

A Report On  
**“Remote work has colossal open doors and opportunities for future  
job seekers”**

By  
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An internship report submitted to **Brac Business School** in partial fulfillment of  
the requirements for the degree of Bachelor of **Business Administration**

Brac Business School  
Brac University  
May 2022

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## Declaration

It is hereby declared that,

1. The internship report submitted here is an original piece of data conducted while completing my degree at Brac University.
2. The report does not contain any material previously used, published or written by any other individual, organization or third party.
3. The internship report does not contain any material which has been previously written, accepted or submitted for any other degree at a university.
4. Secondary sources that have been used in this internship report have been properly cited through accurate referencing.
5. All main sources of help have been acknowledged.

### Student's Full Name and Signature:

**Name of the Student:**

**Sadab Reza** \_\_\_\_\_

**Date**

**17 May, 2022** \_\_\_\_\_

### Supervisor's Full Name and Signature:

**Name of the Supervisor:**

\_\_\_\_\_

**Date**

\_\_\_\_\_

## Letter of Transmittal

Ms. Rahma Akhter  
Lecturer,  
Brac Business School  
Brac University  
66 Mohakhali, Dhaka-1212

Subject: Internship report on the title “Remote work has colossal open doors and opportunities for future job seekers.”

Dear Miss,

Under your supervision, I hereby submit my internship report titled “Remote work has colossal open doors and opportunities for future job seekers.” for the **BUS400** course. I worked remotely in the **Digital Marketing** and **Social Media** team during my period of internship.

I tried my level best to complete the report successfully with dedication, hard work and precision. Furthermore, I tried to be very precise with data and all other information provided in this report. I sincerely hope that my work will satisfy you and answer all the questions you have. If you have any further queries or need any clarification, please feel free to contact me.

Sincerely yours,

Sadab Reza  
ID: 19304108  
Brac Business School  
Brac University  
Date: 17 May, 2022

## Acknowledgement

First of all, I would like to thank my almighty for giving me the opportunity to work with a company whose vision and goals aligned with my interest. Secondly, I would like to thank my honorable supervisor, Ms. Rahma Akhter madam for her enormous support and guidance throughout my internship period. She has shared her valuable knowledge, marketing insights and tips which has helped me tremendously to enlarge my marketing knowledge. I would also like to show my gratitude to my friends who have helped me prepare my report.

I am thankful to MASTER WiZR for providing me the opportunity to work with them. My colleagues and supervisors have been a key part to guide me throughout this internship period and have been useful to complete my project successfully. Lastly, I would like to express my gratitude to my supervisor Akbor Aosaf Khan Chowdhury for giving me the floor and properly guiding me.

Through this internship I have obtained new skills and gained knowledge that I believe will assist me propel in my future.

## Executive Summary

The Internship report analyzes the impact of remote working and its effectiveness. Primary objective of this term paper is to grab a thorough idea of how remote working has impacted the lives of existing workers and also how much validity it has for future job seekers. Along with that, the paper also focuses on my journey of the internship. The takeaways I have from the company, my contribution, challenges I have faced and recommendations I have for the company. I have worked with MASTER WiZR, a video conferencing software company that sets out to democratize communications. This paper also covers information about the company, its mission, vision, objectives, the kind of marketing strategy it follows, management practices, finance practices, SWOT and Porter's five forces of the company along with its work culture. Finally, the paper tries to conduct research for remote working opportunities for the future. For this report, both primary (questionnaire) and secondary sources were used. Even though the focus was more on the primary sources, secondary sources were cited properly in the Reference section.

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Covid-19 pandemic broke loose in Bangladesh in March 2020 and the country went into lockdown for over two months. Before the lockdown, people in Bangladesh were not much accustomed to the home office. However, with the implementation of lockdown people got accustomed to it over the next few months. Now, with everything being normal again, this research aims to seek out the answer whether remote working is the future or not. This research’s main goal is to figure out whether the respondents feel equally productive or whether they faced any trouble working from home.	27
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## Chapter 1: Overview of the Internship

### 1.1 Student Information

Name of the Student: Sadab Reza

Student ID: 19304108

Major: Marketing | Minor: E-Business

Department of Bachelor in Business Administration, Brac Business School

### 1.2 Internship Information

#### 1.2.1 Company Details & Period

Company Name: MASTER WiZR

Department in which the student worked: Testing, Research and Digital Marketing

Headquarter: Oslo, Norway (Remote)

Period: January 27, 2022 to Ongoing

#### 1.2.2 Company Supervisor Information

Name: Akbor Aosaf Khan Chowdhury

Designation: Digital Marketing Coordinator

#### 1.2.3 Job Scope

- In the internship program, I had to be involved in formulating strategies to build sustainable digital connections between the teams and consumers.
- Being actively involved in SEO optimization and Facebook and social media ad management campaigns.
- Assist in creating creative ideas for content marketing.
- Collaborate with different teams using softwares like Jira, Slack and measuring performance using multiple web analytics tools such as Webtrends, Google Analytics, Power BI.



## **1.3 Internship Outcome**

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

1. As an intern I contributed in planning digital marketing campaigns which included social media advertising, Search Engine Optimization, cold mails and email marketing.
2. Maintained the company's social media presence across all digital channels which included Facebook, Linked In etc.
3. Measuring and reporting performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs).
4. Identified trends and insights that needed to be optimized, helped in budget preparation.
5. Collaborated with internal teams lucrative, landing pages that would attract interest from consumers and optimize the user experience.
6. Brainstormed new ideas and creative growth strategies.
7. Tasks segregation for different stakeholders from teams and following up with the progress.

### **1.3.2 Benefits to the Student**

- Getting a proper idea about remote working, holistic marketing and how an organization operates globally.
- Collaborating with multiple stakeholders, teams and creative individuals give a diversified idea about the market and widens the perspective of the student.
- Students are able to implement their learning into the practical world of marketing, understand multiple concepts of marketing, how an organization runs, the hiring process and its financial and operational systems which can be pivotal for the students' future endeavors.
- Brainstorming new ideas and task segregations helped the student to be more punctual, productive and handling multiple tasks at the same time.

### **1.3.3 Problems/Difficulties**

- I faced a few problems during my internship period. Firstly, time zone difference has been quite a big hassle for me. Since, the headquarter of the company is in Oslo and it recruits employees from all over the world, meeting times are usually made keeping the universal time region in mind. Difference in time zone has created some hassle for me as sometimes, team meetings conflict with my schedule in Bangladesh. Sometimes, scheduled time for team meetings used to take place at midnight in my time zone.
- Secondly, MASTER WiZR's product is still pretty much in developmental phase and testing has been going on. It has been introduced online but it still is not market ready. One big caveat is that marketing for such products is difficult when it is not ready to be launched because after a certain period, the audience will lose interest in a product if it is not launched timely.
- Lastly, I had worked remotely from Bangladesh. Since, there were no corporate headquarters or offices, I could work from home or anywhere from my convenience. However, network connectivity has been a great challenge for me outside Dhaka. I had operated sometimes from my native village and outside Dhaka I had to face severe connectivity issues. Furthermore, inside the capital I also had to face such challenges sometimes.

### **1.3.4 Things I Learned in this Internship**

The fundamental outcome of this internship is to apply whatever I have learned so far in the classroom to practical applications and real-life situations. At MASTER WiZR, I began with the research team and followed with Social Media and Digital Marketing team. Throughout the last 4 months I have worked in 2 departments and collaborated with highly capable individuals. I discovered that being a competent marketer requires a set of unique abilities on top of the required ones. I had to learn some new skills that were required to perform some tasks assigned by my superiors. Things that I have learned in the course of 4 months can jotted down below:

- Planning and performing experiments and surveys.
- Collecting, recording and analyzing data using softwares like google forms, power BI, Tableau.

- Social Media skimming and analyzing the consumer market.
- Brainstorming and developing concepts to create promotional content for the product.
- Landing the product on top of Google Search list using SEO. Keyword research is another skill I learned through this practice.
- Using softwares like Figma for user experience and JIRA to communicate with multiple teams.
- Making performance reports for digital marketing campaigns, assisting in creating a budget for those campaigns.
- Obtaining many transferable skills which included teamwork, communication, time management and most importantly multitasking.

### **1.3.5 Recommendations**

The only recommendation I will give to the company is to launch its product to a wider audience as soon as possible. Because, after a certain period of time, audiences will lose interest if the product is not launched and move to other alternatives. Therefore, for a product that is so fascinating and has so much potential, it is important that the company launches it as soon as possible.

## Chapter 2: Organization

### 2.1 Introduction



MASTER WiZR is a premier presentation and meeting tool that focuses individuals and corporates to project their communication systems in a way like no other. It aims to make online and offline meetings more efficient, effective and easy going for its users. The company has already collaborated in over 1000 projects with top notch companies, providing solutions to their meeting system for integrated marketing campaigns, sales, HR process and so on. The software can be used by students, freelancers, consultants, organizations for experiencing a new level of communication. The headquarter is situated at Oslo, Norway. MASTER WiZR has almost 60+ employees from all over the world. The product has been designed in a way which specializes in sharing content, online meetings, creating rooms, presentations, streaming, video conferencing and a lot more.

## 2.2 Overview of the Company

**Mission:** A force for the common good

**Vision:** Sharing Re-imagined

**Slogan:** “Get WiZR”

### 2.2.1 Belief

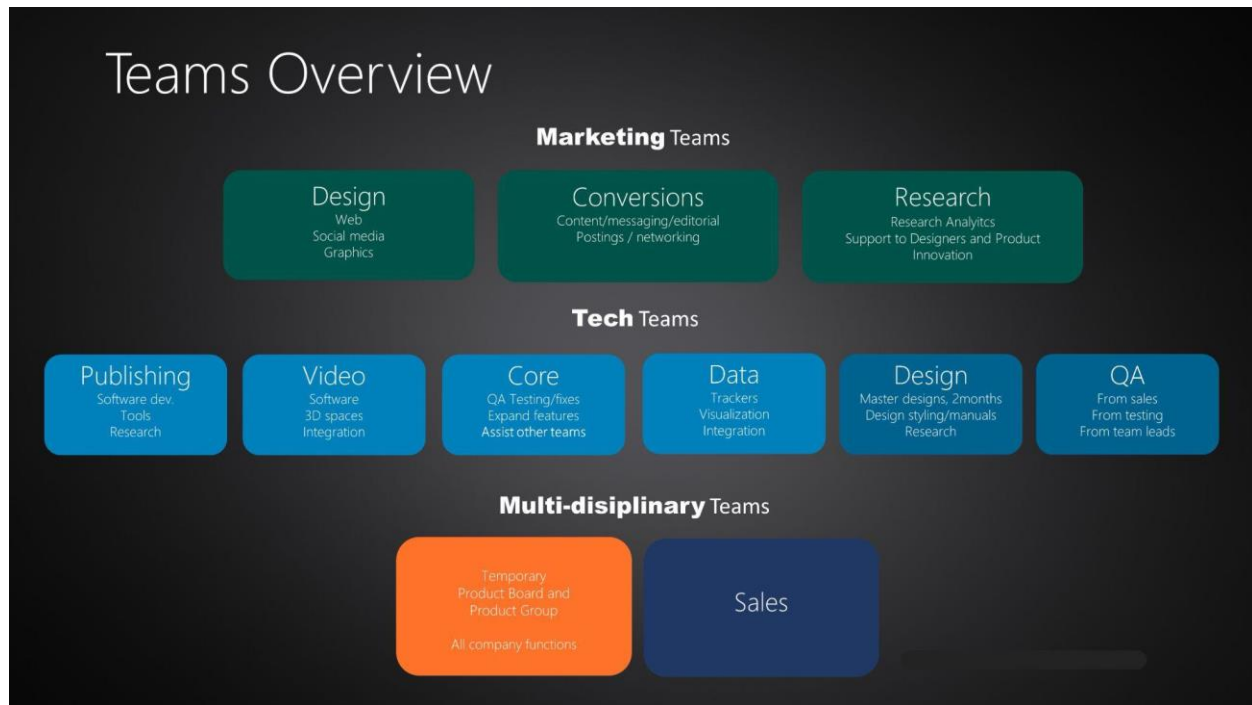
Since the company is still in its early phases, it is more focused on creating a community of its users. It hones on creating a brand that will be daily essential for its users with its honest, sustainable and highly ethical business growth policy. Belief of the company is described below to get a better understanding:

- **Data:** MASTER WiZR cares about the security of its users and thus believes that data are not for sold or should be shared with others
- **Cost Effectiveness:** Subscription fee for premium services have been kept at a reasonable level.
- **Global:** The company truly believes in going global, be it recruitment or using the product.
- **Excellence:** The belief is to cultivate excellence in everything MASTER WiZR does.
- **Humility:** MASTER WiZR believes that every individual should be valued equally and it can be reflected in their recruitment system and diversity they have in their employees.

### 2.2.2 Future Goals

Right from the get go, MASTER WiZR wanted to make its communication system stand out amongst others while constantly elevating its users, employees and society by democratizing communication. Removing both geographical and technical barriers, making the product cost efficient and easily accessible, adding features to make the product more user friendly have been some of the key goals of MASTER WiZR. The motto is to continuously innovate and evolve to stand out from the rest while revolutionizing the platform for its customers.

### 2.2.3 Teams Overview



As a globally born company, diversity has always been a key for MASTER WiZR in recruitment individuals. With a vision of democratizing business communications, MASTER WiZR operates in three teams: Marketing, Technical and Multi Disciplinary.

#### Marketing Teams:

Marketing team consists of three divisions:

- **Digital/Design Team:** Focuses on Digital Marketing, conducting SEO, email marketing, landing pages on google using ad analytics.
- **Conversions/Creative Team:** Focuses on content creation, content writing, editing and posting and writing articles.
- **Research Team:** Responsible for research and development. Assists designers for product development.

#### Technical Teams:

Consists of 6 divisions:

- **Publishing:** Works on software development, tools and research.
- **Video:** Works on softwares, video editing, rendition, 3D spaces integration.

- **Core:** Core team is responsible for QA testing and fixing and assisting other tech teams.
- **Data:** Mainly works with tracking datas, safekeeping them.
- **Design:** Master Designs, User interface design using figma.
- **Quality Assurance:** Keeps track of quality of other teams such as sales, marketing, testing and so on.

### **Multi Disciplinary Team:**

Consists of multiple divisions such as Sales team, Management team and other cross functional teams.

During my internship period, I had worked with the research team initially but later started working with the Digital Marketing team as I have sheer interest in this area. All the divisions have a significant degree of autonomy and quarterly performance goals are evaluated and incentives are provided to best performing teams.

## **2.3 Management Practices**

### **2.3.1 Leadership Style**

Leadership style in MASTER WiZR is democratic or shared leadership which means participants or employees can actively participate in a decision making process and communicate with their director. Chief Executive Officer refers to himself as Creative Director of the company who holds the highest rank of order within the organization. Creative Director is the facilitator of teams and plays the role of an initiator. He undertakes many roles which includes leading standup meetings daily and weekly, creating quarterly road maps and giving direction to team leads and working on incentives, work structure and coordination of available resources.

MASTER WiZR operates in 3 teams and each of these teams have separate divisions. The teams also have separate team lead, strategist and team members. Team leads are the primary contact persons for any occurring issues. They break down tasks for team members and maintain coordination in the flow of work. There are roles for team trackers who organize peer reviews,

reports to team lead about any bad practices and ensure all updates on JIRA. Team Coordinators keep track of absenteeism, updates intranet, assists management and often works in cross functional teams.

Since the leadership style is democratic all the employees can report to the Creative Director. The company values each employee's opinions and is open to their ideas and perspectives. Teams work hand in hand to make the best out of the team and achieve success.

### **2.3.2 Recruitment Process**

Recruitment process follows 2 ways in MASTER WiZR. External recruitment and internal recruitment.

- **External Recruitment** - This is the basic recruitment method. In this recruitment method, applicants apply for a post. Then the company sources the application, screens them and selects a pool of candidates for the next stage. Following that, assessment tests of the candidates are conducted. In the next stage, candidates are called for an interview with the hiring manager where they are briefed more about their roles and responsibilities, and salaries are negotiated there too. If everything aligns, then the candidate is handed an offer letter.
- **Internal Recruitment** - Internal recruitment happens if team leads refer someone for a vacant position. Reference can be made from the existing employees or from outside of the company. In internal recruitment, only assessment sessions (for external candidates) and final interview are conducted.

### **2.3.3 Compensation and Benefits**

MASTER WiZR provides a competitive salary package maintaining industry standards. Candidates who get an employment letter generally have a probationary period of 3 months before they are offered permanent employment. In this period, employees are trained and developed, monitored closely by team leads and quality assurance executives. Furthermore, the company provides a wide range of fringe benefits to its employees. Employees can choose their working



hours. A significant number of employees are students so they are given time during their examination to prepare accordingly. Apart from that, paid leaves, unpaid leaves, medical allowances are some other benefits that the company provides to its permanent employees.

#### **2.3.4 Training and Development**

Training facilities in MASTER WiZR is a great experience for newly recruited employees. After getting selected for the company, new employees have to go through a one month long onboarding program. In this program, employees have to attend training everyday where they do shadow sessions under the guidance of experienced employees. The onboarding program also sees team leads giving training and briefs to employees to get them accustomed with the company culture, work environment and process. Daily workshops are conducted and at the end of the workshop, there are some individual and team tasks to assess employees' understanding.

#### **2.3.5 Performance Evaluation and Appraisal**

Performance evaluation process is good at MASTER WiZR. QAs evaluate the performance of employees and give feedback. Employees can consult with team leads, QAs or even Creative Director to seek feedback or share their ideas. As far as appraisal and incentives are concerned, MASTER WiZR has a quarterly performance appraisal review session where the Creative Director sits with teams to evaluate their performance and the best performing teams get an incentive. Other than that, personal KPI is there for employees where they get an incentive if KPI is met.

## 2.4 Marketing Practices

### 2.4.1 Marketing Strategy

MASTER WiZR has adopted a very diversified marketing strategy to marketize their product. The marketing strategy is focused on multiple factors. Below are the factors that impacts the strategy of the company:

- **Paid Advertising:** Paid advertising is something in which MASTER WiZR pays money to social media sites like Facebook to promote their products to the new target audience who seems to be interested in similar products or services. It shows the product to students, corporates etc.
- **Cause Marketing:** By doing cause marketing the company is performing its corporate social responsibility. In such marketing corporations seek to make profit while bettering society at the same time by performing corporate social responsibility.
- **Relationship Marketing:** Relationship marketing is a form of marketing in which organizations emphasize more on customer retention than making profits. They seek customer advice, feedback and develop their products accordingly. MASTER WiZR is competitively new in the market thus it is essential for them to build a relationship with the customer and create a loyal base. Thus, they perform such marketing activities.
- **Undercover Marketing:** Undercover marketing is a subtle way of marketing where the product is launched to the target audience in a subtle way that consumers do not understand its marketing. MASTER WiZR follows such techniques. For example, when there is an emergency meeting scheduled, the product's promotion might pop up on Facebook as a solution.
- **Word of mouth:** MASTER WiZR provides a free 7 day trial to everyone. Consumers can use 7 day of trial for free and even if they do not plan to upgrade to premium, they can refer it to their friends and family if they like the product.
- **Diversity Marketing:** Diversity marketing is a way that sees a product or service being marketed as a way to connect with different individuals (preferably in age groups). In this case MASTER WiZR targets audiences of different age groups, occupations such as corporates, freelancers, and students to use their product.

## 2.4.2 Target Positioning

Target positioning refers to segmenting the audience into groups, choosing the best groups as the target audience and finally positioning the product to that audience. As for my company, target audience/groups are divided into 3 sections:

- Students, professors, lecturers, online classes
- Organizations (SMEs, Small and Big Startups)
- Freelancers, content creators

A thorough details about the target market is visualized below:

CUSTOMER TYPE	DEMOGRAPHICS (Gender, Age, People of different socio economic groups, Occupations, Location, etc.)	PURCHASING HABITS  Control over purchasing decisions, if they have any influence or not, previous purchasing behavior.	MOTIVATIONS  Criteria for choosing a product	TOUCHPOINTS  Points of contact with customers (such as websites, social media, traditional media, family/friends etc).
Companies	SMEs, Big Architecture, Design, Schools	Top Management	Improve Skills, Improve Performance	Network, Social Media, Friends
Students	18-26	Low Budget	Better Presentations, Easy to Use, Templates	Social Media, Influencers
Freelancers	All ages	Themselves	Easy communication, Easy to create presentations	Emails, WOM, Social Media
Influencers	All Ages	Themselves	Presentations for Video Reviews, Gosip Channels, News Channels, Podcasts	Email, Social Media

### **2.4.3 Product Development**

Multiple products of MASTER WiZR such as their studio, rooms, library have been ready. The company has their tech teams working tirelessly to give its consumers the best possible product. The beta testing for live chat is also in progress.

#### **WiZR Connect**

WiZR Connect is a meeting room that lets the audience connect with one another through video conferencing. It has interactive panels, 3D spaces, meeting saving options and many other features that make the experience worthwhile. It also ensures productivity and is pretty easy to use. Furthermore, it has a video dashboard that lets it schedule a video meeting for later, store that meeting, record it and manage it according to user preference.

### **2.4.4 How MASTER WiZR reaches its goals**

- Telling a great story - The company believes that it is easier to portray a visualization of a story to the audience to introduce the product to the audience. The company has already created a video walk through its customers about navigating the product.
- Creating Animated Infographics - Producing infographics is a great way to present facts and figures to consumers.
- Search Engine Optimization - MASTER WiZR focuses on optimizing google to stay up the ladder in video conferencing tools.

### **2.4.5 Customer Journey**

Customer journey is a process of creating graphical representation of end-to-end experiences of a customer. The objective is to understand how a customer experiences every stage of the journey, what more can be done to improve their experience and how more brand value can be added in each stage to make it more accessible.

## **2.5 Financial Practices**

MASTER WiZR lacks a specialized finance staff to handle all transactions and other financial matters. All bills and financial records are tracked by a single Financial Controller. The Executive Assistants to the Creative Director (CD)/CEO manage the majority of the operational tasks.

There are no costs for commodities such as furniture, equipment, or office space because the entire team works remotely. Only the salary of the employees is paid out every month, which the CD/CEO executes mostly on his own. However, the CD/CEO is also responsible for additional technical expenditures such as domain registration, hosting, email server, software, and marketing.

The firm has not yet introduced its product to the masses and is not making any money. To date, the investment group has backed all of the funds. They are, however, growing year over year as they acquire new B2B clients from the market, and their service users are finding more possibilities and investing more because the firm provides tailored 360 solutions for them utilizing their in-house staff. Though it is impossible to fully comprehend all financial issues, one thing is certain: MASTER WiZR's finance management is shrewd.

## **2.6 Operations Management and Information System Practices**

Each step of a procedure is completed with ease in MASTER WiZR. Because everyone is aware of their obligations and is willing to go above and beyond to get maximum results. Every squad has a coordinator and a leader. The Team Lead is in charge of managing, assigning work to teammates, and the overall performance of the teams while the coordinator is in charge of dealing with other teams. Team Leads report to the CD/CEO directly, or indirectly through his Executives.

The WiZR teams hold several different types of meetings. Every week, a particular time has been set out for each team to meet with the CD/CEO. These sessions are designed to discuss how the duties will be completed and if the CD/CEO needs to clarify anything. Aside from that, anybody

and everyone can schedule a meeting with the CD/CEO through the Executives as needed. Key factors of the meetings are,

- 1. Agenda:** Agreed main structure and meeting actively supported by Team Lead.
- 2. Preparations:** See the Video Debrief material, make notes and prepare what to clarify in the meeting.
- 3. At the meeting:** Participate actively and have a camera with light. Support and interest in others' work.
- 4. Meetup:** Be on time and have a prewarming in advance if not making it.
- 5. Precision follow-ups:** Act on specific requests to interact with other teams. Do more work meetings.
- 6. Weekly plan:** Work to be prioritized this week. Perform weekly and monthly retro.
- 7. Jira documentation:** Used during the meeting for reference. Break down tasks. A delegate who/when.
- 8. Task descriptions:** See protocol in separate sections.
- 9. Review rounds:** Have different types of review rounds of designs as per different teams' calendars.

Meetings are held with the WiZR teams to discuss how things will be done, as well as how they can be made more effective and efficient. They meet with the customer to discuss the meeting's conclusions and make recommendations for acceptable solutions, as well as watch the client. Based on the discussion, they create a to-do list and a timeline of accomplishment dates. They advise their clients of this and go to work. After the task is over, they provide the customer with a detailed report.

They employ a variety of digital technologies in the process, including Microsoft Offices Suite, third-party web trackers, digital ad platforms, Zoom, WiZR Connect, and others.

## **2.7 Industry and Competitive Analysis**

### 2.7.1 Porter's Five Forces Analysis

- **Competitive Rivalry (High):** Competitive rivalry is high for this market. The market already has some big names like Meet, Zoom for video sharing and conferencing whereas softwares like Discord can be utilized for creating rooms and sharing files. Prices for shifting to premium plans are very reasonable for both Zoom and Meet.
- **Threat of Substitute (Low):** The industry is quite complex and has only a few service providers in the market. Therefore, customers have to choose from the existing options only and the options for substitutes are quite low. Therefore, MASTER WiZR has a competitive advantage. Since substitutes are low, if the product can be designed and launched at a lucrative price, a large market share can be obtained from this.
- **Threat of New Entrance (Low):** Threat of new entrants are low for this market. One core reason for this is because the market already has some big players in it. Furthermore, it takes quite a long time to develop a product and fundings is required to finance it. MASTER WiZR has been developing the product for over two years before launching it. Therefore, for any company trying to enter this market has to be really persistent and needs a significant amount of time to enter the market.
- **Bargain Power of Buyers (High):** Customers are the buyers of this product. Customers have the power to subscribe for the product, continuing their membership or jumping ship to a different product. Therefore, the bargaining power of customers is high in this market and they hold a significant level of power over the product. They have the option to opt out anytime they want.
- **Bargain Power of Suppliers (Low):** Suppliers of this product are relatively low in the market. They hold less bargaining power over consumers as consumers have the opportunity to purchase the product or opt out. Suppliers have to consistently develop their products to stay competitive in the market.

## 2.7.2 SWOT Analysis

### Strength

- **Collaboration:** One of the core strengths of MASTER WiZR is the ability to collaborate. MASTER WiZR's ecosystem is built in such a way that every other product of WiZR is connected with one another which makes the work very easy for its users.
- **Teamwork:** Teamwork is another strong pillar for the company. Even though its employees are from different countries, cultures and ethnicities, they work hand in hand to create the best possible product for its customers. The company works remotely but still teamwork is very amazing here and employees are friendly and respectful to each other.
- **Diversification:** MASTER WiZR believes in diversification and it can be evident in their recruiting system and employees' list. The company recruit talents from all over the world. Every team in WiZR has diversified employees in it and people love working that way.
- **Design:** Design wise the company always puts customer preference first rather than focusing on the company's perspective. Designs are minimal but they are futuristic and look exceptionally good.
- **Hierarchy:** One of the key strengths of MASTER WiZR is its hierarchy and leadership style. It focuses on democratic leadership style, which means the employees can directly pitch their ideas to higher management. When such autonomy is provided to the employees, they feel more motivated and want to thrive more in the company

### Weakness

- **100% Remote Working:** Remote working can be both strength and weakness at the same time. While working remotely gives employees flexibility and company the opportunity to hire employees from anywhere in the world, if some issues occur, employees would have to wait sometime to forward it. Furthermore, the icebreaking between employees takes a very long time.
- **Diversification:** Like remote working, diversification can also be both strength and weakness for an organization. Due to a diversified workplace, unintended situations take more time to be resolved.



- **Lack of Resources:** The product will be a direct competitor to meet, zoom, discord which are owned by tech giants. Compared to them, MASTER WiZR does not have that much resources. For a single idea to get implemented in meet might take 4-5 days while it might take 2 weeks for MASTER WiZR to implement that.

## Opportunities

- **Unique products:** MASTER WiZR is trying to be the one stop solution for video communication, data storage, texts and meeting. It aims to revolutionize the video conferencing platform and make home office as easy as possible for its consumers.
- **Complete Ecosystem:** WiZR ecosystem is quite revolutionary within itself. Aligning with the mission and vision, the company is trying to create an ecosystem where customers won't have to look for any external platforms or systems to perform the tasks. Technical team of MASTER WiZR is also trying tirelessly to create a platform that is easy to use for its customers.
- **Features and Limitations:** As most of the companies are trying to make more money by giving limitations on features, this can be a good opportunity for WiZR to capitalize it and create a loyal customer base.

## Threats

- **Data Breach:** For every software company, data breach or leaking of data is a huge concern. This case cannot be ruled out for our company as well. Data breaches mostly happen because of the whistleblowers and WiZR is taking actions to deal with such issues.
- **Existing Competition:** The market already has the likes of Meet, Zoom which are owned by tech giants like Microsoft, Facebook. It will always possess a threat to our product and it will be tough to earn the reliability trusts of the consumers.

## 2.8 Industry Analysis

The video conferencing market consists of providing flexibility to consumers by conducting video conferences online without the need of moving from one place to another. The primary objective of video conferencing is to provide convenience, save time and cost and facilitate collaboration.

The video conferencing market is segmented into 4 parts: Conference, deployment, company size and end use. Almost all the developing and developed countries have adopted multiple softwares and use them in their day-to-day operations. Major players in this business are Microsoft, Cisco Systems Inc, Zoom Video Communication Inc, Logitech International, Panasonic Corporation, ZTE Corporation, Google etc.

With the Covid-19 outbreak the necessities of working from home have come to fray and without video conferencing softwares, it is impossible to conduct businesses or offices from home. According to a report, the video conferencing market is projected to grow at a compound annual growth rate (CAGR) of 9.5% from \$6.03 billion to \$6.61 billion in 2022 in comparison to 2021 and it is expected to further increase to \$9.43 billion in 2026 at a CAGR of 9.3%, which only goes on to show how lucrative the market is and the opportunities that lies in here.

## **2.9 Summary**

To summarize, MASTER WiZR is a product that wants to democratize communication by providing both SaaS (Software as a Service) and PaaS (Platform as a Service). For a company that took more than 2 years to develop its product so that it can launch a perfect product to its customers, it can be easily denoted that MASTER WiZR knows what they are doing. Even with the existing threats from competitors like Meet, Zoom and Discord, WiZR can thrive in this market if it optimizes its resources. With good management practices and an amazing team, it can be predicted that the future of MASTER WiZR certainly looks very promising.

## **2.10 Recommendations**

Attitudes, actions, and values are all components of a culture. The passion of an organization and the individuals that work for it. The way workers and managers collaborate will change when remote work is included into the mix. Although many of us know that remote work may boost

productivity and performance, this does not necessarily translate to increased employee retention. Companies can take advantage of the advantages of working remotely while also reducing the risks and issues that come with dispersed teams when you establish a solid remote workplace culture from the beginning.

As MASTER WiZR is a new company in the market, few recommendations are needed for them to succeed in the market. They are,

- Keeping an eye in every possible competitor.
- Being updated regularly.
- Knowing customers' needs and wants.
- Maintain regularity.
- Thrive in marketing and making it more available among the users and potential customers.
- Making it affordable.
- Protecting user data, this is a must.

## Chapter 3: Project Part

### **“Remote work has colossal open doors and opportunities for future job seekers”**

#### **3.1 Introduction**

##### **3.1.1 Research Question**

“Does remote work help increase productivity and create a good work life balance or is it easy to work offline?” is the primary question this project seeks to answer.

##### **3.1.2 Research Objective**

Covid-19 pandemic broke loose in Bangladesh in March 2020 and the country went into lockdown for over two months. Before the lockdown, people in Bangladesh were not much accustomed to the home office. However, with the implementation of lockdown people got accustomed to it over the next few months. Now, with everything being normal again, this research aims to seek out the answer whether remote working is the future or not. This research’s main goal is to figure out whether the respondents feel equally productive or whether they faced any trouble working from home.

##### **3.1.3 Significance of the Study**

The study’s significance lies in learning whether work from home is the future and how effective it can be in future. With the introduction of Web 3.0, Metaverse, the entire world is at the edge of a technical revolution. Therefore, inclusion of working remotely should be imperative for the future.

### 3.1.4 Literature Review

The report focuses on teleworking, working from home and its convenience and the prospect of this in upcoming days. Working from home has been quite popular in Europe and other countries, however for countries in Asian subcontinent, this has been quite a new feature.

According to KŁOPOTEK home offices require strong motivation and characterization of an individual as it requires minimum physical fitness presentation, maximum concentration requirements and individual control over the pace of work (KŁOPOTEK, 2017). It can be quite noticeable that in home offices, people do not have to follow a dress code most of the time unless there is a scheduled meeting fixed. People can choose their workplace where they would be more comfortable and can provide their productivity efficiently. They have some autonomy in their work and preferred working time as well.

According to another study from Wework remote working allows corporations to go beyond geographical boundaries to hire employees that fits the job requirements and also saves office spaces (Wework, 2020). Providing remote working opportunities to employees sees them working from their home. As a result, decentralization in working spaces can be noticeable, this saves up huge costs for companies that they can invest in other areas.

With Covid-19 pandemic showing up, the culture of showing up to workplaces physically has changed tremendously. People have opted and adapted with remote working overtime and it will only keep on increasing in future. CEO of Zoom Eric S Yuan believes that with a shift in working process, the world will get adapted with the new work culture and get acquainted more with video conferencing apps like Zoom.

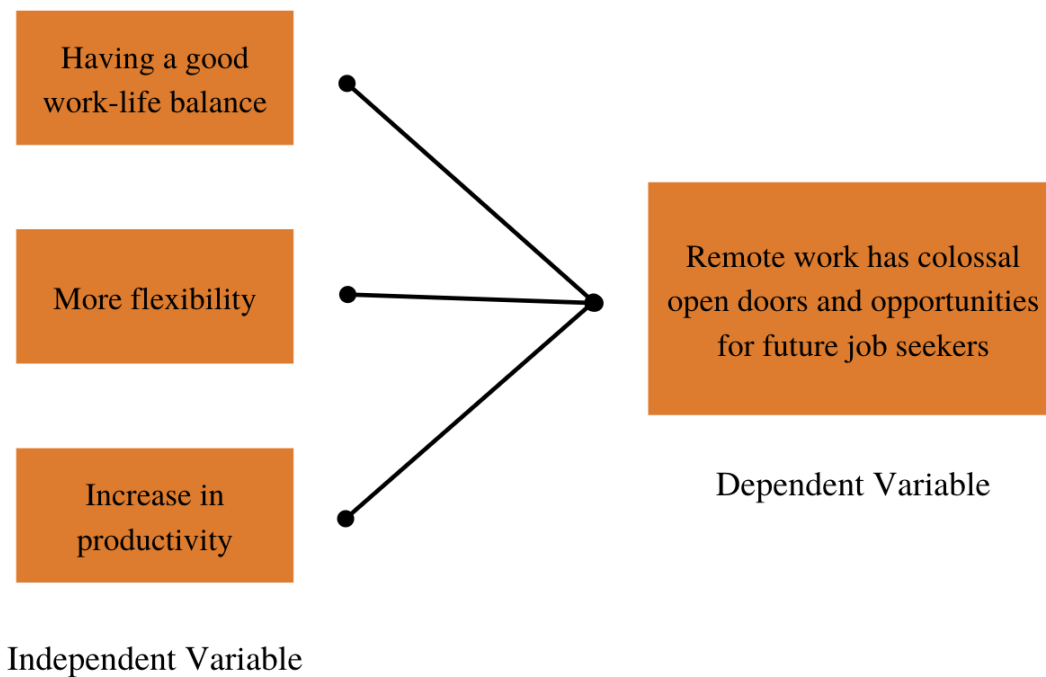
A survey titled "Evaluating Attitudes about Flexible Work" conducted by Daily star revealed that 81% out of 550 respondents responded that an organization offering flexibility differentiates from the ones that do not provide that flexibility. Furthermore, it stated that flexible working options make employees more loyal to that organization as 67% of the respondents have pledged to be more loyal to organizations providing such options (Hassan, 2020).

However, working from home has a few caveats and a report from Spica elaborated it more. Working remotely can be quite hectic for those that work in a technical field and need to operate equipment every day. The report stated that it could create a few challenges in scheduled meetings and also be a problem in networking (Janza, 2020). However, with changing times people will get more adapted with technology and be more comfortable with remote working.

## 3.2 Research Methodology

### 3.2.1 Methodology

For this research we will work with primary data in order to analyze and come to the conclusion of whether remote working is suitable for future job seekers or not. The research will be based on direct questionnaire replies, with the narratives being interpreted using a few previously investigated literatures. Furthermore, the poll's results will be acknowledged in order to increase the study's marketability.



### 3.2.2 Data Collection Procedure

Data will mainly be collected from primary sources. The medium will be through questionnaires. There have been 9 questions in the form that was handed to the respondents. Furthermore, the respondents were also assured that their responses were only taken for research purposes.

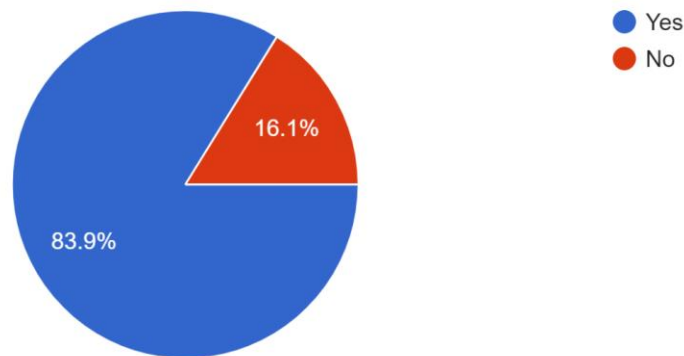
## 3.3 Findings

### Employment Status

First question asked in this questionnaire is whether the respondent is a current employee or has any experience working part time or full-time jobs. **84%** of the respondents answered that they were previously employed in an organization or have been associated with it still as a current employee. **16%** of the respondents have replied that they are not currently an employee.

Are you a current employee or have you ever done any part-time or full-time job?

31 responses



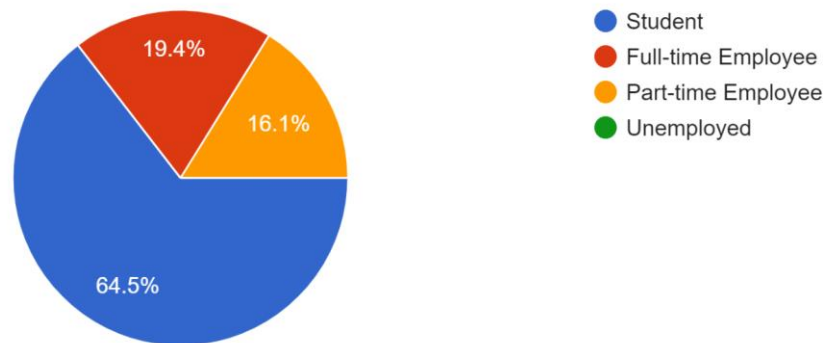
### Current Commitment in Employment

Next, asked question to the respondents whether they are full-time committed to their organization or they are students who are doing part-time work or are still unemployed. The respondents who



are working or have worked before have voted in this and a large percentage belongs to students. During studentship, it can be quite hard for any individual to commit time to any organization outside of their study. However, students still work part time to gain industrial experience. Around 20% have responded that they are committed to full time work.

You are currently  
31 responses

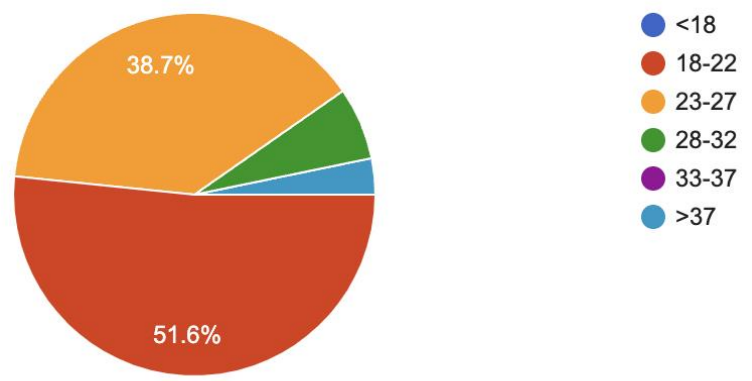


### Age Group (Demographic)

Thirdly, asked question to the respondents was about their age group. The objective of asking an age group is to figure out what group of people are replying and their psychology that would be analyzed over the next few questions. Most of the respondents' age lies between 18- 27 years old while a few people are millennials in this age group.

### Age group

31 responses

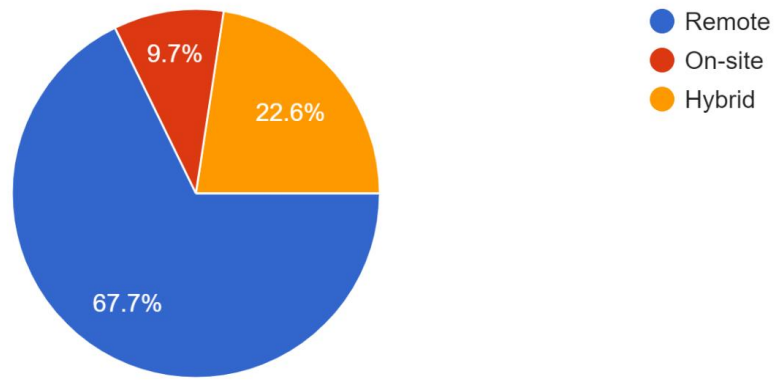


### Preference

Next, asked question to the respondents was about their preference of working medium. The three options were remote, on site and hybrid which is technically the best of both worlds. A large number of respondents (Around 67%) have opted for remote working as their preference while 23% have chosen hybrid as their preferred medium. This clearly shows that people prefer working more online from their home or other convenient places than working on site.

### Which medium of work do you prefer most?

31 responses

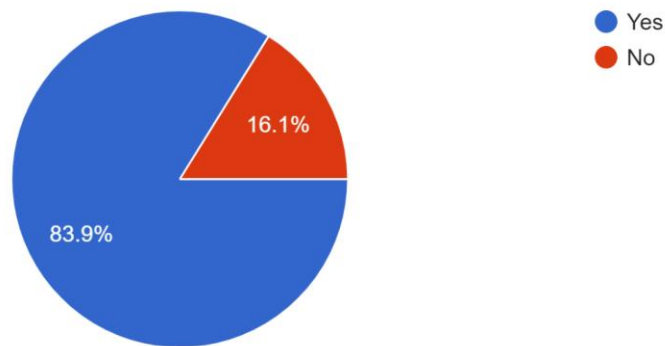


## Previous Experience of Working from Home

Following the preference option, next asked question to the respondents was to reply whether they have previously worked from home or not. This question was asked to understand those who have opted for working from home in the previous question have any experience or were just fascinated by the idea of working from home. Almost 84% of the respondents have voted that they have previous experience of working from home.

Have you worked from home before?

31 responses

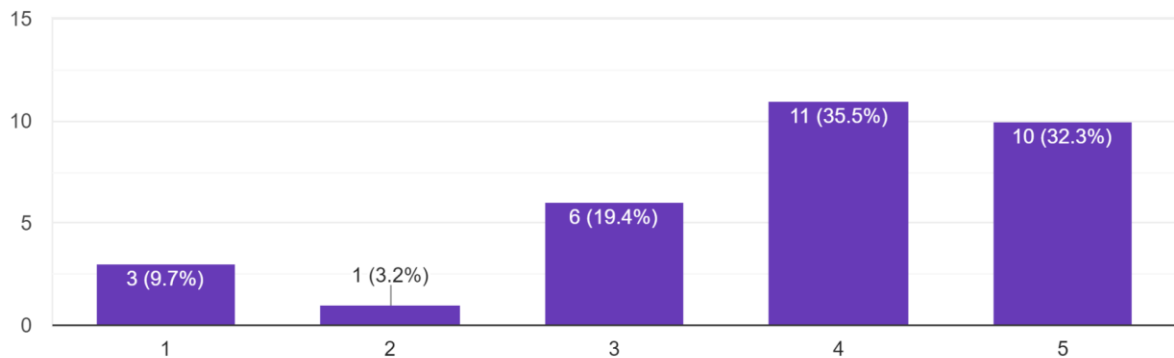


## Rating Work from Home Experience

Following that the respondents were asked to rate their experience of working from. With 5 metrics starting from 1-5 where 1 would be least satisfying and 5 would be the highest metric meaning most satisfactory. Most of the respondents feel satisfied with working from home, while some feel neutral about it. On the other hand, only 4 people were less satisfied in terms of working from home in these questionnaire responses.

How do you feel about working from home?

31 responses

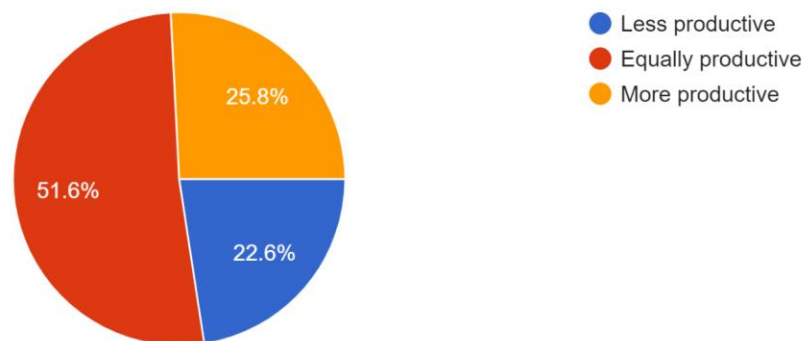


### Comparing Productivity between Work from Home and Work from Office

The next question was made to draw a comparison of productivity between working from home and working from the office. The main purpose of this question was to dissect whether working from home decreases productivity as there are less materials or resources available or it increases it as there is more flexibility. More than half of the respondents have responded that they feel equally productive while working from home while 23% have stated they do not feel much productive.

Rate your productivity while working from home in comparison to working in office

31 responses

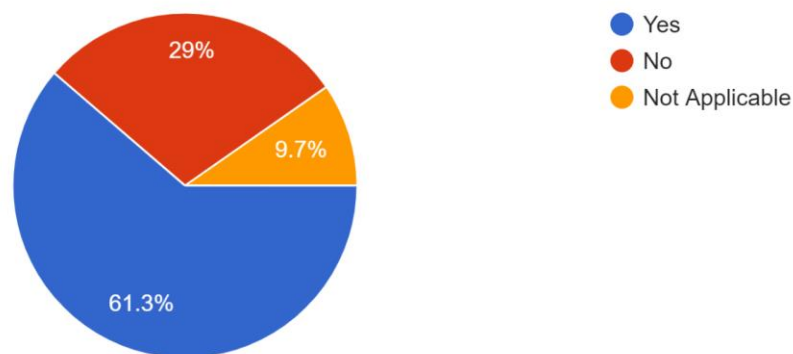


## Work Life Balance

This question was asked to analyze whether the employees have a good work life balance in their current job. Having a good work life balance increases productivity exponentially, the employees feel good about their job and put in more effort. 61% of the respondents have replied that they are satisfied with their work and have a good work life balance while 29% stated that they do not have a good work life balance which means they are having trouble maintaining their work and personal life.

Do you feel you have a good work-life balance?

31 responses

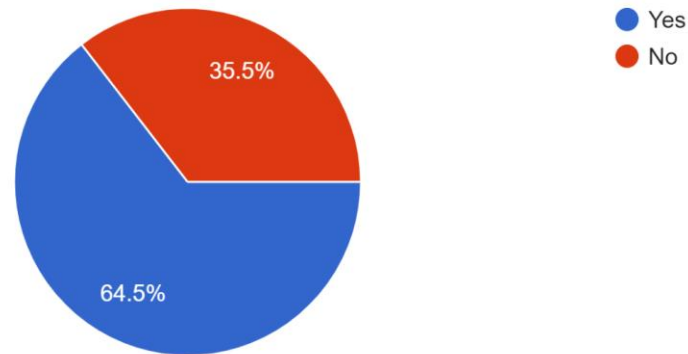


## Turn off Work Mode

The last question was asked to analyze whether it is easy to switch to regular day life after coming back from work or if the pressure still remains in the mind. The respondents have replied 65% in affirmative that they can switch back to their regular life after finishing their work while 35% have taken the side of not being able to turn off work mode.

Is it easy to “turn off work mode” at the end of the day?

31 responses



### 3.4 Analysis

From our analysis it can be easily denoted that people prefer working from home. The concept of working from home may be normal in our country but it was introduced a long time ago in the US and other European countries. In Bangladesh however, the introduction of Covid-19 pandemic has forced workplaces to move from on-site jobs to work from home.

From the questionnaire, it can be denoted that most of the respondents find it comfortable to work from home while a few prefer working hybrid. An advantage of working hybrid is that it is the best of both worlds. It gives the flexibility of working from home while also employees get the opportunity to meet with their colleagues and go to office if any major occurrence takes place. The respondents firmly believe that working from home keeps productivity equal to working on site and the trouble of having less resources or materials are not a big issue. They believe they can still deliver top notch work from working at their convenient places. Moreover, they firmly believe that working from home gives an employee a good chance of sticking close with their family, something that plays a huge role in maintaining a good work life balance.

The experts also believe it is high time organizations start adopting decentralization and go remote. According to a report from BBC, Slack CEO Stewart Butterfield has stated that it is high time for

people from the orthodox 9-5 work time to start working according to their preferences. He also believes that a sudden change in workplaces has provided a once in a generation opportunity to reimagine workplaces (BBC, 2020). Furthermore, Pew Research Center conducted that 7 out of 10 teleworkers in the United States believe that working from home has improved their productivity and they are more comfortable (Parker et al, 2020). Latest reports also suggest that working from home decreases stress, increases productivity and the option of flexible working provides less distraction for the workers. Therefore, it can be concluded that remote working is the future for job seekers and will open doors for creative individuals to not only obtain jobs in their respective countries but also going global from their home.

### 3.5 Summary and Conclusions

We are currently living in a timeline where technology is moving faster every day and on the brink of a revolution. The idea of doing office work from home might have sounded fancy a few years ago but it is happening today and it will only elevate further. Most of the fortune 500 companies have opened remote working options for their employees and many big and small SMEs are considering it. With softwares like Zoom, Discord, Google meet coming to fray to make lives simpler and conduct classes, meetings, seminars online, remote working will only flourish in future.

### 3.6 Recommendations

It's not a one-size-fits-all approach to bringing in distant workers. For long-term employee engagement, a company needs a multi-pronged approach that meets their workers where they are. So for the recommendations, the companies can follow the below-mentioned steps to keep their remote workers happy.

- Using modern technologies, so that they can always be in touch.
- Recognize and thanking for workers efforts.
- Team development should take precedence over other activities
- Ensuring that staff have the proper resources and tools.
- Setting clear expectations for the company and employees.
- Improve the efficiency of communication.
- Get input from others and provide it in a positive manner.
- Employees should be informed of corporate news and developments.
- Keep an open mind and be empathic.
- Streamline the onboarding process.
- Set up frequent team meetings.
- Check in regularly for one-on-one sessions.



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2. <https://www.thebusinessresearchcompany.com/report/video-conferencing-global-market-report>

## Appendix

1. Are you a current employee or have you ever done any part-time or full-time job?

- Yes
- No

2. You are currently

- Student
- Full-time Employee
- Part-time Employee
- Unemployed

3. Age group

- <18
- 18-22
- 23-27
- 28-32
- 33-37
- >37

4. Which medium of work do you prefer most?

- Remote
- On-site
- Hybrid

5. Have you worked from home before?

- Yes
- No

6. How do you feel about working from home?

Not Satisfying

1

2

3

4

5

Satisfying

7. Rate your productivity while working from home in comparison to working in office

- Less productive
- Equally productive
- More productive

8. Do you feel you have a good work-life balance?

- Yes
- No
- Not Applicable

9. Is it easy to “turn off work mode” at the end of the day?

- Yes
- No