily accessible which makes the online purchase easy
52	By website, a person can know about the company or something.

53	New service attracts new and old customers
54	More Effective, Productive and Efficient
55	Own thinking
56	Because people are getting comfortable using online platforms.
57	People can do a lot in less time through online brand and with the help of a beautiful website, people can learn many things in short time
58	With the help of a beautiful website, people can learn many things in short time
59	people are more online oriented
60	IT enabled services make it easier for an old customer to get the services of a company and a company can attract more customers by introducing their services through any IT enabled service.

Table 2: Research Question 5

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

So, we can see 59 respondents defended their answer yes where the other respondent who said no given the reason that, “Online can scam people if not maintained perfectly.”

- The next question the survey was which is the easier way to know in depth about a brand, through its online platforms or through visiting their workplaces. Here

Which is more easier method to know about a brand?

60 responses

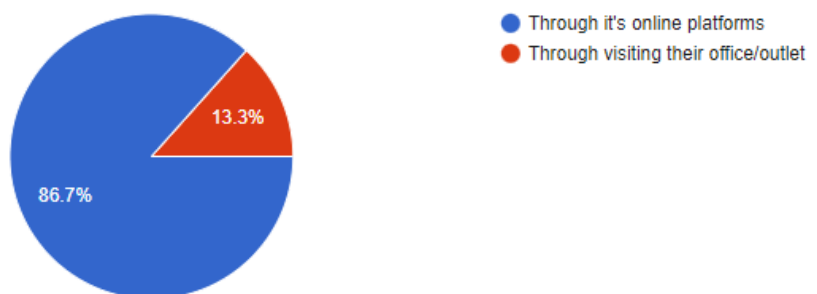


Figure 13: Research Question 6

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

52 respondents (or 86.7%) chose the online platforms where the remaining 8 responses were the offline platforms. Scanning through them I found out 5 of the 8 participants were from ages of 32-54.

- When I asked about whether they prefer online customer service or offline customer service, 49 respondents (or 81.7%) chose online customer service which is through website or social media of a company. On the other hand, the

Which do you prefer more?

60 responses

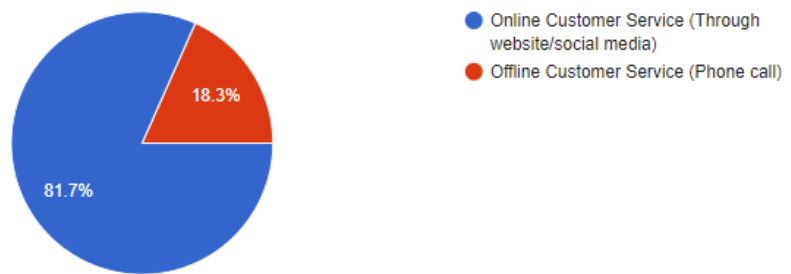


Figure 14: Research Question 7

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

remaining 11 respondents chose offline customer service which is direct service through phone call or going to the customer service departments. Also, none of these 18.3% respondents were from the 18-24 age group.

- ‘Does Websites and Apps make it easier for you to buy products from a brand?’ in response to this question, 58 respondents (or 96.7%) replied with a yes.

Does Websites and Apps make it easier for you to buy products from a brand?

60 responses

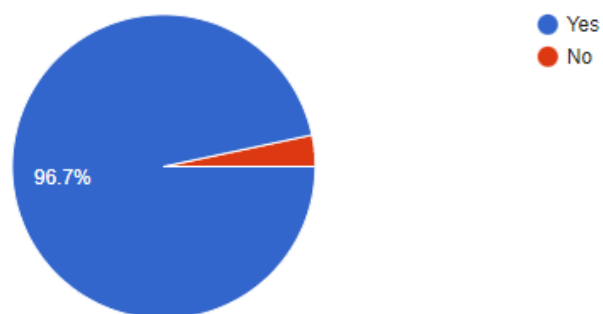


Figure 15: Research Question 8

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

Where the two remaining respondents who are from age group of 40-47 and 48-54 responded with a no.

- Going forward I asked if IT enabled services increase brand value of an organization or not, where 59 respondents (or 98.3%) replied that they believe

Does IT Enabled Services increase Brand Value?

60 responses

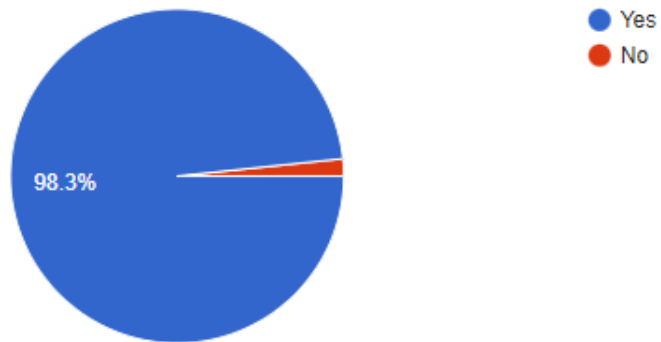


Figure 16: Research Question 9

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

IT enabled services increase brand value. Here as well, the remaining respondent was from 48-54 age group.

- After that, I asked if websites, apps or software or online presence plays a role in making Bangladesh more digitalized or not. Here 100% of the 60 respondents

Do you think IT Enabled Services plays a role to digitalize Bangladesh?

60 responses

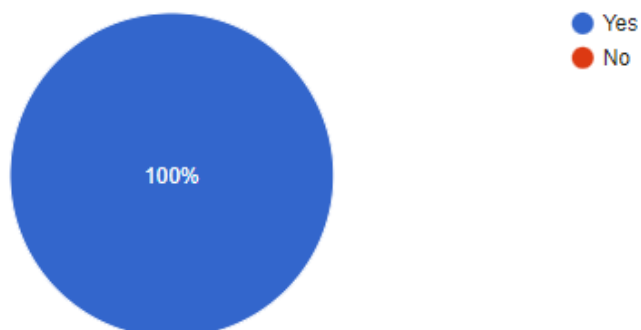


Figure 17: Research Question 10

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

said that they believe that IT enabled services play a role to make Bangladesh more digitalized.

- Finally, on the last question it was asked if the respondents will go for online presence if they start their own business. Among them, 57 subjects (or 95%)

If you have a company will you go for online presence?

60 responses

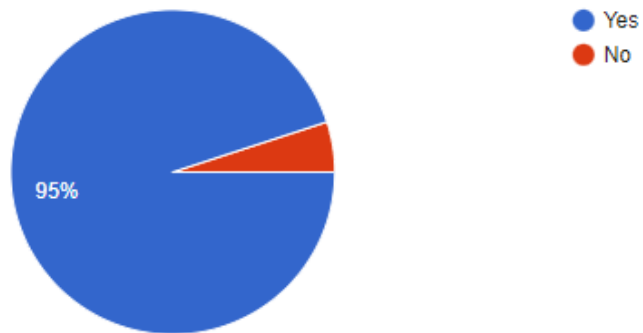


Figure 18: Research Question 11

source: <https://forms.gle/dZGSMVgZLR88Yyaa8>

responded that they will surely go for online presence. Where the remaining 3 participants think that it would not be essential for them to go online.

3.6.2 Observations from my internship period:

During my internship period at Quantic Dynamics Ltd. I observed a few important aspects which are mentioned below –

- 18 new clients bought website packages to go online with their businesses for the first time.
- 21 old and new clients bought domain and hosting and worked on their own to develop their own websites.
- 8 clients new and old clients redesigned their websites through us for providing better service to their customers.

Quantic Dynamics Ltd. Quarterly Sales Report Q3)							
Service Category	DHS						
Period:	Jan'20 - Sep'20	Total Prospects	68	Total Sales	47	Total Amount in BDT	Undisclosed
SL	Name of Customers	Company Name	Contact No	Source	Service	Amount in BDT	
1				Nasif	Domain, Hosting		
2				Nasif	Domain, Hosting		
3				Nasif	Domain, Hosting		
4				Nasif	Domain, Hosting		
5				Nasif	Domain, Hosting		
6				Nasif	Website Package		
7				Nasif	Website Package		
8				Nasif	Website Package		
9				Nasif	Website Package		
10				Nasif	Website Package		
11				Mridul	Domain, Hosting		
12				Mridul	Domain, Hosting		
13				Mridul	Domain, Hosting		
14				Mridul	Domain, Hosting		
15				Mridul	Domain, Hosting		
16				Mridul	Domain, Hosting		
17				Mridul	Domain, Hosting		
18				Mridul	Domain, Hosting		
19				Mridul	Domain, Hosting		
20				Mridul	Website		
21				Mridul	Website		
22				Mridul	Website		
23				Mridul	Website		
24				Mridul	Website		
25				Mridul	Website Package		
26				Mridul	Website Package		
27				Mridul	Website Package		
28				Mridul	Website Package		
29				Mridul	Website Package		
30				Mridul	Website Package		
31				Mridul	Website Package		
32				Mridul	Website Package		
33				Mridul	Website Package		
34				Tanmoy	Domain, Hosting		
35				Tanmoy	Domain, Hosting		
36				Tanmoy	Domain, Hosting		
37				Tanmoy	Domain, Hosting		
38				Tanmoy	Website		
39				Tanmoy	Website		
40				Tanmoy	Website		
41				Tanmoy	Website Package		
42				Sourav	Domain, Hosting		
43				Sourav	Domain, Hosting		
44				Sourav	Domain, Hosting		
45				Sourav	Website Package		
46				Sourav	Website Package		
47				Sourav	Website Package		

This Part Will Remain Undisclosed Due to Confidentiality

This Part Will Remain Undisclosed Due to Confidentiality

Figure 19: Quantic Dynamics Ltd. Quarterly Sales Report Q3, 2020

source: [Company Internal Data](#)

3.6.3 Findings from the Project:

From the in-depth analysis and research, I have done for this project, I came to the following findings overall -

- IT enabled services like which Quantic Dynamic Ltd. provides as a branding medium is very effective.
- Nowadays, Online customer service is more preferred rather than offline customer service.
- Whether it is a big organization or small, every organization should have online presence in order to cope up with the current world.
- IT enabled services provide ease of access and makes it easier for the consumers to analyze products and services which in turn can encourage new and old customers to try out the product or the service offered by the company.
- IT enabled services makes our daily lives a lot easier.
- Online presence increases the brand value of every organization.
- It is important for a company to use IT enabled services to get more customers and retain old ones.
- COVID-19 has turned people more towards online and online related products and services.
- Post COVID-19 era will be more internet depended.
- IT enabled services are important to build a more digitalized Bangladesh.

Thus, IT enabled services are important for enhanced branding in order to develop Bangladesh's marketing environment and build a more digitalized Bangladesh.

3.7 Summary and Conclusion:

I'd like to express my gratitude to Ms. Tania Akter and Ms. Nusrat Hafiz, my supervisor and co-supervisor, for allowing me to write this report on the topic I had been looking forward to so much. We have around 5 million people in our country who are online, and they know what they are looking for. Also, we have seen that, after the pandemic more people are depending on online sources in order to avoid contact with people and make their lives easier around the world. As a result, having an online presence for various businesses is now a necessity. Thus, web-based media's significance for marketing regions grows. There are numerous potential customer groups represented there. Online is the ideal setting for engaging with potential customers and capturing their interest. According to the data I've gathered from surveys and other studies, the majority of people nowadays prefer to learn about and use a company's services online.

Even though promotions used to be made and run by some of the most advanced people in the world, the current world is using a convoluted method of crunching data. A lot of creative individuals are still there, but it is no longer in control in today's data-driven world. To be more precise, competition in the area of computerized showcasing is now fiercer than it has ever been, and buyers today are more knowledgeable than they have ever been. Customers may lose interest in a company if it refuses to keep up with the latest online trends. Furthermore, The use of IT enabled service is by default making Bangladesh digitalized and making individuals more creative every day.

To conclude, keeping in mind the variables mentioned, I would like to emphasize on the point that it is important to use IT-enabled services for branding in order to develop Bangladesh's marketing environment.

3.8 Recommendations:

Upon completing the research, I came up with the following recommendations:

- All organizations regardless of size should go online in order to grow their business.
- Managed service can always help organizations that have less idea about online processes. So, organizations should consider taking services from organizations like Quantic Dynamics Ltd. to easily adapt with the current world.
- Every organization should have a dedicated workforce and the work responsibilities must be balanced for every particular employee so that frustration does not occur among them.
- IT enabled services help organizations to gain more reach and also improve their brand value. The more updated online presence, the more reach. So, organizations must have online identity.
- When companies go online it by default plays a role to digitalize the company's base country. So, to digitalize their lives and the country, the organizations should go online.

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Appendix. A

Internship Research Proposal

Proposed Research Topic:

“Importance of IT enabled services for enhanced branding in order to develop Bangladesh's marketing environment.”

Report By:

Name: Shahriar Tahsin Nasif

ID: 17104112

Supervisor:

Name: Ms. Tania Akter

Designation: Lecturer

BRAC Business School

BRAC University

Co-supervisor:

Name: Ms. Nusrat Hafiz

Designation: Lecturer

BRAC Business School

BRAC University

Date: 17th December, 2021

BRAC University

Fall 2021

1. Introduction:

1.1 Identity: My name is Shahriar Tahsin Nasif and I am a marketing and e-business major. I am proposing my work position as an **Associate Executive for Quantic Dynamics Ltd.** For four academic credits of my internship towards my Bachelor of Business Administration degree.

1.2 Career Goal:

I want to pursue a career in a marketing and event management industry.

1.3 Description of learning objective:

Firstly, the job will help me with a real time experience of working on a company. Also, it will make me experienced in dealing prospects and clients. Moreover, it will develop my website designing skill and other technological skills. Furthermore, it will give me ample amount of social media marketing knowledge. Finally, I will be able to make good connections with my colleagues as well as my client companies.

1.4 Description of the company:

I am working for Quantic Dynamics Ltd. We are Bangladesh's first ever fully Managed Dedicated & Cloud Computing Services Company. We incorporate the industry's best technologies with the affiliation of global leading technology companies for each customer's specific need. We deliver best-fit solutions by leveraging a portfolio of public cloud, private cloud, dedicated servers and a combination of platforms. Our main clients are ICT Division of Bangladesh, Green Delta Insurance, BSTi and many more. I work 5 days from 10am to 6pm shift here. I work with both marketing team (primarily) and technological team.

- **Field Supervisor:**
Shaibal Shahriar
CEO, Quantic Dynamics Ltd.

2. Research Objective

2.1 Broad objective:

The use of IT enabled services as a branding medium in reshaping the marketing environment in Bangladesh.

2.2 Specific objectives:

- The use of IT enabled services as a branding medium.
- Importance of IT enabled services for a company to get more customers and retain old ones.
- Importance of IT enabled services to build a more digitalized Bangladesh.

3. Preliminary Methodology

- **Primary data sources:**
 - Survey
- **Secondary data sources:**
 - **Intern data:** Companies internal data
 - **External data:** Research paper, articles, surveys done by others, reports on similar topics.
- **Research Method:**
 - Descriptive Research Method

4. Timeline of the report work:

- **Report Work Timeline:** As per BRAC University Guidelines.
- **Internships Duration:** 5 months (October to February).