

Internship Experience at Taskeater



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LETTER OF TRANSMITTAL

29th May, 2016

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Sub: Submission of Internship Report.

Dear Mam,

It is my great pleasure to submit the Internship report entitled “Internship Experience at Taskeater” to you. As per requirement of BBA, I have completed the Internship in Taskeater Bangladesh Limited. I have tried to exert all the knowledge that I gathered through my working with the organization. Working for three months in the Taskeater Bangladesh Limited helped me to fulfill the requirements of obtaining practical learning and subsequently prepare of this report. My internship at Taskeater Bangladesh Limited was a worthwhile experience and the exposure of such an organization would be valuable for me. Before facing the real business world, I have gathered prior knowledge about the organization culture. Thank you very much for your kind cooperation without which this Internship Report cannot be completed. I like to take every opportunity to express my gratitude of indebtedness to you. Thank you very much for your kind co-operation.

Sincerely yours,

.....

Farzana Islam Akhi

ID 11204001

Taskeater

ACKNOWLEDGEMENT

At first I would like to express my gratitude to Almighty Allah who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my Internship advisor Syeda Shaherbanu Shahbazi, Senior Lecturer, BRAC University; whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in Taskeater Bangladesh Limited as an intern. I thank all the employees for being friendly and cooperative. I was taught lots of important things throughout my internship career because of their proper attention and cooperation.

My deepest appreciation and special thanks goes to Mr. Asif Iqbal Shuvro the Head of HR of Taskeater Bangladesh Limited, for extending his support in compiling this report. At last I must mention the wonderful working environment and group commitment of this company that has enabled me to gather experience during my internship period of three months.

Finally I convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well

EXECUTIVE SUMMARY

In the last term of final year of Bachelor of Business Administration (BBA) course, I was sent to Taskeater Bangladesh Limited to have a practical exposure on job activities. Taskeater was founded by two seasoned internet entrepreneurs who collectively have launched five online businesses across the United States, Europe and Asia. Taskeater was a direct solution to the needs they faced when building integrated teams of brilliant and dedicated individuals.

Taskeater' main focus is to build extended team that will take care of the ongoing business processes. They are experts in building cost-effective and dedicated teams that become an integral part of client's businesses. Firstly, the report focuses on overview of Taskeater Bangladesh Limited. It contains background, mission, strategies, organizational structure, BPMN and so on. The second and the core section focuses on my internship experience, my learning experiences and influence of Taskeater on my career planning. Through the report I mainly try to critically state my experience at Taskeater. I have also included a section on literary study on the prospect of outsourcing to Bangladesh in Appendix.

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Introduction

Internship is a pragmatic opportunity for a student to get the taste of the corporate venture which is certainly different from the academic life. This helps to develop the attitude and approach required for corporate culture. In addition, a student can relate his or her academic knowledge with professional experience. As a result, internship is an immense opportunity and effective process to provide students an overview of the corporate life and help them to adapt with it. Thus completing my internship in Taskeater, a promising and rapidly growing BPO company, helped me to be acclimatized with the BPO sector of Bangladesh. According to my course requirement, I completed my internship in Taskeater, which started at December 28, 2015.

BPO is a growing sector worldwide with an industry worth over \$500 Billion pent-up demand. India, Sri Lanka and Philippines are currently leading the worldwide BPO industry where their market sizes are worth \$80 billion, \$2 billion and \$16 billion respectively. BPO industry is one of the emerging industries in Bangladesh. It helps the country's economy to boost up. It plays a very important role in the development of the country. Currently, only around 25,000 people are involved in the BPO sector in Bangladesh. In Bangladesh the BPO industry is almost at the growth stage.

Organizational Overview

Description of the organization

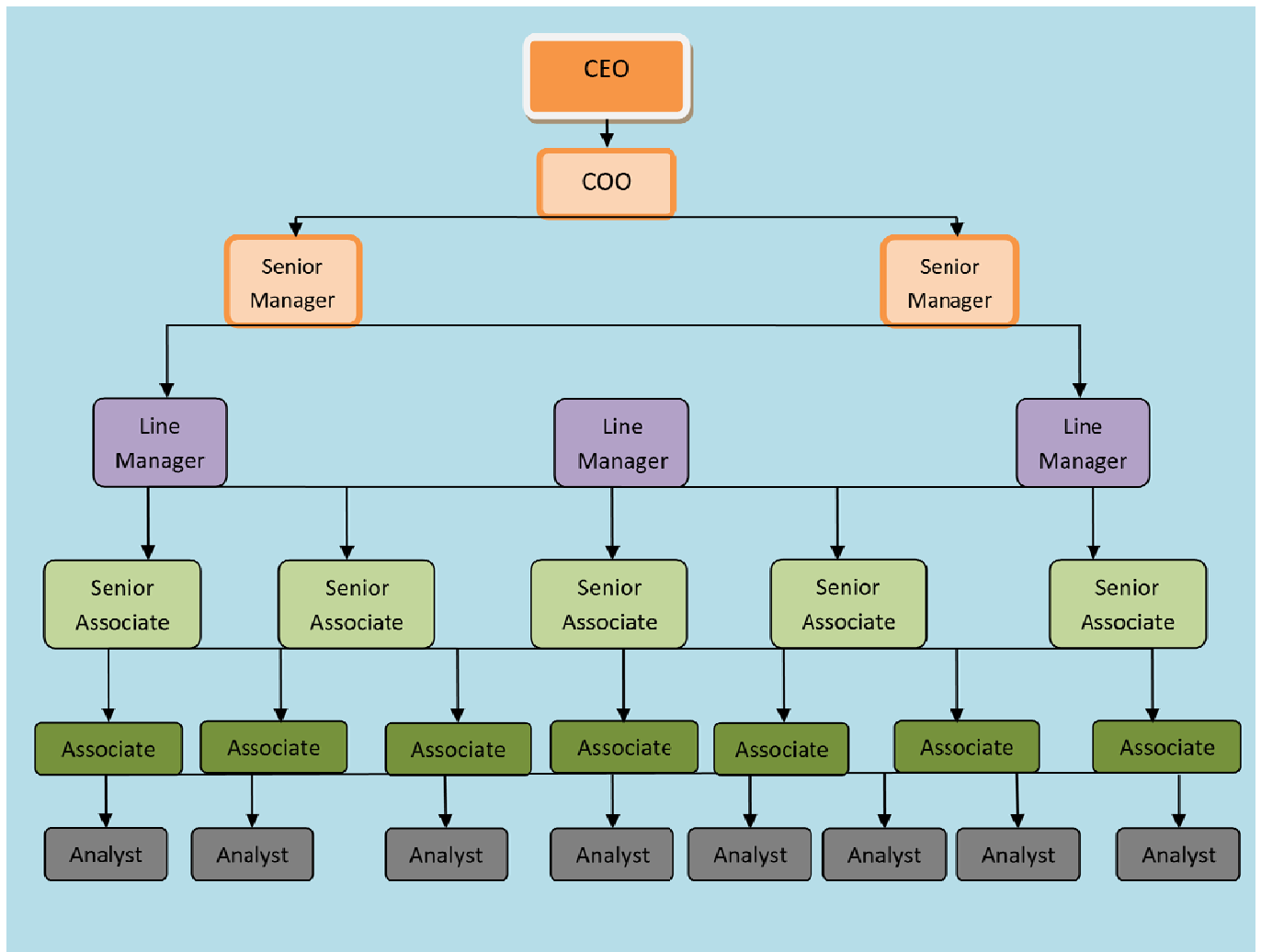
Taskeater was founded by two seasoned internet entrepreneurs who collectively have launched five online businesses across the United States, Europe and Asia. Taskeater was a direct solution to the needs they faced when building integrated teams of brilliant and dedicated individuals.

Taskeater's main focus is to build your extended team that will take care of the ongoing business processes while the client can focus on innovation. They are experts in building cost-effective and dedicated teams that become an integral part of client's businesses. They are helping some of the world's most exciting internet companies build highly scalable teams, giving them an edge over their competition.

Organizational Structure

Taskeater follows a horizontal organization structure to maintain stability and transparency throughout all the stuffs and officials.

Taskeater believe that a sense of equality and friendship de-buffs discrimination and raise the level of one's maximum potentiality towards the work.



SWOT Analysis of Taskeater

The comparison of Strengths, Weaknesses, Opportunities and Threats is normally referred to as a SWOT analysis. Its central purpose is to identify the strategies that will create a firm-specific business model that will best align, fit, or match a company's resources and capabilities to determine demands of the environment in which it operates.

Strength	Weakness
<ul style="list-style-type: none"> • Human Resources • Round the clock advantage • Superior Customer Services • Skilled and dedicated work force • Cost Benefit 	<ul style="list-style-type: none"> • Low Infrastructural Development • Unstable Internet speed • Cultural Difference • High attrition rate
Opportunities	Threats
<ul style="list-style-type: none"> • Potential scope of growth • Flexible government regulations • Very few numbers of competitors 	<ul style="list-style-type: none"> • Implication of new set of government policies • Security concern

Analysis of the Strengths of Taskeater:

1. **Human Resources:** Availability of suitable human resources is one of those factors which have made Taskeater one of the reliable BPO companies. Bangladesh is home to a vast pool of human resources consisting of educated, English speaking, tech-savvy personnel. Bangladesh is rich not only in terms of number of qualified people, but the quality is also of international level.
2. **Round the clock advantage:** Bangladesh has a 5-6 hour time zone difference with respect to the UK and other European developed markets. As a result Taskeater is able to offer a 24x7 services and reduction in turnaround times by leveraging time zone differences.
3. **Cost benefit:** In developed countries, where the cost of labor is high while relatively cheap labor is available in the third world country including Bangladesh. Process outsourcing has been used for times immemorial to enhance shareholder value by controlling costs and avoiding capital expenditures associated with purchase of new systems and up gradation.

4. **Skilled and dedicated work force:** All the employees are well educated and they are well aware of their responsibilities, not only they work for money but also they work hard to make the best out of it.
5. **Superior customer service** is one of the core focuses for Taskeater. As long as clients are not satisfied company keep improving their quality outputs. It helps to grow better relation with client.

Analysis of the Weakness of Taskeater:

1. **Low infrastructural development:** As Taskeater started as a very small company of 10 persons. Initially Taskeater couldn't develop a solid infrastructure. In last 2 years company has a tremendous growth having over 90 employees. But Its' infrastructure remained same.
2. **Unstable Internet speed:** Taskeater is a company that completely relies on internet for the delivery of their services. But internet providers available in the area are not able to provide dedicated high speed stable internet connection.
3. **Cultural Difference:** As we mostly work for UK and European clients, cultural difference is very common
4. **High attrition rate:** This is also a common scenario for BPO companies. Taskeater have faced great difficulties because of high attrition rate as employees have direct communication with clients.

Analysis of the Opportunities of Taskeater:

1. **Potential scope of growth:** The currently BPO industry is in testing phase, where just 6 to 10 per cent of industry potential has been tested. This elucidates the tremendous potential for Taskeater. Many companies intend to extend outsourcing to more areas than routine ones.
2. **Flexible government regulations:** In Bangladesh, government is encouraging growth in this industry as a result regulations are flexible, which is a great advantage for Taskeater.
3. **Very few numbers of competitors:** There are several BPO companies, but very few are providing whole package as Taskeater does.

Analysis of the Threats of Taskeater:

- 1. Security concern:** The main threat of BPO or outsourcing is its security and secrecy. Trade secrets or proprietary information may leak out to competitors because a firm's information system are being run or developed by outsiders. Thus it is considered as Fourth score
- 2. Implication of new set of government policies:** Recently, government has banned several social media services. If this situation continues, Taskeater is going to face great trouble.

As SWOT Analysis is an effective way of combining (a) internal strengths with external opportunities and threats, and (b) internal weaknesses with external opportunities and threats.

The following strategies can be developed:

1. Use Internal Strengths to Capitalize On External Opportunities (SO)

- Taskeater should use its dedicated, qualified and skilled human resource to capture large markets.
- Having the advantage of Cost Benefit, Taskeater should invest in the global market.

2. Improve Internal Weaknesses by Using External Opportunities (WO)

☑Cultural difference can be overcome by using upcoming generation.

☑High attrition rate can be reduced by employing new people, i.e right person at right job.

3. Use Internal Strengths to Avoid External Threats (ST)

- To face the competition with other emerging markets it should use its round the clock availability of HR and Technological Competitiveness.
- May use the Technological Competitiveness to secure the data of their clients.

4. The Strategies Created Here Will Want to Avoid Threats & Minimize Weaknesses (WT)

☑Government policies should be made in such a manner that it helps the growth of BPO industry

Business Activities (Business Processes):

Data Collection, Data Entry & Data Processing: Data entry and processing often requires both focus and a process with checks and balances that minimize errors. Taskeater often support their data entry teams with separate quality assurance team that randomly checks 5-15% of completed work and provides clients with regular quality assurance reports. Data collection includes scraping data from other sites into the database or researching information online. Taskeater team has experience handling data collection for multiple verticals, including job ad marketplaces, event listing sites and point of interest reservation services. Data processing involves working with live data or content that will directly be seen by customers once it is completed, and therefore creating a robust process is essential for minimizing the chance of errors. For example, One of Taskeater client, a Bigdata company, they are focused on public limited companies of US. Taskeater team collects, enters and processes all kind information on listed companies. Kyparn, my client at Taskeater, their Business process also includes Data collection, Data entry and Data processing. A BPMN Diagram is given below describing the Business process:

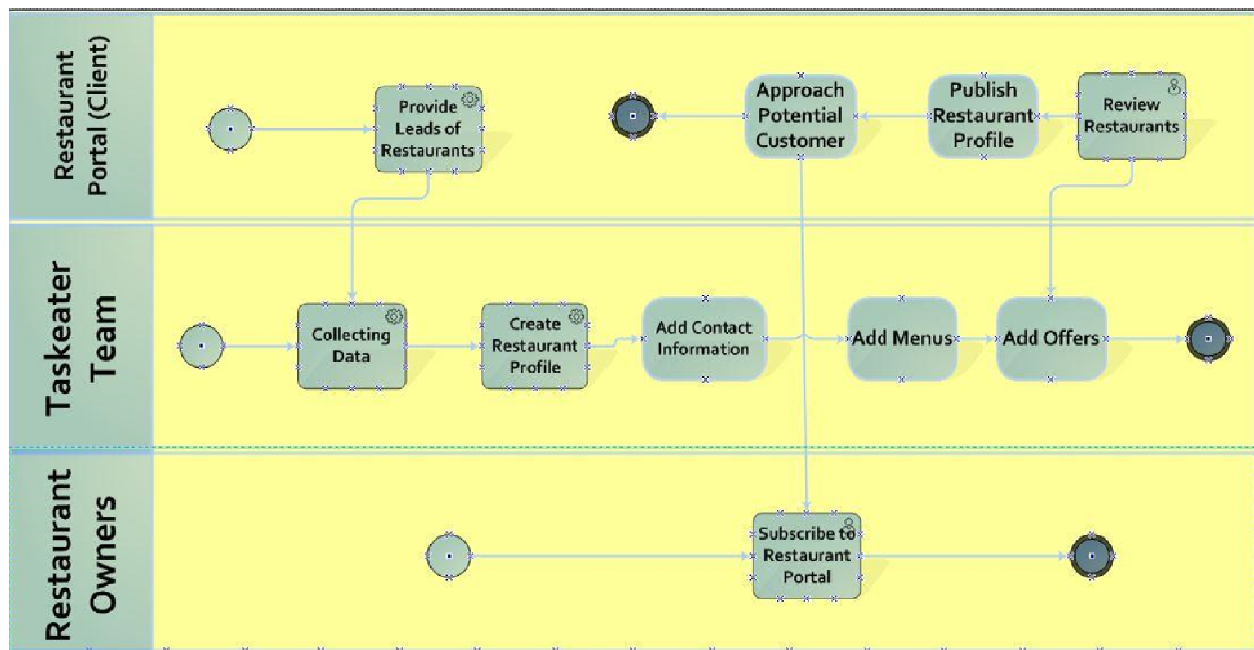


Figure: BPMN of Data Collection, Data Entry and Data Processing

Taskeater

Providing Leads: Almost every B2B company requires lead for new sales prospects. This may be in the form of finding fresh leads or enriching already sourced leads. Taskeater have effective processes in place for delivering a constant supply of leads from a variety of sources. Lead generation is one of the main service offerings in both English and non-English speaking countries. For example, one of Taskeater client they run a job portal. Taskeater team provides them with contact information of HR persons in different companies. These lead help them to approach new clients. A BPMN is given below for Lead Generation:

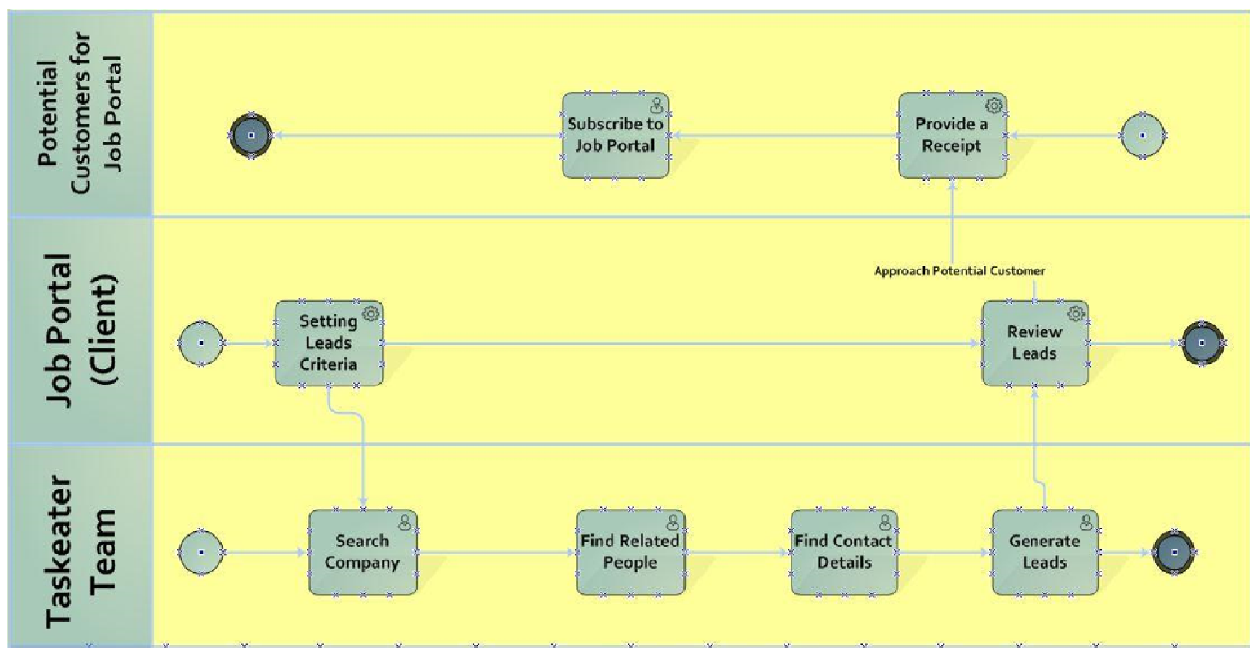


Figure: BPMN of Lead Generation

Tagging & Categorization: E-Commerce and classifieds sites are only two of the typical usecases that often require extensive categorization and tagging of records. Automation and APIs can handle a portion of this work already, however often it still requires judgment calls to be made either by looking at an image or verifying with external data. Taskeater works with both

custom-built back-ends and off-the-shelf platforms, such as Magento. A BPMN of Tagging and categorization process is given below:

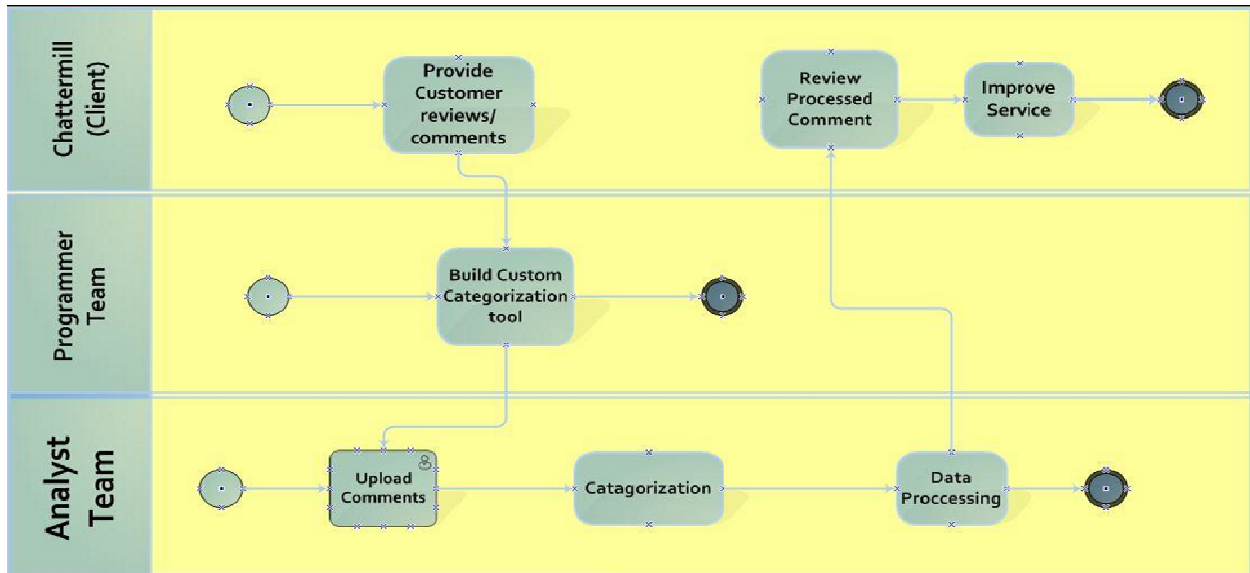


Figure: BPMN of Tagging and Categorization

Content Moderation: Taskeater handle content moderation in multiple languages with the help of translation tools and also modify generated content before it is published. For example, sometimes companies need to protect their site’s reputation while allowing community the freedom to post and share. Taskeater offer faster turnaround and better quality at a lower cost than traditional outsourced moderation. A BPMN is given below:

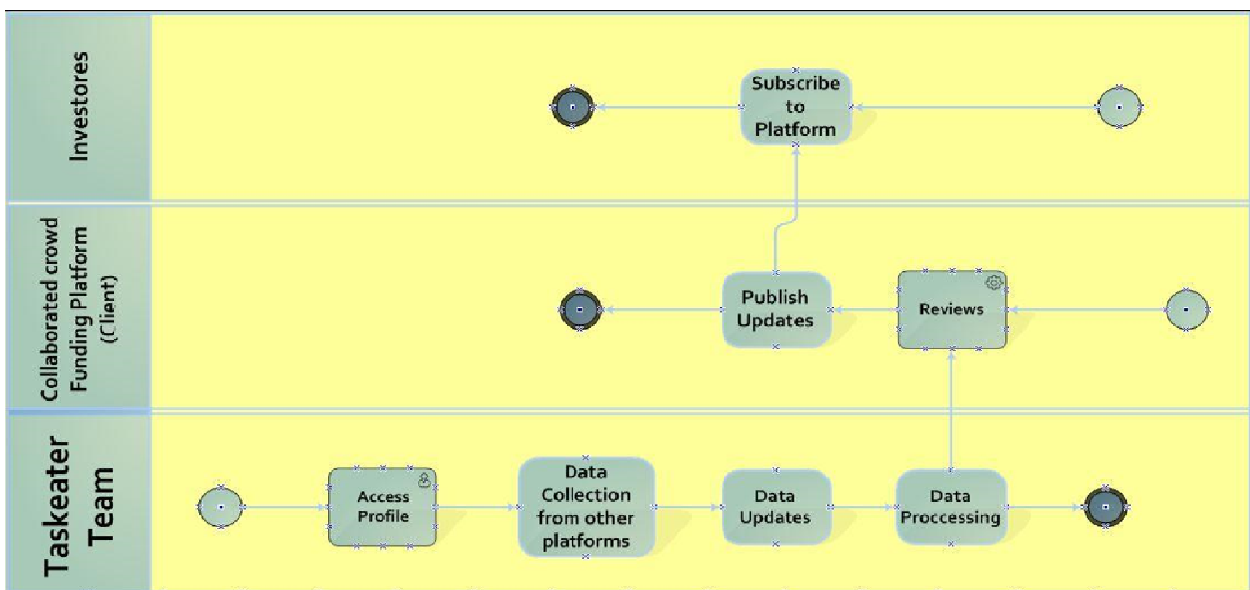


Figure: BPMN of Data Moderation

Social Media Marketing: Taskeater work across multiple social media platforms and use tools such as HootSuite and Buffer. Social media marketing is a very interesting process. Taskeater use Google Analytics to track target market. Taskeater team offers different kinds of social media marketing through Facebook, Twitter, blogs, Student forums etc. Taskeater observes trends through Google analytics, then approach to target market through suitable platform.

Goals and Strategies

Mission

We build low-cost extended teams for internet companies.

Strategies of Taskeater

- The Taskeater has a policy of keeping communication channels as transparent as possible: clients can be directly in touch with Taskeater workers via skype, email or any other form of communication of their choice.
- Taskeater targets mainly startups, who are in dear need of low cost extra manpower. Bangladesh provides up to 40-50% lower cost in comparison to home hiring, lowering the price even when compared to Eastern European outsourcing.
- There are indeed platforms that offer outsourced development, most notably **ElanceOdesk**. These types of companies are good for one time or short term projects. Ongoing work and long term commitment on the other hand, is what Taskeater good for and that's what it's after.

Work Force:

	No. of worker	Average length of service	Average educational background
Full time	110	5 months	Undergraduate in Business
Managers	7	1 year	Management Graduate

Internship Experience

Job Description

During my internship period I have worked in different department and learned a lot of things. I have worked as Online Media Analyst. During my internship, I have learned a lot of things. Online media analyst has one of core duty in the organization. As online media analysts I have been assigned to 3 different clients, they are SelfyJobs, Sofahunter, and Kyparn. Among these three Kyparn was my priority client.

1. My experience with Kyparn as an Analyst:

Kyparn is a web portal that serves restaurateurs and visitors an accessible gathering place for restaurants information and menus in Sweden. My responsibility was to create, update and manage their web portal. First I have to create a profile for each of the restaurants. While creating restaurant profile there were three parts **Information**, **Menu** and **Current News**. Under the **Information** area there are short description, email address, phone number, link to their webpage, link to Facebook page, address, Photos that represent the restaurant, Opening hour etc. Then comes the **Menu** section, there are several kind of menus like Lunch, A La Carte, Pizza, Breakfast, Fresh foods & Subs, Grill, Fest & conference, Catering, Pub & After work, Café and Bar & Drinks. Among those Lunch menu has the priority. Usually Lunch menu changes every week, and they are called week lunches. Every week on Monday, I have to update lunch menu of all the restaurants, following a worksheet called restaurant with lunch. Then A La Carte comes to our priority list, it is the evening menu. Priority wise other menus come after these two. In each of the menu section I have to add an opening hour, short description etc. Then again I have to

categorize each of the food items by these categories Contains nuts, Gluten, Lactose, Vegetarian, GI-marked, Ecological, so that it appear in more search results. Next comes the **Current News** section, there are four different areas; they are Offer, Event, Christmas dinner, New Year's Buffet. If there is any current news I have to add that with a Title, Short description, Date of the event or offers validity date, and a suitable picture to represent the offer or event. Sometimes I have to use Photoshop to create an image for this part. Also photos that are added to represent the restaurant need to have a certain dimension. I use a Dropbox folder (shared with my client) to save all the images we are using.

2. My experience with Selfiejobs as an Analyst:

My next client is **Selfiejobs** it is a Web portal and applications for the iPhone and Android. SelfieJobs is the first company in Sweden that allows jobseekers to express themselves and "apply for jobs with a like". It works in Europe! SelfieJobs' mission is to simplify jobsearch and make it fast fun for companies and jobseekers. I have to post jobs in their system, following a worksheet with links of different company websites. And I also have to verify jobs application from job seekers. Initially two things are considered in measuring my performance. They are categorizing according to proper criteria. From the first week they set a goal for me, that was 1012 jobs listing per hour. I also verify all the accounts on the system. During the week I have gain understanding of the process, and then I have focused on the time and quality. My performance was upto the mark, as I have posted 10.2 job per hour, as the benchmark was set. **To verify job seekers account**, first I have to check if they already have an account with the same email address. If yes, then simply I have to delete the request. On the second step I have to verify for certain basic information like Name, email address and city, if any of the information is missing the request will be deleted. Then again I have to go through description, application date, photos, likes and dislikes on the system. Most of the case if there is zero, likes, dislikes we consider that as an invalid ID, and delete the request. After going through all the steps if job seekers qualify for an account, I add them on the system. **To Post job offers**, I was provided a worksheet, from there I have to go through several links and search for job offers. When I find any job offers, first I have to search for the email address. Once I get the email address I get to verify if the company already has a profile on the system. If the company profile is not there, I have to create a new profile for that company. From that company profile I have to add the Job

offer. To post a job offer I have to fill in some information about the Job. They are: Job title, Job description, appropriate photos, educational requirements, experience required, and location of job, email address and deadline for applying.

3.My experience with Sofa-Hunter as an Analyst:

My other client is called **Sofa-Hunter**. It is a Web portal and applications for the iPhone and Android. I have to Categorize and add Sofa in the system. First I need to know the brand name, description and proper link to the supplier's website. Then most importantly I need some proper images to represent the item. Mostly the photos help to mark all other information. The main information is type of the style. There are 3 types, Contemporary, Chesterfield, and Traditional. Fabric, Color, Material and availability are the other information needed to be marked. When all these are done, just publish it and add into the system

By working as an intern in Taskeater I have acquainted about the corporate culture. Everyone at the office have to follow a certain rules and regulations .Since this was the first time I got engaged in the corporate world, I did not know how they worked altogether. But now I can tell what team work means since I have seen everyone in the office work as a team. I have also earned the ability to work in a team, ability to learn things through analyzing it. **I have learned how to deal with different manager to make a deal with us.** I have seen that some of work in office is repetitive. That's why one has to be very sincere and devoted to his task so that he/ she can accomplish it firmly. I have learned how to take decision under pressure. In a crisis situation now I can stay calm and take the challenge to fulfill my mission. I strive for delivering the highest quality performance whatever I do. A managerial entity has been created inside me. Now I know how to manage critical situation and meetings. I have seen that working in an office meant meeting deadlines. Everyone in the office made sure that the day to day work was done on time and nothing was kept pending for the next day. This helped me learn to work within a set time limit and meet the deadline. Now I know how to finish work on time and be correct at the same time.

Learning Experience

Technology and Analytical Learning

☑ **Effectively utilizing new software tools.** At Taskeater our whole operation is based on different software. We use online spreadsheet to keep track of our work. I have to learn Adobe Photoshop CS6. I had to learn utilizing other different software effectively.

☑ **Analyzing or visualizing data to create information.** Before creating each profile, we need to

- Acquire and evaluate information.

-Perform effective and informative user testing.

Communication Skills:As we maintain a daily basic communication with our client, my communication skills are getting better. Good Communication skills are considered one of the key factors for in corporate life. This is not only helping me in the professional life but also in personal life too. I can easily mix with different people. This skill helps to boost my confidence both in professional life and personal life.

Dealing with Difficult Situation:From this experience, I have learned meeting deadlines, handling client's feedbacks. Most challenging task was ensuring quality as we were bound by time. There is no proper solution for all situations. In different situations I have to use my own creativity and improvise given solutions. Most of the times I have to give prompt as well as accurate decision. This is helping me developing my analytical skills. Sometimes we need to get an outside perspective. Our Line managers and co-workers are very helpful. Recently, our manager have introduced stand up meeting where we share our ideas about solving different problems. This helps bringing a sense of team spirit among the employees.

Professional Learning Experience

- My experience in Taskeater helped me demonstrating and to understand professional customs and practices.

- As we have to keep updated with our work on a daily basis, it helped me to learn organizing and maintaining information.
- To some extent I get to apply my academic knowledge to the task.
- Almost every week, we had to go through negotiating with clients and arriving at a decision.
- As I have work in a team, there I get to exercise leadership. More than that management here ensures that employees are getting the ownership in their teams.
- I have encountered situations where behaving ethically was necessary. Here also I had to use my judgmental skills to handle those situations.
- Understanding and managing personal behavior and attitudes.
- Listening effectively, Dressing appropriately, addressing colleagues and superiors appropriately, Teaching others these are some of the others learning outcomes from this job.
- Taskeater has definitely improved my problem-solving and critical thinking skills. More often I had to make not only accurate but also prompt decisions.

Experience Vs Expectation:

As a business student, I have learned a lot of theory regarding managerial skills. My expectation was, I would see implement of those from my office. But Real life experience was a bit different from theory. As Taskeater follow a flat organizational Hierarchy, each member get to work very closely with their managers. It helps us to directly learn from our manager.

I have learned that customers are supposed to get the best attention. Without joining a corporate office, it is very hard to imagine how much effort has to be given to make a client happy. In Taskeater our dedicated teams and managers try their best to satisfy our clients. Undoubtedly, this is a good practice. But sometimes management does not pay enough attention to employees. Employees are as important as clients. Sometimes management cannot give proper attention to individuals, especially new ones. Sometimes proper training and orientation are not provided to the new talents. As a result they are falling behind to achieve their daily task, which is hampering

quality of the work. Recently Taskeater have taken some initiatives to eliminate those gaps. But still there is a lot of room for improvement.

Influence on My Career Plan:

As a student I had a peer influence to focus on popular job sectors like, Banks & Financial firm, FMCG, advertising agencies and MNC. But when I started here, I found a new emerging industry, which is BPO (Business Process Outsourcing). Right now in Bangladesh this industry is booming. Government is also encouraging investment in this sector. Recently, BPO summit 2015 has been organized in Bangladesh. This is going to be a great opportunity for internet based business. As a career choice this can be a great decision.

Redo Internship

If I have to redo my internship, I would like to put more emphasis on inter-personal relationship with my co-workers. As I have joined Taskeater as an intern I have missed some opportunities. There are some weighted clients in Taskeater. I have missed the chance to work with them. As there are more security issues and higher chance of error, involving with those team would make me learn more from this program.

Conclusion

Internship was for me a real life learning experience. It gave me the taste of corporate culture and had prepared me for the upcoming professional life. It had given me the opportunity of dealing with real life situation. It has removed my vague ideas and misconceptions of corporate environment creating new vibe inside me which will certainly help me to be a future leader in the corporate environment. Thus I have become more professional as well as skilled enough to adapt me with the upcoming corporate life. The whole report was based on the experience and thoughts that I have achieved while completing my internship. Although doing an internship resulted in working out of my comfort zone, it seemed to me highly interesting as I got the opportunity to learn new things. As a result, this internship has contributed to the development of the skills that I must require in stepping into the corporate organizations which demand a high sense of professionalism,

responsibility and devotion in a fresher. I must say my internship was highly enjoyable as well as challenging. My supervisors and the coworkers were highly helpful and supportive which had really helped me to perform well.

Appendix

Prospects & Challenges of Outsourcing to Bangladesh: A Study on Taskeater

What is Outsourcing?

The concept "outsourcing" came from American Glossary 'outside resourcing'. Outsourcing involves the contracting out of a business process to another party which is also known as business process outsourcing. It means to use outside resources and experts to develop an organization. Outsourcing sometimes involves transferring employees and assets from one firm to another, but not always. Outsourcing is also the practice of handing over control of public services to for-profit corporations.

Companies primarily outsource to reduce certain costs such as peripheral or "non-core" business expenses, high taxes, high energy costs, excessive government regulation, production and labor costs. The incentive to outsource may be greater for companies due to unusually high corporate taxes and mandated benefits. At the same time, it appears that companies do not outsource to reduce executive or managerial costs. The reason companies outsource is not to avoid costs in general but to avoid specific types of costs.

The unique age demography of Bangladesh, coupled with the low-cost work force and Government's Incentive for the IT service sector, makes Bangladesh a major player at the global service outsourcing market. Bangladesh is fast emerging as the next major global outsourcing destination.

Objective

There are two objectives behind this study.

1. Primary Objective:

The primary objective is to find the "Prospects & Challenges of outsourcing to Bangladesh: A study on Taskeater".

Scope of the Study

This report will be covering the prospects of outsourcing in Bangladesh as well as the challenges that Bangladesh has to face serving as an outsourcing destination. This report is based on the experience I accumulated from the internship program at Taskeater Bangladesh Limited.

Methodology

From selection of the topic to the final report preparation the study requires an orderly procedure. Data sources are to be identified and collected, to perform the study. They are to be categorized, analyzed, interpreted and presented in an organized manner and key points are to be found out. So, all the information is collected from primary and secondary sources. Most of the relevant information has been collected by practically working in the department and discussing with the department employees and supervisor and also collected few data from the banks e-learning. I have also included my work experience to complete this report.

Primary Data:

- Primary data was gathered by discussing with the employees of the organization.
- To support myself in learning more about the topic, direct observations played a very important role.

Secondary Data:

- Secondary data was gathered the website of the organization.
- Relevant file study as provided by the concerned officer.
- Some brochures and related articles.
- Some other papers given by my supervisor.
- Publications obtained from the Internet and from the website of Taskeater.

Limitations of the Study

The main limitation of this report is that the topic itself is relatively new so very few information could be extracted.

➤ Sufficient books, publications and journals are not available. Sometimes, there were some works I had to do without being explained why these works were to be done. This situation has created lot of problems to understand why a specific function is being performed.

Literature Review

Outsourcing Area

Outsourcing works has a wide line of diversification. If you visit the site of freelancer.com or odesk.com there will be a long list of categories for the jobs to work within IT or ITES. Though there are some trends coming with major areas to concentrate more. According to The Outsourcing Institute information technology outsourcing has been the fastest growing area for outsourcing. According to their measurement major areas the companies are concentrating are maintenance/repair, training application development, and consultancy and reengineering, mainframe data centers. The Outsourcing Institute also found some coming up trends in outsourcing which are –client/server, networks, desktop systems, end-user support, full IT outsourcing.

Outsourcing Business:

Outsourcing businesses may be classified into major two categories, one is service, and another one is through product support though this also has bit similarities with services. Services include information outsourcing, call center services, financial/accounting information outsourcing using IT, procurement outsourcing, data center outsourcing, research, marketing and human resources marketing. These are getting so much popularity day by day. Internet is being a gathering space through the social networks. And besides these product outsourcing intermediary and Consultancy has a huge demand throughout the outsourcing market. On the other hand, through software support contains application development which itself is the product, web development, data entry & analysis, survey etc. This requires more specified people than the service peoples regarding outsourcing. But this type of outsourcing makes organizations relax about their office spaces and work load. Both the categories are popular among the outsourcing market. Just the offshore workers need to be sure where they should start and which track of serving this industry will lead them to their target.

Global Market Situation:

Anjum, Zafar (2013) mentioned two facets of outsourcing trends. First one is, declining value of US dollar will turn outsourcing industries back to invest for US software and services and this will be accelerating. Second one is, vertically oriented skills will be facing a huge demand where the outsourcing works will be more done for the next five years. In the same context Calderon, Justin (2013) mentioned that, green initiatives or cost effectiveness of their data centers through making green technologies will be the major concentration over the decade. Most of the companies will try to get ERP solution platform to manage their operations and decisions. And this will create the high demanding situation in the outsourcing market just because of less effort and highest value delivery. Same is also supported by Mohammed (2010) who mentioned that most of the customers are investing huge on ERP because most of the advanced organizations are using ERP and many are coming. In statistical term if we want to express, we will see the global outsourcing market has been increased at 16% over 5 years (Gilley, K.M., Rasheed, A., 2012). And it is counting. This represents how the global scenario of outsourcing market is going to be. Most of the industries will be dependable upon outsourcing industry within a few decades. Gilley, K.M., Rasheed, A. (2012) also said that hybrid sourcing models and cloud sourcing are making a strong influence in the market.

Dominating Countries:

Stephanie (2010) says, in Asia, Indian region and China dominates as destinations in the outsourcing market. Besides this Sri Lanka and Philippines has also a strong influence in the market. Stephanie (2010) also mentioned that Central and Eastern Europe are also attractive destinations still fighting in the market. But the major role in off shoring IT business will be the making of strong delivery network (Sagoo, Anoop, 2010). Sagoo, Anoop (2010) also believes that India will be ahead of this point. From my point of view also I see south Asian region has the most potentiality to create a strong network of delivery chain. As Europe's decrease of expert skills and US's increasing debt will force both into long term economic crisis, it's time for the Asian's to capture the market in due time.

Outsourcing in Bangladesh:

The New York based global banking securities and investment management firm Goldman Sachs has included Bangladesh in 'Next Eleven' after BRIC (Brazil, Russia, India and China) nations. SMEs within IT industry are the top adopter through this high time of outsourcing market development. However, as the business and service delivery eco systems are changing across markets, SMEs are now more exposed to offshore outsourcing options.

Bangladesh has placed itself within the top 30 outsourcing destinations as a research of Gartner Inc. (eASiA, 2011). This also represents the demand of Bangladesh's works among the outsourcing market. As it is mentioned Govt. is putting the maximum tax facilities in this industry and there outsourcers from abroad are making the benefit of spending less in any work from Bangladesh. Not only SMEs, individual offshore workers and freelancers are also getting benefitted with this. Currently more than 100 organizations are exporting software and outsourcing to more than 30 countries and many are coming into this industry.

In the last five years Bangladesh faced an average rate of growth at about 40% in IT and ITES industry (J. G. Nellis, 2011). If we consider these situations Bangladesh has attracted a lot of audience who have been seeking outsourcing partner throughout the globe. In aspect of these above, Bangladeshi freelancers are also performing well. In 2010, Bangladeshi freelancers have earned about US\$7 million (Gilley, K.M., Rasheed, A., 2012). According to EPB, Govt. of Bangladesh (2012) total IT and ITES exports from Bangladesh has been increased about 24% from 2008 to 2011. This is a great sign to us that if we try to develop ourselves, we will be the top of the rankings as an outsourcing destination. Gilley, K.M., Rasheed, A. (2012) thinks that when decision makers think, they judge costing, skills and manpower available at target location, both current and future, relationship building facilities etc. And in these areas Bangladesh scores well. Almost most of the less complex IT outsourcing jobs can be done by the Bangladeshi workers as such institutions are also growing up and freelancers are getting trained from them. BCC and BASIS offers several courses to specialize the freelancers in different fields such as smartphone programming object oriented programming and web development courses. Besides them some private organizations like Genuity Systems or BASE Limited are working in the training fields for the IT industry people. There are some other organizations specialized to their

respective fields such as ISPAB is working for ISP firms and BACCO is specialized for Call Center organizations and outsourcing. Quality improvements in skill levels and delivery capabilities have been steady. Many of the Bangladeshi outsourcing vendors has achieved international certifications of CMM Level 3 and International Journal of Managing Value and Supply Chains (IJMVSC) Vol.4, No. 2, June 2013.

A few also managed to achieve Level 5. Besides these many organizations have achieved quality certifications from ISO through ISO:27001 certifications (Gilley, K.M., Rasheed, A., 2012). Bangladesh is an increasing population country, and among these 15-34 age groups are now 34% or total population which is relatively higher within global demography (Gilley, K.M., Rasheed, A., 2012). This is more than perfect for an industry related with ITES-BPO.

Prospects of Outsourcing in Bangladesh

Bangladesh is gradually drawing attention of the developed countries in respect of outsourcing of their IT-enabled products through freelancers mainly because of competitive price and quality, industry insiders said. Developed countries, especially the USA, the UK, Canada, Australia and Singapore are increasingly assigning local IT (information technology) experts for developing their both online and off line based software for the last couple of years.

Considering the potentials, Elance, ODesk and some other global online employment platform have come forward to work with Bangladeshi IT experts. According to the industry people, both employment and income from the sector have achieved a robust growth of about 150 per cent year on year basis for the last two years.

More than forty thousand local IT personnel have so far been employed in the sector and income from the sector has reached about US\$30 million till March of the current financial year (FY) which was less than thirty thousand and \$20 million respectively during the corresponding period of the last FY.

"IT freelancing has taken off in a big way in Bangladesh, with around 100 to 150 per cent growth for the last couple of years. More than 40,000 freelancers are now working from their homes in Bangladesh for different global companies. But how much money they are earning from abroad each year is difficult to measure as their income is not included in the software export data, while suggesting an income of around \$30 million.

Of the freelancers, around 45 percent were for IT and programming, 25 percent for designs and multimedia, 13 percent for sales and marketing, 10 percent for administration support, 5 percent writing and translation and 2 percent for miscellaneous jobs. Due to some anomalies, freelancers receive their money through Western Union, VISA card, Master card or other channels which does not enter into the government's export earning software.

Bangladesh is competing with India, Pakistan and some eastern European countries in freelance work, which definitely speaks of the high caliber of Bangladeshi IT professionals. If the government takes sufficient measures to train-up fresh graduates of the country then the earning from the sector would increase manifold shortly. "Initial earning of a person is not that much attractive but after gaining experiences in the field; one can earn more than any professional of Bangladesh. Freelancers earn \$15 to \$20 per hour on an average for technical work, and \$5 to \$10 for administrative or non-technical work. A new comer in the sector earns around \$2 to \$5 depending on type of job. However, to further boost the sector, BASIS has been providing different kinds of training and the Information and Communication Technology (ICT) Ministry has in the meantime completed a Tk70 million project for training up people in the same field. Besides, World Bank is scheduled to finance around Tk500 million in a similar training project soon.

Challenges

There are major challenges which must be addressed before the industry can flourish: Gartner gave Bangladesh a “poor” rating in three vital areas – infrastructure, language skills and data, and

intellectual property security. Poor infrastructure, including frequent power crises and slow and unreliable Internet connections are the most immediate problems for outsourcing. Ahmadul Hoq, president of the Bangladesh Association of Call Centre and Outsourcing (BACCO) stated that “We have told the government that we need an uninterrupted power supply and a second connection with high bandwidth, adding that progress on these issues was slow.”

Power crisis

Bangladesh’s businesses have long suffered from an acute power crisis, as plants generate only around 5,000 megawatts of electricity a day, but demand is over 6,000 megawatts and growing at a rate of 500 megawatts a year.

Low internet speed

The country has only one submarine Internet cable and desperately needs a second line to prevent frequent disruptions, Hoq said. “We are connected to submarine cable network SEA-MEWE-4, which provides an Internet bandwidth of 24 gigabytes, but more speed needed and an alternative connection is essential to woo overseas clients,” Hoq said. 40% of the businesses are significantly affected by slow internet speed here in Bangladesh. Web developer and software developer firms encounter this problem more often than the others. However, companies seem to cope up with the situation and 60% companies have reported that they somehow manage it, although the working speed gets sluggish.

Money transaction problem

Bangladesh Government does not allow online transaction yet. Without any confusion whatsoever, Bangladeshi web-based businesses have indicated it as the biggest problem they face. Almost all the respondents are affected by this obstacle while dealing internationally. The Biggest obstacle to run the freelancing business, again majority of the firms has indicated international money transaction difficulty as the most upsetting one.

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