

Report On
All-in-One with MoMAGIC: A One-Stop Tech Hub for Smart Digital Solutions

By
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An internship report submitted to the Brac Business School, BBS in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Fabiha Enam

Senior Lecturer, BRAC Business School ,BRAC University.

Letter of Transmittal

Fabiha Enam
Senior Lecturer,
Brac Business School
BRAC University
Merul Badda, Dhaka-1212

Subject: Submission of Internship Report

Dear Ma'am,

It is my great pleasure to submit my internship report titled "*All-in-One with MoMAGIC: A One-Stop Tech Hub for Smart Digital Solutions*", which I have prepared as part of my internship under your supervision.

I have made every effort to compile this report with the necessary information, analysis, and practical observations in a concise yet comprehensive manner. I have also included some recommendations that I believe will add value to the organization's ongoing initiatives.

I sincerely hope that this report will fulfill your expectations and provide meaningful insights into my internship experience.

Thank you for your guidance, support, and cooperation throughout the preparation of this report.

Sincerely yours,

Salsabil Sara
21204061
BRAC Business School
BRAC University
20 October, 2025

Non-Disclosure Agreement

Between MoMagic Bangladesh (Edison Group) and Salsabil Sara

This **Non-Disclosure Agreement (“Agreement”)** is made and entered into on this 1st day of June 2025, by and between:

MoMagic Bangladesh Ltd., a company incorporated under the laws of Bangladesh, having its registered office at *Rangs Babylonia Tejgaon Area , Niketan, Gulshan, Dhaka-1212*, operating under **Edison Group**.

AND

Ms. Salsabil Sara, a student of **Brac University**, currently enrolled in the Department of _____, bearing Student ID _____ (hereinafter referred to as **“the Student”**).

Both parties shall hereinafter be collectively referred to as **“the Parties”**, and individually as a **“Party.”**

Purpose

The purpose of this Agreement is to ensure that any confidential or proprietary information shared by MoMagic Bangladesh with the Student — in connection with her internship, research, project, or academic assignment — is protected from unauthorized use, duplication, or disclosure.

Acknowledgement

First and foremost, I would like to express my deepest gratitude to the **Almighty Allah** for granting me the strength, patience, and perseverance to successfully complete my internship and prepare this report.

I am sincerely thankful to my **academic supervisor, Ms. Fabiha Enam, Senior Lecturer, BRAC Business School**, for her constant support, valuable guidance, and insightful feedback throughout this journey. Her encouragement and thoughtful advice have greatly contributed to improving the quality of my work and expanding my learning.

My heartfelt appreciation also goes to my **workplace supervisor, Miss Afsana Mimi , Senior Manager, MoMagic Bangladesh Ltd.**, for providing me with the opportunity to work under his supervision. His mentorship, expertise, and constructive guidance allowed me to gain hands-on experience in exploring various digital products, understanding business operations, and finding innovative **tech-based solutions** to real-world challenges.

I would also like to extend my thanks to all members of the **MoMagic Bangladesh team** for their cooperation, encouragement, and willingness to share their practical knowledge with me. Their friendly environment and professional insights helped me learn about different aspects of **product development, digital marketing, and technological innovation** in a corporate setting.

Finally, I express my appreciation to **BRAC University** and the **Office of Career Services and Alumni Relations (OCSAR)** for organizing the internship program, which enabled me to connect classroom learning with professional experience and gain a clearer understanding of my future career goals.

Executive Summary

This internship report, “*All-in-One with MoMAGIC: A One-Stop Tech Hub for Smart Digital Solutions,*” presents my experience and learning during my internship at MoMAGIC Bangladesh Ltd. The report outlines the company’s role in advancing digital transformation in Bangladesh through its diverse portfolio of products and services. MoMAGIC offers a wide range of platforms such as Direct Carrier Billing, IVR services, mKiddo, Webmanza, OrkManza, A2P SMS, QuizMuiz, Hullor, XoshPlay, and Truecaller solutions, which together serve sectors like telecom, education, and entertainment.

During my internship, I worked on different projects including content development, platform reviews, and market research. These tasks helped me improve my technical knowledge as well as my communication and teamwork abilities. The report also shares the challenges I faced and how I managed to overcome them, which added to my professional growth. In the end, I have suggested some ideas for product improvement and future market scope, which I believe support MoMAGIC’s vision of becoming a leading one-stop digital solutions company in Bangladesh.

Keywords: MoMAGIC; Digital Solutions; Direct Carrier Billing; Webmanza; HRM; Bangladesh tech industry

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Chapter 1: Setting the Stage: MoMAGIC and the Digital Transformation Story

1.1 Overview of the Internship Period and Objectives

My internship journey at MoMAGIC Bangladesh began in July and continued until October, giving me four months of practical experience in the field of marketing. Marketing has always been more than just an academic choice for me; it is something I have pursued with passion both during my studies at BRAC University and from my personal interest in understanding people, brands, and markets. I believe that a marketer's true responsibility goes beyond sales numbers — it is about creating awareness, building trust, and winning the hearts of customers.

During my internship, I worked closely with the marketing department and had the opportunity to contribute to more than two to three products at the same time. My main objectives were to support the development of content, assist in shaping product features, and design communication flows that could reach a wider audience. I aimed to strengthen MoMAGIC's visibility, improve customer engagement, and contribute to the company's goal of being a one-stop digital solutions provider in Bangladesh.

This internship also allowed me to apply my academic learning in real-life projects, test my creative ideas, and understand how marketing strategies directly influence customer response and business growth. Through this journey, my objective was not only to gain experience but also to grow as a professional marketer who values both business success and customer connection.

1.2 Introduction to MoMAGIC Bangladesh

MoMAGIC Bangladesh Ltd. is a next-generation mobile technology company, established in 2013 as a sister concern of Edison Group. The company's head office is located at Rangs Babylonia, Tejgaon, Dhaka. Its formation as a joint venture between MoMAGIC HK Ltd. and Edison Group Bangladesh Ltd. brought together international expertise and local strength, allowing the company to grow quickly in the competitive telecom and tech market (The Org, 2024).

Over the years, MoMAGIC has developed strong capabilities in Direct Carrier Billing (DCB), which has become one of its core strengths. Through DCB, customers are able to purchase digital content or services directly from their mobile balance, removing the need for credit cards or online wallets. This feature is particularly important in Bangladesh, where only about 30% of adults have access to formal banking services, but mobile penetration exceeds 95% of the population (Bangladesh Telecommunication Regulatory Commission [BTRC], 2023).

At present, the company serves over 10 million users, partners with more than five major telecom operators, and offers a portfolio of 5+ digital products ranging from entertainment to education and business services (MoMAGIC Bangladesh, 2025). Its platforms include mKiddo, an education app for children; Webmanza, a website-building solution for businesses; and IVR, SMS, and OTT platforms that support daily communication and content needs. With more than 50 skilled employees and a culture of

innovation, MoMAGIC continues to expand its presence in Bangladesh's growing digital ecosystem (MoMAGIC Bangladesh, 2025).

The mission of MoMAGIC Bangladesh is to connect people with technology in ways that improve their everyday lives. Rather than focusing only on revenue growth, the company emphasizes digital inclusion, user convenience, and customer trust.

Bangladesh is moving rapidly toward becoming a digital society, with mobile phones and internet services shaping how people communicate, learn, and do business. In this journey, MoMAGIC Bangladesh Ltd. has played an important role by making digital services easier to access and more affordable through its focus on different products. Unlike many businesses that stick to regular payment options, MoMAGIC gives customers the chance to subscribe to services and pay straight from their mobile balance. This makes it easier for people who don't have credit cards or use mobile banking — which is still quite common in Bangladesh. Because of this approach, MoMAGIC is considered one of the few companies in the country that truly focuses on direct carrier billing (DCB).

1.3 Strategic Partnerships and Sectors Served

MoMAGIC Bangladesh has expanded its presence by building strong partnerships with leading telecom operators such as Grameenphone, Robi, and Banglalink. Through these collaborations, the company is able to connect with over 180 million mobile subscribers across the country (BTRC, 2023). This wide reach allows its services to be used by both smartphone and basic feature phone users, covering almost the entire mobile market.

- **Telecom & Billing :** The company provides digital platforms and billing solutions for different sectors. One of its main strengths is in Direct Carrier Billing (DCB). This system makes it possible for millions of people who don't have credit cards or bank accounts to pay for services directly from their mobile balance. A good example is the *Bedtime Stories* platform, which alone generates more than 5.9 million BDT in revenue every month through DCB subscriptions.
- **Education (EdTech):** Through services like mKiddo, MoMAGIC is supporting early childhood education with fun, interactive content for toddlers and preschoolers. Similarly, Jante Chai combines audiobooks and interactive learning, giving students and families new ways to access knowledge online.
- **Entertainment & Lifestyle:** Platforms such as XoshPlay (instant gaming), Hullor (video streaming), and QuizMuiz (quiz-based learning) reflect MoMAGIC's strong role in entertainment. QuizMuiz alone earns over 715,000 BDT monthly, while Truecaller services integrated with telcos add over 350,000 BDT monthly revenue, making communication safer for users.
- **Business & Enterprise Solutions:** For small businesses and organizations, Webmanza provides website-building tools, while OrkManza supports HR management with payroll, attendance, and evaluation features. These platforms make it easier for entrepreneurs and companies to digitize their operations.

1.4 Connection with Edison Group

Being part of Edison Group, MoMAGIC benefits from the strong market presence and reputation of its parent organization. Edison Group, founded in 2008, is widely recognized for its flagship mobile brand Symphony. Over time, Edison has expanded into various industries including electronics, real estate, power, and IT services. As one of its strategic concerns, MoMAGIC plays a vital role in Edison's vision of driving Bangladesh's digital transformation.

1.5 Leadership and Direction

MoMAGIC Bangladesh is led by Mr. Mohammad Jahangir Alam, who serves as the Chief Executive Officer. Though he comes from a background in Mechanical Engineering, his journey with MoMAGIC has allowed him to grow as a business leader with strong marketing insight. Beyond MoMAGIC, he is also the founder of ToyGhor, showing his passion for creating businesses that bring real value to people's lives.

Under his leadership, MoMAGIC has introduced platforms such as mKiddo, an educational service designed for children, and Webmanza, a digital solution that helps small businesses and professionals build their online presence. These products are already making a difference for families, students, and entrepreneurs in Bangladesh.

Mr. Alam's vision is not just about business growth. He believes in working for people's benefit, by developing services that simplify daily life, improve learning, and expand digital opportunities. His people-first mindset has helped MoMAGIC stand out as a company that serves both technology and society.

Chapter 2: MoMAGIC's All-in-One Product Ecosystem

2.1 mKiddo



mKiddo : We Thrive in Creating Safe Content for Kids.

mKiddo is an app-based pre-school e-learning solution. The app is developing activities for cognitive growth through interactive learning for children aged 2-6 years. mKiddo is trying to prevent kids from exposing harmful online content by creating an age-appropriate content library. Parents can rely on mKiddo 100% because this app does not show any in-app external pop-up ads or redirected pages.

The app works with an emphasis on engagement, memory boost, logic, and creativity development to ensure the cognitive growth of children. In this digital age, chalk up your child's app to mKiddo for Beautiful Childhood and proper development.

Content

- Rhymes
- Alphabet

- Number tracing
- Shapes
- Counting
- Tracing
- Puzzles
- Coloring
- Interactive chart
- Body parts

mKiddo Subscription plan

Monthly: ₦99

Yearly: ₦850

Life time: ₦1250

To build their brand mKiddo is using these simple steps in the following manner.

1. Identify the customers problem
2. Determine the target customer
3. Analyze the current scenario
4. Create brand identity
5. Create brand awareness and brand engagement
6. Implementation

Step 1: Customer Problem mKiddo is Addressing

- Mobile addiction
- Harmful content in social media and YouTube
- Negative cultural impact
- Children learn from what they see and hear
- Poor mental growth due to phone addiction
- Reluctance in learning due to traditional teaching and learning method
- Social, emotional, cognitive connection is not building in children due to harmful content

Step 2: Target customer and consumer

Target consumer:

1. Toddlers
2. Pre-school children (Age group: 2-6)

Target customer:

1. Parents with toddlers (Up to age 3): mKiddo believes “Nurture the seed, plant will grow healthy” as 70% of the consumer belong to this category.

2. Parents & Teachers of young kids (age 4-8): Kids this age have a lot of energy. mKiddo promise to drive it in the right path.

Step 3: Current scenario:

mKiddo's Facebook page:

- Likes -14000
- Followers -14000 (till date)

mKiddo app:

- Download 50000+(up to date)
- Review 146
- Positive feedback- 42 persons, negative feedback-21 persons
- Rating star- 5 star 67%, 2 star 5%, 3 star 0%, 2 star 3%, and 1 star 16%

Step 4: Creating Brand Identity

To establish brand identity, mKiddo is using these material to create an attractive, easy to remember and relatable brand identity for the customer.

mKiddo brand identity: An interactive fun learning app.

(mkiddo is creating awareness through social media, YouTube and news portal by using video and graphical messaging)

Tag line: mKiddo তে অনেক কিছু হাসবে খেলবে শিখবে শিশু।

mKiddo's characters:

- Kiddo: He is our main character. He loves to learn new things. It's safe to say he is kind of a nerd. He interacts all learning contents with mKiddo's Kids.
- Siddo: She is very shy and kind. She loves to draw pictures and sing. She interacts all art and creativity contents with mKiddo's kids.
- Buddo: He is funny and loves to make new friends. He loves puzzles and games. He is very brilliant.
- Tuddo: He is very cute and easily be friends everyone. Loves to be around humans. He interacts all entertainment related content with mKiddo's kids.

Brand guide line:



mkiddo brand guideline for post

Bangla FONT GUIDELINE

Baloo da Font

শিশুদের জন্য নিরাপদ হোক ইন্টারনেট দুনিয়া

swarnali Okkkhor Font

শিশুদের জন্য নিরাপদ হোক ইন্টারনেট দুনিয়া

English FONT GUIDELINE

letter kids font

5 Little Monkeys Jumping on the Bed

Roboto font

5 Little Monkeys Jumping on the Bed

Manrope font

5 Little Monkeys Jumping on the Bed

COLOR GUIDELINE



Figure:01

mkiddo's brand response:

- Fun
- Creativity
- Excitement

mkiddo's brand meaning in the customers mind:

- Best app for kids
- Best learning app for kids
- Digital learning

mkiddo's brand features:

- Creativity
- Easy to use
- Variety of feature
- Affordable price

- Customized service

Activities we are trying to boost:

- Engagement: A child has to be able to engage and commit to activities
- Memory Boost: A child has to keep certain item memorized and remember.
- Logic: A child has to be able to do critical thinking.
- Imagination & Creativity: A child has to be creative

Step 5: Creating Brand Awareness and Brand Engagement

For creating brand awareness, the first task is to identify the target audience and create a buyer portfolio to understand some important aspects such as:

- Demographic characteristics of target customer
- Customer Engagement platform.
- Buying behavior
- Trigger point etc.

It will help the brand to be more specific, customer centric and more engaging which eventually ensures the best use of time, cost and manpower.

Whom to sale:

- Parents with toddlers (Up to age 3): mKiddo believes “Nurture the seed, plant will grow healthy” as 70% of the consumer belong to this category.
- Parents & Teachers of young kids (age 4-8): Kids this age have a lot of energy. mKiddo promise to drive it in the right path..

Buyer portfolio:

- Working parents
- Tech Savvy parents
- Frequent Buyers (online)
- Banking card holders
- Playground parents
- Economy Class: A&B
- Frequent Travelers
- Social Group Parents

The value proposition

Prepare your kid for a smart future

Who will advise us?

SL	Profession	Onboarding Deadline
1	Child Doctor/ Psychologist	23-06-22
2	School Teacher	23-06-22
3	Influential Mom	23-06-22
4	Autism specialist	23-06-22

5	NGO persona	23-06-22
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Step 6: Implementation - What and How to promote?

When deciding what and how to promote these factors have to be considered-

- Objective of promotional campaign
- Target audience
- Engaging platform
- Touch point of customer
- Budget etc.
-

Brand Building Blocks of mKiddo Using Customer-Based Brand Equity (CBBE) Model: mKiddo is frequently using customer based brand equity model to measure the overall brand equity in different blocks to understand the overall situation of the brand and make necessary adjustments.



Keller's Brand Equity Model – CBBE Model

Figure:02

SALIENCE – mkiddo's Brand Identity

Interactive fun learning app - mkiddo is creating awareness through social media, YouTube and news portal by using video and graphical messaging.

PERFORMANCE - mkiddo's brand features

Functionality: Questionable

- 66% customer didn't complain about the functionality
- 33% customer have complained about functionality

Reliability: Service is not consistent. Frequent hang and lag is occurring.

Style/design: Up to mark. (66% of customer positively Praised about the content and user interface). High quality graphics, video and audio

Customer experience: Is not up to mark. 33% of customer complained about how hang and lag disturbed them

Price: Affordable. There is no issue.

Customer satisfaction: 66% is positive, 33% is negative

Performance in customer point of view:

- Creative
- Easy to use
- Variety of feature
- Affordable price
- Customized service

IMAGERY – mkiddo's brand meaning in the customer mind

- Best app for kids
- Best learning app for kids
- Digital learning

JUDGMENT – mkiddo's brand quality

- Quality content
- Affordable
- Poor service
- Waste of money

FEELING - mkiddo's brand response

- Fun
- Excitement
- Creativity

RESONANCE – mkiddo's brand relationships

- 16 people recommended mkiddo
- 5 people not recommended mkiddo

Digital Marketing: The Big Boost

Channels: Facebook, Website, YouTube, Instagram

What would we like to communicate?

Month	Communication
Jun	Payment, Why Buy mKiddo, Interactive Content, advisor
July	Payment, Why Buy mKiddo, advisor, people use mkiddo, courses
August	Payment, Why Buy mKiddo, influential people use mkiddo, courses
September	OVC
October	mKiddo community, advisor, OVC, customer feedback
November	Payment, content, courses, customer feedback
December	Payment, influential people use mKiddo, lifestyle app

Promote the Best Features:

- Parents Dashboard
- Offline Videos
- Interactive Contents
- Child's Account
- 3 Concurrent streams
- Watch Trending List
- Art and Crafts
- Sports and fitness

Facebook content plan

Facebook is one of the major engaging platforms nowadays. People spend a great amount of time by scrolling and consuming various content available on Facebook. Which eventually makes this platform a very attractive channel to promote, engage, communicate and sell product to the customer. Facebook also offers various useful analytics for the business. By using those analytics a business can operationalize their activities in more effective and efficient way. That's why mKiddo is using Facebook as one of their major marketing channels to create, communicate and engage their customers to the brand.

Objectives

- To create engagement with mkiddo
- To induce the existing and new customers to purchase and repurchase the plan
- To make mkiddo's character popular
- Word of mouth

Execution plan for the engagement and word of mouth:

- Fun friday
- Fact With kiddostein
- Parenting reminder
- Video series on child's development



Figure:03

Execution plan for inducing the existing and new customers to purchase and repurchase the plan: As customers' reviews directly influence the buyers buying decision whether to purchase or not, demonstration of positive customer review can be a great influencing factor to induce them in order to purchase a product. Because, when a customer buys a product, they always looks for feedback and reviews of other customers. That's why mKiddo is demonstrating their positive customer review through social media.

- Feature Series
- Customer Review

Influencer marketing to influence the target group: Influencer marketing is a very effective way of promoting a brand. It also helps the brand to peruse and create a positive image in the mind of customers. Influencers makes a great deal of provocation which eventually induces the customer's buying decision. To maximize the influencers influence, these factor needed to be considered:

- Relevancy to the product
- Non-controversial
- Influencer outreach
- Availability

- Budget etc.

To execute influencer marketing at first influencer persona have to create to find the best influencer. Here is mKiddos influencer persona.

Influencer Persona:

- Non-controversial
- 10000+ follower
- Preferably have kid (age 2-8)
- Profession: entertainer, medical profession, psychologist, celebrity, child influencer, Cartoonist, Onboarding agency

Potential Influencer:

- Shuvashish Roy,
- SIFAT Cartoon
- Fatima Akter Naz
- Naveed Mahbub

Through Online video commercial these influencers supposed to promote mKiddo.

Areas to cover in script

- Parents trust mKiddo
- Convenient cost
- Kids using mKiddo
- General online content vs mkiddo
- Importance of two way communication (autism/speech delay)

Script: Agency/In-house Production: Production house

Customer Funnel

- Facebook, Google Ads, PR & other promotional activity (ATL, BTL)
- Send SMS to the registered but not recurring customers, retargeting Ads from google analytics.
- Call customers who registered and watched content, send SMS to influence sales further
- Customer loyalty program, upselling

Physical Product:

Gift Card: Bringing A gift card (online) via Facebook shop, Chaldal (September), Pickaboo (July), Daraz (July), More (December)

2.2 Webmanza

Webmanza is a platform created to help businesses, professionals, and entrepreneurs establish their online presence without needing coding skills. With its simple drag-and-drop system, anyone can build a professional, modern, and mobile-friendly website in just a few steps. The goal of Webmanza is to remove the barriers that many small businesses face when trying to go digital.

The platform does not stop at website design. It also provides a ready-to-use e-commerce system that includes product catalogues, secure checkout, inventory management, and invoicing tools. Business owners can connect directly with local payment partners and courier services, which makes selling and

delivering products much easier. This seamless integration of design, payments, and logistics allows entrepreneurs to focus on growth instead of struggling with technical issues.

Webmanza not only develops websites but also provides domain registration, hosting, and server management. This means clients don't need to spend extra on backend technology. The platform also offers a live dashboard that shows real-time information on sales, customer activity, and order tracking, which helps businesses manage their daily decisions more easily.

So far, Webmanza has built more than 500 websites — with the number now reaching between 500 and 700. Along with that, the company has also trained around 150 women, helping them gain digital skills and opportunities.

Competitor Analysis:

Feature	Shopify	WordPress	WebManza
Software as Service	✓	✗	✓
Free Hosting	✗	✗	✓
Local Delivery Partners	✗	✓	✓
Local Payment Partners	✗	✗	✓
Customer Support in Bangla	✗	✗	✓
Built-in SMS Gateway	✗	✗	✓

One of Webmanza's biggest strengths is its local support system. The company provides round-the-clock customer service in Bangla, which is especially helpful for entrepreneurs who are just starting to use technology. To make sure users can get the most out of their websites, Webmanza also arranges training programs. So far, it has held more than 10 training sessions and offered over 15 subsidized websites to local artisans and women entrepreneurs. In Chittagong district, special programs have been run to train marginalized entrepreneurs, showing Webmanza's effort to promote digital literacy and inclusion.

Overall, Webmanza is not just a website builder — it acts as a complete digital growth partner. By combining simple technology, practical business tools, and personal support, the company helps Bangladeshi entrepreneurs grow their online presence and compete with more confidence.

Table: Webmanza's Features:

Category	Features	Benefits for Users
Website Design	Drag-and-drop interface; Premium templates; Mobile-responsive designs	Easy for anyone to build professional websites; works perfectly on all devices

E-Commerce Tools	Pre-built store setup; Product catalogues; Inventory & invoicing systems	Quick launch of online shops; organized stock & billing
Payments & Delivery	Integrated local payment gateways (bKash, Nagad, cards); Courier partners	Hassle-free checkout; smooth order delivery for customers
Hosting & Domain	Free hosting; Domain registration; Server management	Saves cost and effort; business owners don't need technical setup
Business Insights	Live dashboard; Real-time sales data; Order and request tracking	Smarter decisions; transparency on customer trends
Customer Support	24/7 assistance; Support in Bangla; Built-in SMS gateway	Confidence for new users; direct communication with customers
Training & Inclusion	10+ training sessions; 15 subsidized websites; Programs for women & artisans	Builds digital literacy; empowers marginalized entrepreneurs to grow online
Social Impact	Partnerships for local artisans & women entrepreneurs	Promotes inclusive business growth across Bangladesh

2.3 HRM Portal – OrkManza

- OrkManza – Re-imagining HR in Bangladesh

OrkManza is an all-in-one HR and office management software that was launched in Bangladesh in 2025. Its main purpose is to simplify HR tasks, reduce paperwork, and make employee management easier and more engaging. Unlike many traditional HR tools that feel stiff and overly technical, OrkManza is built to be simple, user-friendly, and more employee-focused.

The idea behind OrkManza is that HR should go beyond just keeping attendance records or processing salaries. It should also help improve employee satisfaction, motivation, and overall engagement. For this reason, the platform includes interactive features like **Hi5 (peer appreciation)**, task ratings, and real-time performance tracking, turning HR into a two-way process between managers and employees.

Some of the main features of OrkManza include:

- **Time & Attendance:** Daily check-ins with geo-location tracking and photo capture, so managers know who reported and from where.

- **Leave Management:** Employees can apply for leave online, and managers can approve or reject with just one click.
- **Payroll:** Automatic generation of salary slips, bonuses, incentives, and yearly summaries.
- **Task Management:** Tasks can be assigned with deadlines and later rated for quality and timeliness.
- **Ticketing System:** Employees can raise urgent requests with timers and priority levels for quick response.
- **Employee Directory & Organogram:** Stores employee details and shows the full organizational structure for easy navigation.

OrkManza is being offered under Edison Group, which owns more than 32 companies. Through this platform, Edison provides a complete HR solution where employees can manage all their HR activities in one place. Even at MoMAGIC Bangladesh, around 20 to 30 employees are already using OrkManza for their daily HR needs, showing its practical value in real work settings.

Extra Features that Stand Out

- Hi5 Recognition – A unique way for employees to appreciate each other's work.
- Meeting Scheduler – Book online/offline meetings and track outcomes.
- Task Rating & Reports – Managers can rate completed tasks and track performance trends.
- Analytics & Reporting – Provides detailed reports on attendance, training, payroll, projects, and even appreciation.

Feature Analysis: Daily Attendance with Geo Location

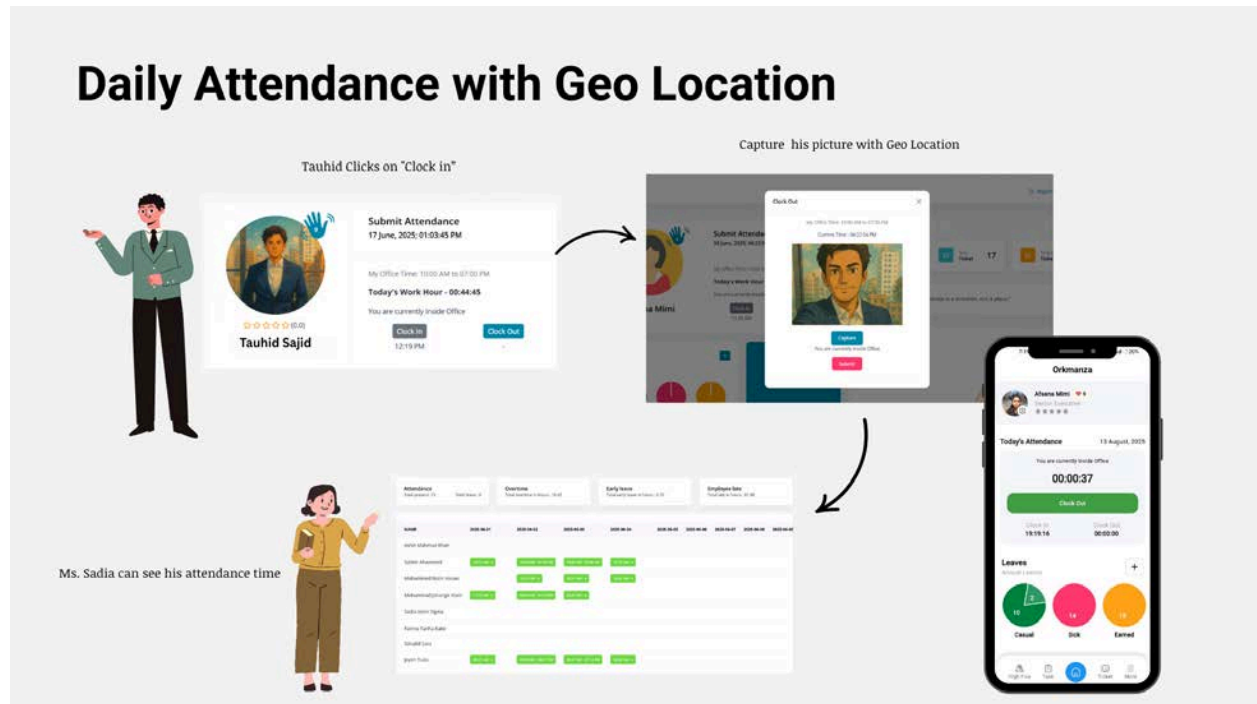


Figure:04

Daily Attendance with Geo Location: Employees can clock in and clock out using their mobile devices. The system captures a photo and geo-location to confirm presence. HR managers can view reports of attendance, overtime, late arrivals, and absences in real time. This makes attendance more reliable and reduces chances of false reporting.

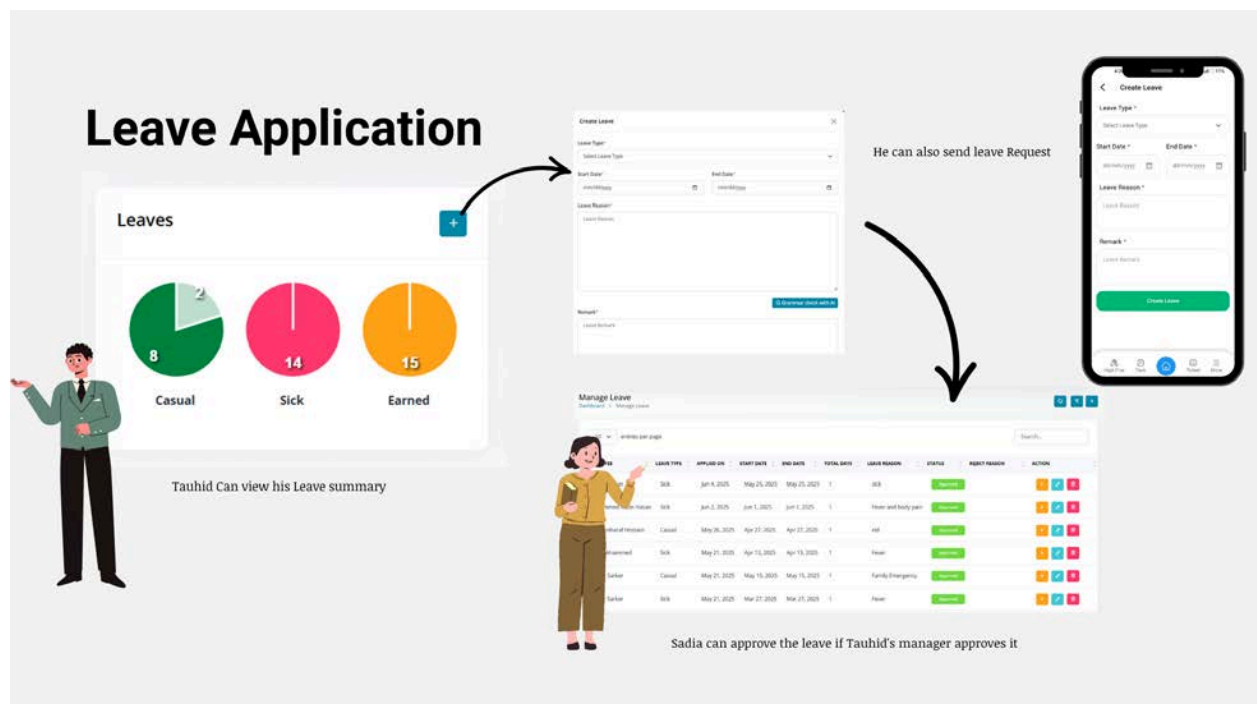


Figure:05

Leave Application: The leave management system allows employees to check their leave balance and apply for leave directly from the platform. Managers can approve or reject requests with a single click. This eliminates paperwork, saves time, and gives employees transparency about their leave history.

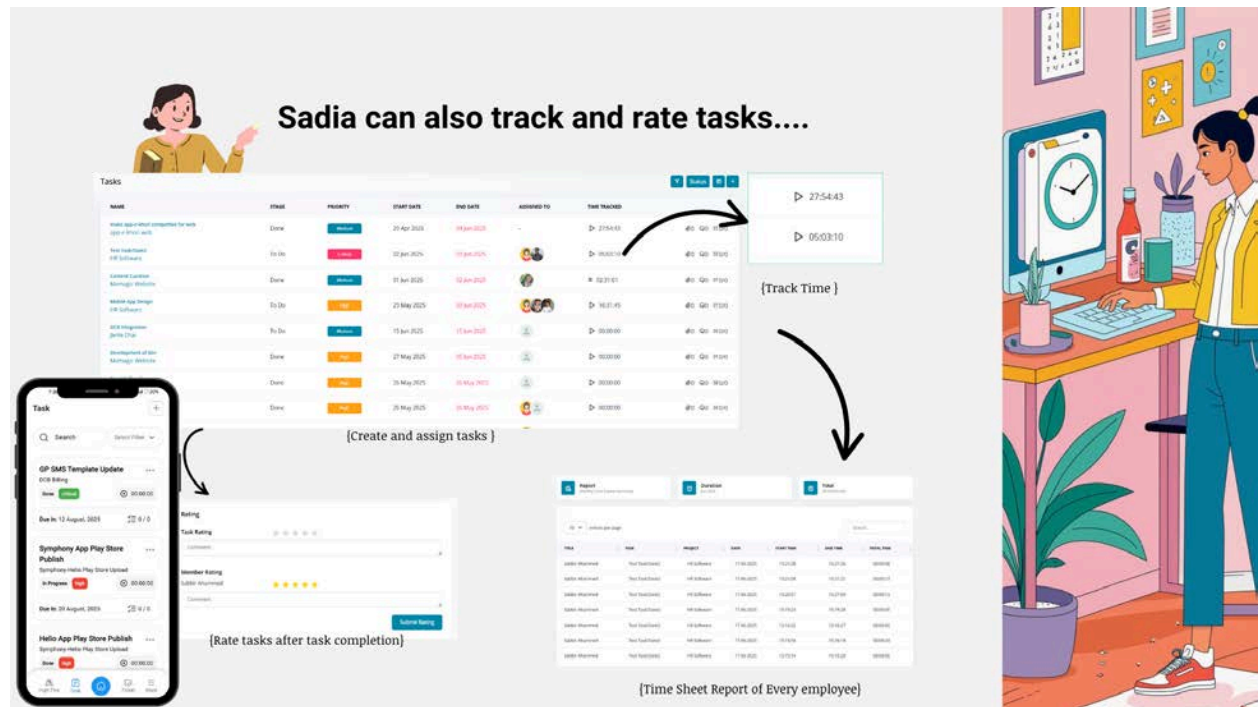


Figure:06

Task Management & Rating: Managers can assign tasks with clear deadlines. Employees work on the task, and after completion, managers can track time spent and give ratings based on quality. This helps improve accountability and performance, while also motivating employees to complete tasks effectively.

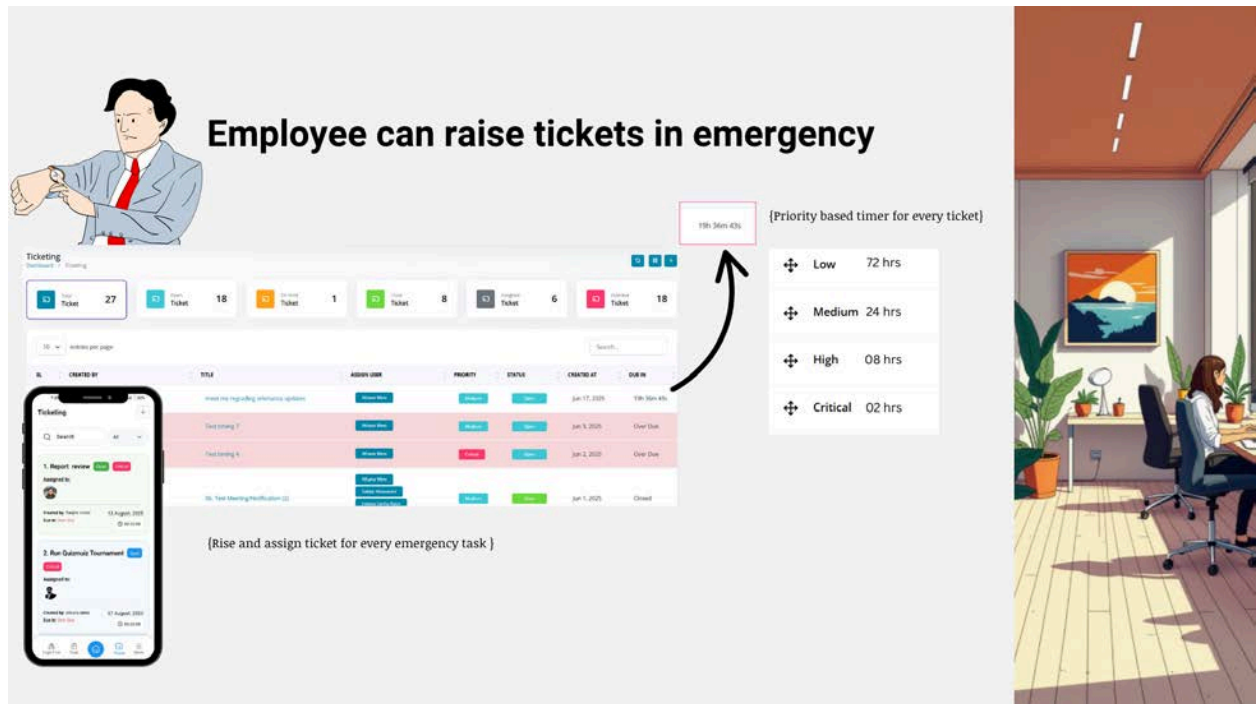


Figure:07

Tickets : Employees can raise emergency tickets when urgent issues appear. Tickets are tagged with priority levels (low, medium, high, critical) and deadlines (72 hrs, 24 hrs, 8 hrs, 2 hrs). This ensures managers handle important problems quickly and don't lose track of pending issues.

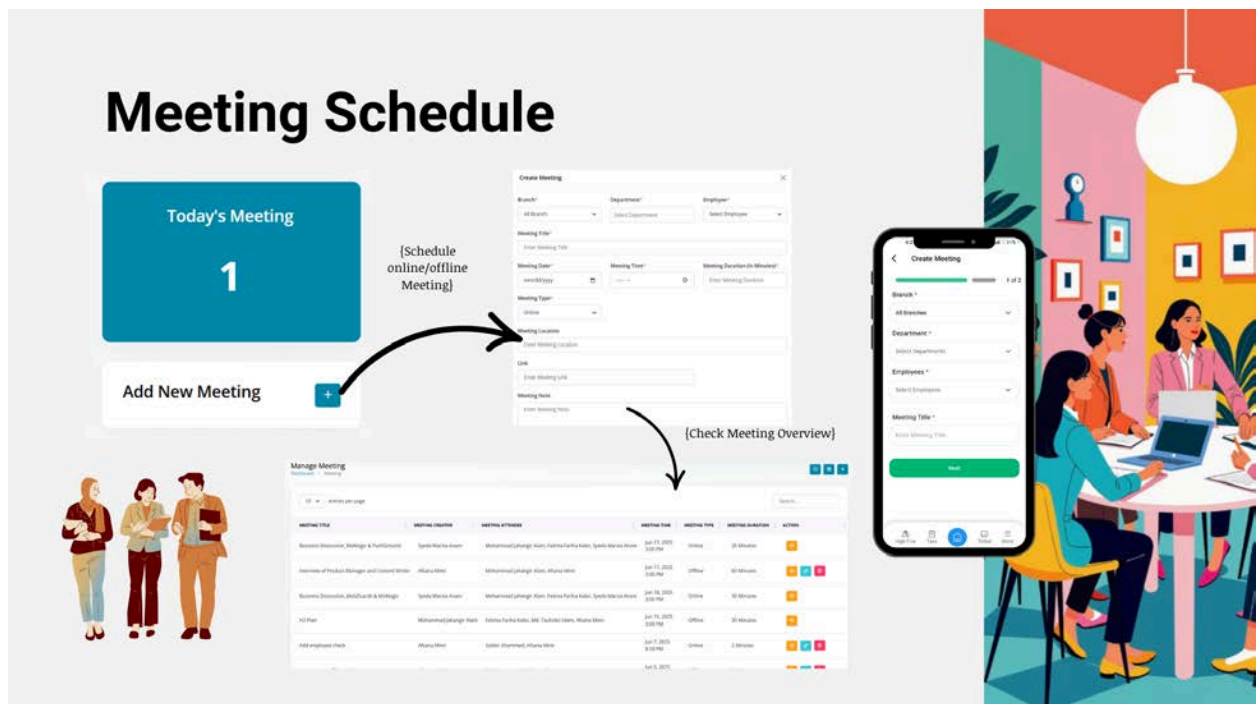


Figure:08

Meeting Scheduler: The meeting scheduler makes it easy to arrange both online and offline meetings. Managers can add details like branch, department, date, time, and location, and employees can see all upcoming meetings in one place. This reduces confusion, saves time, and ensures everyone is prepared.

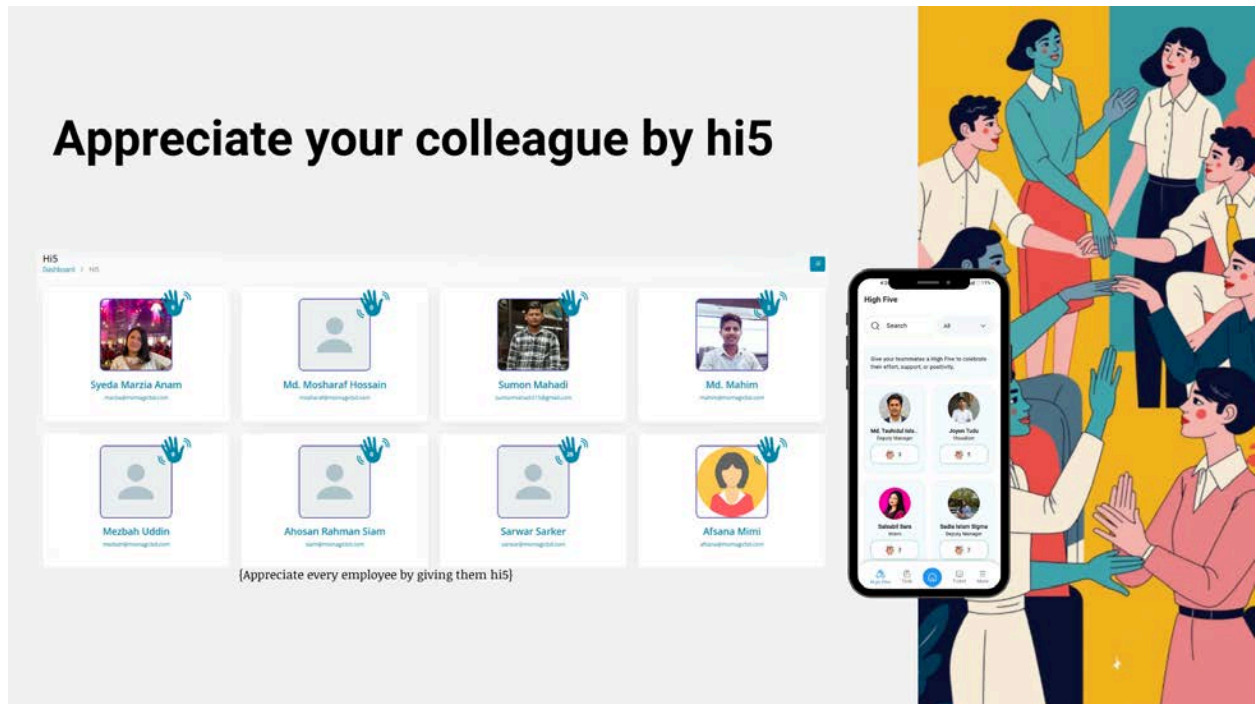


Figure:09

Hi5 – Employee Appreciation: This feature lets employees show instant recognition by giving a digital “Hi5” to their colleagues. It helps build positivity, teamwork, and appreciation in the workplace. Instead of waiting for formal awards, anyone can celebrate a teammate’s effort immediately. This boosts morale and strengthens company culture.

Example Scenarios

- **Attendance:** An employee named Tauhid logs in with a selfie and GPS location. HR instantly sees the time and place of check-in.
- **Leave Request:** Tauhid checks his leave balance, applies for 2 days off, and HR approves it if the manager agrees.

- Task Assignment: A manager assigns Tauhid a task with a deadline. Once completed, the manager gives a star rating for performance.
- Emergency Ticket: If Tauhid faces a sudden issue (e.g., system failure), he raises a ticket marked “high priority,” and HR tracks resolution time .

These examples show how OrkManza turns everyday HR processes into structured but simple digital workflows.

Future Roadmap

OrkManza plans to expand with:

- Mobile App (Phase 2) for on-the-go HR access.
- AI Features (Phase 4) that will analyze employee behavior, predict burnout risk, suggest training programs, and even shortlist candidates during recruitment .

Target Users

- Growing startups that cannot afford large HR teams.
- Corporate houses with distributed teams.
- Service, tech, and manufacturing industries that need centralized HR systems .

Competitor Comparison

In Bangladesh, OrkManza competes with HR software like piHR, Keka, and PayDay. While competitors focus heavily on payroll and attendance, OrkManza differentiates itself by adding:

- Engagement tools (Hi5, task rating, appreciation)
- Local context features (Bangla support, geo-attendance, custom reports)
- Future AI capabilities to predict employee stress and improve retention

2.4 QuizMuiz: Fun Learning Meets Smart Technology

QuizMuiz is a trivia platform that combines learning with entertainment. Its tagline, “*Smart. Fun. Addictive*”, reflects the purpose of the app well. Unlike many quiz games that become repetitive after a while, QuizMuiz always brings fresh challenges. People can play solo or join friends in real-time matches, which makes it fun for students who want to learn interactively, professionals who want a short break at work, and even families who like to play together at home. Many parents also encourage their children to use QuizMuiz, as it helps them gain knowledge in a playful way.

How It Works

What makes QuizMuiz stand out is the way it uses artificial intelligence to recommend questions that match each user's interest and level. For example, someone who enjoys history gets more advanced history questions, while another player who prefers science will receive science-related quizzes. The app also has *Daily Brain Boosters*—quick five-question sets that help players keep up their streaks without pressure.

To build excitement, QuizMuiz has a live leaderboard where players can track their progress compared to friends or others in Bangladesh. The app also rewards achievements with fun badges and titles such as “Trivia Ninja” or “Fact Boss.” Another special feature is localized content, which includes topics about Bangladeshi culture, festivals, and even seasonal events like the Ramadan Quiz Fest.

Tournament Mode

One of the most popular features is the tournament mode. Here, players compete in knockout-style rounds until one winner remains. These tournaments create the feel of a live competition, with one-on-one matchups, time limits, spectator options, and special in-game power-ups. This mode attracts both casual players and competitive quiz lovers.

The app also has a clear monetization model around tournaments. Players can pay small entry fees to join exclusive events, buy power-ups for an advantage, or take part in brand-sponsored competitions. Extra rewards such as Hall of Fame recognition, streak bonuses, and referral rewards keep users motivated.

Rewards and Customers

Rewards play a big role in keeping QuizMuiz exciting. Besides points and badges, players can win coins, gift cards, gadgets, and access to premium features. Currently, more than 2,000 people — including students, parents, and working professionals — are actively using the QuizMuiz portal. For many of them, the app is not only entertaining but also a way to enhance their general knowledge in a fun environment.

Target Audience QuizMuiz is designed for a wide range of users. Students enjoy it as an interactive way to learn, adults often use it during short breaks at work, and families use it to bond and spend time together. Even children benefit from it because the quizzes are both fun and educational. In Bangladesh's busy cities, commuters also play the app while traveling, making productive use of idle time.

User Journey

Getting started on QuizMuiz is simple. Users create an account or log in through mobile subscription. They can then choose from a wide range of categories and start answering questions. As they play, they earn points, collect badges, and climb the leaderboard. This sense of progress keeps users engaged and coming back regularly.

Future Plans

The team behind QuizMuiz has big plans for the future. New features under development include voice interaction (e.g., saying “*Hey QuizMuiz, start a science quiz*” to begin), automatic quiz generation from articles or videos, and regional language support to reach more users. Group tournaments are also being tested, so teams can play together. In the long run, the app plans to introduce a brain-mapping tool that

could give users insights into their learning styles and abilities. Another upcoming feature is a coin-based redeem system, where progress in the game can be exchanged for real benefits.

Payments and Access

Subscriptions are handled through Direct Carrier Billing (DCB), which allows users to pay directly from their mobile balance — a very useful option in Bangladesh, where many people do not use credit cards. Payments are also supported through bKash, one of the most popular mobile money services in the country, making the app accessible to almost everyone.

Why QuizMuiz Matters

QuizMuiz is more than just a quiz app. It combines technology, entertainment, and education into one platform. With its AI-based personalization, localized topics, cultural events, and easy payment methods, it has already built a strong and growing community. By helping students, parents, and professionals learn while having fun, QuizMuiz is becoming an important part of Bangladesh's digital learning space.

Chapter 3: Internship Responsibilities and Learnings

3.1 Projects and Assignments Completed

During my four-month internship at MoMAGIC, I had the chance to work on a variety of projects that supported both product and marketing activities. My responsibilities included preparing social media content, helping design customer communication strategies, and coordinating with the product team to fine-tune features before release.

For example, I worked on promotional activities for **mKiddo**, where I prepared content to highlight safe and educational videos for children. In one campaign, I helped draft captions and design visuals for Facebook posts that promoted the app's parental control features, which later gained positive feedback from parents in the comments section.

With **Webmanza**, I contributed to marketing material that explained how small businesses could build websites without heavy investment. I supported the team in creating posts that showed real clients' websites and highlighted the training programs offered to women entrepreneurs.

For **QuizMuiz**, I helped with digital campaigns that introduced the tournament mode and daily brain boosters. I drafted short, catchy lines for YouTube banners and worked on ideas for engaging posts that encouraged players to share their quiz streaks. Some of these campaigns went live and showed strong user interaction, especially on Facebook, where comments and shares increased.

In addition to campaign work, I supported the team in preparing competitive analyses. For instance, I compared QuizMuiz with other local quiz apps and international trivia platforms, which helped identify unique selling points like localized content and direct carrier billing (DCB) payments. These insights gave the marketing team material to strengthen product positioning.

3.2 Skills Developed: Technical, Communication, Teamwork, Market Research

The internship gave me practical experience that improved both my technical and soft skills. On the technical side, I became more comfortable using digital marketing tools to track analytics and measure

campaign results. I also learned how to create content calendars to organize weekly and monthly campaigns.

In terms of communication, I gained confidence in presenting ideas during team discussions and writing short, clear marketing content. For example, when I shared my draft for QuizMuiz's Ramadan Quiz Fest campaign, the product team appreciated the simple and festive language I used.

Teamwork was another area of growth. Working with designers, developers, and product managers taught me how to adapt to different work styles. I learned to provide my input while respecting others' ideas, which helped projects move forward smoothly.

Market research became one of my strongest skills. I regularly reviewed customer feedback, app store reviews, and competitors' activities. For example, I found that parents using mKiddo often asked for more Bangla-language content. Sharing this insight with the team sparked discussions on localizing more shows and stories.

3.3 Challenges Faced and Strategies to Overcome Them

One of the challenges I faced was managing multiple product campaigns at the same time. For instance, while working on QuizMuiz's tournament promotion, I also had to prepare content for Webmanza's training program posts. Each campaign had a different audience and tone. To manage this, I started creating simple timelines in Excel, breaking down each task into smaller steps and setting deadlines for myself.

Another challenge was the fast pace of digital trends. Once, a competitor launched a new campaign for children's apps just as we were preparing an mKiddo campaign. To stay competitive, I worked with my supervisor to quickly adjust our materials and add a fresh angle highlighting mKiddo's safety features. This experience taught me the importance of flexibility and quick decision-making.

3.4 Supporting Product and Campaign Goals

Through my work, I contributed to MoMAGIC's broader goal of reaching more users and promoting inclusive digital services. For mKiddo, my content highlighted safe, child-friendly content that reassured parents. For Webmanza, I supported campaigns that showed how small businesses and local entrepreneurs could build websites affordably, including posts about women-led businesses. With QuizMuiz, I focused on creating excitement around tournaments and learning-based fun, which matched its brand positioning.

Each campaign not only boosted awareness but also aligned with MoMAGIC's mission of making digital services accessible to all kinds of users in Bangladesh.

3.5 Reflection on Being Part of an Integrated Tech Company

Being part of MoMAGIC gave me a clear understanding of how technology, marketing, and customer engagement come together. It was not just about creating promotions — it was about connecting products with real user needs. For example, working on Webmanza showed me how digital tools can empower small businesses, while QuizMuiz taught me how gamification can make learning enjoyable.

Even though I was an intern, I felt my work added value. The content drafts, visuals, and analyses I prepared helped senior team members save time and provided them with ready material to refine. My

small contributions, like suggesting parent-focused posts for mKiddo or pointing out gaps in competitor campaigns, showed me how interns can also make a meaningful difference when they take initiative.

Chapter 4: Recommendations and Future Outlook+Conclusion

4.1 Suggestions for Product Enhancements and Marketing Approaches

Parents who actively use mKiddo have expressed high levels of satisfaction with the platform's safety and content variety. However, several parents, including Mrs. Nusrat Rahman, a teacher at a Dhaka kindergarten, and Mr. Arif Hossain, a working parent from Uttara, suggested that a progress-tracking dashboard would make the app more interactive and transparent. Many parents indicated that they wanted to understand how much time their children spent learning, which activities they enjoyed most, and which topics they struggled with.

In response to this feedback, MoMAGIC's marketing and product development teams discussed the possibility of adding a "Parent Dashboard" that would provide weekly and monthly learning summaries. The idea was later reviewed by Mr. Mohammad Jahangir Alam, Chief Executive Officer of MoMAGIC Bangladesh, who emphasized that such a feature would strengthen trust and encourage long-term engagement among users.

During market visits and discussions, it was observed that many small business owners in Bangladesh preferred selling their products through well-known e-commerce platforms such as Daraz, Pickaboo, and Chaldal. Several entrepreneurs shared that handling sales across multiple platforms often became difficult, as it required extra time and technical knowledge.

To address this issue, the marketing and product team at MoMAGIC, under the guidance of the Head of Marketing, explored the idea of connecting Webmanza websites with these e-commerce platforms using API-based integration. This improvement would enable business owners to control product listings, manage payments, and handle deliveries from a single Webmanza dashboard instead of switching between different apps or websites.

Early feedback collected from small entrepreneurs in Mirpur and Chattogram suggested that such an upgrade could save time, simplify daily operations, and make Webmanza a more attractive choice for local businesses looking to grow online.

Thirdly, User data collected from ongoing campaigns showed that most QuizMuiz participants were between 18 and 30 years old. A large segment of users outside Dhaka preferred using apps in Bangla rather than English. Players from Rajshahi, Khulna, and Mymensingh highlighted that quizzes based on Bangladeshi history, folk culture, and cricket received the highest engagement rates.

Seeing the growing demand for local content, MoMAGIC's content strategy team decided to expand the QuizMuiz library by adding more Bangla-language quizzes and topics related to regional culture and history. The management welcomed this idea and planned to work with local teachers and content creators to make sure all materials stayed accurate and relatable to Bangladeshi users.

At the same time, the marketing department planned several outreach activities to build stronger brand connections. For mKiddo, the team aimed to partner with well-known schools such as Sunnydale, Scholastica, and Maple Leaf International School to earn parents' trust and promote the app through credible institutions. They also decided to engage with parenting groups on Facebook and early childhood education forums, where parents actively share advice and resources.

For QuizMuiz, the marketing team proposed collaborations with youth influencers and popular personalities like Sifat Ullah, Tahsan Khan, and other student-focused content creators. These partnerships were meant to make QuizMuiz more appealing to young users and university students by presenting it as a fun, educational, and competitive platform that blends learning with entertainment.

4.2 Opportunities for MoMAGIC in Bangladesh's Digital Market

Bangladesh's digital market continues to expand rapidly, creating significant opportunities for MoMAGIC Bangladesh to strengthen its presence across multiple sectors. The growing use of smartphones, the rise of mobile internet, and the widespread adoption of mobile financial services such as bKash, Nagad, and Rocket are reshaping consumer behavior nationwide.

Education Technology (EdTech): With the increasing interest in digital learning tools for children, mKiddo is well-positioned to become a national leader in early education technology. By introducing localized curriculum content, interactive storytelling, and speech development modules in both Bangla and English, mKiddo can address the growing demand for child-safe educational platforms. Partnerships with child psychologists and early education experts could further enhance the quality and credibility of its content.

SME Digital Solutions: The rapid digitalization of small businesses presents a growing market for Webmanza. Many entrepreneurs outside Dhaka lack the technical skills to build and maintain websites. By offering affordable, pre-built templates, mobile-friendly dashboards, and integration with payment gateways such as bKash and SSLCommerz, Webmanza can become the preferred website solution for small enterprises.

The marketing department has already initiated partnerships with several local business associations to promote digital entrepreneurship. According to MoMAGIC's internal reports, small business owners who adopted Webmanza saw an average 20–25% increase in online engagement within three months of launch.

Digital Entertainment and Gamification: With more than 45 million mobile gamers in Bangladesh, the entertainment market provides vast potential for growth. QuizMuiz has already established a solid user base through Direct Carrier Billing (DCB). By expanding its reach with regional tournaments, national-level competitions, and festival-themed quiz events, the platform can further enhance engagement and brand loyalty.

Collaboration and Inclusion Opportunities: MoMAGIC's leadership also identified opportunities to collaborate with government digital literacy projects and non-governmental organizations (NGOs) such as BRAC and Dnet. These partnerships would allow the company to extend its digital services to rural communities and schools, supporting the broader goal of inclusive digital transformation.

CEO Mr. Mohammad Jahangir Alam emphasized during an internal meeting that MoMAGIC's vision is not limited to business growth but is rooted in social progress. He highlighted the need to develop products that "serve people first" and bridge the digital divide in Bangladesh.

4.3 Conclusion and Summary of Internship Experience

My internship at MoMAGIC Bangladesh was a valuable learning journey. Over four months, I got the chance to apply what I learned in class to real projects. I worked on campaigns, researched competitors, and supported product communication. For example, I created content for mKiddo Facebook posts, helped design Webmanza promotional visuals, and suggested quiz topics for QuizMuiz tournaments. Some of my drafts were later used in live campaigns, which made me feel that my contribution had a real impact.

This experience helped me grow in many ways. I improved my technical skills in digital marketing, learned how to communicate better with cross-functional teams, and gained confidence in presenting ideas. Working under pressure — like when we had to quickly adjust a campaign to match new market trends — taught me to be more flexible and resourceful.

Being part of MoMAGIC also showed me how a tech company can make a difference in society. Through Direct Carrier Billing, the company makes digital services accessible to people who don't have cards or online banking. For me, this internship was not only about skill-building but also about finding purpose. I realized I want to build a career where technology and marketing combine to create social impact. Being part of MoMAGIC's journey made me proud and inspired me to take the next step in this direction.

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