

Internship Report

Branding Principles Practiced
by ARITS Ltd.





Inspiring Excellence

Internship Report
on
Branding Principles Practiced by
ARITS Ltd.

Course Code: BUS400

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Prepared for:

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Date: May 06, 2017

Letter of Transmittal

Date: May 06, 2017

To,

Mr. G. M. ShafayetUllah,
Senior Lecturer
BRAC Business School,
BRAC University.

Subject: Internship report on Branding principles practiced by ARITS Ltd.

Dear Sir,

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of this report. Without your help, this report would have been impossible to complete. With deep gratitude, I also acknowledge the help provided by Mr. Maher Khan, Creative Director of ARITS, for providing me utmost supervision during my internship in the organization.

To prepare the report I collected what I believed to be most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during report and preparation will immeasurably help in my future professional journey. I request you to excuse me for my mistake that may occur in the report despite of my best effort.

I would really appreciate it you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about as aspect of my report, I would gladly answer your queries.

Thank you again for your support and patience.

Sincerely,

Moinul Hussain Deepto
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BRAC Business School,

BRAC University.

Acknowledgement

The successful closing of a course not only requires seriousness of a student, but also support from various personal. I was very much fortunate to have that support supervision and, direction from my teacher, ARITS officials, friends and families in every aspect.

First of all I would like to thank my parents for their constant support and kindness, and also for providing me the shelter.

I would like to take this opportunity to express my richest gratitude to my internship program supervisor, Mr. G. M. ShafayetUllah, Senior lecturer, BRAC University for his guidance and frank motivation in preparing this report. I would like to express my gratitude to Mr. Maher Khan, Creative Director for his help and valuable opinions and for being my supervisor in the host organization in achievement of preparing this report and my internship program.

I also show my furthest gratitude to all the officials of ARITS Ltd. The friendly work environment and the helpful attitude of the employees truly assisted me in finishing my work in time.

Executive Summary

ARITS Limited is one of the fast growing software development firm in Bangladesh. Commenced its operation from mid-2015 and has since been able to establish connectivity with locally as well as internationally. ARITS Limited develops Web applications, Mobile applications, Business Solutions such inventory management system, restaurant management system, delivery management system etc.

When one business is making another solution, they have an important role to play. Software firm in Bangladesh is advancing overtime and the scope of strong branding increases alongside. My report is based on the branding principles practiced by ARITS Limited.

There are two major part of the report. First part is the organizational part, which provides the overview of the company, describes the product and service it facilitates, structure of the business and most importantly it describes as I being an intern in this company, the key responsibilities I performed during the time period and also the major key responsibilities. The second part is project part, which describes the background of the context, problem statement and the theories that ARITS Limited uses for its brand principle practice and explains the competitive advantages of the company.

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Chapter 1

Introduction



Ex p e r i e n c e e n g i n e e r e d

1.1 Introduction

Along with the rapidly growing population Bangladesh is advancing in the ICT sector as per the “vision 2021, Digital Bangladesh”. According to the BASIS survey, more than 75 percent of companies are involved in customized application development and maintenance, 50 percent are dedicated to IT enabled service, and 45 percent offer E-commerce/Web services(Netherlands Bangladesh, 2014). However, as being in the growing process these companies still use the old methods of application development.

In recent times to cope up with the international standard, software firms needs to use/practice the latest build tools to ensure better and faster deliverables of the companies and client gets a better output/product.

Most of the core software and IT service business are broadening on different product and service like web based service like portals , listing service, E-commerce, E-learning etc, and some companies are developing web application based on cloud/Software as a service model. On the other side, More and more companies, in this country, are exporting software solution to different countries worldwide(Samity, 2017).

1.2 Origin of report

The completion of this report is a required for the internship program of BRAC Business School, BRAC University. I have done my internship in the creative and marketing department at ARITS Limited for three months. During the period, I got the opportunity to work with different teams of the company. I work at the side of the creative director Mr. Maher Khan for the completion of this report.

1.3 Purpose of the project

The main objective of this report is to explore how ARITS Limited and other software development firm’s practice its Branding principles in B2B scenario.

This report will also dig into the topic on how companies like ARITS Limited has a practice that separates them from the other companies and also how they position themselves in the clientele’s view as well as in terms of the value that ARITS Limited provides.

1.4 Methodology

For the successful completion of this case study and acquiring the relevant information on the topic, interviewing the director of the company about their practices and also working alongside with him on three of the projects has given me enough opportunity to observe and gain more understanding on the topic of discussion. Furthermore, I had the chance to discuss about the scope of their practices and implementations that I will use as a medium of information. Note that all interviews were unstructured and were taken alongside of work hours. The interview questions were made to solve queries that I came across while I was on the job. To summarize, the overall methodology of this study is based on the observation and experience from working directly on three of the projects executed by ARITS Limited.

1.5 Limitations

The information that was used for this report was limited by the confidentiality of the company. ARITS Limited is one of the growing startups with a lot of competitors in the country and they have high law for sensitive information. This report was made while keeping in consideration of all the confidential information. This report has been screened by the director of the organization whom I worked with. Several information from the interviews cannot be provided in this report for the company terms and policies. Thus the provided information is the mixture of interviews and direct observations.

Chapter 2

Organizational Overview



Ex p e r i e n c e e n g i n e e r e d

2.1 Company Overview

ARITS Ltd stands for Automation robotics Information Technology Solution Limited. ARITS Ltd is a Bangladesh software development company. In this software industry ARITS Ltd includes businesses for development of the software, maintenance and publication of the software which are using different models. There are mainly two models the company follows, 1) maintenance based modal and 2) Cloud Based model (Software as a service- SaaS)

ARITS Ltd is built up of five like-minded individuals who aim to set new standards for quality in the Information Technology industry here, in Bangladesh. The team is diverse in terms of experience, exposure and training. The company intend to use this diversity to create unique innovative solutions that are intended towards setting new standards for software quality and support that is available to the people, in the local market.

ARITS Ltd team consists of individual who excel in a multitude of technical and design skills. ARITS Ltd is a small team of technology enthusiasts. Software development today requires constant learning as technologies evolve daily. As a team, the company is able to learn and adapt to new technologies efficiently. In this organization there is a believethat , the ability to combine an individual skills, is the strongest asset.

2.2 Mission

Their mission is to develop the best softwares in market by facing real world challenges and using attractive UI designs and state of the art of latest technologies.

2.3 Vision

ARITS team has a vision to become the best software company in local as well as global market.

2.4 Organizational Structure of ARITS Ltd

1. UX Team
2. Development Team
3. Marketing Team
4. HR and Finance team.

2.5 Products & Services

ARITS Ltd has a team that aims to deliver a one-stop solution for your company's IT needs. Some of the most common services that provided are listed below.

❖ Requirement Analysis / System Architecture Design

(generally required by new software/technology ventures or clients looking for a complete overhaul of current systems or processes)

❖ Portfolio / E-commerce Website Development

Grav CMS

- Amin Mohammed Group
- DCON

❖ Dynamic Content Driven Web App Development

Drupal/WordPress

- CAQH
- Livestrong
- Maces
- Pran International Multi-lingual Website [Under Active Development]

❖ Mobile Application Development

Native Mobile App

- Harriken - iOS - Swift Libraries
- The Great Courses - Android & iOS

Hybrid Mobile App

- Wasi - Android

❖ **Business Application Development**

Case Management Systems

- LiveStrong - Cancer Patient Management System
- CAFQ - Food Distribution Management System

Social Networking Applications

- Zedscope - Location Aware Social Networking App (Under Development)
- Harriken - Social Networking Restaurant Finder App

Laravel Based Rest API Development for mobile applications

- Zedscope
- Harriken-frontend
- Intuition [Under Active Development]
- The Great Courses

❖ **Software / Website Maintenance & After-sales Service Packages**

(if client chooses to continue maintenance with us after development, we are provide a realistic cost estimate once the 'alpha'/first draft of the entire solution is completed, since this is based on the size and complexity of the project)

Chapter 3

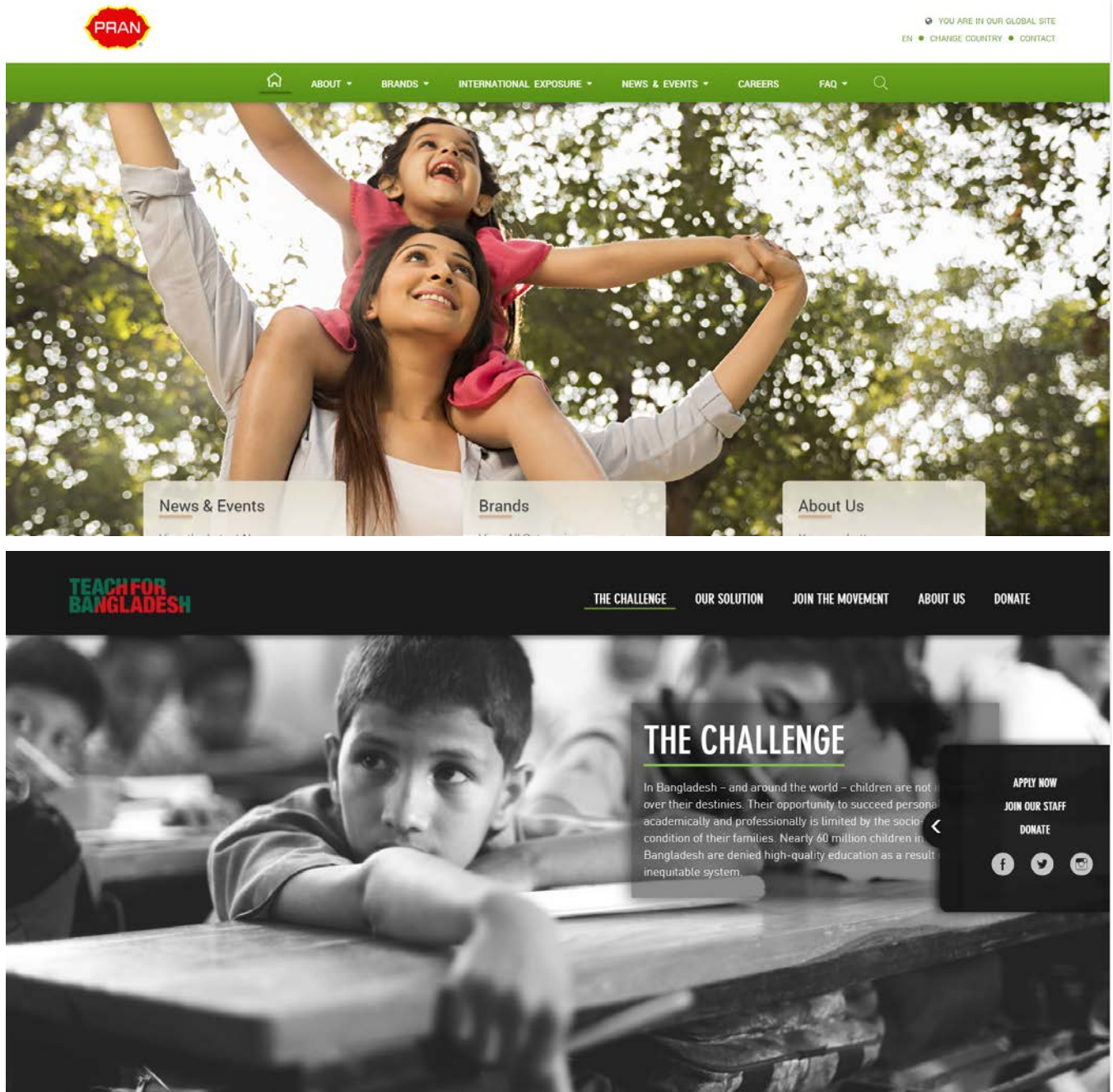
Job Responsibility



E x p e r i e n c e e n g i n e e r e d

3.1 Summary of key responsibilities that was performed

- ❖ I joined at December 1st, 2016.
- ❖ Working hours were 9am-5pm, 5 days a week.
- ❖ At the beginning I worked as a User Interface and User Experience designer. Design a website and developed websites for Teach for Bangladesh and also design PRAN Food's new website.



- ❖ Learned coding in a week and started developing websites for clients.
- ❖ Writing proposal for the clients.

- ❖ Attending meetings with new clients and keeping meeting minutes.
- ❖ Developing marketing plans.
- ❖ Interviewing recruits/candidates.
- ❖ Keeping track of the Task board of every client.

3.2 Major Reflections

- ❖ By learning new technologies and mastering them, fits the goal of this company.
- ❖ There were lots of challenges task during my internship period. I had to push myself to get those done.
- ❖ From the 3 week I started dealing with clients and other major office works.
- ❖ The company should increase the manpower in every team.
- ❖ In that case the company will need a bigger office as well as a bigger server.
- ❖ General working condition is friendly and fun to work in.

Chapter 4
Project Part



Ex p e r i e n c e e n g i n e e r e d

4.1 Branding in software industry

Most of the software firms branding practices are dependent on the long term relationship of the clients. Even though, they are using old development methods, they became trustworthy in the perception of clientele.

However, using the latest technologies could bring up more branding principles mostly differentiation among the businesses and could be a better practice for a company.

By using the latest technologies becomes strength of a company, increasing the scope of better branding, and build the trust of the clients in a transparent manner.

4.2 Strategy

Technology leadership and guarantee the performance

It is widely known that leadership the most powerful way to differentiate a brand. It enhances a Brands credibility. ARITS follow and implement the latest technologies that are in the market.

As a result it increases the performance and the production rate as well.

Being the latest

ARITS Limited has a fixed structure/process of working and all of the team uses the latest tools to produce the next generation products.

Keeping the Emphasis on its Core Competence

The present success of ARITS Limited is largely due to the uniqueness of its software as a products and aim to set new standards for quality in the information technology industry in Bangladesh. ARITS built its name in marketing carrying these competencies.

The company intent to use this diversity to create unique innovative solutions are intended towards setting new standards for software.

Positioning

ARITS Limited is building a reputation in meeting the deadlines of their clientele. Business-Clients are more concern about the deadlines nowadays.

Meeting/Executing those at the correct time increase the trust and proficiency of a firm. On the other hand understanding the client's needs and wants are important. ARITS has various modes for client's feedback and the teams are very responsive.

Moreover, they are positioning themselves as the proactive organization in the market as well as from the clientele's view.

Changing Fast: Ready, Fire, Aim!

Change is an integral phenomenon of business. Businesses are now required doing the fire act even before setting a target, which is only possible by means of updated technological support and a proven gut feeling of the management and the marketing team.

ARITS Limited also needs to speed up their design, production and development system. It can be expected that the current reengineering of the system will result in faster ways of doing things for them.

Also, through special evaluation program, ARITS Limited should consider of getting rid of products/services that provide less value for the customers.

Chapter 5
Recommendation



E x p e r i e n c e e n g i n e e r e d

5.1 Recommendation

- ARITS Limited has a weak finance team, even though their development team is very strong. They should trail there finance team properly.
- It is very important for the company to have internal meetings once or twice a month. Every employee in the company should have the correct knowledge about company goals and objectives, which will essentially help to focus on individual target.
- The company should introduce more promotional activities over the internet. In recent days, people connected to the internet 24/7. This leads to a huge competition on implementing branding principles.
- To attract more clients, ARITS Limited has to offer more products compare to other software development company. By the huge range of products, company can attract more people. By maintaining the customer needs the old customer can being new customers.
- ARITS Limited should hire more people for faster output and to expand the company. Assessing every team in the company is very important and adding more people with creative and smart mind will make the team stronger.
- The company should organize design and development competition. They will get some brilliant ideas and smart people to work with. This will help to engage with people over the internet. Also it will spread their name faster.
- ARITS Limited should improve their salary method. They could make their employees a salary account in their dedicated bank. The process will be much faster and they can also keep a record automatically.
- The company can have a proper training wing in the future. They use the training facilities inside and also outside the company. Training programs for employees and also for students who wants to learn and work on projects.

Chapter 6

Conclusion



Ex p e r i e n c e e n g i n e e r e d

6.1 Conclusion

Software firms these days are taking bigger steps to fulfill their best demands for advancement. While working on their natural process, many companies are focusing on the great tools for next generation products for their long term strategic goals. In B2B scenario practicing branding principles along the with latest trends on technologies enables a better image of a firm. The idea has branch out that using the trending tools are the primary source of competitive advantage. These companies not only compete in profit , revenue and market share, but also compete for the better branding practices, use of better tools as well as the best mind of the countries.

ARITS Limited thinks of itself as a team rather than an organization. The team is shaped and led by its people, who work in a fixed structure and framework of value and business goals with a creative approach. Business does choose ARITS for their creativity in design and development process.

ARITS Limited often aim to connect with the best tools in the international market. They try to pick the best tools that suit a project which also involves tons of trial and error and practice. ARITS try to refine their process of development, designing as well as promoting their skills and works in every project they start. As a result gradually it builds up a strong brand positioning of this organization in the market.

Reference

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