

**Report On**  
**An Analysis on sales performance & procedure of**  
**B-TRAC Solutions Ltd.**

By

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18104109

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors in Business Administration

BRAC Business School  
Brac University  
September 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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

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**Mohammad Fahim Khan**  
18104109

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

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**Raisa Tasneem Zaman**  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

22<sup>nd</sup> September 2022

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I want to express my gratitude for accepting this particular topic. The study has helped me to implement my theoretical knowledge in real work place. It is my immense pleasure to present to you the report titled “Internship Report on B-TRAC Solutions ltd”. I have joined B-TRAC Solutions ltd as a sales intern and have worked closely with the sales team to know how it works.

I tried to follow your guidelines and my supervisor’s instruction to be within company policy. I have provided some important findings from my study for the report and proposed some suggestions on my own. I shall be obliged to provide you with any clarification regarding the report.

Sincerely yours,

Mohammad Fahim Khan

18104109

BRAC Business School

BRAC University

Date: 22<sup>nd</sup> September, 2022

# **Non-Disclosure Agreement**

This agreement is made and entered into by and between B-TRAC Solutions Ltd and the undersigned student at BRAC Business School, BRAC University.

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Mohammad Fahim Khan

18104109

BRAC Business School

BRAC University

## **Acknowledgement**

In the name of Allah who is the most merciful and the most compassionate. e. I was able to finish this report with the help of blessings and guidance. The report was successfully submitted. Due to their help I am able to finish the report.

To begin with, I'd like to express my heartfelt gratitude to my faculty supervisor, Raisa Tasneem Zaman, who patiently waited for me to complete this internship report and provided me with all guidance, feedback and criticism needed. Her invaluable advice has helped me a lot in writing this report. I would like to specially thank her for breaking down the report chapters in parts and guided me to complete part by part. Without her assistance, it may be tough for me to complete my report appropriately.

Following by, I'd want to express my gratitude to my organizational supervisor, Mr. Siraz Uddin, Head of Sales, B-TRAC Solutions Ltd for allowing me to be a part of his sales team. His guidance and support have helped me a lot in my internship period. Secondly, I would like to thank all the Assistant Manager and Key Account Manager of sales team for making me feel a part of their team and providing with every assistance I need. During my internship I made a very close family like relationship with them. Without them, this endeavor would have been extremely difficult.

Finally, I'd like to express my gratitude to the Office of Career Services and Alumni Relations (OCSAR) and BRAC University for assisting me in learning and reaching out to the real corporate world.

## **Executive Summary**

Formerly known as the Bangla Trac Group, Bangla Trac Group started its journey back in 2008 with the commercial launch of its IGW operation as one of first three licensed private IGWs in Bangladesh. The journey evolved with vertical and horizontal diversification in business portfolio throughout last 10 years. Current business portfolio of the group can be categorized in two broad domains: ICT & Power. Bangla Trac is a prominent name in the local and international ICT market with its footprint in voice & data communication, IOT, Cloud, Big Data & BPO.

B-Trac Solutions Ltd. is a leading IT and Telecommunication product and service development company. It is a Software development and system integration for enterprises with solution development and database management experience. B-Trac Solutions Ltd. has gained strong experience in a variety of business domains. Working in collaboration with clients, our team of solution development professionals are capable of performing any particular work within development process or be a complete all-in-one solution provider for your software needs

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## **List of Acronym**

B-Trac: Bangla Trac

IGW: International Gateway

CIMS: Citizen Information Management System

OCAG: Office of the Comptroller and Auditor

IOT: Internet of Things

BPO: Business Process Outsourcing

EMS: Employee Management System

HRIS: Human Resource Information System

# **Chapter 1: Overview of Internship**

## **1.1 Student`s Information**

I`m Mohammad Fahim Khan, ID-18104109, a student of BRAC University`s BRAC Business School. I began my undergraduate study in Spring 2018 and will be graduating soon, concentration on two specializations: Marketing and Human Resource Management.

## **1.2 Internship Information**

### **1.2.1 Period, Company, Department & Address**

I have joined B-Trac Solutions Ltd, a concern of Bangla Trac Limited in their sales team. I have joined as sales intern in their sales team for my internship. Starting on July 4<sup>th</sup> 2022 and ending at October 3<sup>rd</sup> 2022, I worked at the company for three months. From Consumer centric to Enterprise, Telecom and Government, B-Trac Solutions Ltd. works alongside the clients to design and develop mobile, web and desktop software applications. Their solutions are founded in user-centered design that emphasizes on client first, while leveraging the Cloud, Big Data and Internet of Things to deliver context-aware and adaptive experience. They also have their own research and development center with a goal to offer unmatched quality and cost-effectiveness for their clients. B-TRAC Solution Ltd serves both B2b and B2C. I worked at their office building at Plot#08, Block-E, Road#19/A, Banani, Dhaka-1213

### **1.2.2 Company Supervisor`s Information**

Mr. Siraz Uddin was my supervisor and I reported to him during my internship. He is the Head of Sales at B-TRAC Solutions

### **1.2.3 Job Scope**

I interned at B-TRAC Solutions Ltd as sales intern. I was very fortunate enough to get to work directly under the supervision of Head of Sales. My responsibilities included being with the sales team and aiding them. The company uses a software of their own name “Workopolo”. In here all the updates are provided of the business. Another platform that businesses uses is Trello for their work update. As a sales intern my duty was to maintain the Trello account of the sales team. I regularly updated the Trello and provided any updates on Trello by the command of my supervisor. Scheduling meeting, keeping update of meeting, updating the results of meeting for team members for future need, providing minutes of meeting was regularly done by me on Trello. As an intern I didn't have access to Workopolo so I had to ask the sales team member to update the information on Workopolo. I was also responsible in keeping update of the market visit, creating customer portfolio and hitlist of all team member. Prepared Monthly Business Review (MBR) for the business. I made phone calls to prospects and take appointment from them for the sales team to visit. Then I was introduced to the process of tender enlistment. I learned how the tender enlistment is done. I myself had prepared enlistment tender for government and non-government organization. Got familiarized with the ISO Audit and how it is done. During regular sales meeting I was empowered to provide my opinion in the meeting to solve the ongoing problems that the sales team face. As I was working with sales team, I had to make regular sales visit to government organization, individual customers and public and private businesses. And as the business is providing VTS so I often had to visit different truck stands and transport offices in Dhaka with the sales team. I was often empowered to give sales pitch on behalf of the team members and even succeed in some.

## **1.3 Internship Outcomes**

### **1.3.1 My contribution to the company**

From the joining of my internship, my goal was to get familiar with the corporate and its work culture as earlier I had no corporate job experience. Apart from my Job responsibilities, I was thrilled to assist the sales team in accomplishing their goals and learning from the experts about the job and other factors of corporate. Throughout my internship at B-TRAC Solutions Ltd, I was assigned work with varies team members. Everyone had their own style of working. The team members were extreme helpful towards me and considered me a part of their team. I started by getting to know about the product and service of B-TRAC Solutions Ltd, later got accustomed with the sales process. I contacted potential clients for their schedule. Following by, I was present with the sales and helping them when meeting with the clients. I helped in preparing enlistment tenders for the business, sometimes had to stay after official working hours for it. I kept a record of market visit of each member for their future reference. I made sales visits to follow up with existing customers. Created proposal letter for new clients. I was fortunate enough to contribute to some changes that were made in the sales process and sales team. During my internship new interns had also joined and I was responsible to make them familiar and let them know about their responsibilities. My ideas and thoughts were valued and kept in consideration when the decisions were made.

### **1.3.2 Benefits to the student**

The main aim of the internship program is to make the student familiar with the corporate and its work culture. During my internship, I got to know how it is to work in a professional setting. I am glad that I got to work directly with Mr. Siraz Uddin, Head of Sales, who is very helpful and motivating person. His valuable suggestions and ideas have really helped me. Shared his personal work experience with me. More importantly he had empowered me to provide my contribution

with the team. The team members were very helpful. I didn't feel I was an intern. They made me feel like a member of their team. Also, I got to share knowledge with other interns over here. B-TRAC Solutions is an IT based company and people over here are extremely skilled. I also got the chance of learning from other departments. And they were extremely welcoming and helpful. The work culture over here is very employee centric, keeping in mind the employees at first place. The sales team members always helped me with my duties and advised me on my work. Their valuable advices have helped me to learn new things. I got to experience the theoretical lessons in real life workplace. Working with such an energetic and helpful team has taught me how to maintain strong professional ethic and professionalism and the corporate norms.

### **1.3.3 Problems/Difficulties faced during Internship**

The company provides transport to their permanent employees, but the interns were not allowed transport from the company. Transportation was a problem that I faced during my internship. And that has sometimes made me becoming late in the office. The company takes a certain amount of money for the lunch provided to the employees. As an intern I also had to pay for the lunch. Another problem is that the interns are not provided with ID cards. And the gates of the office open with the access of ID cards. So, every time the security guards needed to open the gate for me. Working in the office and then preparing report along with doing tuitions was quite hectic for me. Other than this, I didn't face any kind of problem in B-TRAC Solutions Ltd.

### **1.4 Recommendation**

Firstly, I would recommend that as the permanent employees are entitled to office transport the interns should be allowed to use the office transport. Secondly, they should keep lunch facilities for the interns with no cost. The interns receive a small amount of allowance compared to permanent employees. Thirdly, the employees should be provided with temporary ID cards. This works as an identity in the company. Also, I would suggest to take more interns for the sales

team. As the sales needs more support on their end. They can introduce flagship internship programs in future to take in best people.

## **Chapter- 2: Organization Part**

### **2.1 Introduction**

This section will put forward an overview of the company B-Trac Solutions Ltd where I have interned. Moreover, this chapter will also provide an overview about the management practices, marketing practices, financial performance, accounting practices, operations management, industry and competitive analysis and the product and service the company offers.

### **2.2 Overview of the Company**

B-Trac Solutions Ltd is a concern of Bangla Trac Limited. The group is operating in multiple business sector such as IT, power & infrastructure, telecommunication & retail. The group started their operation in 2008 by launching IGW operations as one of the first three licensed private IGWs in Bangladesh. After that the business has evolved with vertical and horizontal diversification. Currently, the business portfolio of the group can be categorized in two parts: ICT & Power. Bangla Trac is a prominent name in both the local and international ICT markets with their activities in voice & data communication. IOT, Cloud, Big Data & BPO.



Figure 2: Concerns of Bangla Trac Limited

The following business are the sister concern of Bangla Trac Limited:

- Bangla CAT Ltd
- Bangla TRAC Communications Ltd
- Thane Systems
- Acorn Infrastructure Service Ltd
- BTRAC Engineering Ltd
- BTRAC Technologies Ltd
- BTRAC Solutions Ltd
- Bangla TRAC Power Ltd
- Burger King
- Equitel Communications Ltd

### 2.3 Company Background:

B-Trac Solution is a leading **IT and Telecommunication product and service development** company. It is a software development and system integration service provider for enterprises with solution development and database management experience.



The clients recognize B-Trac Solution as a highly efficient and reliable partner for developing solutions quintessential to their core-technology. We also have our own research and development center with a goal to offer unmatched quality and cost-effectiveness for our clients.

B-Trac Solution has gained strong experience in a variety of business domains. Working in collaboration with clients, their team of solution development professionals can perform any work within development process or be a complete all-in-one solution provider for your software needs.

### **Mission**

We add value & transformation user experience by addressing real life challenges through technology & innovation.

### **Vision**

A dynamic global company driving stakeholder's success through excellence, integrity, humility & people leadership.

### **Values**

- People first
- Customer's success
- Excellence through humility
- Integrity
- Innovation
- Environmentally responsible

## Product & Services

- **Workopolo-** Communication hub for organizations to enhance performance.
- **Carcopolo-** Intelligent and smart GPS tracker to track your vehicle.
- **Seemo:** Smart home security system.
  
- **HRIS:** One stop human resource management solution
- **Payroll Management:** Organization payroll management system
- **EMS:** Industrial asset monitoring system.

## Government Projects

- **Citizen Information Management System:** An initiative by DMP to increase citizen safety.
- **InTRAC:** Support n-Tier Telecom architecture for handling domestic & International Calls.
- **Prepaid Carrier Monitoring Center:** Automated the credit management process of all prepaid carriers of BTCL.
- **OCAG Ticketing System:** Ticketing system for the call center team to note complains with all the details and forward it.
- **Ami Probashi App:** Ami Probashi is a government approved Mobile App and Web Portal that assists aspiring Bangladeshi migrants in gaining employment abroad by engaging all the stakeholders.

## Honors & Accolades

1. Winner of Best Network-Enabled Application/Service Innovation Award 2019 organized by Pacific Telecommunications Council.
2. Winner of National Hackathon 2016 under ‘Violation Against Women’ category, organized by ICT Division of Bangladesh.
3. 2nd runner up of National Hackathon 2016 under ‘Environment Pollution’ category, organized by ICT Division of Bangladesh.

## Major Clients



Figure 3: Client List

## 2.4 Management Practices

B-Trac Solutions Ltd follows a democratic leadership style. Their office is an open space with no separate rooms for anyone. Everyone sits together in the open office. The organization believes in empowering their employees. And their feedback and inputs are considered into account. The organization includes more than 30 engineers who are very experienced on their own. The research and development team is constantly working to introduce new products and services for their customers. The organization earns the trust of its clients during this process with the service the customer wants. The organogram is presented below:

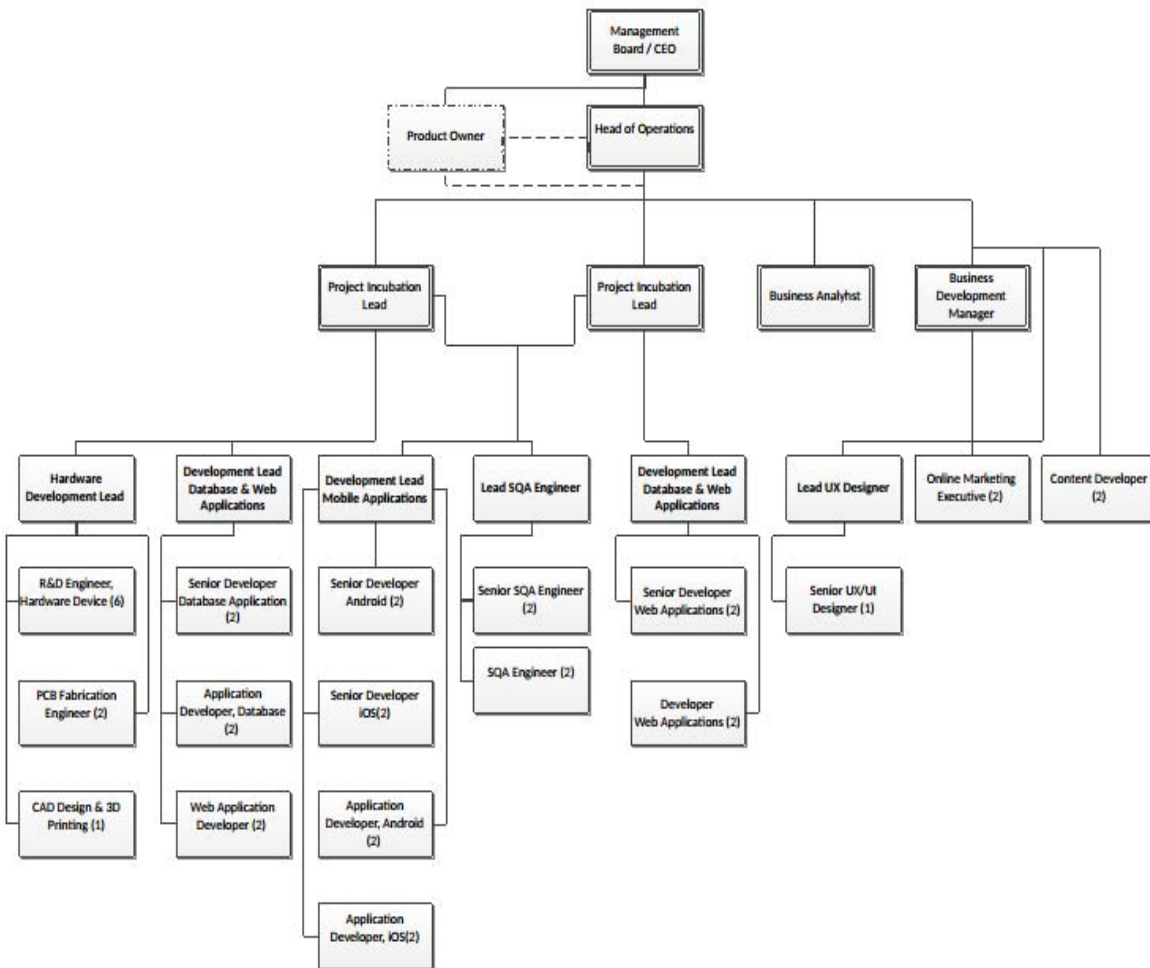


Figure 3: Organogram

## 2.5 Marketing Practices

The company doesn't do extensive marketing practices to promote themselves. The company has profile on Facebook, LinkedIn to where they regularly provide organizational news. The organization likes to stay out of the limelight of others. However, the organization promotes their achievements and honors on the newspaper and social platforms. Adding to it, they have a product named Carcopolo which is a vehicle tracking system (VTS). They perform different promotional activities for it. They provide discounts, free gifts, referral discount to the customers. Also, for Carcopolo a customer has to pay a onetime cost for the product and monthly subscription cost.

But, for promotional activity the company doesn't take any onetime cost for the device from truck owners keeping the device under the company's ownership. The truck owners will only pay the monthly subscription cost. This promotional activity has helped B-Trac Solutions to attract a lot of customers.

## **2.6 Financial & Accounting Performance**

B-Trac Solutions Ltd is very sensitive with their financial & accounting data. They don't want to disclose it to others and is kept within the organization. Only the finance, accounts and higher authority can get access to it. All the revenues and expenses are handled by finance & accounts department with confidentiality to the data.

## **2.7 Operations Management Practices**

B-Trac Solutions Ltd regularly arranges training for their employees. As this is an IT based company the employees need to be updated with latest technological information and its use. Keeping this in mind, the employees are regularly trained both inside and outside the organization in order to provide high-performance. And meet customer demand and come up with innovative product and services for the business.

## **2.8 Industry & Competitive Analysis**

- i) Dedicated Team – B-trac Solutions Ltd. contains a solid, exceedingly effective and committed database administration arrangement group who are serving tirelessly for its clients with all essential needs. The organization continuously upgrades their quality and its brilliance guarantee most elevated quality of service to all its existing clients.

ii) Core Competencies- The company practices on being updated with latest technology regarding the software development. The employees uses scrum method for customers solution development. It takes the customer from their recent state to a more secured one. To match up with the ongoing competition on market the company focuses on gaining core competencies. Some of them are:

- Software research and development facility
- Trained and certified solution development team
- Dedicated database management team
- Integrated and customized service team
- Advanced record management facility

## **2.8.1 SWOT Analysis**

SWOT analysis acts as a framework for measuring a business competitive position and strategic strategies. It can measure a company`s main strengths, weakness, opportunities and threats.

### **Strengths**

- Developer of Ami Probashi App, which is the first in Bangladesh to connect migrant workers with other stakeholders.
- Engineers with over 8 years of experience
- Developed many projects for the government
- Platinum member of Dell Technologies and affiliation Amazon Cloud
- Proven track record in SMS & Email integration services

## **Weakness**

- Employee size is small
- No international projects
- Lack of marketing expertise
- Prices are comparatively higher
- Less brand presence in market

## **Opportunities**

- Using extensive marketing to outperform competitors
- Pursue international projects
- Innovation of new IT related product or service

## **Threats**

- Competitors like TigerIT, Spectrum and Leadsoft
- Less experience compared with competitors
- Low price offering of some competitors
- Very less marketing activities, reducing reach to customers

## **2.9 Summary & Conclusion**

B-trac solutions is performing astonishingly in their industry. Their brilliant ventures and fulfilled clients demonstrated that the company contains a proactive staff that permits them to complete any projects handed over to them. This organization's workers are the foremost visible asset that effectively executes any plan to reach unanticipated objectives in any circumstances. This IT based company is well-known for making noteworthy contributions to the advancement of Bangladesh. Their imprint on the Bangladesh IT industry is striking.

The company's proverb is 'Enrich Lives Through Way Better Client EXPERIENCE'. B-trac Solutions in the long run extend its markets by collaborating with industry pioneer companies and well-known e-commerce companies to supply latest advanced solutions to people.

## **2.9.1 Recommendations**

B-Trac Solutions Ltd is very much concerned about their reputation in the market and continuously focuses on improving their products and service. I would like to provide some suggestions to the company and they are-

- Organization should uncover its data more on their websites and it should publish its yearly reports on their achievements and contribution in IT sector.
- The company has less name presence in the market. Their name is not known to many. They should use promotional and marketing activities to set up B-Trac Solutions as brand in the market.
- The employee size is not very big over here. More employees should be hired to help the existing workforce and handle the workload of the business.



# **Chapter-3 : Project Part**

## **3.1 Introduction**

An internship is real life experience of a student in a business organization for 3 months period, which is required after completion of the academic courses to complete the Bachelor of Business Administration Program in BRAC University. I have joined B-TRAC Solutions limited for my internship as a sales intern. The topic of the report was approved by my academic advisor, Raisa Tasneem Zaman. With her approval and guidance this report is prepared.

### **3.1.1 Literature Review**

“Sales”, The word does not only mean providing products or services to people. It contains a whole lot of things in it. It is not about convincing potential customers or creating lucrative tactics to get people spend their money. Sales is about helping the prospects to get what they need. This specifies hearing to them properly and understanding their pain points and particular needs. Sales department is very vital to any organization. They help in reducing the gap between an enterprise, brand, product, or service to customers. (What is Sales? The True Definition, May Hold the Key to Success, 2022).

Sales performance impacts the bottom line of business. It helps in assessing the customer service of business. And helps in tracking to check the company`s revenue goals are meeting or exceeding. It provides a progress report to the sales team. (Murphy, 2022). During my internship I got to know about the importance of assessing the sales performance. How the sales targets are set taking into

assessment the current market conditions. Reviewing previous records to take measures for future. A clear target provided to them helps in planning for their sales target.

A sales process is a set of steps that helps a salesperson in closing and converting a deal. From prospecting to closing off a deal, everything is simplified with the sales process. It helps to stay in

the track line, faster on-boarding of customers, deeper understanding of prospects, getting more qualified leads and forecasting of numbers. (Sales process: A complete guide to close more deals, 2022). In B-Trac Solutions a proper process is followed by the employees to onboard customers. But the process needs a review every now and then and that is not done regularly here. Sometimes the employees go out of the process to acquire the sales. In this report I will highlight the sales process used by the business and review it and provide my own considerations on it.

Sales is a very challenging job. And a salesperson is filled with challenges throughout their job. Building trust is a major issue for a salesperson. If a salesperson doesn't gain the trust of their customers, then sales will be impossible to make. Another challenge is the price of the product or service. (Marthinusen, 2021) B-Trac Solutions is a company that charges premium pricing for their product and service. And convincing customers to pay premium price for where there are many competitors out there charging a much lower price for the similar product or service.

The research gap that I will address in this report is the response of employees on the challenges faced to shortage of product or service and the importance of regular follow-up with customers. Once committing to provide the product or service, the customer wants it as early as possible. Due to shortage of supply this hampers the sales process. The customers create a negative impression about the business. And might switch to competitors if not delivered within time. This also creates an advantage for existing competitors. In B-Trac Solutions I am seeing the same problem occurring. The products are imported from China. The shipments take a lot of time to arrive at the business. Not ordering the right quantity by assessing future sales properly has created a problem for the business also. On the other hand, the regular follow-up is an essential part of sales. This practice is less in B-Trac Solutions. Regular follow-ups can help in bringing up sales and create a good relationship with customers and make them loyal. This report will be addressing the challenges and employees' point of view over it and probable solutions for it.

### **3.1.2 Research Objective**

#### **Broad Objective**

- A study on overall sales performance and procedure of B-Trac Solutions Ltd.

#### **Specific Objective**

- To understand the sales process of B-Trac Solutions Ltd.
- To give an idea about sales performance of B-Trac Solutions Ltd.
- To find out the problems they are facing and coming up with solutions accordingly.

### **3.1.3 Significance of Report**

- To know the sales process work
- Importance of regular follow-ups with customer
- It will help me to complete my Undergraduate program.

The report will investigate the problem. So, to improve the sales performance, procedures and problems faced by B-TRAC Solutions Limited. To find the answers the research is conducted on the employees of the sales team.

## **3.2 Methodology**

### **Primary Data**

- Face to face conversations with the employees of sales Department.
- Practical work experience with the sales team
- Questionnaire responses collected from sales and marketing team

### **Secondary Data**

- Annual report of B-TRAC Solutions Ltd
- Various Journals
- Published articles
- Company website

## **3.2 Sales Procedure of B-TRAC Solutions**

The sales team always follow a certain procedure to make sales. A sales funnel is made, and the employees follow it to make sales. Basically, there are two types of sales procedure they are

- Direct Sales
- Indirect Sales

### **3.3.1 Direct Sales**

In direct sales, the sales team tries to perform sales activity by directly communicating with the customers. In order to, conduct direct sales, the sales team follow certain sales funnel that is discussed below-

- Lead Generation- The leads of new customer come from reference, phone call or recommendation from existing customers.
- Develop Customer Opportunity- The sales team here identifies the certain needs of the customer. What product or service the customer wants? Then communicate with the customer the solution of their needs and wants.
- Customer Opportunity Analysis- the sales team will then modify the product or service according to the needs of customers. And communicate with them the final solution to their needs and wants.
- Initial/Final Sales Proposal- The sales employee then provides the initial (if more changes required) or final proposal to the customer and place the order if customer agrees to the proposal.
- Product delivery & Payment Collection- Then the product is delivered to customers and Installation is done if required. And after that payment is collected from the customer.
- After Sales Support- the sales team doesn't stop after making sales. Then regularly follow up with their customer. This is very important for them. It provides a certain value to the customer. And helps in making repetitive purchase or recommending others.

### **3.3.2 Indirect Sales**

In indirect sales employees try to perform sales activity by communicating over telephone, e-mail, or any other mediums. The employees let the customers know about their products or services and offers or promotions.

- **Social Media Communication-** The business regularly promotes their product in social media like facebook, Instagram. The customer can directly order the product or service from these social media sites.
- **E-mail Communication –** Here, the employees regularly give promotional offers news to existing customers. And try to get their feedback. Also, send email to potential customers to grow their interest.
- **Telecommunication-** The customers can directly call in the hotline customer and place their order. The sales team often call their existing customer for regular follow-up or provide new ongoing offers to grow their interest.

### **3.3 Sales Performance Of B-TRAC Solutions**

Sales performance is very important for any business. It is also a way of measuring the success of the business. B-TRAC Solutions has a very strong sales team with experienced people. B-TRAC Solutions follows few steps to maintain their sales performance. Some are mentioned below-

#### **3.4.1 Steps to maintain sales performance**

- **Regular sales meeting-** the organization holds four types of meeting monthly. Coordination meeting, skip level meeting, one to one meeting with head of sales and meeting with team leaders. These meetings are held to properly follow up and maintain sales target.
- **Sales forecasting-** B-TRAC Solutions conducts proper sales forecasting and for those experienced personnel are appointed. They forecast future sales demand considering various factors and make policies to achieve it. Also, they assess previous sales performance to forecast future sales.

- **Following up with existing customers and customer satisfaction-** The sales team of B-TRAC Solutions regularly follow ups with their customers. And try to make them loyal. Also, they ensure customers satisfaction to make repetitive sales from them.

### 3.4.2 Analysis of Sales performance

Here I have shown the sales revenue over the last 4 years.

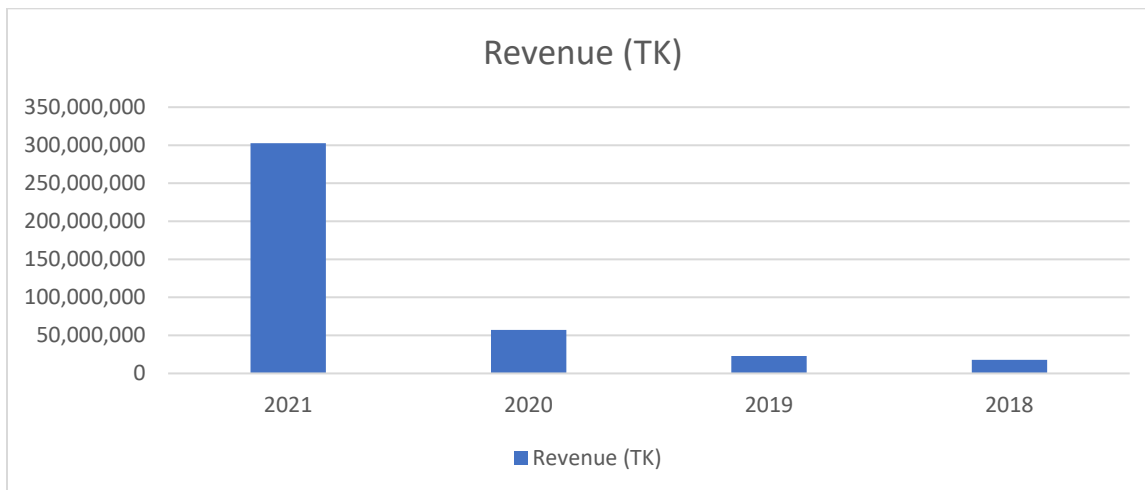


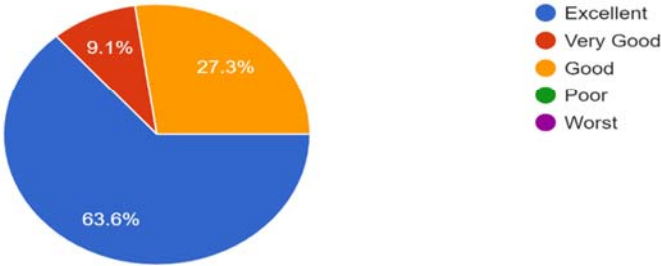
Figure 4: Revenue over the years

We can see the sales revenue of B-TRAC Solutions is good. They are seeing a growth every year. The company had sales revenue of less than 50,000,000 taka in year 2018 and 2019. But in 2020 the company bounced back and crossed the 50,000,000 taka mark. Though there was a high loss due to covid-19 but the business still performed better. And in 2021 the company had a double sales revenue considering the previous year. This shows the business is having a constant growth and is performing better.

### 3.4 Findings & Analysis

In any research respondents play an important role. The respondents give a clear idea about the situation for which I am carrying out the research. In this research, I tried to find out the perception of employees regarding the service and marketing activities of B-Trac Solutions. I have conducted the research on the employees of sales team consisting of 15 questions. 11 employees of sales & marketing team have responded on the questionnaire provided to them. The responses are the summarized below:

How would you rate the service given by B-TRAC Solutions ?  
11 responses

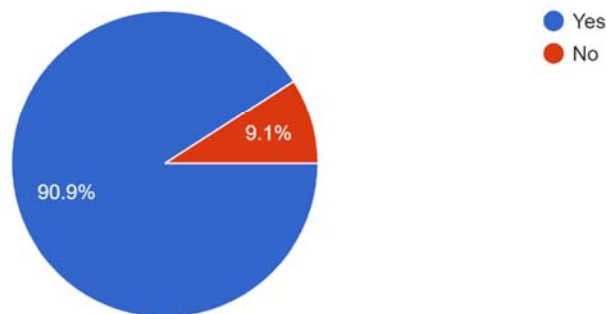


- Around 64% or respondent finds the service given by B-Trac Solutions to its customers excellent. And the rest finds it good. Almost 90% employees want no change to be brought to the service given by the company to it's customers. This also shows the customers are also happy with the service they are getting as almost no employee is complaining.
- The employees follow the sales funnel fully to make sales. 100% employee follow the sales funnel to make sales. They never go out of the funnel to make sales for the company.



Did you ever face problem in sales process due to supply problem?

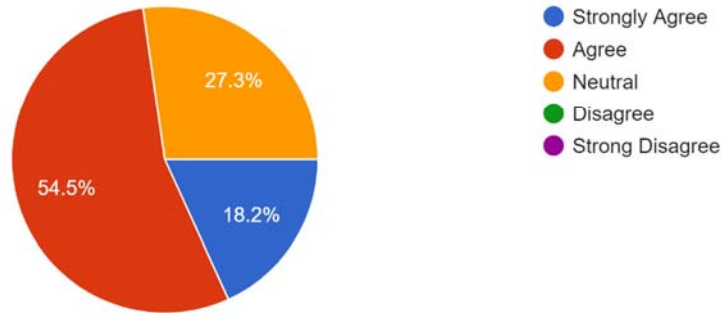
11 responses



- Almost 90% of employee face problem while making sales if there is problem in supply of product. If there is not enough supply available for the sales people they are not able to make sales. Even they lose the confidence for trying to sale more as there is supply shortage. This had made the company lose many sales to it`s competitors. And also reach out to make more sales. The response of all employees is same as they lose sales when the product or service is not delivered to customers on time.
- The respondents also gave a lot of benefits when they are regularly following up with their existing customers. The benefits are increasing upsales, customers become loyal, increased customer experience, higher customer acceptance, more trust and others. This shows following up with customers is really important for a sales person and for the sales of the business.

There are many factors beyond the control of salespeople that influence the selling outcome ?

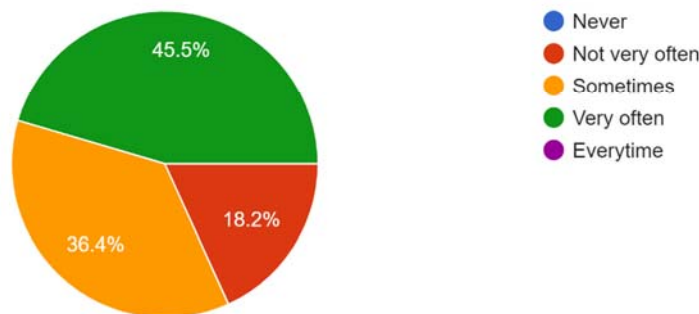
11 responses



- More than 50% respondents believe there are some factors that influence the final outcome when making sales. And the rest is neutral about this matter. This may be because the rest 50% have not faced such factors that effect their final sales. This may hamper the sales of the business in future.

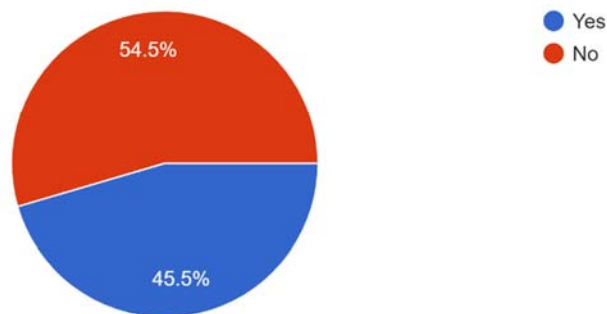
Do you think the customers are paying proper attention to sales promotional activities of B-TRAC Solutions Ltd?

11 responses



Do you think the sales promotion activities are effectively working to attract more customers?

11 responses



- The employees of B-Trac Solutions have mixed reaction when it comes, whether the customers are paying proper attention to the promotional activities of the business. 45% of the respondents think the customers are paying attention very often. But 36% respondents feel sometimes and 18% feels not very often customers know about the promotional activities of B-Trac Solutions. Also, about 60% employees feel the promotional activities are not proper to attract customers towards the business. Or even fight with competitors. This might be an important issue to look after by the business. The employees are having a mixed response to it so the real picture may be a lot different.
- The employees of the sales team have different ideas when it comes to promotion of the product or service of B-Trac Solutions. Some of them are different campaigns, more presence on social media, branding and activation campaigns, partnership acquisition, sms and telemarketing, spot campaigns and others.

### 3.5 Summary & Conclusions

B-Trac Solutions Ltd is capable of delivering any work within the development process or act as all-in-one software needs. They have other consumer products like Carcopolo, Seemo, Workcopolo, TMS and others that they are delivering to their customers. The company have made some products for the government like CIMS, OCAG Ticketing system, Intra. They have established their name in the market and have a strong market presence. They are proving their services to both government and non-government organizations and even trying to create their presence in abroad. They have big names under their client portfolio.

However, the company follows clan system in the organization. They don't want to be in limelight of others. B-Trac Solutions is a sister concern of Bangla Trac Group. Many people don't have any idea about this business. They know about Bangla CAT which is also a sister concern of Bangla Trac Group. This makes B-Trac Solutions less known by others. And acts as a benefit to their competitors. B-Trac Solutions have a very talented team of employees. But due to some restrictions from the higher authority the business is not able to serve every demand of customers whether it is product or service. This acts as a limiting factor for the success of the business. The company is having a good growth in their financial performance even with this limitation. But if the business allows the employees to work on full swing then the business can do wonders.

The sales team consists of employees from over 3 years of experience in the relevant field. They know their work very well. As an intern I have got the opportunity to work with them closely and even participated in some sales making. Their understanding about the market and the way to approach customers is developing over time. They strictly try to achieve their KPI in time. However, there is no incentive for them on achieving their KPI. Still the employees are committed to fulfill their KPI. We can take a reference from their financial performance. The improvements they have brought has played a key role in success of business. The IT market is a very lucrative market with every day the size of the market growing. So, it's high time for the business to provide every help possible to the sales team to boost their performance. B-Trac Solution can try to bring in new product or service for the IT market that has not been brought before and create a strong impact on the market and over its competitors.

### **3.6 Recommendations/Implications**

There are some few recommendations that I want to suggest to B-Trac Solutions Ltd. Firstly, the business should properly look after the supply of their product or service. This hampers the sales process and even demotivates sales employees. Proper management of supply needs to be maintained and assessed before. Also, the products need to be delivered on time to customers. The business can look after the sales target and keep proper supply in the business. Secondly, the business needs to hire more salesperson for the job. The IT market is a very big market and 10-15 employees are not enough to make more sales. More experienced and right persons need to be hired for the job. Customers follow up needs to be made more frequent. Customer follow ups are very important for any business and the employees also feel the same. A proper plan should be provided to the sales team to ensure regular follow ups. Even the customer care can be engaged to regularly follow up the existing customers. Following to it the business should work on their promotional activities. The business can carry out a market research on their customers. This will help them to know their potential target and help them to attract those customers. The business should increase

their presence on social media. This is now one of the fastest way to reach out to people. And being an IT company, this is really important for them. Regular presence on social media is necessary. As the business has less presence on social medias. Different occasional discounts can be provided to customers. The feedback of existing customers can be published online to earn the trust of people. Branding needs to be done to make the business and its services known to others. And it can act as a competitive advantage to the business over their competitors if they can create a strong brand name. Finally, the business should provide KPI incentive to its sales person. This will act as a huge motivation to them. Even without KPI Incentive the employees are doing good. So, providing KPI incentive will make the employees more eager to make more sales and can make increased sales target than before.

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- *What is Sales? The True Definition, May Hold the Key to Success*. (2022). Retrieved from ACT!:

# Appendix

1. Name the employee

Ans:

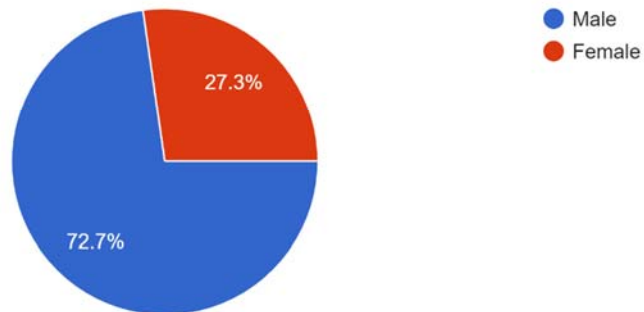
2. Designation

Ans:

3. Gender

- Male
- Female

Gender  
11 responses

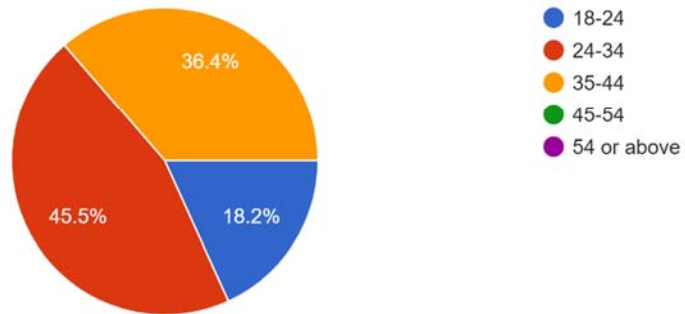


4. What is your age?

- 18-24
- 24-34
- 35-44
- 45-54
- 54 or above

### What is your age ?

11 responses

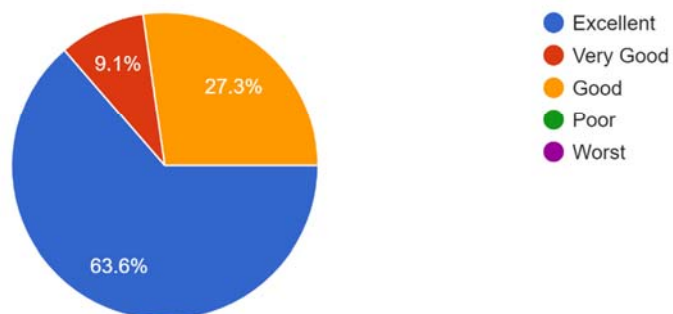


### 5. How would you rate the service given by B-TRAC Solutions?

- Excellent
- Very Good
- Good
- Poor
- Worst

### How would you rate the service given by B-TRAC Solutions ?

11 responses

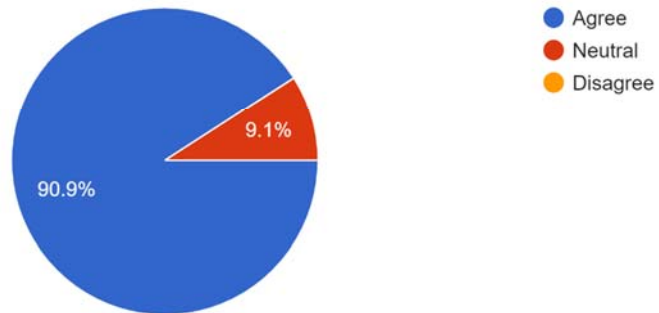




6. Do you think some changes can be made to the service to attract more customers?

- Agree
- Neutral
- Disagree

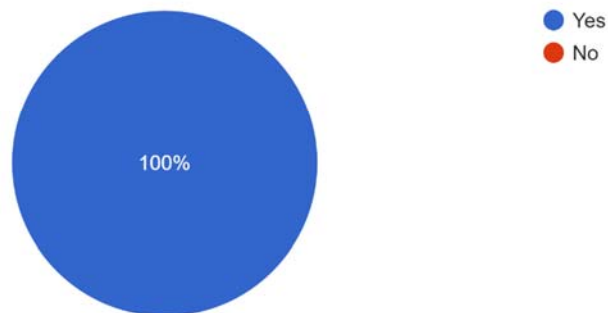
Do you think some changes can be made to the service to attract more customers ?  
11 responses



7. Do you follow the sales funnel to make sales?

- Yes
- No

Do you follow the sales funnel to make sales ?  
11 responses

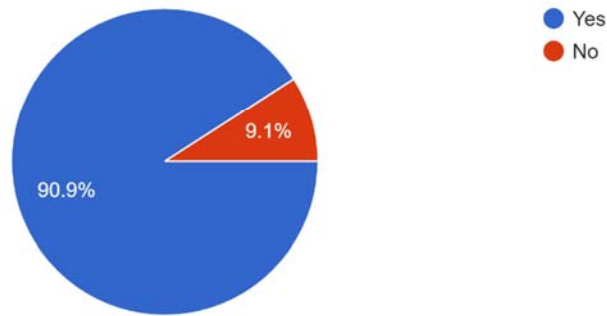


8. Did you ever face problem in sales process due to supply problem?

- Yes
- No

Did you ever face problem in sales process due to supply problem?

11 responses

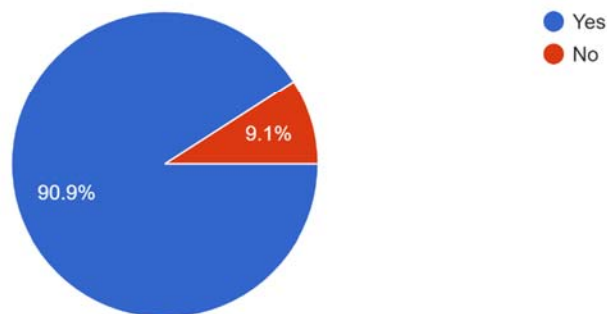


9. Is there any risk of losing customer due to not delivering the product or service to customers on time?

- Yes
- No

Is there any risk of losing customer due to not delivering the product or service to customers on time?

11 responses



10. What is the benefit for a salesperson of regularly following up with their existing customers?

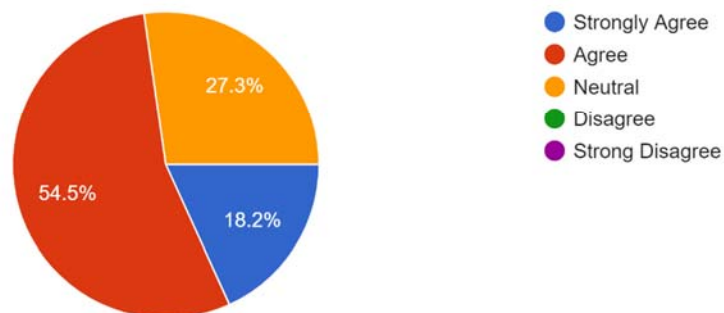
Ans:

11. There are many factors beyond the control of salespeople that influence the selling outcome?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strong Disagree

There are many factors beyond the control of salespeople that influence the selling outcome ?

11 responses

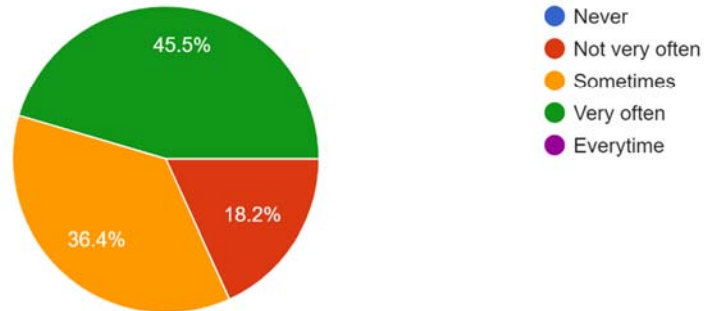


12. Do you think the customers are paying proper attention to sales promotional activities of B-TRAC Solutions Ltd?

- Never
- Not very often
- Sometimes
- Very often
- Every time

Do you think the customers are paying proper attention to sales promotional activities of B-TRAC Solutions Ltd?

11 responses

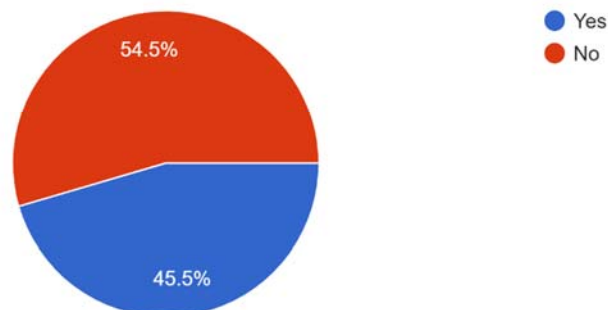


13. Do you think the sales promotion activities are effectively working to attract more customers?

- Yes
- No

Do you think the sales promotion activities are effectively working to attract more customers?

11 responses



14. What sales promotional activities can be done to attract more customers?

Ans: