

Report On  
**“Analyzing the Service Model Strategy of PrimeIT”**

By

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17204015

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 own original work while completing my BBA 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:**

**Faria Rahman**

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**17204015**

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

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**Md. Shamim Ahmed**

**Deputy Registrar,**  
Office of the Registrar

**Deputy Controller of Examinations,**  
Office of the Controller of Examinations

BRAC UNIVERSITY

## **Letter of Transmittal**

Md. Shamim Ahmed

**Deputy Registrar,**  
Office of the Registrar

**Deputy Controller of Examinations,**  
Office of the Controller of Examinations

BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report

Dear Sir,

It has been a pleasure to submit my internship report on "Analyzing the service model of PrimeIT" as a partial completion of the Bachelor of Business Administration (BBA) degree under your supervision and guidance.

The purpose of this research is to look at how PrimeIT's service model is used to acquire and successfully complete a project from start to finish. I tried my best to complete the report in a clear, succinct, and thorough manner with the most significant facts and suggestions.

I really hope that you will find this report useful and that you will appreciate my efforts in completing this assignment under your supervision.

Thank you for your assistance in completing this report.

Sincerely yours,

---

Faria Rahman

17204015

BRAC Business School

BRAC University

06.06.2022

## **Non-Disclosure Agreement**

This agreement is established and entered into by and between PrimeIT and Faria Rahman, a BRAC University student, as a word of promise to prevent the unauthorized use of private data from PrimeIT.

.....

Prime IT

.....

Faria Rahman

## **Acknowledgement**

To begin, I offer my appreciation and admiration to BRAC University for providing me with the chance to study at such a prominent university, as well as the resolve and foresight to complete my internship project and job experience with Prime IT.

My respected instructor and internship supervisor, Md. Shamim Ahmed, Deputy Registrar, Office of the Registrar, BRAC University provided me with strong support, guidance, and expertise, and deserves special recognition. I was able to complete this project because of your directions.

Furthermore, becoming a part of Prime IT is a true accomplishment for me. I am indeed grateful to each and every member of the company for believing in me and supporting me on my journey, sharing their wonderful insights and experiences with me. I am thankful to my supervisor Mr. Ashick Akonjee (Asistent manager PrimeIT) for his unwavering support and inspiration. I would also like to express my special gratitude towards Md. Mahbubur Rahman (CEO, PrimeIT) for enabling me to join his company and work for multiple departments in order for me to have a better understanding of the company's service models.. Finally, I must acknowledge Md. Rezwan Hossain (General Manager External Affairs) who has been the reassuring shadow that has hung over my head. I am thankful to each of these individuals for devoting time and effort from their busy schedules, as well as for their ongoing assistance, support, and recommendations.

## **Executive Summary**

PrimeIT is a private outsourcing company based in Bangladesh, with Imprint ID as its mother company, which was founded in the United States in 2010. Their main line of business is outsourcing, which includes customer support, artwork, and website development, among other things. PrimeIT has teamed up with ImprintID's eCommerce division to help the company's end-to-end leading e-commerce operability, technology, and engagement. ImprintID is a leading manufacturer of identification supplies and bespoke promotional goods in the United States. As PrimeIT's parent business, ImprintID has always had one aim in mind: to create an outstanding difference for our clients, employees, as well as the world around us. The combination of essential information and spectacular design is a winning combination. The objective of a brand and its business strategy. Experimentation and expression. Expertise and compassion. They help businesses and brands develop by transforming them.

PrimeIT has adopted the data-driven insight approach to combine business strategy with brand strategy, creating strong platforms where brand expression and experience become remarkable. The clients engage real people and create cultural change by using purpose, belief, and strong ideas. They assist customers in managing brands across divisions, stakeholders, and borders, as well as leveraging technology to achieve global awareness while delivering local outcomes. And keep track of everything they do, as well as providing assurance about anything we envision. PrimeIT analyzes global economic, market, and cultural developments to identify possibilities that it may own exclusively. They may own the firm in a unique way by studying it to find chances. They come up with unique names for their clients and construct methods to help customers explore their offerings and convey their aspirations to investors.

# Table of Contents

<b>Chapter 1 Overview of the Internship.....</b>	<b>12</b>
1.1 Student Information.....	12
1.2 Internship Information.....	12
1.2.1 Organization Details.....	12
1.2.2 Supervisor’s Information.....	12
1.2.3 Job Scope.....	13
1.3 Internship Outcomes .....	14
1.3.1 Contribution to PrimeIT.....	14
1.3.2 Benefits Gained Working with PrimeIT.....	14
1.3.3 Problems and Challenges.....	15
1.3.4 Recommendation.....	15
<b>Chapter 2 Company Overview.....</b>	<b>16</b>
2.1 Introduction and Overview of PrimeIT.....	16
2.1.1 Organization Structure.....	17
2.2 Mission Vision & Objective.....	18
2.2.1 Mission Statement .....	18
2.2.2 Vision .....	18
2.2.3 Objective.....	19
2.3 SWOT Analysis.....	19
2.4 Core Values & Corporate Social Responsibility (CSR) .....	20
2.4.1 Core Values.....	20
2.4.2 Corporate Social Responsibility (CSR) .....	21
2.5 Managerial Policy .....	21
2.5.1 Quality Policy.....	21
2.6 Managerial Practices of PrimeIT .....	22
2.6.1 Managerial Practices .....	22
2.6.2 Training Courses .....	22

<b>Chapter 3 Service Overview.....</b>	<b>23</b>
3.1 Introduction.....	23
3.2 Methodology.....	25
3.3 Service Model Analysis & Findings.....	26
3.4 Summary .....	31
3.5 Recommendation.....	33
3.6 Recommendation.....	33-35
<b>Reference.....</b>	<b>36</b>
<b>Appendix.....</b>	<b>37</b>



## List of Tables

Table 1 Student Information.....	1
Table 2: Service Model Description.....	17

## List of Figures

Figure 1: Company Hierarchy	18
Figure 2: Product Example 1	24
Figure 3: Product Example 2	24
Figure 4: Product Example 3	25
Figure 5: Service Model	26
Figure 6: ERP Website	27
Figure 7: Weekly Order Summary	28
Figure 8: Artwork sent for approval	28
Figure 9: Sales Order Processing	30
Figure 10: Business convention Image	32
Figure 11: Satisfaction with the work environment	33
Figure 12: Sustainability of the company's business-model in the long run	34
Figure 13: PrimeIT's business-model staying ahead of its competition	34
Figure 14: Modification of current service model	35

## List of Acronyms

ERP	Enterprise resource planning
IP	Internet Protocol
SO	Sales Order
PO	Purchase Order
ID	Identity Document
IT	Information Technology
HRM	Human Resource Management
MKT	Marketing
ASI	Additional Severity Index
CSR	Corporate Social Responsibility
CS	Customer Support

## Overview of the Internship

### 1.1 Student Information

I am a student at BRAC University who started working with this group in the fall of 2017. The details of my student information are as follows:

<b>Name</b>	Faria Rahman
<b>ID</b>	17204015
<b>Program</b>	Bachelor of Business Administration (BBA)
<b>Major</b>	Human Resource Management (HRM)
<b>Minor</b>	Marketing (MKT)

*Table 1 Student Information*

### 1.2 Internship Information

#### 1.2.1 Organization Details

The name of the organization that I have successfully completed my internship with from 24th January 2022 to 30th April 2022 is Prime IT. The address of the organization is Flat#E-4, of House# 8(4th Floor), Road#13, Dhanmondi Residential area Dhaka-1209, Bangladesh. The department I was assigned to was their HR management department. The organization is led by Mr. Aminul Islam Siddiqui Managing Director and CEO Mr. Mahbubur Rahman who is the regional head of operation management here in Bangladesh.

#### 1.2.2 Supervisor's Information

Within PrimeIT, I was placed directly under the care of Mr. Ashick Akonjee who holds the position of Assistant Manager for the organization. As per the instruction of the supervisor, I have completed my tenure of internship working alongside Abid Akonjeeb ( Senior operation executive) and MD. Rezwan Hossain ( Executive HR).

### 1.2.3 Job Scope

1. Preparation of administrative documents.
  - a. Assorting Employee Information Documents
2. Arrange and attend meetings
  - a. Internal organization meetings
  - b. External organization meetings (both online and offline)
  - c. Preparation of meeting minutes.
3. Conducting Interviews
  - a. Reminder Calls and Emails
  - b. Invigilating Test Rooms
4. Communication
  - a. In person communication with clients.
  - b. Over the phone communication with Foreign clients.
  - c. Sending emails
  - d. Constructing job posts for various social platforms
5. Work depending on need.

## **1.3 Internship Outcomes**

### **1.3.1 Contribution to PrimeIT**

I had a diverse set of responsibilities while working with PrimeIT. Despite the fact that there was a solid link between all of the duties assigned to me and the steps involved for Management Operation. Organizing weekly departmental meetings, setting up virtual meetings with foreign investors, arranging weekly meetings with our parent company managers in USA Time, preparing presentation slides, designing recruitment advertisements, and posting job vacancies on various sites were among my responsibilities within the organization. I was also made responsible for assisting my supervisor in analyzing resumes and sending them to higher authorities in other countries for final selection. After a month with PrimeIT, I was assigned to their customer service and sales estimate team, where I was responsible for making follow-up calls with overseas clients for artwork approval and order estimates in order to identify new sales prospects. Other miscellaneous administrative tasks were also allocated to me based on need.

### **1.3.2 Benefits Gained working with PrimeIT**

My internship with PrimeIT was undeniably beneficial, as it provided me with actual experience in the general business organization of external affairs, as well as learning about the business environment of Bangladeshi startups. Several theories learnt during my bachelor's degree at Brac University, as well as several courses completed, were put into practice during this internship time. Customer service, customer behavior, HRM strategy, corporate strategy, and the benefits of external and internal communications, among other theories, were put into practice and experienced first hand while working with PrimeIT. Time management, communication, corporate etiquette, corporation management, and leadership skills were all improved as a result of this experience. As a result, these experiences will surely help me advance in my job in the long run.

### 1.3.3 Problems and Challenges

Definite issues may arise for interns while working for PrimeIT because their working hours are synchronized with USA time. For interns and the Department of External Affairs, office hours are typically in the evenings from 4pm to 10pm, and for anyone interested in joining the Department of Internal Affairs, office hours are from 7pm to 3AM, with Saturdays and Sundays being weekends. For example, because I was assigned to the department of external affairs, my working hours were 4 p.m. to 10 p.m., which is a strange and unusual schedule that clashed with my one's work-life balance. Adaptation, on the other hand, would be a simple way to solve these issues.

### 1.3.4 Recommendation

PrimeIT offers an intern the opportunity to experience and understand international managerial policies, which may assist them to see prospective growth, taking into account the internal work environment and work culture. Working with PrimeIT is something I would wholeheartedly advice because it allows you to work with a team of extremely efficient, energetic, and creative people who are always willing to assist, supervise, and guide you anytime you need it. Moreover, experience will aid in the development of various characteristics of an intern that are important for long-term job advancement.

## Chapter 2

### Company Overview

#### 2.1 Introduction and overview of PrimeIT

PrimeIT is a private outsourcing company based in Bangladesh, with Imprint ID as its parent company, which was founded in the United States in 2010. Their main line of business is outsourcing, which includes customer support, artwork, and website maintenance, among other things. PrimeIT has teamed up with ImprintID's eCommerce division to help the company's end-to-end eCommerce capabilities, technology, and enablement. ImprintID is a leading manufacturer of identification supplies and bespoke promotional products in the United States. They have a five star **ASI** rating and an A+ Sage Supplier rating, indicating that they go above and beyond in terms of customer care. Lanyards/ID Products, PPE, Bags, Apparel, Drinkware, Socks, Hats, and more items are available at ImprintID.

As PrimeIT's parent business, ImprintID has always had one aim in mind: to make an outstanding contribution for our clients, employees, and the world around us. They bring together people with left and right brains to go above and beyond what is expected. The combination of essential intelligence and spectacular design is a winning combination. The objective of a brand and its business strategy. Experimentation and expression. Expertise and compassion. They help businesses and brands develop by transforming them.

ImprintID and PrimeIT have both modified the path to statistical insight in order to combine corporate strategy and brand development, creating powerful systems where brand representation and experience become outstanding. The clients connect with real people and create cultural change by using purpose, belief, and compelling ideas. They assist clients in managing brands across departments, stakeholders, and borders, as well as leveraging technology to achieve international recognition while delivering local outcomes. And keep track of everything they do, as well as providing assurance about anything we envision.



By researching global economic, market, and cultural developments, PrimeIT discovers opportunities that it can own in a unique way. In a compelling and distinctive approach, they identify the north star, why a client exists, what makes them special, and what they are here to perform. By studying them in order to uncover opportunities, they would own the business in a unique way. They come up with unique names for their clients and develop methods to help customers explore their offers and convey their ambition to investors.

### 2.1.1 Organization Structure



Managing Director & Founder (ImprintID and PrimeIT)



CEO and Co-founder (PrimeIT, Graphics BD)

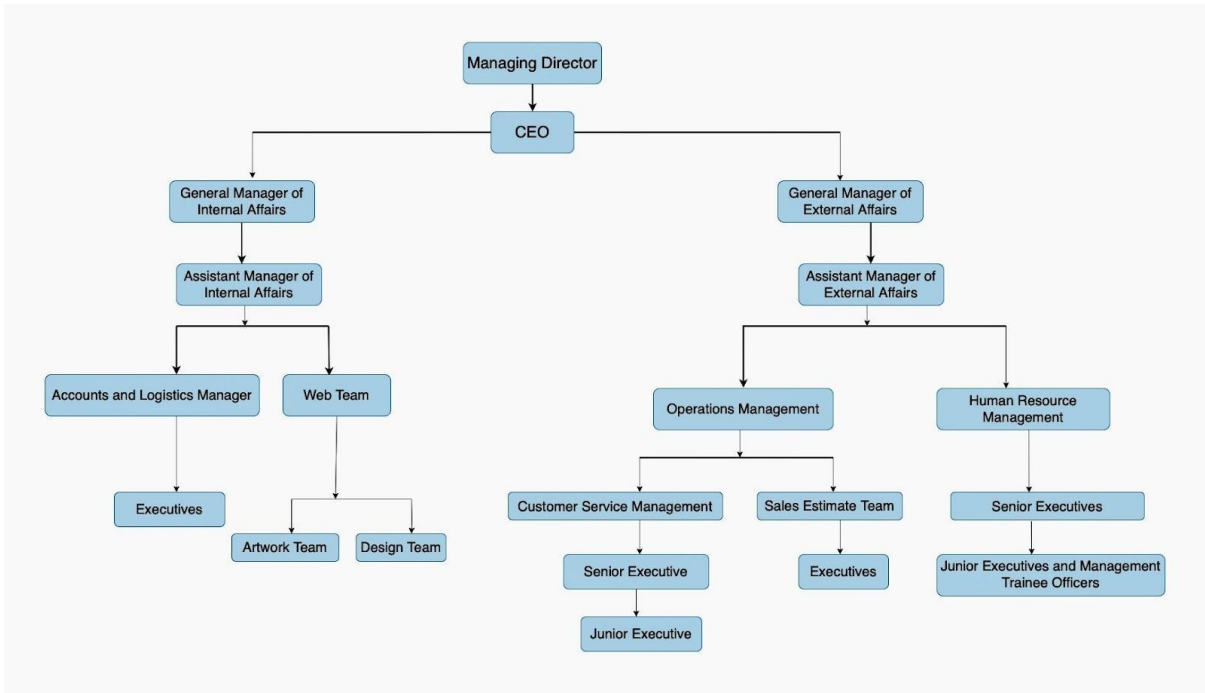


Figure 1 Company Hierarchy

## 2.2 Mission, Vision and Objectives

### 2.2.1 Mission Statement

At PrimeIT, we believe that our consumers should get the greatest deal, the best product, and the finest service possible- **Made by people. For the people. (PrimeIT 2022)**. Easy to understand, make your mark.

### 2.2.2 Vision

We are a group of professionals. Our purpose is to establish today's broad industry benchmarks. We always follow through on our promises.

### 2.2.3 Objective

“We are completely focused on being a top-tier firm that can give digital solutions that really can make game-changing improvements in our clients' and customers' businesses while steadily elevating them to significantly higher benchmarks. Our dedicated personnel and senior executives are continually adapting to dynamic changes that align with our clients' interests.” (*PrimeIT 2022*)

## 2.3 SWOT Analysis

### Strengths:

- Experienced Engineers who can be hired at a lower cost compared to other foreign companies like USA
- Employees working tirelessly day and night with full of motivations
- The Company works on US time for fast artwork delivery as they are flexible.
- As English is our second language, the barrier that many expect to face when working with a foreign company is a language barrier, but it impacted the company with minimal consequences as the employees knew how to communicate with foreign clients.
- As Bangladesh is the next IT-hub a lot of foreign brands aim like ImprintID choose to get their services outsourced in order to gain higher profit while maintaining high quality of service

### Weakness:

- Since PrimeIT works at US time, it is challenging to acquire employees to work during midnight hours.
- It is somewhat challenging to fulfill foreign demands where the requirement of expertise in latest and fresh technology is vastly needed.
- Maintenance costs are high.
- Experienced employees are difficult to attract since PrimeIT is still a growing company.

#### Opportunities:

- Since the country's cost of labor is relatively lower than most of the neighboring and other foreign countries, it is easier to notch up foreign vendors or companies to invest upon the company interested to outsource for them.
- As our education system grows steadily stronger day by day our labor forces, particularly the ones who just graduated college or universities, come out to be quite skilled and expert with the latest technologies that have been taught by educational sectors. So this basically counts as an advantage since foreign countries demand on-spot, latest state-of-the-art technology where newly graduates are eager to learn and apply the technologies required in their business requirements and hence fulfill their on-going demands.
- Expanding the market potentials, by increasing the number of international corporations willing to invest.

#### Threats:

- Dealing with customer concerns about service quality.
- Rise in the number of competitors who are technologically advanced and sophisticated since our country is a growing economy.

## **2.4 Core Values and Corporate Social Responsibility (CSR)**

### 2.4.1 Core Values

1. Our aim is to provide high quality services at cheapest rates.
2. We have a tendency to focus on the demands of our customers and accomplish jobs in accordance with their requests.
3. We lay our attention to you since customer happiness is our top priority, and we strive to deliver exceptional service.
4. We continually encourage newcomers or freshers to take on newer and more sophisticated responsibilities.
5. For newly hired personnel, we make no distinction in terms of educational requirements.

## 2.4.2 Corporate Social Responsibilities

Social responsibility, dedication to workers and community, and the production of dynamic digital solutions and services are all part of PrimeIT's culture and aims. These aspects are crucial to the company's long-term success. The company does not discriminate against those who want to work for us based on their educational history, because it believes that working aptitude is what matters more than not being educated from a reputable educational institute with no grasp of the working culture. We also invite interns to join our company so that they can study and apply at the same time while being supervised by trained peers.

## **2.5 Managerial Policy**

### 2.5.1 Quality Policy

The company's purpose is to provide the best service possible to its customers, and the digital products are updated regularly. Internal systems are also checked on a regular basis to ensure that the company is working as efficiently as possible. During management review sessions, the accomplishments of these targets are assessed. PrimeIT's policy is to provide clients with an effective and efficient service that meets all stated requirements while maintaining the highest degree of quality and dependability. The quality standards/system are explained to PrimeIT employees, and they are urged to use it. At all times, they must adhere to the system's rules. The firm has implemented and is sustaining a quality system that satisfies the needs of its clients, in accordance with its principles and objectives.

ImprintID, one of the major manufacturers of identification supplies and custom promotional products in the United States, has collaborated with PrimeIT. They have a five star ASI rating and an A+ Sage Supplier rating, indicating that they are committed to the relationship and provide exceptional customer service.

## **2.6 Managerial Practices of PrimeIT**

### **2.6.1 Management Practices**

According to PrimeIT, adequate training contributes to human resource development, and human resources can be managed to improve through job expertise and knowledge. Training is simply a well-organized, continuous, and wonderful process of learning and effort intended to improve employees' skill sets and, as a result, developing their abilities to do the job. Employees will be more qualified to ensure the company's long-term sustainability, growth, development, and expansion if we can supply them with additional information and training. As a result, PrimeIT's management devised a training technique in which an employee is trained with all other departments for two provisional periods before commencing their allocated work. This enables management to determine an employee's strengths and shortcomings, as well as areas where they might be more useful. This also aids the employee in becoming acquainted with their workplace and the company's service regulations.

### **2.6.2 Training Courses**

Customer support, artwork customer support (CS), artworks, designing, general order, buy order (PO), sales order (SO), web development and maintenance, sales chat, customer support, sales estimation follow ups and design follow ups, accounting, external management affairs.

# Chapter 3

## Service Overview

### 3.1 Introduction

PrimeIT has been developing interactive experiences and allowing other brands that they deal with to flourish and speak to consumers effectively since its inception in 2017. Their mission is to create unforgettable branded encounters that arouse all senses, whether they're creating universal experience principles or prototyping sustainable and innovative new digital products. PrimeIT has delivered the following services:

#### Services

##### 1. Lanyards and ID Products

- a) Lanyards and Badge Reels
- b) Name Badges
- c) Plastic Cards
- d) Neck Wallets
- e) Badge Holders

##### 2. Drinkwares

- a) Mugs
- b) Sports Bottles
- c) Tumblers
- d) Glasswares

##### 3. Bags and Backpacks

- a) Tote Bags
- b) Laptop Bags
- c) Messenger Bags

##### 4. Towels and Blankets

##### 5. Tech Products

- a) USB Drives
- b) Power Banks

6. Customer Services and Follow-ups and order quotations of its parent company ImprintID.

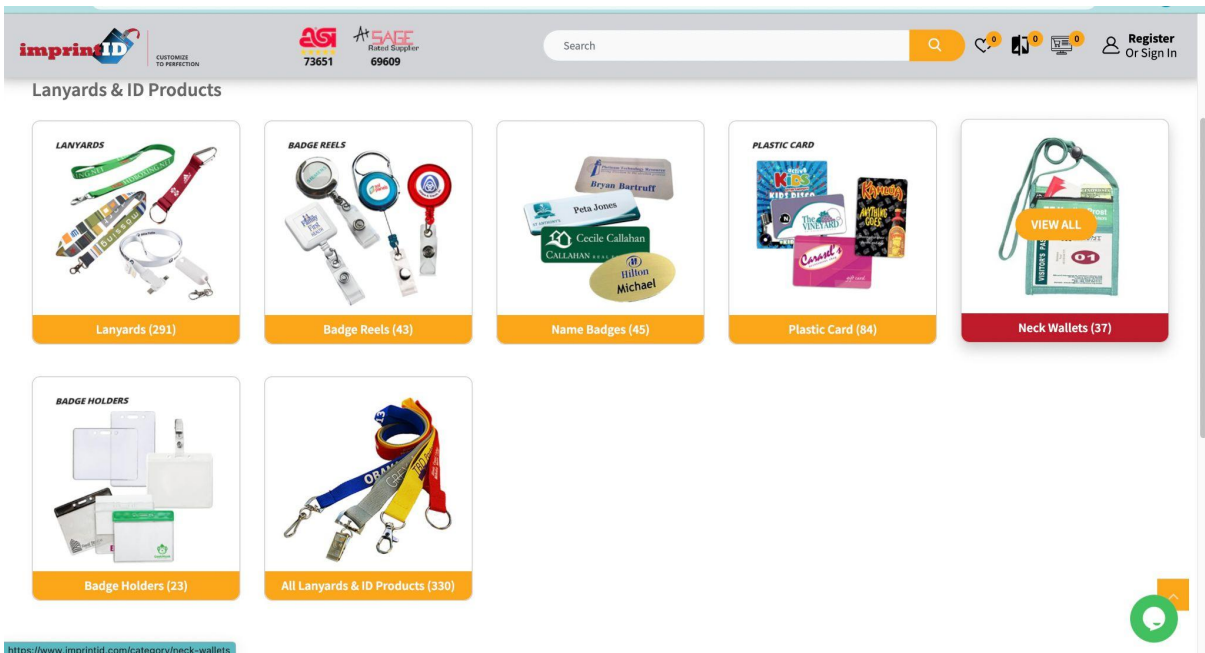


Figure 2 Product Example 1

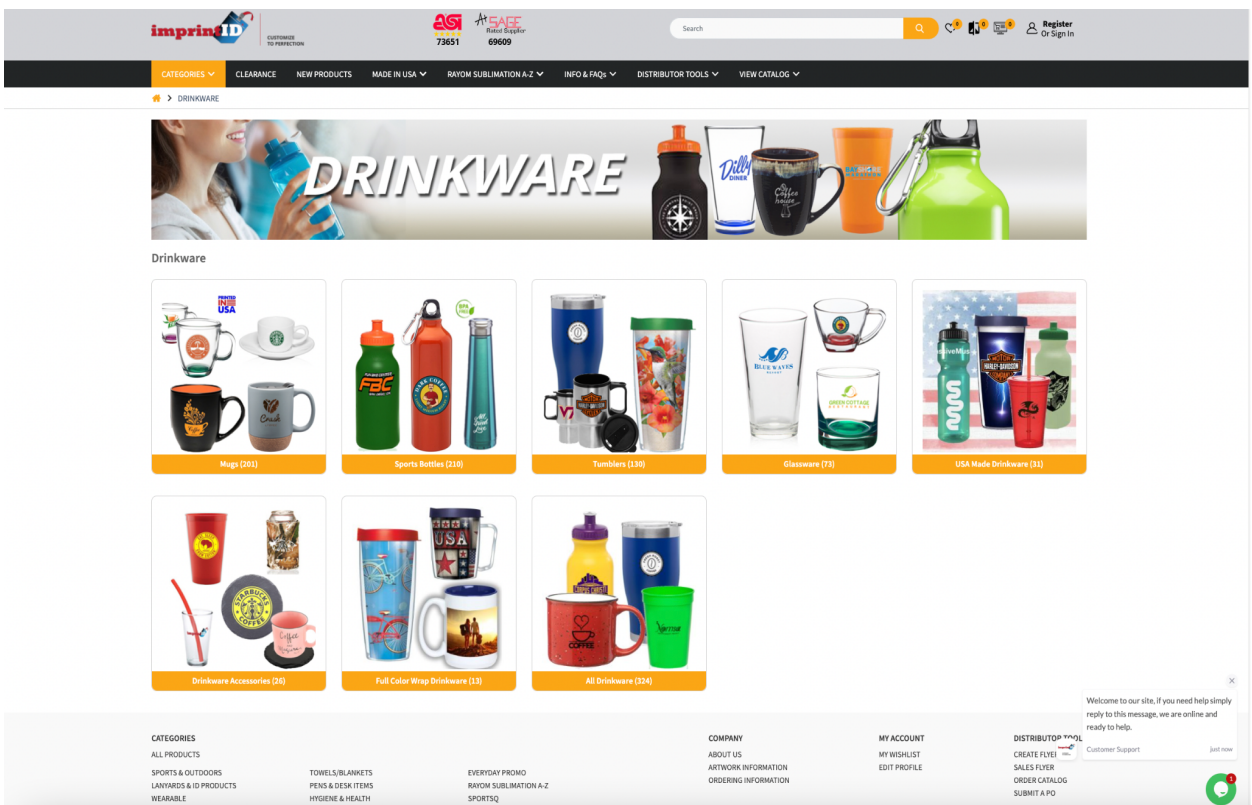


Figure 3 Product Example 2



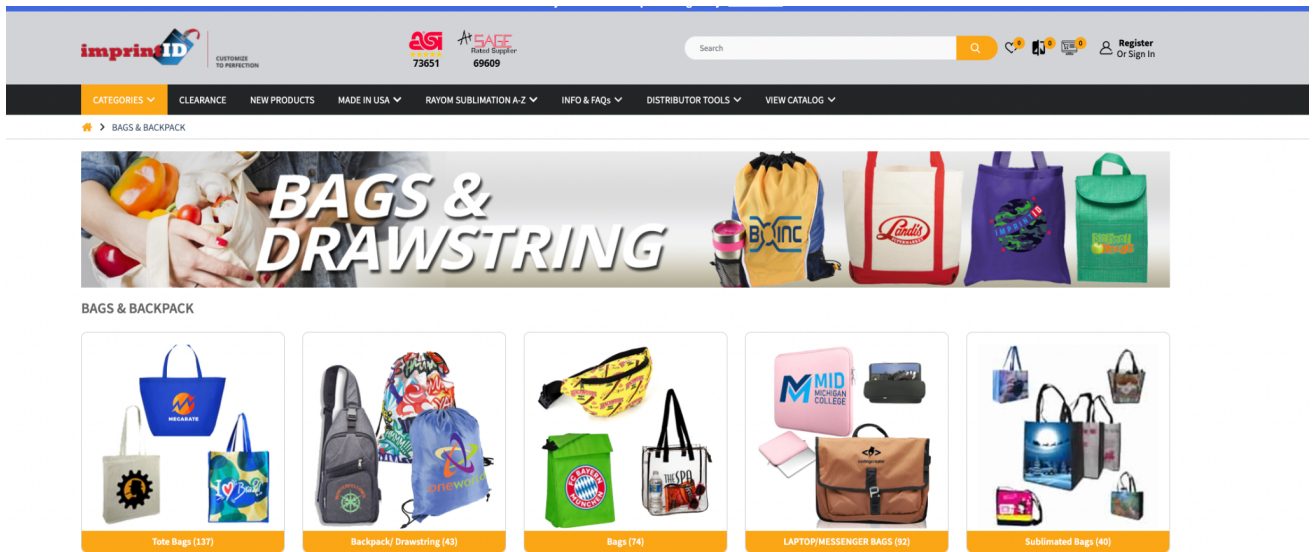


Figure 4 Product Example 3

### 3.2 Methodology

The investigation of PrimeIT's service model methodologies is the topic of this report. I acquired primary data as a PrimeIT representative by attending meetings, talking with customers, and accomplishing given duties.

A survey method of 15 employees from both the internal and external affairs departments was conducted using Google Forms. The poll has five questions, with several of them being well-explained to make it easy for participants to respond. This study also included secondary data, which was gathered through interviews with management upper executives as well as the CEO. The internet was employed as a secondary source of information to gather the few materials needed to conduct this study, which contributed to its success. ImprintID's customer websites, as well as the order processing ERP site, were two of the most crucial data sources.

### 3.3 Service Model Analysis and Findings

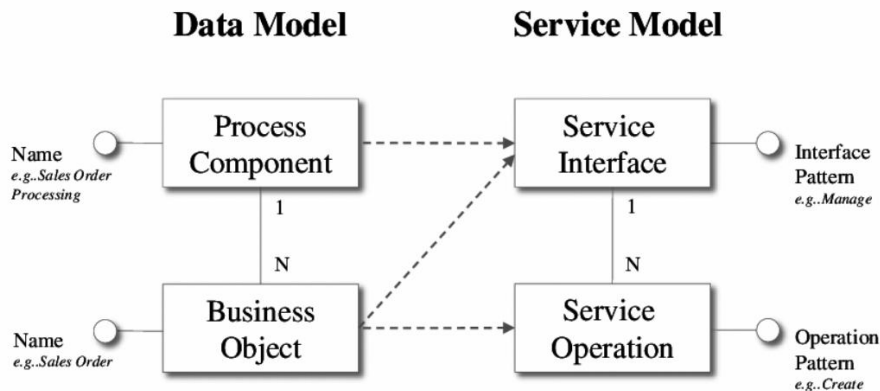


Figure 5 Service Model

Subsets of the Data and Service Model shown as ERP diagrams in Figure 2 a process component, “Sales Order Processing” represents a technical concept similar to a department inside a company that groups all sales order related activities activities eg: create, approve, notify etc. within such a process component, a sales order business object denotes a central business entity that stores and maintains relevant information about a real sales order. PrimeIt conducts its services through the ERP website of ImprintID which is fairly detailed and contains information of the customer, orders that are awaiting approval, needs revision are on hold have been approved, have been canceled or needs an extension on in-hand date. Furthermore this ERP also tracks the activities of the employees which has proven to be helpful during the pandemic when employees were assigned to work remotely from home.

Once an order has been placed, the ERP saves its order details, then the requested artwork is uploaded manually which is then sent to the customer for their final approval. After the customers notify us whether they need a revision or the artwork is good enough to be produced. Once the artwork has the customer approval, the production team is notified and then they start producing the actual products and then shipped to their final customers. The role PrimeIT plays in this process is that from the very beginning they take orders from the ERP, communicate with the customers when needed and produce the artwork followed by approvals. Then the customer support team of PrimeIT comes into action where they

communicate with the customers directly through phone calls through follow ups and payment issues. Once the order has fully been approved and paid for they inform the production team to produce the ordered item.

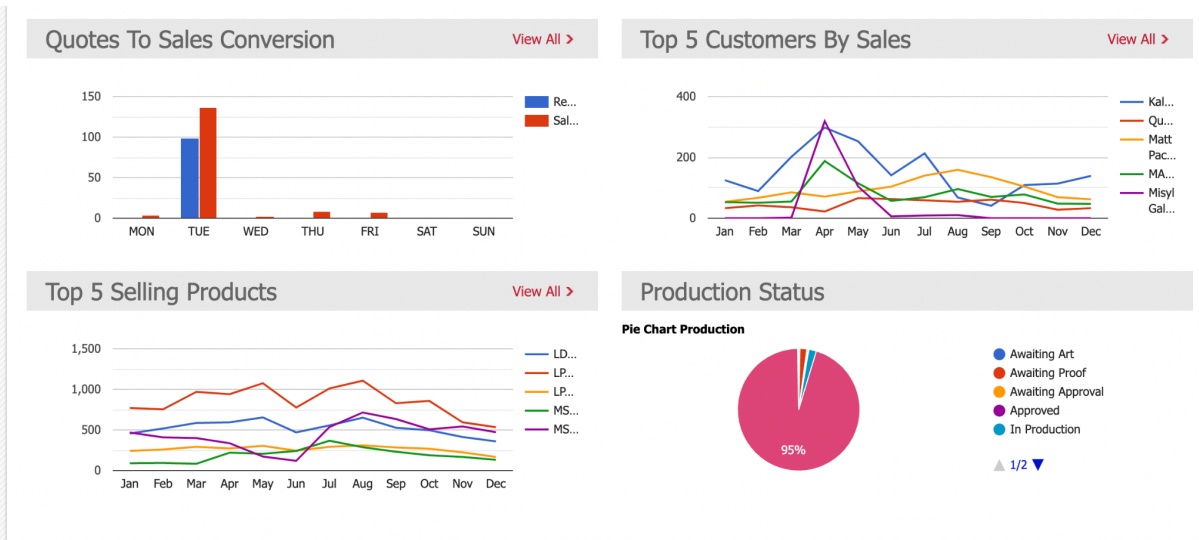
Below are snapshots of the ERP used by PrimeIT to operate their services.

The screenshot shows the ImprintID ERP interface. At the top left is the ImprintID logo. At the top right, it says 'Hello, Ash' and 'Last Login 5/31/2022'. Below the navigation bar (Customer, Estimate, Orders, Reports, Products, Settings) is a search bar for 'RQ/SO/FO Number'. The main content area is titled 'Home / Summary Report'. It features a search section with fields for 'RQ/SO/FO Number', 'Transaction Date' (set to 'All'), 'From Date', and 'To Date'. There are 'Search' and 'Reset' buttons, and a 'Filter By Sales Rep' dropdown set to 'Select Sales Rep'. An 'Export To Excel' button is also present. Below the search section, it shows 'Total Count : 4'. A row of status checkboxes includes:  Urgent Order,  Super Urgent Order,  Awaiting Proof,  Awaiting Approval,  Artwork Approved,  In Production,  Qc Completed,  Shipped,  Need Revision, and  Is Hold. A pagination bar shows numbers 1 through 15, with 'Last' at the end. Below this is a table with 13 columns: Order Number, FO Number, PO Number, Order Sent to Factory, Send For Approval, Art Approved Date, Order Status, Expected shipout Date, Order Type, Customer In Hand Date, Comments, Sales Rep, and Action. The table contains 4 rows of order data.

Order Number	FO Number	PO Number	Order Sent to Factory	Send For Approval	Art Approved Date	Order Status	Expected shipout Date	Order Type	Customer In Hand Date	Comments	Sales Rep	Action
SO-119095	FO-119095	3733	05/31/2022	05/31/2022		Awaiting Approval :SRUSS01		Normal Order			Jack H	⚙️
SO-119093	FO-119093	673	05/19/2022	05/31/2022		Awaiting Approval :TBUS88-One-Color		Normal Order	06/21/2022		Sam S	⚙️
SO-119089	FO-119089	54614	05/31/2022	05/31/2022		Awaiting Approval :WBHF20US-1-Color-imp		Normal Order			Sam S	⚙️
SO-119083	FO-119083	482-13104	05/31/2022	05/31/2022		Awaiting Approval :BLG04		Normal Order			Vanna T	⚙️

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Figure 6 ERP Website



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Figure 7 Weekly Order Summary

PO Number : PO-MC10394-3  
SO Number : SO-119504  
Name : Marnie Cole

**ARTWORK APPROVAL**

PLEASE submit you APPROVAL or REVISION REQUEST through this form.

Artist Comments:

Product Code : LDS34
Awaiting Approval

1. This artwork is intended for proof approval only and will not be printed unless approved.  
 2. Color reproduction is not guaranteed and may vary.  
 3. There may be slight variations in color and/or registration.

[Download File](#)    [View In Actual Size](#)

Select:  1

Approved

Request Revision

Customer Comments:

PO Number: PO-MC10394-3  
SO Number: SO-119504  
Name: Marnie Cole

Please provide an electronic signature by typing your name below

SUBMIT

Figure 8 Artwork sent for approval

<b>Order Scouting</b>	Scouting Filtering and Approval ERP Order sorting
<b>Phase-1 Planning and Implementing B to C planning</b>	Communication with Prospective clients, Discussing design ideas, Provide Samples, Discussing estimate delivery dates, Discussion of estimate cost
<b>Price Quotation</b>	Preparation of Price Quotation and advance payments
<b>Revisions to Customer Specifications</b>	Sending artwork sample for approval Communicate specifications Revise artwork in Demand
<b>Phase-2 Planning and Sourcing B to B planning</b>	Discuss production dates and costs with vendor, Finalize in hand Dates Number of items to manufacture
<b>Order Discharge</b>	Export of order Closing order

*Table 2: Service Model Description*

In order to fully understand the service model formulation, I would describing an order procedure with an Example order -

The screenshot shows a web application interface for managing a sale order. At the top, there is a navigation bar with tabs for Customer, Estimate, Orders, Reports, Products, Settings, and RQ/SO/FO Number. The main header displays 'Sale Order: SO-119120' and 'FO-119120'. A status bar below the header shows a progress flow: In Process, ArtWork Status (highlighted in yellow), In Production, and Shipped. A notification states 'Sales Order sent to cathy@pop-promotions.com on 06/01/2022 at 2:07PM'.

The form is divided into several sections:

- CUSTOMER INFORMATION:** Includes fields for Customer Name (Cathy Catrell), Company Name (POP Promotions), Email ID (cathy@pop-promotions.com), Another Email, Phone (720-981-8985), Sales Order No (SO-119120), and Sales Order Date (06/01/2022).
- BILLING ADDRESS:** Includes fields for address (8824 S Field Ct), Street2, City (Littletown), State (CO), Zip (80128), and Country.
- SHIPPING ADDRESS:** Includes fields for address (Jennifer Murakami, 9585 Silver Hill Cir, Lone Tree CO 80124).
- TERMS & APPROVALS:** Includes Terms (Payment Upon Artwork), Tracking No, Customer Purchase Order (2739), IS ARTWORK APPROVAL NEEDED (Yes/No), Sales Rep (Sam S), and ADD DOCUMENT (Choose file).
- URGENT ORDERS:** Includes options for Urgent Order and Super Urgent Order (Yes/No), and In Hand need by date (06/23/2022).

Below the form is a 'Product Details' table:

Action	Product Code	Product Name	Available Colors	Imprint Method	Imprint Option	Qty	Unit Cost	Setup Charges	Run Charge	Price	Info
⚙️	PFDSM307-M	Performance 160G Dri-F	▼	Full Color Sublim	Same Design	7	14.500	32.000	0.000	133.500	🗑️ ⓘ
⚙️	PFDSM307-XS	Performance 160G Dri-F	▼	Full Color Sublim	Same Design	15	12.040	30.000	0.000	210.600	🗑️ ⓘ
⚙️	PFDSM307-XS	Performance 160G Dri-F	▼	Full Color Sublim	Same Design	13	12.040	30.000	0.000	186.520	🗑️ ⓘ
⚙️	PFDSM307-2XL	Performance 160G Dri-F	▼	Full Color Sublim	Same Design	1	15.500	0.000	0.000	15.500	🗑️ ⓘ

Below the table, there are fields for COMMENT (CUSTOMER) and MEMO. To the right, a summary section shows:

- Sub Total: \$546.120
- Free Shipping | Shipping Cost: \$56.000
- Discount(%) | Fixed Discount: 0.000 | \$0.000
- Net Total: \$602.120

At the bottom, there are buttons for CANCEL, SAVE, and PREVIEW & SEND TO CUSTOMER.

Figure 9 Order Process

To begin with upon receiving an order enquiry which is done by imprint ID, they pass on the customer information through ERP. After that PrimeIT communicates the customer order enquiry and artwork Ideas through virtual meetings, calls and Emails.

Phase 1 planning and Implementing- Incoming orders are distributed among the designing team through the artwork category and afterwards a sample artwork is designed and posted to the clients by one or two artwork team members depending on the category.

Price Quotations - Sending price quotations and order follow ups are handled by the customer support team, where they make direct international calls using IP phones to the customers

Phase 2 planning and scouting- After the artwork approval by clients, the order is then pushed on for production where production planning is discussed with vendors in Bangladesh or China. In this stage In hand and delivery dates are finalized.

Order Discharged- Finally order is discharged and shipped directly by the vendors through contract basis and sample details are shared.

Furthermore, Imprint ID is planning to expand its operations in Bangladesh for which PrimeIT is helping them scout potential customers usually through business conventions.

### **3.4 Summary**

Bangladesh is a developing country and with the status of developing comes an endless opportunity of growth. Massive projects paving the path towards development which can be found on every inch of the country. Thus, more and more clients are on the lookout for companies like PrimeIT to outsource their services, with an aim to gain higher profit.

PrimeIT has been outsourcing for ImprintID since 2017, with only 3 employees and an artwork department, and now in 2022 they have 30 employees handling multiple departments. The departments that primeIT outsources for are- Artwork, Designing, Customer service, Order estimates, salce chat and accounts. In the future they are expecting to outsource the website development team, the work is still under process. In 5 years the company has come a long way, and is growing stronger. This proves that their service model is quite sustainable, and if they manage to spread their risks even further the

company will grow even stronger in the future.

The current service model is simple yet very detailed as to what to do and when to do thus, helping in keeping the tasks organized for the employees. Majority of the employees surveyed are satisfied with the current model being used and believe that the model is sustainable. They also believe that modifications and alterations to the current model will not be necessary as the model is helping keep the company ahead of most of its competitors and is helping in bringing large sums of revenue. Thus, it can be concluded that the current Service model used by PrimeIT for ImprintID is effective, efficient and successful in completing its purpose and can be relied upon without much alterations to keep the company at the top of its game in the upcoming future.



Figure 10 Business convention Image

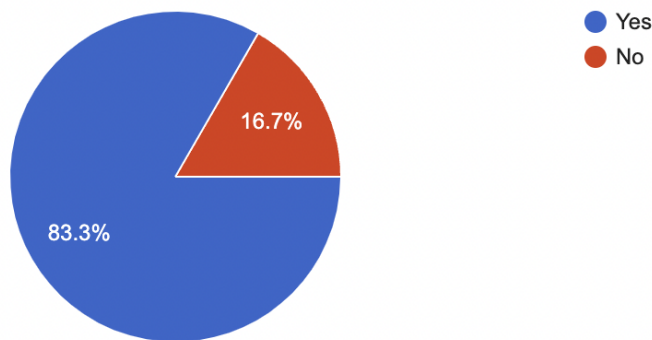
### 3.5 Recommendation



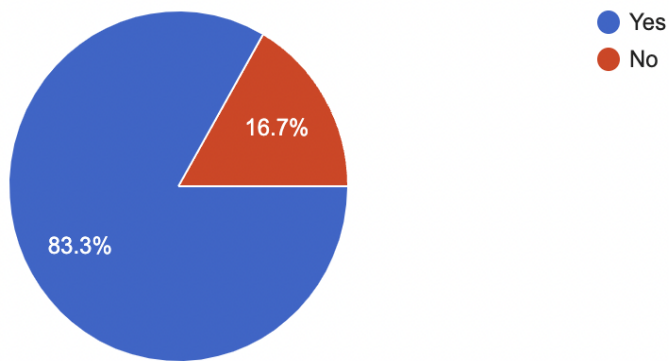
Given the study's findings that PrimeIT's service model is at its pinnacle, there are a few suggestions that should be taken in order to ensure the strategic and long viability of the company and maintain its position as a market leader. To stay ahead of the game, Prime IT must assess the business environment on a regular basis in order to detect current and future threats and adapt their service model accordingly. This is because the number of new market entrants is constantly increasing, and as a result, the industry's competitiveness will swiftly increase.

Additionally, as time goes on, organizations are beginning to adopt newer models and technologically advanced digital solutions. Incorporating new technologies into the workplace has shown to be more effective and productive, and I believe PrimeIT should also focus on promoting their brand and expanding their domestic operations. As a result, if PrimeIT takes this advice into account, the company's future success and sustainability, as well as its position ahead of the competitors, may be secured.

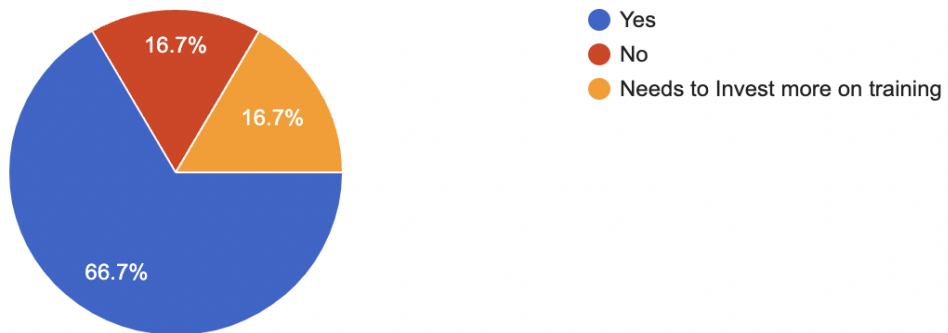
### 3.6 Employee Survey Analysis & Findings



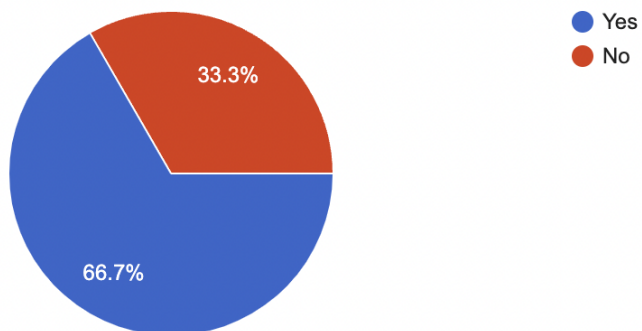
*Figure 11 Satisfaction with the work environment*



*Figure 12 Sustainability of the company's business-model in the long run*



*Figure 13 PrimeIT's Business-model staying ahead of its competition*



### *Figure 14 Modification of the current service model*

A set of questions were posted to the organization's existing employees . In figure 11 more than 83% employees are satisfied with their work environment, management rules and their service model. And around 16.7% are not satisfied and just we can state that the work environment and service method do not require major changes. Moreover a high job satisfaction indicates a higher quality service since employees are happy and will work with maximum efficiency. Employees are subjected to two days holiday per week, two festive bonuses and a year end commission bonus. Alongside public holidays, synchronizing with the USA.

Figure 12 shows that when asked about the business sustainability, more than 83% of the employees agreed that PrimeIT has a successful business model, if we look at the facts, PrimeIT started with only an artwork team of three employees in 2017 and in five years have expanded and are outsourcing the majority of ImprintID's operations with more than 20 employees and their profitability ratios are fairly high. Currently PrimeIt is planning to expand more and outsource other foreign companies in order to distribute their risks.

In Figure 13 we can say that about 16.7% of the employees are satisfied with the service model and about 16% are not satisfied and almost 17% believe that the company needs to invest and engage with other services with multiple companies in order for them to scatter risks and become more sustainable in the long-run.

Similarly in Figure 12 around 67% employees think the service model of PrimeIT is ahead of its competitors since they fully focus on a particular company and are taking over the majority of the operations.

Lastly when asked about the company's greatest threat to which the answers varied.

1. Rising number of outsourcing firms
2. Adapting to changes
3. Growing Competition
4. Covid19 reducing order intakes

## 5.Sustainability and resistance

### References

[1] Lanyards and ID Products

<https://www.imprintid.com/category/lanyards-id-prod>

[2] Drinkwares

<https://www.imprintid.com/category/drinkware>

[3] Bags and Backpacks

<https://www.imprintid.com/category/bags-backpack>

[4] Tech Products <https://www.imprintid.com/category/tech-products>

[5] ImprintID (2009)

<https://www.facebook.com/ShopImprintID>

[6] PrimeIT (2017)

<https://www.facebook.com/primeitBD>

### Appendix

#### Employee Survey Questionnaire

1. Does the current service model need modification?

a. Yes

b. No

2. Are you satisfied with your current work environment?
  - a. Yes
  - b. No
3. Do you think the company's business model will be sustainable in the long run?
  - a. Yes
  - b. No
4. Does the business model of PrimeIT stay ahead of its competition?
  - a. Yes
  - b. No
5. What is the greatest threat to PrimeIT?

Ans-

1. Rising number of outsourcing firms
2. Adapting to changes
3. Growing Competition
4. Covid19 reducing order intakes
5. Sustainability and resistance