



## Internship Report

“A study on Business process of EATL and  
its Marketing Application”



**Internship Report on**  
**A study on Business process of EATL and its Marketing Application**

**Course Code: BUS 400**

**Submitted by**

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**29th August, 2017**

## Letter of Transmittal

August 29<sup>th</sup>, 2017

Ms. Afsana Akhtar

Assistant Professor,

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Madam,

This letter is concerning the submission of my internship report, titled as “*A study on Business process of EATL and its Marketing Application*”. Ethics Advanced Technology Limited (EATL) was the organization I worked in my internship period. The purpose of this report is to learn about the business process of EATL. I have successfully concluded my 6 months internship program at EATL.

Functioning on this report was a great learning experience for me as I came to learn the differences between practical and theoretical work. I hope you will find the report fulfilling objective in a systematic and reliable manner.

I would like to thank you for your time and all the guidelines that you have provided. I worked hard to make this report. Yet if any flaws come up, I would be very happy to provide you the clarification regarding the project.

Yours Sincerely,

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# Acknowledgement

Toward the start of setting up my internship report, I want to convey my appreciation to the Almighty Allah for perpetual gift. I am grateful to Almighty Allah for giving me the strength to complete my internship. I am also grateful to various persons who helped me to get ready and sort out this report and for their information, feedback, recommendations, and directions for this paper.

I have gotten unending help and direction for setting up this report from various sources. I am thanking all from the bottom of my heart.

Most importantly, I would like to thank my honorable internship supervisor Ms Afsana Akhtar, Assistant Professor of BRAC University for her relentless direction and help. Her priceless guidance has helped me to prepare this report. I am tremendously appreciative to her for the supports she has given during my Internship period.

Next, I want to thank my organizational supervisor Ms. Sharmin Mehjabin, Head of Marketing, EATL. She guided me towards the correct data. She constantly helped me in all sort of possible help I needed from the office during my internship period.

Besides, I would like to thank all the employees of EATL I worked with in my internship period and made my internship journey memorable and smooth.

# Executive Summery

This report — “A study on Business process of EATL and its Marketing Application” is the reflection of the learning and experience I acquired during my internship period in Ethics Advanced Technology Limited (EATL). The topic of was selected based on the consultation with my Internship advisor of BRAC University and the supervisor of EATL.

The main of aim of this report is to know about the business process of EATL and how their marketing application. This report also states about different products and services of EATL. This report covered the organizational structure and business process.

Moreover, the report represents the job experience as a marketing and graphics intern in EATL and limitations during preparing the report. Alongside, in this competitive market how EATL is leading in the industry, the strength and best practices have also covered in this report.

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# Chapter 1: Introduction



Information and communication technology (ICT) can help growing developing countries to solve a huge range of health, social and financial problems. Here ICT can play the role such as reducing extreme poverty, allocating budget to make health related to which helps cure some diseases and achieving universal primary education and gender equality. ICT is habitually out of achieving in rustic regions of Bangladesh. However, it is hopeful that ICT sector is the next key factor to generate foreign revenue. ICT seems to be the foundation of Digital activity. Understanding that, this Govt. has allocated Tk 3,974 crore in this sector for the period of 2017-18 which was Tk 1,835 crore in the previous period. This seems almost double allocation and the allocation is increasing significantly. Based on different activities of ICT budget execution, several companies plays different role. This report is about one of the largest company which executes the ICT budget in Bangladesh. There are some sayings, confusions and controversy regarding ICT budget. This report will clear all the confusions and lead to a conclusion how one of the largest IT company works and execute its marketing application. As can be seen, this report carries an overview of the organization and their marketing communication.

### Objectives

- To learn about the current business model of EATL.
- To learn about the internal process and organizational structure of EATL
- To study the revenue generating process of EATL.
- To have an idea about how the Marketing and Business Development team works.
- To study the market prospects of EATL.

### Origin of the report

Being an intern, I worked in Marketing department both offline and online and Graphics department. I have completed my internship under Mrs. Sharmin Mehjabin, Head of Marketing. Being a part of EATL marketing and graphics team I got chances to work for various responsibilities. I have been assigned to work on this project which has been unique by way of my path supervisor Ms. Afsana Akhtar, Assistant Professor (Bus 400). She helped and proposed about the subject of my report. This report covers an overview of EATL and their distinct processes of communication.

## Methodology

I have used two kinds of methodology for the perfection of the report. Those are:

- **Primary Data**
- **Secondary Data**

### Primary Data

I have collected this data with the help of a company supervisor, attended seminars, campaigns etc.

### Secondary Data

I have collected data from internet and collected various data from newspapers and websites. To be more specific, my sources are:

- **Internet**
- **EATL webpage**
- **Social media**
- **Journals and newspaper**

## Limitations of the Study

To jot down a report numerous topics need to be covered. In the course of my writing I had to face a few obstacles. Some of those barriers are:

- Since EATL executes Govt. project. So, technically Govt. is their clients. Comparatively, it's tough to set up a meeting and get feedback from the clients.

- Most of the information is confidential which is sometimes impossible to share.
- Limited access to information.
- Limited access to company documents.
- As the market is too competitive, I am forbidden to disclose financial information.

## **Chapter 2: Company Overview**

## Company Background

Ethics Advanced Technology Limited (EATL) is a major enterprise with inspired ICT administrations and services supplier in Bangladesh set up in November 1999. EATL has created association and joint efforts with Bangladesh based organizations, private segment associations, NGOs, givers, Government and furthermore a portion of the incredibly famous' IT expertise association, for example, IBM, Sun Oracle (infrastructural partner), TeleTalk, CityCell, GrameenPhone, Six Dee Telecom Solutions and numerous others for creating innovation and skilled services.

EATL's business technique joins application boost, framework plan, database organization, database administration, feasibility study, software development, hardware solution, training, social media consultancy and ICT services in development sectors as well. EATL launched the first ever mobile based application store in Bangladesh in 2012 which is marked as 'EATLApps'. EATL runs nation's biggest mobile application development contest known as 'EATL-ProthomAlo Mobile Apps Development Contest' for looking through the brightest abilities in Bangladesh.

## EATL Expertise's

- Expertise in Developing Android Mobile Apps.
- Expertise in Developing Online Application using PHP.
- Capacity to Develop System to Visualize Data and Link with Google Map.
- Specialized in Developing Info. Systems for Monitoring and Decision Making.
- Able to Handle Comprehensive Database.
- Able to Build and Maintain Properly Linux Server.
- Experienced in Working with INGO.

## EATL Strategies & Focus Areas

They are mostly following the area mentioned below:

- Mobile Applications development and Mobile App store.
- WEB based MIS and data management system.
- Mobile Voice call, call center/OBD/IVR/location based services.
- ERP modules for social, development & business sectors.
- Hospital Management Information system.
- Knowledge management and program implementation.
- Automated monitoring & evaluation system.

## EATL Growth and Strategic Revolution in ICT

- EATL launched mobile Apps Store in 2012 & branded as “EATLApps”.
- Ever first mobile apps store with Bangla apps, focused on local context & needs.
- Developers are main stakeholders & will earn revenue as int'l policy.
- Developed collaboration with free lancers, ICT professionals & govt. for supporting development & business sectors.
- Contributing in national goal of digital Bangladesh.
- EATL runs mobile application development contest nationwide each year to find the brightest talents and train them to be a professional world class mobile application developer.

- This year EATL is running the app competition where The Daily ProthomAlo is the title partner along with Ministry of ICT (MOICT), ROBI, Channel I and many top bodies from different sector.
- EATL collaborates with govt. bodies, local media, top industry professionals and other vital organizations so that we can promote the potential talents to the right place.

### Strength

- Fully expertise workforce covering several department
- Well-Equipped Data Center which can be used remotely, can process and distributes large number of data
- Disaster Recovery (DR) site which is able to recover the systems and technology infrastructure caused by nature or human.
- Lobbying with govt.

### Best Practices

- Attempt to afford international best practices.
- Stand on its reliability.
- Deem in the power of teamwork.
- Commend to client partnerships.

### Employee Benefits

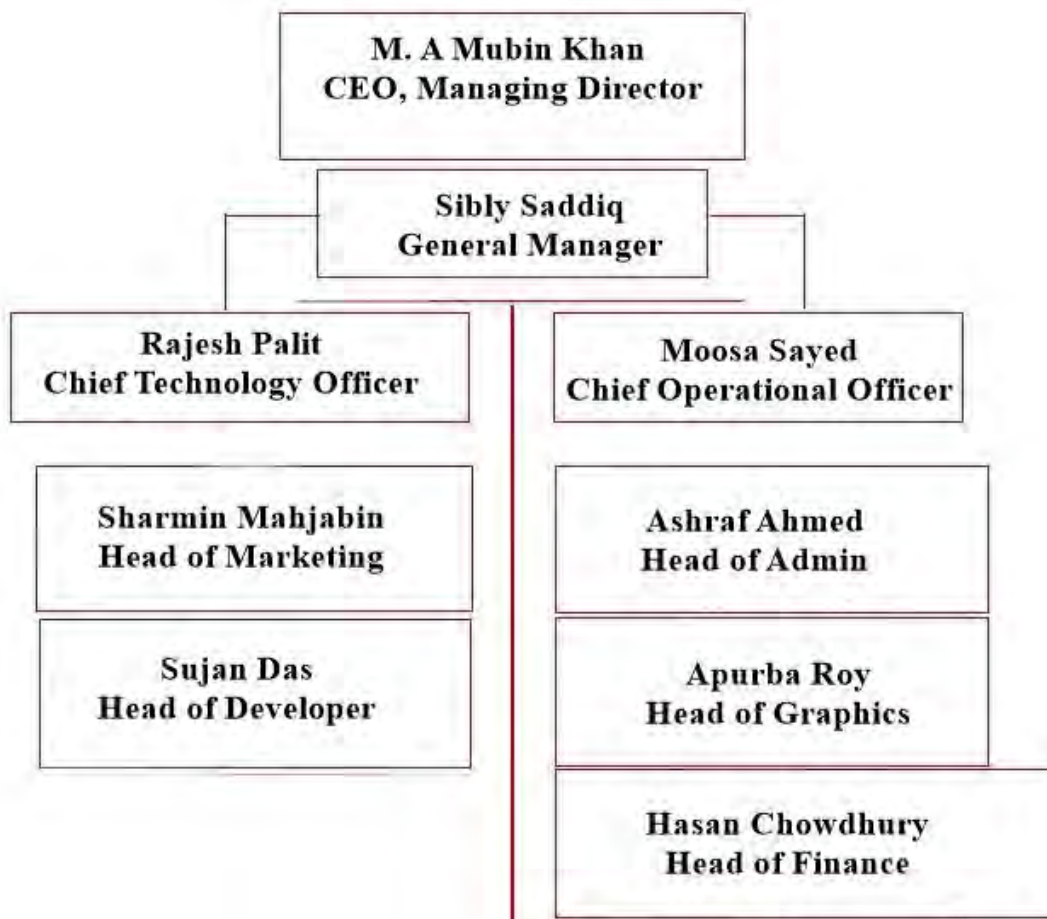
- On Time Salary Payment.
- Insurance Benefit (Group Life Insurance & Hospitalization).
- Employee Recognition (Employee of the month, Financial Reward & Certificates to the winning employees & winning Team).
- Provident Fund & Gratuity.
- Employee Relations Activity (Celebrations in different occasions like EID Days, Birthday Celebration)
- Social & Cultural Activities.
- Overtime Allowance: (Wages/Payment will be double of the basic pay).

## **Chapter 3: Organizational Structure**



## Structure of EATL

EATL has an organizational structure to manage the chain of command and flow of the workforces. Chairman is in the top of the chain and after him it is the GM, the General Manager who leads the whole company with a team with the Head of different departments.



## Departments of EATL

There are apparently 5 departments that are:

- Developers
- Graphics
- Administration
- Finance
- Marketing and Business Development

Among the departments mentioned above, Graphics and Marketing and Business Development departments are under direct supervision of Head of Marketing. Finance department are under the supervision of GM. Lastly Developers and Administration are under the supervision of Chief Technology Officer (CTO). Among all these departments, company is planning to introduce a new department which is Corporate Affairs that will deal with all the existing clients to maintain a good relationship.

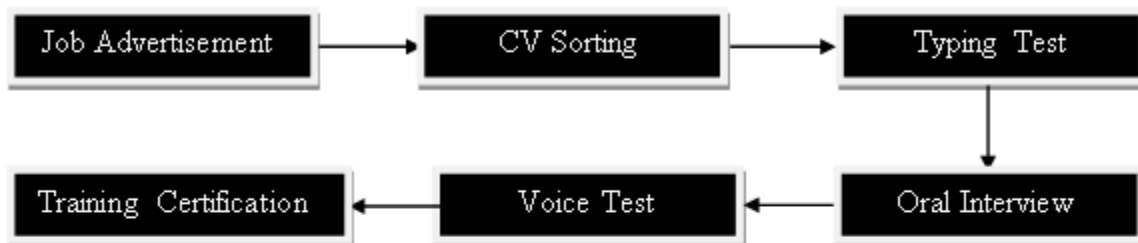
Each and every department mentioned above is equally important to help a company achieve success and move forward. But here in this report, I am only going to describe the responsibilities of the few departments of this organization like Graphics, Administration, Marketing and Business Development.

## Administration

For the success of a company it is necessary to recruit the right person. Every organization follows their way for recruitment. It is important to find out the right person for the company who will serve best to the capability. If the right person is not chosen, the cost raises up sometimes mark up even not getting g possible. EATL follows the procedures which have given below in a diagram:

### HR Recruitment Process

#### Selection Procedure for CSR



#### Selection procedure for Team Leader



#### Selection Procedure for Back Office



#### IJP / IJT Process




The processes showed above are followed every time there is need of people in the organization. The procedures appeared above are taken after each time there is need of manpower in the organization.

Aside from the recruitment process, Administration department also does the responsibilities like:

- Workshop and Skill Development
- Performance Appraisal
- Remuneration Management

## Marketing and Business Development

How successful a business is usually measured by revenue? To generate money for business, Marketing and Business Development team has to work really hard all the time. EATL is a B2B (Business To Business) company that basically provides different types of services. As the target market is different than many other consumer products, so does the marketing strategy. EATL basically has sets up the clients in priority based:

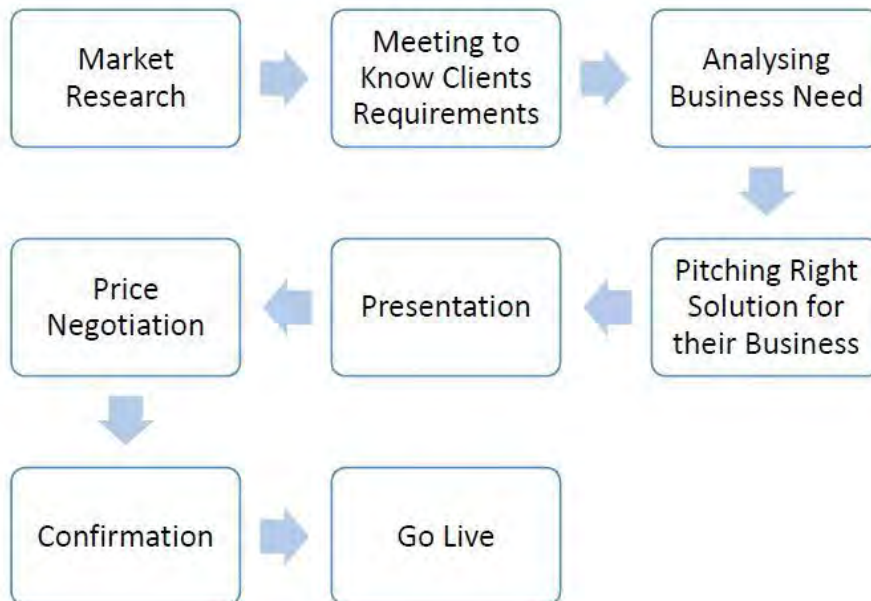
-  Government Clients
  - Call for tender
  - Idea pitching

When a public company needs to complete their task; they give an announcement of the need. Then companies submit their proposals to that company. The whole process is portrait in the diagram below for better understanding.



The diagram given here is the approaching clients of public organizations. Usually public companies invite the proposal from the firm.

The previous diagram explains the work flow when the public companies call for tender. In further, I will explain another way where the firm approaches to the clients.



This diagram shows that the process is a bit different here. EATL follows both of the work flow.

## Partners

- Oracle
- Ministry of Information and Communication
- Technology Ministry of Education
- Ministry of Health and Family
- Welfare International Medical College and Hospital (IMCH)
- HIV/AIDS and STD Alliance Bangladesh (HASAB)
- ORBIS International.

## Clients

- The Office of Honorable President of Bangladesh (Bangabhaban)
- Bangladesh Shilpa bank
- Sonali Bank Ltd.
- Rupali Bank Ltd
- Agrani Bank Ltd
- Bangladesh Biman
- Holy Family Red Crescent Hospital

## A Journey to Become the Top Software Firm Focusing on Integrated Marketing Communication

Our company always wanted to grow by satisfying customers. Yet some obstacles arise. Then business always comes up with solutions to overcome these challenges. To make a business successful it needs to maintain the communication cycle. Basically EATL believes in what extra they are putting. They believe if a business need to grow then relation maintaining is a mandatory factor.

SO EATL choose integrated marketing communication to maintain the communication. On to the point, they prefer channels like Facebook, Newspaper, radio, Public relation and direct communication to share different types of update about the company.

EATL has started maintaining integrated marketing communication. The marketing team has been trying so hard to push the company in Medias.

Before launching any campaign, the marketing communication team sits all together. They share opinions and plans. Finally they come up with a blueprint. Once the blueprint is done they approach to the top management. Top management selects the best approach. Since EATL has the full team and manpower, they don't search any agency for any campaign.

## Marketing Team Work Flow



The diagram shows the right work flows of any marketing task. The task usually gets done by following this process.

This diagram shows the marketing communication team plan together and create a blueprint. Firstly, they create a blueprint and arrange a meeting with the top management. Then top management selects the best approach. Since EATL has the full team and manpower, they don't search any agency for any campaign.



## Selecting Media of communication

Selecting media of communication is one of the important steps for the company. EATL doesn't promote much to the mass consumer channel. Yet explaining some of the channels.



EATL selects the media very consciously as this is the way of marketing communication.

### Facebook

Now, their first tool is Facebook like other companies. We all know the expansion of Digital Marketing. EATL has a Facebook page which is followed by more than 100 Thousand people and the number is increasing day by day. So it became an important media of communication and advertisement. Via Facebook they promote campaigns and shares different success stories. Sharing the stories of success in



## Radio

Radio is a helpful media. Certainly, they don't use radio as a mandatory media tool. Most of the time some important news, campaigns are shared in radio. Radio is an optional tool of EATL marketing team to catch the mass audience about their success.

## Impact

## EATL ProthomAlo App contest 2016

This is a nationwide largest app competition where students from different background get the chance to develop their skill. The contest was running since last 4 years. Alongside, in this season that is season 4 was sponsored by World Bank and Canada. In 2015 Robi was Title Sponsor and GP was back in 2013. The contest was divided into 3 segments.

- 1. Games**
- 2. Augmented reality**
- 3. Daily needs based**

In the grand Finale program, Commerce Minister Tofayel Ahmed and ICT State Minister Zunayed Ahmed Palak were present to handover the prize to the winner. From almost 750 ideas the winner “Guerilla Brother” which is a game based on liberation war won BDT 10 lacs.

### Objective

The main objective was to find out and encourage the young talents all over from Bangladesh. In this contest skill development is a focus area too. Many workshops are taken by corporate leaders and Faculties to enlighten the students. The objective is bringing and showing the right way to the students and utilize their caliber. So that these students can support their family, community, country and the entire world.

### Procedure

EATL does campus activation program. They do campaign in universities to get registration. Once they get the registration done they call for ideas. From all the raw ideas they sort down the best. Then they gradually help students to make the app. Meanwhile they arrange seminars, workshop, promotion camp etc. In further, the all best 15 teams remain after their final presentation pitch. Sorting out all the top 15 apps jury board comes with 1 best app from all the 3 segments and 3 top apps from each category.

## Chapter 4: Internship in EATL

## Job Responsibilities

I feel privileged that I worked with EATL. In my 6 months of internship I faced so many challenges and diversity of working in marketing communication and Graphics Team. My responsibilities and things I did in EATL are given below:



### Planning and Meeting

In EATL we had team meetings every day and reporting session where we report our task to our Head of Marketing, Mahjabin Ma'am. Apart from this I used to share my idea to MD Sir and GM Sir too for upcoming campaigns and all. I had attended several meetings with MD Sir. Among them one of the greatest programs was the discussion session in Brand Forum which was held in "Le Meridian"



### **Making AV**

In my university life I have build up one skill that ad making. Since I served many corporate with AV and advertisement, I used this skill to EATL too. Before my recruitment, EATL used to handle this AV and Advertisement to a third party. After my joining, I did all the necessary promotion video and required AV.

I have covered US conference video, Final Idea pitching of top 30 teams, Grand Finale, AV of whole journey of EATL ProthomAlo App contest 2016, Campus Activation and many more promotional video.

### **Giving Visuals to Graphics Team:**

Since I worked with all the big faces of Bangladesh in media sector, my direct supervisor Mahjabin Ma'am kept trust on me. I have helped to change the work flow of graphics team. To create animations or any posters I used to give the idea and the visuals. According to that, Team Graphics started to portrait my visuals and Idea. Now the entire story in English For Today book is being digitalized. Here, I planned to make animation based visuals for better understanding of the students. Likewise, I gave the visuals to create animations to the Graphics Team.

### **Digital Media Management:**

From the very beginning of my Internship I was instructed to manage the Facebook page of EATL app. By identifying the digital marketing objective, I stepped forward toward the implementation. The objective of EATL is to Speak. There are two core ways that I have chosen for fulfilling the objective. One is the unpaid marketing on social media and the second one is the paid marketing on both social media and Google.

For online promotions I have done two types of promotions

- Unpaid
- Paid



For passive marketing I kept watching in the very famous groups like DSD, DSE, and DSS. However, these groups are untouchable Facebook groups for example I have promoted in desperately seeking Dhaka (DSD) where a huge number of youth and target customer for our EATL contest page has included. This is how I have pushed the brand EATL indirectly which was the first attempt from the company too.

08/14/2017 8:30 pm				8K		758 396		
08/14/2017 11:18 am				13K		1.1K 173		
08/13/2017 8:30 pm				1.3K		47 70		
08/13/2017 5:11 pm				7.3K		838 99		
08/13/2017 12:21 pm				4.5K		369 82		
08/10/2017 9:00 pm				10.9K		1K 612		
08/10/2017 12:15 pm				10.5K		693 372		

Here can be seen, I made huge engagement without boosting which is very positive for the company.

## Presentation

I feel so privileged that I got the opportunity to prove myself. I got enough freedom to work. Every time I made any plan I need to give presentation. My supervisor specially liked the way of my presentation as I have never followed the traditional way. I preferred to make corporate slides and Prezy more often.

## Contest

During my time of internship, EATL had several campaigns and EATL Prothom ALO app contest is one of them. Our team has arranged the campaign contest very successfully. It is 9 month long contest. Students from everywhere in Bangladesh can attend this competition. When I joined I found this competition at almost end

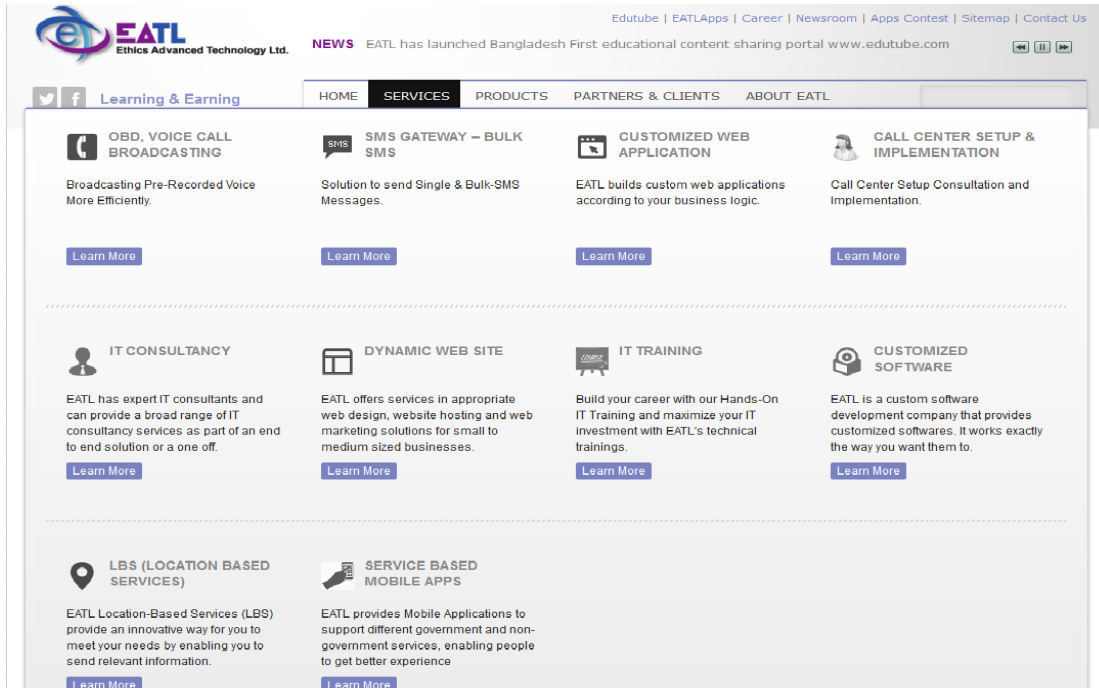
part. From 700 ideas only top 30 teams remained. I was present and covered the top 30 teams' final presentation in University of Asia Pacific (UAP). After that the jury board came up with top 15 best App. Kaikobad Sir from BUET, was the head of Jury board. I was engaged communicating with the contestant. I was instructed to reply all the queries and convey the greetings and feedbacks to the higher management. Before Grand Finale I made trailers for each 15 apps.

### **Team EATL:**

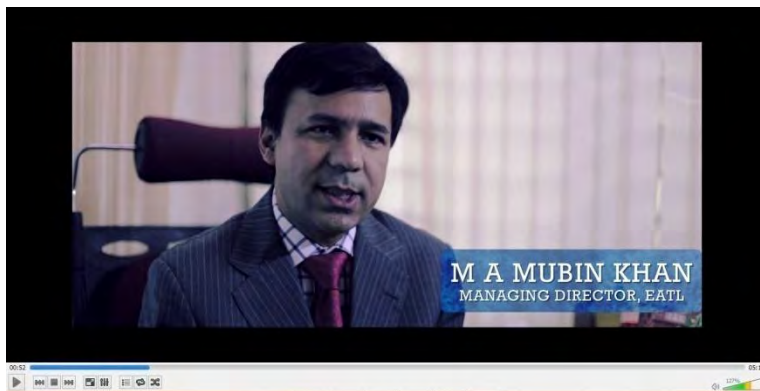
The experience is very precious. I really learned many things in this time. I hope this learning will help me better in my near corporate future. I like to say the working environment is very friendly. All the team members are very helpful and fun loving. In Ramadan we went for Iftar party at Canary Hotel, Gulshan. Afterwards I met Minar one of top Musicians of our country. Most memorable day is when I went to attend a seminar and met "The Head of Marketing, The Daily Star" Tajdin Bhaia who is an Alumni of BRAC Business School. We both felt so precious meeting then. Here is a simple glimpse of my journey

## Appendix

### EATL Expertise's



### Making AV:



Glimpse of EATL Journey:



ProthomAlo App contest:

The winners in a single frame.



Poster of the Contest:



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