

# An Internship Report On “Desire Technology Ltd”



(THIS INTERNSHIP REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF  
MASTERS OF BUSINESS ADMINISTRATION WITH A MAJOR IN FINANCE)

## Prepared By

**Mohammed Hafiz Al Mamun**

**Program: MBA**

**ID No- 12264027**

**Major: Finance**

**Spring -2015**



**BRAC BUSINESS SCHOOL  
BRAC UNIVERSITY, BANGLADESH**

**Duration of Internship: 1<sup>st</sup> February 2015 to 31<sup>st</sup> July 2015**

**Submission Deadline: 27<sup>th</sup> August, 2015**

# An Internship Report On “Desire Technology Ltd”



Touch Your Own Desire  
Mirpur, Dhaka

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## Supervised By

**Jabir Al Mursalin**

**Assistant Professor**

**Brac Business School**

.....  
Signature of the Supervisor



**BRAC BUSINESS SCHOOL  
BRAC UNIVERSITY, BANGLADESH**

## **Letter of Transmittal**

27<sup>th</sup> August 2015

To,  
The Dean,  
Brac Business School,  
Brac University,

**Subject:     Submission of Internship Report**

Dear Sir,

It is my pleasure to submit my Internship Report on “**Desire Technology Ltd**” as a part of MBA (Finance).

I tried my best to gather relevant information for constructing a complete report as outlined. The preparation of this report enables me to great extent to complete my theoretical knowledge with practical analysis. I would like to express my profound gratitude for your kind and mind for reading my report.

Thank you, very much for your heartiest co-operation.

Sincerely Yours

**Mohammed Hafiz Al Mamun**

ID: 12264027

Program: MBA

Major: Finance

## **Acknowledgment**

It is high time for me to express my deepest gratitude and humble submission to the Almighty Allah (SWT) for giving me chance to study in Brac University and to my internship in, but for whose support I would not be able to complete a huge task of preparing this internship report within scheduled time.

Internship report is an essential part of MBA program as one can gather knowledge within the period of five months by observing and doing the daily works of chosen organization. In this regard my internship has been arranged at Desire Technology Ltd., Mirpur, Dhaka, Bangladesh.

I am grateful to my supervisor (**Jabir Al Mursalin, Asst. Professor**), BRAC University for this cordial supervision and support to prepare this report.

I am also grateful to **Md. Rabiul Arefin Khosru, Chairman of** Desire Technology Ltd, Mirpur, Dhaka, who gives the chance to do my report on his company.

I express my deepest gratitude and respect to the officials of Desire Technology Ltd, Mirpur, Dhaka who helped me a lot during my job period.

## **Executive Summary**

MBA is a specialized program conducted by Brac University is designed with an excellent combination of practical and theoretical aspects. With the requirement of program I was assigned to Desire Technology Ltd, Mirpur, Dhaka for my internship and it is support to me to prepare a report on **“Desire Technology Ltd, Mirpur, Dhaka.”** I have prepared this report mainly based on practical field work. Different data have been used in this report were collected from different secondary sources.

DESIRE TECHNOLOGY Ltd. is one of the largest technology distributors of Bangladesh and a leading technology sales, marketing and logistics organization. They treat their customers as business partner. At DESIRE TECHNOLOGY Ltd., They place inestimable value on their business partners. They understand that their partners are the fuel that lets us rise above their competition. Their customers enjoy an extensive menu of services and solutions that greatly enhances their experience of purchasing and owning a DESIRE TECHNOLOGY Ltd. product. And the partnership results in what is most important: continued customer satisfaction and loyalty in each sector of company.

The main part is discussed about the the overview of Desire Technology Ltd., Identify the duties and responsibilities of top management, the Brand Profile of this company. the job satisfaction of this company, the practical situation of an organization, Identify the opportunities and challenges for IT & Technology Business and to gather practical knowledge that can be implemented for future benefits.

**DESIRE TECHNOLOGY Ltd.** is a known brand in Bangladesh with fast service and technological support. They have started their business in Bangladesh eleven years ago and they are trying to capture the huge number of customers under their service. They are committed to provide the best service to the customers and they are trying to do according to their goal.

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## INTRODUCTION

Bangladesh is a developing country and their culture, their life style all are going to depends on technology day by day. They have prepared this profile about new Product Launching & Marketing of **DESIRE TECHNOLOGY Ltd.** which considered very important now a days. It also helps us to learn about the global demand and trends in Technology industry. Finally, this plan provides us an idea about new product launching and Marketing in Bangladesh.

Profile of Desire Technology Ltd was started to increase their business, maintain the administrative work and create a good relationship with their corporate client. This profile also helps us to launch any new product in market.

### **Objectives**

The main objective of this profile is to give a clear view of new Product launching, Promotional activities and marketing strategy of **DESIRE TECHNOLOGY Ltd.** and about their products and services to improve Their knowledge about future market buildup.

**The key objectives of this profile are as follows:**

1. To know the overview of Desire Technology Ltd.
2. Identify the duties and responsibilities of top management.
3. To know the Brand Profile of this company.
4. To know the job satisfaction of this company.
5. To know the practical situation of an organization.
6. Identify the opportunities and challenges for IT & Technology Business.
7. To gather practical knowledge that can be implemented for future benefits.

## **Mission**

- Through delighting their customers.
- Through sustain performance.
- Achieving excellence in process and technology.
- Building a culture of cost consciousness.
- Leveraging through competent people.
- Leadership through innovation.
- Thrust in new Product Design.

## **Vision**

"To become a globally preferred supplier of apparel solutions upholding their social responsibility"

## **Sample Design**

After designing the research, researcher needs to design sample. They know, "sampling is a technique of selecting samples from the population in order to come into a decision". In this stage, researcher has to decide which samples are to be selected from the available population to draw a conclusion.



## **Methodology Of The Study**

Actually, this study had been conducted in a limited extent. The present study is based on empirical as well as theoretical analysis. Collected data and information were processed and analyzed critically in order to make the report information.

### **Data Collection:**

Data of this report are gathered from different sources as well as with close observation while proceeding had run through. The following sources have been used for the purposes of gathering and collecting data:

#### **A. Primary Sources:**

Primary data have been gathered and assembled by following ways:

- Practical Deskwork
- Observation in the organization
- Face to face contact with the officers
- Informal interviews with importer/exporters

---

## **B. Secondary Sources:**

Secondary data have been collected by using following sources:

- Annual report of the organization
- Different reports and journals
- University library, Department seminar and Internal sources
- Several kinds of academic test-book and training sheet
- Websites

## **Particular area of activity**

1. This profile is depends on primary data what they have collected from working Experience.
2. Secondary data obtained from the organization.
3. Over all they used Their best potential in these work.

## **Scope Of The Study**

DESIRE Power is the re-generated brands of the **DESIRE TECHNOLOGY LTD.** This has been generated their business throughout the countries from 2011. The M.R IPS was sold to the **DESIRE TECHNOLOGY LTD.** and from them they have regenerated the whole business where the new brand DESIRE Power came into the scene of new dimensions of Power Technology in Bangladesh. So DESIRE Power is just a new brand in the changing competitive market of Bangladesh. Thus the company has some important future plans to discover the market leadership in the technology and communication market in Bangladesh.

While preparing this report I had a great opportunity to have real life knowledge about the general activities of HR. I had to go related department to collect the necessary information for my report. I also talked with the clients of this company and then I came to know how they feel. This report focuses on the topic of Job Satisfaction condition in Desire Technology Ltd. This study helped me a lot about gaining practical knowledge about the matter of Job Satisfaction activities in this type of company. I believe that the Desire Technology Ltd will be benefited by this report.

## **Limitations Of The Study**

I have tried my best to provide with all necessary information's about Desire Technology, supplied by the manager and employee's best abilities; but due to the exhaustive nature of this study, most secret & strategic ethics could not be brought in this report. This report is subject to the following limitations:

- Every organization has their own secrecy that is not revealed to others. While collecting data interviewing the employees, they did not disclose much information for the sake of the confidentiality of the organization.
- Within this limited time, it is so hard to complete research and observation work. Another problem is in every business firm does not store enough documents that can be used in preparing the report.
- The study also suffered from inadequacy of data.
- The internship duration was only of five months. Within this short period, I could not study properly because Desire Technology Ltd is a large number of workers are working here and their satisfaction level is different from one to another.
- Another problem is that there is a lot of confusion regarding information. In some cases more than one person were interviewed to clarify each concept as

- many of the employee's failed to provide clear-cut idea about the job they perform.
- Comparative analysis has not done because this report prepared based on only one company and it was very different to collect the workable informative since confidential facts of the company.

In spite of the limitation, the author had tried the all of the efforts to know and find out the response pattern of the subjects.

**Board members of Desire Technology Ltd**

**Chairman : Md. Rabiul Arefin Khosru**

**Managing Director : Md. Omor Faruq Bhuian**

**Director : Most. Bilkis Nahar**

**Director : Fabiha Farzana Nure**

## **AN OVERVIEW OF THE COMPANY**

DESIRE TECHNOLOGY Ltd. is one of the largest technology distributors of Bangladesh and a leading technology sales, marketing and logistics organization. They treat Their customers as business partner. At DESIRE TECHNOLOGY Ltd., They place inestimable value on Their business partners. They understand that their partners are the fuel that lets us rise above their competition. Their customers enjoy an extensive menu of services and solutions that greatly enhances their experience of purchasing and owning a DESIRE TECHNOLOGY Ltd. product. And the partnership results in what is most important: continued customer satisfaction and loyalty in each sector of company.

They have started their business at 2005 in Elephant Road with a small market area and with insufficient Experience, than in 2010 They have started another business Desire Technology, Both owners are same just Business diversification to increase the market. Since 2010, DESIRE Technology has connected technology solution providers with users nationwide, identifying markets and technologies that shape the Technology industry. Today, DESIRE Technology remains at the forefront of the technology marketplace, bringing the latest products and services to market and finding new ways to bring value to this organization's customers and create a large market place nationwide.

## BRAND PROFILE

**DESIRE TECHNOLOGY Ltd.** is a known brand in Bangladesh with fast service and technological support. They have started their business in Bangladesh eleven years ago and they are trying to capture the huge number of customers under their service. They are committed to provide the best service to the customers and they are trying to do according to their goal. They have set a certain value through which they will be trying to achieve their goal and those are:

***1. Straight Forward***

***2. Reliable***

***3. Innovative***

***4. Passionate***

According to these, they are totally committed to serve the best possible service for the customers and for ensure that they will invest huge financial resources.

They are also trying to make a difference in the customers mind. Like in Their country, most of the people are not eligible to bear the expense of a technological product. By considering this fact, they are trying to make this technology available for all.

According to these, their vision is:

***“DESIRE TECHNOLOGY Ltd. understands people's needs best and will create and deliver appropriate technological services to improve people's life and make it easier.”***

So, all of their work is aimed towards meeting Their vision. All members of the **DESIRE TECHNOLOGY Ltd.** family are highly passionate individuals, fully committed to achieving the vision that they have set their selves



## EMPLOYEE JOB SATISFACTION

Employee job satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. There are many factors in improving or maintaining high employee's job satisfaction, which wise employers would do well to implement.

### **Importance of Employees Job Satisfaction**

- a. Enhance employee retention.
- b. Increase productivity.
- c. Increase customer satisfaction.
- d. Reduce turnover, recruiting and training costs.
- e. Enhance customer satisfaction and loyalty.
- f. More energetic employees.
- g. Improver teamwork.
- h. Higher quality products and/ or services due to more competent energized employees.
- i. Company's profit will be high.

## **Factors Influencing Employees Job Satisfaction**

### **1. Organization development factors**

- a. Brand of organization in business field and comparison with leading competitor.
- b. Missions and vision of organization.
- c. Potential development of organization.

### **2. Policies of compensation and benefits factors**

- a. Wage and Salary
- b. Benefits
- c. Rewards

### **3. Promotions and career development factors**

- a. Opportunities for promotion.
- b. Training program participated or will do.
- c. Capacity of career development**

### **4. Work task factors**

- a. Quantity of task
- b. Difficult level of task

**5. Relationship with supervisor factors**

- a. Level of coaching
- b. Level of assignment for employee
- c. Treatment employee etc

**6. Working conditions and environment factors**

- a. Tools and equipment
- b. working methods
- c. Working environment

**7. Corporate culture**

- a. Relationship with co-worker
- b. Level of sharing etc.

**8. Competencies personalities and Expectations of employee factors**

- a. Competence and personalities of employee are suitable for job?
- b. Expectation of employee are suitable for policies of organization?

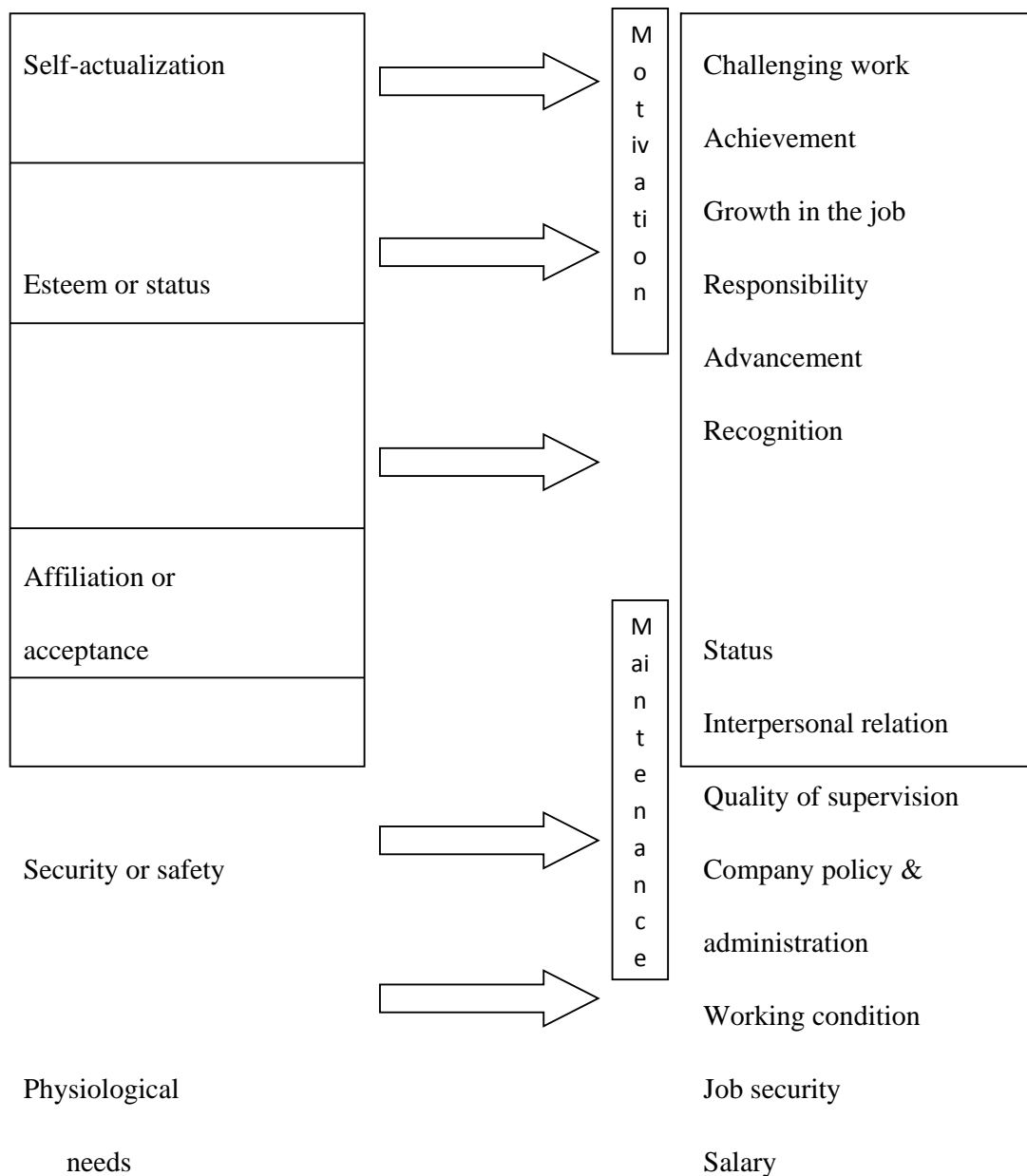
### **Degree of Employees Job satisfaction**

Degree of employee's job satisfaction needs to determine to see whether employee satisfaction is properly maintained or not. We know that, degree of satisfaction can be measured by Herzberg's Motivation-Hygiene Theory. At first, an overview of this theory is given below:

Maslow's needs approach has been considerably modified by Frederick Herzberg and his associates. Their research purpose to find a Two-factor Theory of motivation. In one group of needs a such things as company policy & administration, supervision, working condition, interpersonal relations, salary, status, job security & personal life. These were found by Herzberg to be only dissatisfies & not motivators.

In the second group Herzberg lists certain satisfiers & therefore motivators-all related to job content. They include achievement, recognition, challenging work, advancement & growth in the job. Their existence will yield feelings of satisfaction or no satisfaction. Here we see the comparison.

## Maslow's needs hierarchy Herzberg's two-factor Theory



## Comparison of Maslow's & Herzberg's theories of Motivation

The first group of factors will not motivate people in the organization. Yet they must be present or dissatisfaction will arise. The second group or the job content factors were found to be the real motivators.

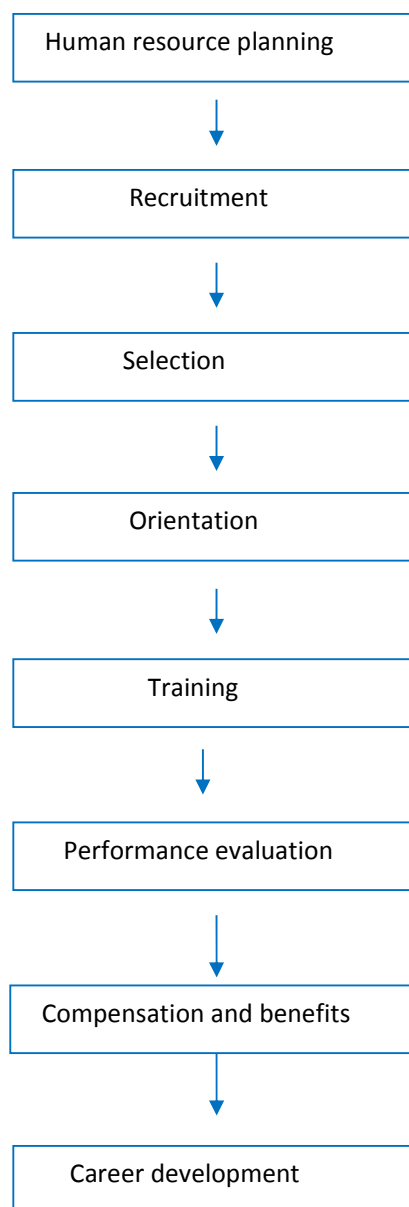
Degree of employee satisfaction at DESIRE TECHNOLOGY LTD is measured according to the above theory:

DESIRE TECHNOLOGY LTD's degrees of job satisfaction falls in first group as they provide good salary, job security, better working environment, good quality of supervision and they also maintain good interpersonal relationship. So we can say that employees of DESIRE TECHNOLOGY LTD remain neutral in this situation.

Employee of DESIRE TECHNOLOGY LTD are not fully satisfied or don not fall in second group because DESIRE TECHNOLOGY LTD do not include achievement, recognition, challenging work, advancement, growth in job.

## **RIGHT PERSON TO THE RIGHT JOB**

The sequence of the activities performed by Desire Technology Ltd to ensure quality people on the right job is given below:



## **Recruitment and Selection Process of DESIRE TECHNOLOGY LTD**

### **Recruitment:**

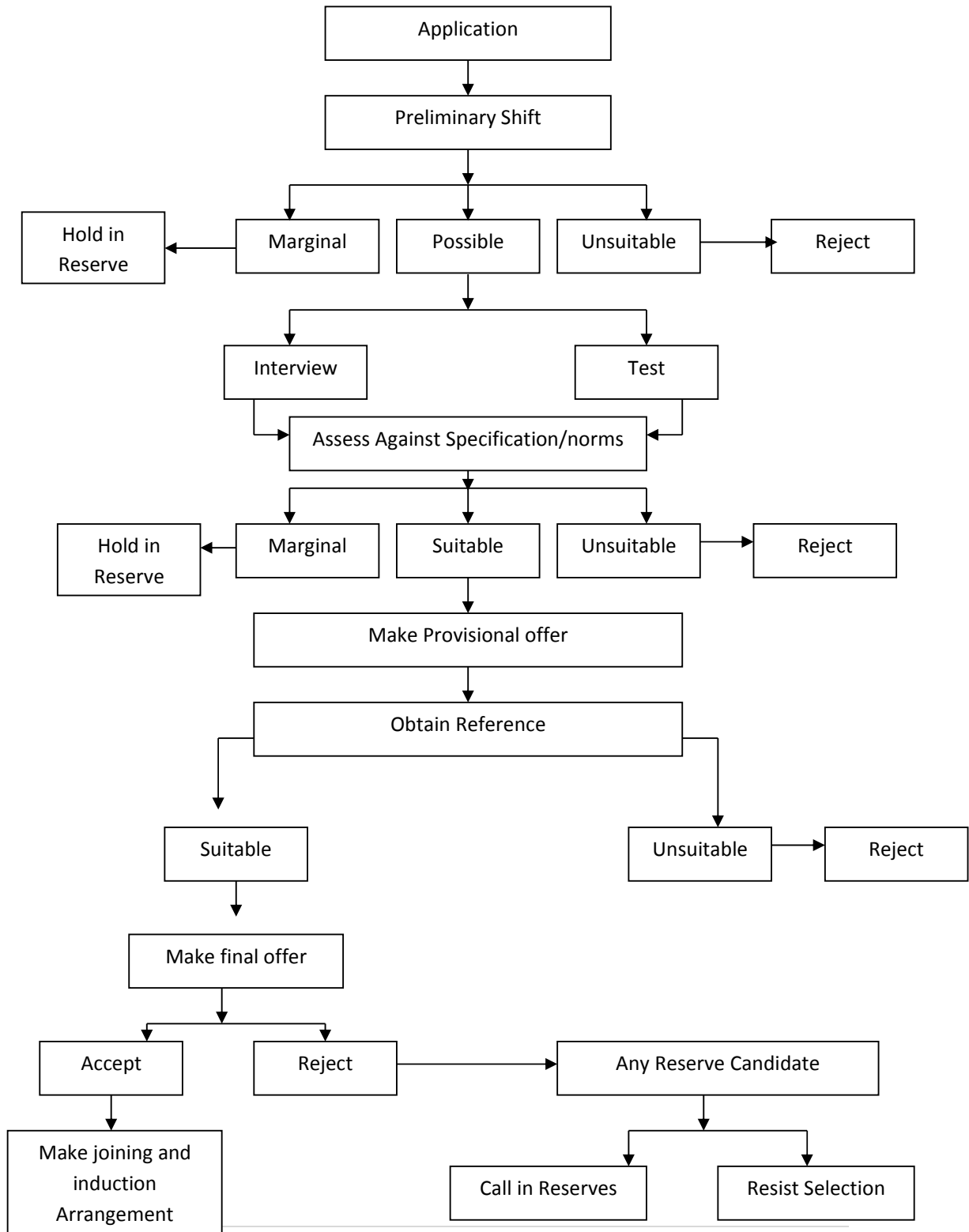
Recruitment is the process of discovering potential candidates for actual or anticipated Organizational Vacancies.

### **Selection:**

Selection is the function through which the right is found out for the right job or required post of the organization. For smooth achievement of the organization objective. The objective of selection is to choose the right person for the right job.



### Recruitment Flow Chart Interviewing of Selection Stages



## **Job Analysis**

Job analysis is the procedure for determining the duties and skill requirement of a job and the kind of person should be hired for it.

The supervisor or HR specialist of DESIRE TECHNOLOGY LTD normally

Collects one of the following types of information:

- ✓ Work Activities
- ✓ Educational & Qualification
- ✓ Experience

## **Job description**

A job description is a written statement of what the jobholder does, how it is done, under what conditions, and why it should accurately represent job content, environment, and conditions of employment. It must include:

- The job title
- The location of the job
- Grade of the post
- The post to whom the post holder is responsible
- Any post reporting to the post holder
- Main purpose of the job.
- Main duties and responsibilities.

## **Job Specification**

The job specification is of equal important to job and informs the selection decision. The job specification details the skills, experience, abilities, experience that is required to perform the job which helps to employee became more satisfy.

The person specification details the:

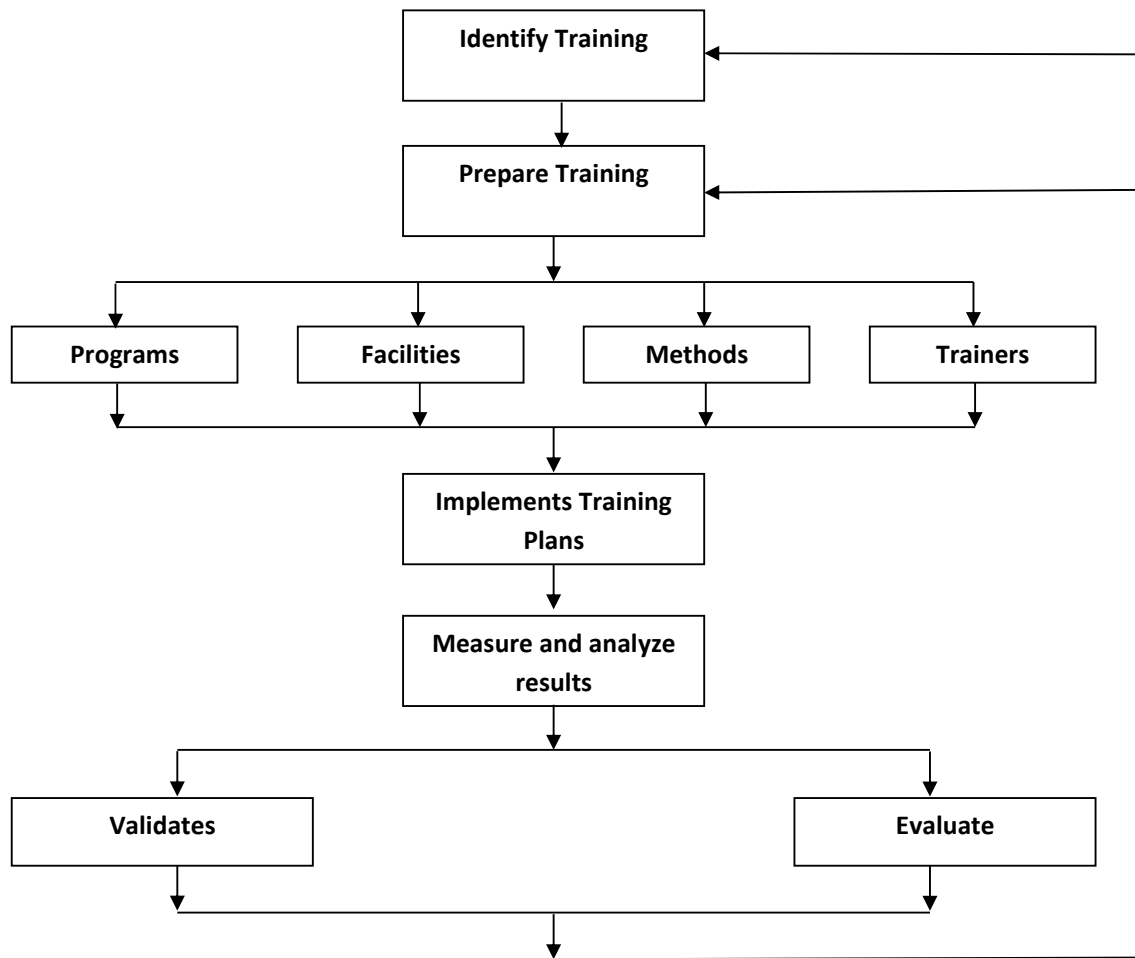
- Knowledge (including necessary qualification)
- Skills and abilities
- Experience
- Aptitude
- Assessing the future human needs
- Developing program to meet future human resources needs

## **Training and Development**

Training is a process of learning a sequence of programmed behavior. It is application of knowledge. It gives people an awareness of the rules procedures of guide their behavior. It attempts to improve their performance on the current job or prepare them for an intended job.

Development is a related process. It covers not only those activities which improve job performance but also those which bring growth of the personality help individuals to the progress towards maturity and actualization of their potential capacities so that they become not only good employees but better men and women. In organizational terms, it is intended to equip person to earn promotion and hold greater responsibility.

## PROCESS OF TRAINING



There are main types of Method practices in DESIRE TECHNOLOGY LTD. We discuss that method al below.

### **On the job Training**

Desire Technology Ltd. mainly follow on the job tanning that shows the Employee how to perform the job and allows him or her to do it under the trainers supervision. On the job is normally given by a senior employee or a manager. The employee is shown how to perform the job and allowed to do it

Under the trainers supervision.

### **Job Rotation**

Job rotation is a training that requires an individual to learn several different sum in a work unit or department and performer each job for a specific time period.

In job rotation, individual learn several different job within a work unit or department. One main advantage of job rotation is that makes flexibilities possible in the department.

### **Off the job Training**

Of the job Training in very important. Sometimes the company follow the of the job training method by arranging workshop or seminar and always the company encourage its employees to participate in different seminar, workshops.

## **QUALITY PEOPLE**

Retaining the quality people in an organization is an important task for HRD. Every organization wants to retain quality, experienced and efficient manpower to its organization. The following strategies are followed to retain quality people:

- Motivation
- Promotion
- Providing extra facilities
- Training and
- Others.

DESIRE TECHNOLOGY LTD provides promotion and extra benefits to retain quality people to the organization.

There are basically two types of benefits provided by the company. These are:

- Financial benefits
- Non-financial benefits

**(i) Financial Benefits:** Financial benefits are as follows:

- |                   |                         |
|-------------------|-------------------------|
| • Salary          | • Charity (Financially) |
| • Bonus           | • Leave encashment      |
| • Incentives      | • Festival bonus        |
| • Group insurance | • Profit Sharing        |
| • Food subsidies  | • Loan (Interest Free)  |

**(ii) Non-financial Benefits:** Non-financial benefits are as follows:

- Communications/transport
- Free medical services
- Entertainment etc.)
- Recreational Program.
- Child care
- Counseling/ motivation
- Refreshment program (Picnic, tournament)

## **PROMOTION**

The most important policy question in promotion is the relative significance of seniority and competence. In recent times potentiality and competency are considered as most important basis for promotion. Though there is an increasing pressure and tendency, to give more weight to seniority in making promotions, because of the great importance that worker attach to length of service.

DESIRE TECHNOLOGY LTD considers the followings as the basis for promotion.

- Experience
- Performance
- Seniority
- Academic Qualification
- Age

Like public concerns, they do not have any system of demotion. HRM urged that the incompetent employee has to be trained.

## **EMPLOYEE MORALE**

The company emphasizes on group moral rather than personal. It has no particular system in measuring the morale of employee. Being an employee of this concern the entire employee possesses good social status and therefore, they have high morale.

The organization has good reputation in practicing ethical business. To ensure the ethical behavior of the employees it follows basic policies.

- Not to do any unethical business.
- Avoiding market and price manipulation practices.
- Giving tax (Customs, Income, duty, others).
- Not to offer and receive bribe for doing anything.
- Social welfare involvement.

## **Relationship with the Superiors Subordinates Colleagues**

Healthy and cordial relationship in the department will not only provide healthy environment but also paves way for smooth flow of work, increases productivity and qualitative performance. Better understanding and friendly relations with superior's subordinates and colleagues is necessity for a good environment. Joining hands together and helping each other enhance stability and confidence among themselves that contributes to the security and improve performance as a whole.

## **Employee Safety**

Desire Technology Ltd provides the employee safety. It ensures all kinds of job safety such as insurance of each employee.



### **Employee Health**

Free medical check-up, provide health care and provide necessary medical facilities for each employee.

### **PERFORMANCE APPRAISAL**

Performance appraisal means evaluating an employee's current and/or past performance relative to his or her performance standards. It is a systematic, structured and continuous process of evaluating, assessing and measuring an employee's work behaviors and output in a work place over a specific period of time. It is an instrument for motivating and communicating performance to an employee. Every year most employees experience an evaluation of their past performance. Systematic performance appraisal helps the employees to know their achieved performance level. It is also equally important to the employer. Employers come to know the performance level and the worth of the particular employee in the company. As well as it assists the employer to know the value added by the particular employee to the company and to recognize the employee's contribution in achieving the organizational goals. Performance may appraise monthly, quarterly, half-yearly or annually. But the standard one is to appraise performance annually.

DESIRE TECHNOLOGY LTD appraises the performance of its employees annually. Though it is a critical job to appraise the performance of a high volume employee, they are trying to make a systematic process in this regard. They developed a simple performance appraisal form namely "Annual Performance Evaluation Report", there are three parts in the form, Part-1 contains the Bio-Data of the appraisee along with Pay scale, Present Monthly Salary, Post Held Earlier, and Date of Increment.

## **Evaluation Criteria**

Performance Evaluation containing the following ten criteria.

- Attendances and Punctuality.
- Sincerity and Efficiency
- Standard and Accuracy of job done.
- Ability to perform job assigned.
- Eagerness to accept responsibility.
- Obedience and truthfulness.
- Behaviors and Relationships with Superiors and Colleagues.
- Acceptability of new method/Development.
- Cost consciousness.
- Ability to complete a good day's work.

## **Counseling**

Counseling may be defined as discussion emotional aspect with the employee with object about the problem. Counseling is a conversation with one to one relationship. It helps to reduce emotional tension. People tend to get emotional release wherever they have and opportunity to tell someone about their problems. Counseling tends to activate co-operation by clarifying situations. Clearing up misunderstanding and eliminator uncertainly and confusion. It helps to improve employee's moral, job satisfaction and motivation.

## **Job Security**

A person who is satisfied with the current job would continue to remain in the same job. So job security plays a crucial role in the maintenance of job satisfaction among employees.

## **EMPLOYEE MOTIVATION**

Motivation is very important for the achievement of objectives. It ensures the active and wholehearted commitment of the workers to the assigned job. In realization of this truth the management gives some financial and non-financial motivating incentives for the employee. Followings are the motivating incentives allowed by the management.

### **Financial Motivating Incentives**

- Transportation facilities are provided by the company
- Mortal day benefits is provided to the workers as two hours over time salary
- Double conveyance is provided to the employees on Mortal Days
- Attendance Bonus (BDT.100% attendance and BDT. 50% for one day absent) is given to the workers
- Yearly increment based on the performance is ensured for the employee
- Sometimes special increment is allowed for Extra Ordinary Performance
- Employees are accordingly promoted based on the performance
- Medical facility is provided to the employees at working hours
- There is arrangement of tea for management level employee at the canteen
- Two days attendance is given for 16 hours continuous duty
- Yearly two Festival Bonus

### **Non-Financial Motivating Incentives**

- Timely payment of salary and over time
- Good Behavior
- Good and healthy working environment
- Proper delegation of authority
- Job security
- Systematic grievance handling
- Building informal relationship with the workers
- Participative management is ensured
- Recognition of worthy performance

### **EMPLOYEE BENEFITS AND SERVICES**

Employee benefits and services were formerly known as benefits and these benefits were primarily the in-kind payments employees receive in addition to payments in form of money.

In addition to paying employees fairly and adequately for their contributions in the performance of their jobs, organizations assume a social obligation for the welfare of employees and their dependents.

Employees benefits are usually inherent components of the non-compensation system are made available to employees that provide:

- Protection in case of health and accident
- Income upon retirement and termination

These benefits are components that contribute to the welfare of the employee by filling some kind of demand

## **DEPARTMENT AND SERVICES OF THIS COMPANY**

### **Infometrics**

(Connects to the future digitally)

1. Software Development
2. Education Management Software
3. HR Management Software
4. Library Management Software
5. Hospital Management Software
6. Web based software
7. Pos software
8. Web development
9. Networking.

### **Desire Power IPS**

1. Industrial IPS
2. Home Use IPS
3. Mini IPS
4. Online IPS
5. Offline IPS
6. Voltage Stabilizer
7. UPS

### **DESIRE POWER SOLAR SYSTEM**








1. Online Solar IPS
2. Mini Solar IPS
3. Solar Power LED/SMD Bulb
4. Solar power water Pump
5. Solar Charge Controller
6. Solar battery
7. Solar LED Tube light
8. Industrial Solar System.
9. Hybrid Solar Home System

### **DESIRE IT**

1. Computer Sales & Service
2. Computer Accessories Sales
3. CC Camera Sales & Service
4. Security and Access Control System sales & Service

## THEIR VALUED CUSTOMERS

Sl. No.	Name and Address	
01.		<b>Institute of Business Administration</b> University of Dhaka Dhaka-1000
02.		<b>SEAMEO Regional Training Centre</b> Southeast Asian Ministers of Education Organization Vietnam
03.		<b>Nagorik Uddyog</b> House # 8/14, Block-B, Lalamatia Dhaka-1207
04.		<b>Bangladesh Supreme Court Bar Association</b> Supreme Court Bar Bhaban Dhaka-1000
05.		<b>The Institute of Cost &amp; Management Accountants of Bangladesh (ICMAB)</b> ICMA Bhaban Nilkhet, Dhaka-1205 <a href="http://203.76.152.79:8081/mirror">http://203.76.152.79:8081/mirror</a>
06.		<b>Transparency International Bangladesh (TIB)</b> House # 141, Road # 12, Block # E Banani, Dhaka-1212

07.		<b>University of Liberal Arts Bangladesh</b> House # 56, Road # 4/A Dhanmondi R/A Dhaka-1209, Bangladesh
08.		<b>ASA University Bangladesh</b> ASA Tower, 23/3 Khilji Road Shyamoli, Mohammadpur Dhaka-1207, Bangladesh
09.		<b>Bangladesh National Woman Lawyers' Association (BNWLA)</b> Monico Mina Tower 48/3 west Agargaon Dhaka-1207, Bangladesh
10.		<b>World Assembly of Muslim Youth</b> Bangladesh Office House # 17, Road # 5, Sector # 7 Uttara Model Town Dhaka-1230, Bangladesh
11.		<b><u>Teachers' Training College Dhaka</u></b> Dhanmondi, Dhaka-1205 Phone: 02-8613467, 02-9672110, , Fax: 02-9672423
12.		<b><u>Mystic Home Textile (BD) Ltd.</u></b> 16/2 Vagdi, Norshingdi. Phone: 01711141111
13.		<b>Final Touch Communication Ltd.</b> Senpara Porbota, Mirpur 10. Phone: 01912627035



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## **Infometrics**

Infometrics is an IT Solution Provider Company managed by a group of professional. The Bangladesh wing of the company is indeed an Export oriented Software as well as Web Developer concern, which has also expanded its market locally through its experienced professional since the mid of 1999. It is a total solution provider in Information Technology (IT) for local clients and abroad. It offers Automated Business Solution along with Management Consulting Service to serve the customer requirement.

The company has a good reputation of arranging clients' satisfaction from a wide range of clients including Public, Semi-Government and Private Sector. We provide time-related expertise and services rather than merely product sales.

We work on a time-costing basis (i.e. an hourly Consulting rate plus actual Development man-hour ) for any of our valued clients.

Desktop based Software Development, Web-based application Development, Multimedia Authoring, Networking and Training, Web site Designing & Hosting. Infometrics delivers industry-standard quality software along with guarantee of 24/7 after sales service support and a dedicated project management team in a very reasonable cost.

infometrics ensures Proper Documentation, Bug free Application, Performance Tuning Service, User friendly Interface, Secured Design, Multilingual support for any software application and W3 Standard.

- **Desktop based Software Development**
- **Web based Application Development & Hosting**
- **Network Consulting & Integration**
- **Training on ICT**
- **Consultancy on Library, Archive & IRC Development**
- **Consultancy on Human Resources Development**
- **SMS Based Services**
- **Corporate IT Services**

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## **Product Overview**

### **1. Mirror-Automated Library & Information Management System**

"**Mirror** for library automation" is the prime mission of **infometrics**, company engaged in providing education, training, consultancy and software. Its continuous growth for the last 08 years has made **Mirror** a defector standard for libraries.

With an open system architecture since its inception and its continuous transition from a host multi-user system to Client-Server implementation makes **Mirror** an advanced multidimensional library and Information Management system. A powerful and user friendly Web-OPAC makes it an outstanding choice for a Library and Information Management system.

**Mirror** is an Integrated Library and Information Management Software covering almost all the functions of a library in the following areas:

Acquisition

Cataloguing

Circulation

Serials Management (Journal)

OPAC (Online Public Access Catalogue)

Searching (Integrated Search Engine)

Reporting

Digital Resources Management/Digital Library

**Mirror** supports both print and non-print materials. It has various formats to describe each material type, using different fields.

**Mirror** supports Google like free text searching. The bibliographic database searching is integrated with the Circulation and Cataloguing operations.

In circulation operations, **bar-code technology** may be employed for identification of both borrowers and materials. **Mirror** implements security by allowing access through passwords. Security is provided for the user as well as for the library staff. For the staff, access can be controlled even at the function level. The PHP based interface in **Mirror** Web OPAC provides an effective gateway to Internet and Intranet.

**Mirror** is a powerful software written in 'Visual Basic' and 'PHP' providing extremely user-friendly interface during operations. It uses SQL Server as back-end RDBMS. Full Graphical User Interface (GUI) front-end is provided for the windows client.

Incorporating new developments in Information Technology is a norm at **Mirror**. It supports a wide spectrum of hardware / software platforms in Client-Server environment.

## **Features & FUNCTIONS**

Able to store unlimited bibliographical data of all types of library resources.

Able to store library members' information with photographs and signature.

Automatic loan and refund register facility.

Supports bar-coded identification of library resources and library members.

Customizable criteria for loaning, refunding and fining as per administrator's own choice (i.e. number of books to be loaned to a user at a time, how long a member can keep a book to him, if needed automatic fine counting in case of failing to refund the book in time etc.).

Able to avoid duplicate bibliographic entry.

Able to input multiple copies of Book of a title at a time.

Able to print Barcode labels both for books and users.

Able to print Book Card & pocket, catalogue card and book labels.

Able to block particular user/defaulters.

Able to Print Clearance Letter to the user.

Able to generate list of defaulters and send letters to the defaulters automatically.

Online Public Access Catalogue (OPAC).

Able to input data from multiple workstations at the same time.

Able to input and display contents of books and abstracts of Articles of Journals.

Strong in built search engine (word based Google like free searching and operator based advanced searching).

Able to assign status of book (i.e. lost, damaged, withdrawn etc.) and generate management report accordingly.

Wide range of reporting facilities as per requirement of the user.

User friendly easy operation environment.

Flexibility for defining different new user and user groups, setting permissions for them.

Flexibility for defining membership durations, material type, entry type, different department and designation.

Flexibility for defining acquisition method and set language.

Different interface for administrator, operator and average user.

Authentication systems for different level of users & Administrator.

Full accessible computerized catalogue with multiple searching facilities.

Changeable password protection to the database.

100% installation and training support and proper working guarantee.

RFID (Radio Frequency Identification) compatible.

Client-Server model.

User-friendly Windows GUI.

Supports TCP/IP for Communication.

Effective data management on the desktop application module.

Flexible reporting and query.

Authorization and processing.  
Data exchange and export options.  
Data security and backup.  
Caution Money & Security Money Deposit Option.  
Accession Register Printing

## **Products & MODULES**

Presently ***Mirror*** is available as following two products:

***Mirror -pro***: A standard product with full-fledged functionalities as usually required in universities, large academic institution, special libraries, public libraries, etc.

***Mirror -light***: A downsized product derived from ***Mirror-pro*** for corporate, colleges and school libraries where some special functionality may not be required. However ***Mirror-light*** adequately meets the requirement of a modern growing library.

Both ***Mirror-pro*** and ***Mirror-light*** can be implemented in Client-Server mode providing complete range of features expected from any advanced library system.

An effective workflow is provided through following integrated systems:-

### **4.1 Acquisition**

### **4.2 Cataloguing**

### **4.3 Circulation**

### **4.4 Serials Management (Journal)**

### **4.5 OPAC (Online Public Access Catalogue)**

### **4.6 Searching (Integrated Search Engine)**

## **2. HR Manager (HR Software for Attendance & Leave Management)**

‘HR Manager’ is a complete Human Resources Management System for corporate environments. It deals with interrelated components working together to collect, process, store and disseminate information to support decision making, co-ordination, control, analysis and visualization of an organization's Human Resources Management activities .

### **Benefits**

- User friendly
- Web based
- Multi-User facility and role based user creation
- Customizable with facility to include other HR relevant module in future
- Integration with door proximity devices
- Single point of data entry
- Centralized monitoring
- Cost effective
- Easy performance evaluation
- Enhanced reporting capabilities
- Enables to share information with various departments and eliminate duplication

### **Modules & Major Features**

- Employee Information Tracking
- Job creation & Recruitment Module
- Employee Recruitment Process Module
- Employee profile Management Module
  - Employee’s personal details
  - Academic information
  - Employee’s career details

- Employee's Earnings and Deductions Module
  - Basic salary, allowances and bonus details
  - Tax, provident fund and insurance details
  - Increment and promotion
  - Define the Banking information
  - Create individual or group salary structure and allowances
  - Canteen management
- Payroll processing Module
- Attendance & Leave Management Module
  - Daily attendance information through door punching and/or biometric thumb press on proximity device
  - Import attendance information from proximity device to application software
  - Manage shift of duty and flexible timing
  - Define holiday and weekend specifically
  - Record field movement information of individual staffs
  - Convert late to leave automatically
  - Lock the door in specific time period/staff
  - Leave application and approval through online
  - Manage (creation/deletion/modification) and configure leave of various types based on HR policy
  - Notification for leave application & approval status
  - Accrue leave and carry forward to future
  - Leave details
  - Over Time details
  - Generate & manage Roster and shifting duty
- Employee Training Module
- Employee Retirement, Termination and Pension Module
- Document Storage
  - Go paperless - Upload and save electronic documents for employees

- All major file formats can be stored
- Display company documents (such as handbooks and blank forms) to employees through their MY Account.
- HR Reporting
  - Generate Pay-Slip at the convenience of a mouse click
  - Generate all the reports related to Branch, Department, Employee
  - Generate all the reports related to attendance/leave and payroll, Bonus etc.
  - Management information reports
- System Administration
  - Change employee status and department.
  - Edit routines
  - Multiple companies, Multiple Profit centers and Profit center-wise information
  - Security administration





3. **The Accountant:** Easy and hassle free Accounting Software. The Accountant leads you to the success in making efficient decision.

4. **Edumetrics:**

Edumetrics is a complete education management package suitable for universities, colleges and school. It deals with admission, counseling Advising, examination, promotion, personal and financial information of student.

5. **Medimetrics:** It is integrated Hospital Management System designed and developed by infometrics It covers a wide range of hospital administration and management processes and provides relevant information across the hospital to support effective decision making and future business planning.

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### **Value Added Services of DESIRE TECHNOLOGY Ltd.**

1. Home services
2. Product delivery to the customer
3. 24 Hours call center service for customer help
4. Installment of new product.

### **Sales & service Center:**

Sales point & Service Center of DESIRE TECHNOLOGY Ltd. is distributed throughout the major areas and the districts of the country. DESIRE TECHNOLOGY Ltd. always thinks about giving the best quality of the product and services that customers can get from the upcoming IPS (Instant Power Supply) named DESIRE power and Solar IPS. DESIRE TECHNOLOGY Ltd. will be able to make the product and services done by the end of 2015 throughout the country. DESIRE TECHNOLOGY Ltd. is going to launch new offers to maintain a healthy customer care service and more efficient service throughout the country. Here is a comparison that what They have achieved so far and the expected growth of the market share within 2013-2014. DESIRE TECHNOLOGY Ltd.'s total sales & service center is spread in many parts of Bangladesh like: Dhaka, Norsingdi, Rajshahi, Meherpur, Kushtia etc districts throughout the country. So They can see that Their organization is expanding Their customer center in the entire country. The management is hopeful about the engineering system and the process of their administration. DESIRE TECHNOLOGY Ltd. is striving for the best technology company and Their management and the employees are trained enough to achieve Their short and long term goals. The system are originally build by a group of young people, who led by a strong team and electrical engineers to build up their service center in many different areas of the country. So their organization is getting the highest benefit as far as Their working coverage is concerned. Products of DESIRE TECHNOLOGY Ltd., Whitwell be creating the highest customer demand, and build the companies well known structure.

### **Customer Care Service:**

The company is and forever will be ensuring customers need and wants as Their highest corporate priority. To ensure the great customer care DESIRE TECHNOLOGY Ltd. have got enormous design of customer care service where They are many efficient and trained employees to perform different types of jobs to help and find out the problems of the customers. The customer care centre of DESIRE TECHNOLOGY Ltd. will serve Their customers in different sectors like the followings:

1. Purchasing a new Product
2. Software Upgrade
3. Purchasing new software
4. Utilization of new software
5. For proper direction of use
6. Change of Product
7. Installment payment
8. Warranty period extending

There is always a chance for the customers to purchase a new product. They have few steps to do that like: to pay the amount and required description to the sales executive to deliver the required product. The customers can do any kinds of enquiry about the product and services.

For the betterment of the customers DESIRE TECHNOLOGY Ltd. have made the adjustments to pay their bill through credit card to make it more convenient and secured the credit cards billing system.

### **Future Plans of the Brand:**

DESIRE Power is the re-generated brands of the **DESIRE TECHNOLOGY LTD.** This has been generated Their business throughout the countries from 2011. The M.R IPS was sold to the **DESIRE TECHNOLOGY LTD.** and from them they have regenerated the whole business where the new brand DESIRE Power came into the scene of new dimensions of Power Technology in Bangladesh. So DESIRE Power is just a new brand in the changing competitive market of Bangladesh. Thus the company has some important future plans to discover the market leadership in the technology and communication market in Bangladesh. These future plans are:

1. To make the highest market share in the technology and communication in Bangladesh where now the competition is very high.
2. To expand their outlet in each and every district of the country which They have already discussed above in service issue.
3. To make international renowned in the technology services to carry out the service throughout the world.
4. To build the best customer care and give better service to retain and gain both new and old customers.
5. To make sure that the service that is provided in the entire country is the best in the country.
6. To make the IPS and Solar IPS easy for each and every segment of income oriented people which are already proposed in the market. Like no brand before Were selling the IPS and Solar system in such a lot of price before in Bangladesh market.
7. Make the products available in the market and make charges on the electronic media to work properly.

These are the various plans that They have got in this new brand and They are looking forward to make this things done as early as possible. As the new company Their Company strategies are to make the customer care and to provide the best products so that customers can get easily. So far as the parent company is concerned the DESIRE power not waiting to be the number one in the Bangladesh market. So they will do whatever They have to do to be the best.

## SWOT ANALYSIS

### **Strength**

- Well environment for Muslim for praying,
- Variety of product.
- Satisfy a large number of customers.
- Broaden business area in National and International market,
- Local market leadership.
- Satisfactory production capacity.
- Take various tanning method though the employer
- Excellent working area.
- Excellent control capacity of internal management system.

### **Weakness**

- There is insufficient Employer of HRD in tis company,
- The employees of HR & Compliance department doing lots of work but  
Salary scale is not high.
- The company gives only 2 bonuses to the employee which is very short  
as a renowned company.

- There in no Transport facilities for the employees of company.

The organization is not giving promotion to the employees in the right time.

### **Opportunities**

- Growing and emerging markets in Asia,
- Cash incentive in Export.
- High Growth potential in West and North Bengal,
- International exposure by set up sales very soon
- Merger and acquisition of production facilities in overseas.
- Rural market.

### **Threats**

- Increasing quality concerns from customers.
- New competitors in the local market that gaining local market share.
- High Price inviting more competition from local & overseas.
- Entrance of major global Accessories manufacturer in Bangladesh.

## FINDINGS

I have seen some matter when I am working in Desire Technology Ltd. This is given below :

1. In DESIRE TECHNOLOGY LTD graphical rating scale is used to evaluate the performance of the employees.
2. Performance report is shared with the employees.
3. Generally for the senior management the company uses external sources of recruitment.
4. DESIRE TECHNOLOGY LTD provided training to the employees to improve the skills of employees but all training are provided locally.
5. More technical motivational tools are not used.
6. Modern evaluation system such as 360<sup>0</sup> feedback is absent in DESIRE TECHNOLOGY LTD.
7. There is no formal Training need assessment (TNA) system in DESIRE TECHNOLOGY LTD.
8. There is a lack of corporate culture in DESIRE TECHNOLOGY LTD.



9. In DESIRE TECHNOLOGY LTD, HR planning is good but implementation of plan for all level is not good enough.
10. Both internal and external sources of recruitment are used.
11. There is a formal selection method in DESIRE TECHNOLOGY LTD the organizational objective is to choose the right person for the right job.
12. Employees are not completely satisfy with their job although their salary is not good enough.
13. The company follow the job training method by arranging workshop or seminar and encourage employee to participate in different seminar, workshop.
14. Financial and non financial benefits are providing to the employees for retaining them.
15. Sometimes employee get compensation for their death and injury which are maintain by the company for their employee.
16. Shortage of technical equipment may arise dissatisfaction to the employees.

## RECOMMENDATIONS

I have seen some problems in the company that I recommended here as a guidelines for achieving their goals and objectives.

1. To increase the job satisfaction level of the employees the company should concentrate mainly on the incentives and reward structure rather than the motivational session.
2. Company should give promotion to those employees who deserved it. It makes employees more satisfy.
3. Some refreshment and entertaining and encouraging program for the employees not to fill over worked.
4. HR department of this company should appoint sufficient number of employees.
5. HR department should be developed.
6. Production process will be on a regular basis.
7. For motivation the employees profit share can be distributed to the employees. I think it will be good decision to profit share to all employees.
8. They should introduce modern tools of selection for selecting the right persons.
9. Selection the process should be fair.
10. DESIRE TECHNOLOGY LTD should develop corporate culture.
11. DESIRE TECHNOLOGY LTD should develop their training school with sufficient logistic supports.
12. DESIRE TECHNOLOGY LTD should introduce some very essential tools of motivation for the better motivation of employees such as PF, performance bonus, Gratuity etc.
13. DESIRE TECHNOLOGY LTD can distribute a portion of profit such as 5% among the employees for more satisfaction.
14. Company should give promotion to those employees who deserve it.

## CONCLUSION

At last we can say that this new brand will bring a lot of light in the business and the competitive market of communication And Technologies business. The **DESIRE TECHNOLOGY LTD.** is really looking forward to spread out the business throughout the country and to make the threat for the existing companies very clear this will bring the ultimate benefit for the customers who are the main concern of the company. So the company is looking forward to make all the necessary adjustments done to start the promotional campaign of the brand fluently. So the company will soon capture the market share and they are going to be the market leader in a short period of time in Bangladesh.

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