INTERNSHIP REPORT ON

"BRANDING AND PRODUCT POSITIONING OF NETWORKING SOLUTION"

OF

THAKRAL INFORMATION SYSTEMS PVT. LTD.

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"BRANDING AND PRODUCT POSITIONING OF NETWORKING SOLUTION"

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THAKRAL INFORMATION SYSTEMS PVT. LTD.

(THE INTERNSHIP REPORT IS SUBMITTED FOR THE PARTIAL FULFILLMENT OF THE DEGREE OF
MASTERS OF BUSINESS ADMINISTRATION SPECIALIZING IN MARKETING)

BRAC
UNIVERSITY

Inspiring Excellence

Supervised By & Submitted To

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…………………………
Signature of Supervisor

Submitted By

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Masters of Business Administration,
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Date of Submission: 09th August, 2018

LETTER OF TRANSMITTAL

02ⁿᵈ August, 2018

Mr. Md. Mamoon Al Bashir, FHEA,
Senior Lecturer, BRAC Business School,
BRAC University,
66, Mohakhali,
Dhaka 1212.

Subject: Submission of internship report on branding and product positioning of networking solution of Thakral Information Systems Pvt. Ltd.

Dear Sir,

With great pleasure, I, Kazi Faisal Islam, submit my report on branding and product positioning of networking solution of Thakral Information Systems Pvt. Ltd. I have worked as an executive, network solutions department from January, 2013. I have given my best to accomplish all the requirements of this course and followed supervisor's advice and guideline to prepare the report. I got better insight related to work while working on this report.

I would like to show my gratitude to my onsite and academic supervisor for their continuous support and guideline.

Therefore, I would be glad if you find this report satisfactory and I will be available for further queries if feel needed.

…………………………..
Kazi Faisal Islam
ID: 14164029
Masters of Business Administration
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LETTER OF ENDORSEMENT

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Mr. Md. Mamoon Al Bashir
Internship Supervisor

ACKNOWLEDGEMENT

I would like to thank all the people who made invaluable contribution to the completion of this report. My special acknowledgement to my onsite supervisor Mr. Chowdhury Majedul Islam Pasha, who has provided superior guidance and support to accomplish this report. His involvement in the working process, encouragement helped me to accomplish my report.

I also like to appreciate my colleagues, for their valuable time and support they have provided to me. I am thankful for sharing their real life job experience related to work process.

Finally and most importantly, a big thanks from my bottom of heart to my internship supervisor Mr. Md. Mamoon Al Bashir, whose endeavor helped me all the way in completing this report with his valuable suggestions and guidelines. I am thankful for the guidance I have received from him.

EXECUTIVE SUMMARY

Thakral Information Systems Private Limited established back in 1997. TISL is pioneer company in IT industry in our country. TISL is experienced in large IT project management and delivered a lot of complex solution to various customer across different industries. As a result of this, TISL is a reputed and trusted IT solution provider in our country. TISL has a wide variety of reputed international product portfolio and skilled workforce to meet the customer's IT requirements. This report contains mainly two different parts. In part one, I have studied on organizational overview of Thakral Information Systems Private Limited. And in second part, the project part consists of seven sections. In first section, I have discussed the introduction of the study with background. Where I mentioned the reason to working on this report, main problems for which the report is done and scope and delimitation of the study. In the second part, while working on this report, I reviewed the literature. Literature on branding and brand positioning, brand elements, why brands matters etc. Research methodology is illustrated in the third section. Then I further studied and analyzed the information of industry, PESTEL analysis and SWOT analysis. At fifth section, I mentioned the findings of the study that mainly illustrate the growth and opportunity of ICT industry. In section six, I stated few recommendation in my opinion where there is a scope of improvement. Lastly in section seven, in conclusions, I would say while working on this report to fulfill the academic requirements, I have gained better insights of brand image of being a reputed company and I learned the product offering as per the requirements and value proposition of customers. Finally, TISL is a reputed and trusted company, whom are experience and expert at providing and fulfilling the solution as per customers desired outcome.

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Part 01: Introduction: Organizational Overview

Thakral Information Systems Private Limited is a joint venture of Thakral Group of Singapore and Esquire Group of Bangladesh. TISL started its journey in 1997 to provide world class IT products and services in our country. TISL is enormously experienced and expertise in the area of IT and IT enabled services. Company has a sustainable and trustworthy bonding with various IT companies across Asia Pacific region through Thakral Group. TISL is one of the pioneer company in the ICT sector in our country.

VISION:

To be the leading ICT company in Bangladesh measured by customer and employee satisfaction, revenue and quality.

MISSION:

» Provide world class products and services to our customers by ensuring highest level of customer satisfaction.

» Create an enabling and knowledge based organization for employee growth and prosperity.

» Continuously endeavor to maximized shareholder's value.

» Embrace quality in everything we do.

OEM Partners:

TISL has the privileged to maintain partnership with world's leading technology companies such as:

- **Lenovo**
- **Cisco**
- **F5**

- **Sophos**
- **NetApp**
- **Palo Alto**
- **VMware**
- **Oracle**
- **Microsoft**
- **HP**
- **Huawei**
- **Apple**

lenovo	CISCO	f5
Cyberoam A SOPHOS Company	NetApp	Check Point SOFTWARE TECHNOLOGIES LTD.
paloalto NETWORKS	vmware	ORACLE
Microsoft	hp PPS	HUAWEI
Apple		

Customer Base:

- Banking and financial organizations,
- Public sector and Government organizations,
- Telecom industries,
- Small medium enterprises,
- Multinational companies,
- Local enterprises,
- Education sector,

Products:

TISL has a wider range of world class product line. Products line are as follows:

- Servers
- Storage
- Microcomputers
- Printing & Imaging
- Network & Security
- Microsoft Solution
- Oracle Solution
- VMware Solutions

Servers:

Power Servers:

TISL offer power systems server made with open technologies and is applicable for core application. Power systems are meant to deal with big data and cloud computing and also best servers for cognitive computing.

Lenovo Servers:

Rack Servers:

Rack servers are usable even if the workload is high. These servers are equally reliable, power efficient and best in class performance. It can be used from small business to large enterprises.

Tower Servers:

For data center environments tower servers are reliable. It is also efficient for office environment, for its known performance, reliability and easy to use. It offers large storage and varieties of configurations option.

Flex System:

Flex systems are blade server more reliable and efficient. Lenovo manufactures flex systems which is next generation blade. Far better density then rack servers.

Mission Critical servers are for complex large enterprise applications. It can be used for cloud computing or private cloud.

Huawei Servers

Huawei servers and components used in data centers and campus networks, Huawei servers have latest multi core Xeon processors. Less power consuming, more effective cooling system at less cost. It has lower total cost of ownership.

Cisco Servers:

Cisco unified computing system (UCS) used in data centers and it has best in class architecture. Cisco servers are mainly three types, they are as follows:

- UCS S series (Storage series)
- UCS B series (Blade series)
- UCS c series (Rack series)

Storage solution:

Storage solutions provide access to ready data and efficient for hybrid cloud and Software defined access. Storage solution from IBM is available in various forms and factors.

Lenovo Storage:

Lenovo Storages are Easy to use and simple to manageable. TISL provide wide variety of Lenovo storage solutions such as:

» Software Defined Storage

» Storage-Area Network

» Direct-Attached Storage

» Network-Attached Storage

» Tape Storage

TISL also provide storage solution from the maker of Huawei and NetApp.

Microcomputer:

Lenovo Desktop & Laptop:

TISL provides wide variety of Lenovo desktop and laptop for every customized need of specific customer. Lenovo desktop and laptop meets all the need of customer. Lenovo desktop and laptops are high performing machine while reducing the total cost of ownership. It has world class reliability and recognized as great performer for the doers. TISL also provide lightweight yet powerful professional end desktop and laptop as well as some budget friendly devices.

TISL also provide HP desktop and laptop. From budget constraint machine to high end professional devices.

Printing and Imaging:

Thakral is the authorized partner of HP. As a result of this company provide document management systems and printing and scanning solution to various sectors customers. HP printing and scanning solutions are high end and it lowers the cost of ownership. HP printers and scanners meet all the need from SMB to large enterprise customers.

Network and Security:

TISL is the premier partner of Cisco and one of the leading trusted cisco solution provider. Cisco switching, routing, security is offered as per the customer's specific requirements of related organization.

Cisco Switches:

TISL as premier certified partner of Cisco, has the ability to offer various types of cisco switches starting from SMB market to enterprise level and data center architecture wise. It meets the demand various sector across different industries.

Cisco Routers:

TISL offer best in class and world's leading cisco routers which transform the network of various business organization. Cisco routers are digitally ready to fine tune any application and establishes a reliable connection and communication across various networks.

Cisco Security:

TISL provide world's best cisco security solution portfolio which can be visible like single pane of glass. Cisco security offers seamless integration and acts before, during and after the incident. Cisco security solutions protects the customers across all threat vector. Cisco security's automated response and remediation turns any organizations IT resources efficient and effective.

TISL also is the authorized partner of Huawei. Which makes Thakral to offer various Huawei products like switches, routers and security solutions.

Microsoft solution:

TISL is large account reseller of Microsoft, which enable TISL to offer Microsoft licensing and solution.

Oracle Solutions:

As a registered partner of Oracle, TISL able to provide Oracles world leading database solutions to corporate customers.

VMware Solutions:

TISL is enterprise partner of VMware. Today's digital world virtualization is modern concept and TISL is able to facilitate the customers with VMware's virtualization solution.

Services:

Infrastructure solution:

TISL delivers infrastructure solution alongside of products and solution delivery. TISL has a large pool of skilled workforce and they are capable of delivering mission critical services. Project managers drive the project implementation plan and certified engineers are available to deploy the solution as per customers' requirements.

Network Services:

Infrastructure is one of the main prerequisite to network and communication services. TISL has the expertise and experience in delivering network services like survey of the premise, assessment of the network, high and low level design, managing projects efficiently, installation, configuration and implementation of network and lastly trouble shooting the network when necessary.

Managed IT services:

Rapid technological change and advancement of technology causes the paradigm shift of IT industry. TISL as leading managed IT service provider, capable and experience in delivering managed IT services to various organization across different industry over a decade.

Service Locations:

TISL has centralized service center in Dhaka and has the regional service offices and service points all over the Bangladesh. As a result of this, TISL able to provide great after sales support to customers all over Bangladesh.

Head Office: Dhaka, Bangladesh.

Regional Offices:

- **Barishal office**
- **Chattogram office**
- **Khulna office**
- **Mymensingh office**
- **Rajshahi office**
- **Rangpur office**
- **Sylhet office**

Service Points:

- **Bogura service point**
- **Cumilla service point**
- **Cox's Bazar Service Point**
- **Dinajpur Service Point**
- **Gazipur Service Point**
- **Jashore Service Point**
- **Manikgonj Service Point**
- **Moulvibazar Service Point**
- **Munshigonj Service Point**
- **Mymensingh Service Point**
- **Naogoan Service Point**
- **Noakhali Service Point**
- **Pabna Service Point**
- **Patuakhali Service Point**
- **Tangail Service Point**

Figure: Service Locations of TISL

Part 02: Project Part

1. Introduction to the Study:

1.1 Rationale of the Study

Branding is one of the most important key success factor for an organization and its products and services. Brand has the power to go beyond the features and benefit of a product or service. Effective branding can create such a reputation that, random customer turns into loyal one. Brand can also provide competitive advantages for business entity. For customers it is a promise, pact with the product maker. A strong brand generate referrals and provide value to business. While working on technology industry, On the other hand, offering applicable product is another important aspect of organization. At Thakral Information Systems Private Limited offers products and solutions based on customer's need, value proposition.

Therefore, it is necessary to understand the brand value and product positioning of business organization. For the better understanding of brand and product positioning I have worked on this report. The purpose of this report is partial fulfillment of the degree of Masters in Business Administration specializing in marketing.

1.2 Statement of the Problems:

While studying on this report, I intended to mitigate the gap between theoretical knowledge and application of these theory in real life scenario. In ICT sector, integrated solutioning is very important. To understand and response as per customers desired outcome is one of the main challenge and while mitigating the challenge company have to maintain its reputation as a trusted advisor.

1.3 Scope and Delimitation of the Study

Scope of the study is for academic purpose and to focus on the process of creating brand equity as well as offering appropriate products as per customers need and query.

It is difficult to accumulate all information in a comprehensive research. While working on this report few limitations were there. Such as-

* Time Constraints: Within the stipulated time duration it is quite hard to completely study on branding and product positioning. Therefore, time constraints is a limitation.

* Limitation of the information: This report is done for academic purposes only. Therefore, availability of the information is limited.

1.4 Objective of the Report

The primary objective of this report is to understand the value of Thakral Information Systems Private Limited as a trusted advisor and networking solution provider.

The Secondary objective of this study is to understand the overview of Thakral Information Systems Pvt. Ltd. Also have an understanding of how the company is providing the great technological solution related to customer's desired outcome and the way, TISL is enriching customer's business process by facilitating value added product and services.

2. Literature Review

In this information age, identity is very much important. As well as capability and trustworthiness are other important aspect of modern world.

Aleena wheeler said, "A brand is the promise, the big idea, the expectations that reside in each customer's mind about a product, service, or company."

Best definition of Brand would be, "A brand is the summation of all perceptions, experiences and beliefs associated with a product, service, or entity that make it distinct."

The brand is what allows a product to be much more than a simple bundle of functional attributes which do something for the consumer. The brand, as well as clearly articulating the functional and emotional benefits of the product, is the mechanism by which closer bonds can be built with customers.

Therefore, we can say that, branding the act of transforming a product into customer satisfying value-added propositions to create preferences.

Major literature review of branding and positioning is discussed below:

Brand Element:

Name,

Logo and Symbol,

Package design,

Slogan,

Other Characteristic.

Brand Mantra:

Brand mantra is short, two to five word phrase which best describes the product or services.

Brand Identity:

Developing a brand starts with the strategic process of defining exactly what the company wants the brand to promise and to represent in consumers' minds. This brand identity is the "set of assets linked to a brand's name and symbol that adds to the value provided by a product or service to a firm and/or a firm's customers."

Brand awareness:

Brand awareness is the situation where customers ability to recall the brand name is measured. If company can provide satisfactory product and or service then customer can trust that company and easily recall the brand name.

Brand image:

An image shown by the brand associations remains in customers mind and the recognition of that specific brand is called brand image. Therefore, brand image largely depend on brand awareness. It is the situation that, how customer identify the brand. Positive brand image depends on trustworthiness, understanding the customer need and through providing the customizable goods to the customers as per their need.

Brand Essence:

The values and the soul are what makes up the essence of the brand. It should be for long term and should get changes with every communication. This the part where the end user's actually feel for the brand and attach to it.

Brand Performance:

Brand performance is identified through the benefits and features customers are getting from the brand. Product reliability, durability and serviceability also decide the brand

performance. It also includes service effectiveness, efficiency, and empathy. Brand performance also measured based on how it meets customer's functional needs.

Brand Positioning:

Company's image and proposed product and services as per the need of the specific customer to create value proposition in customer's usage. It is about allowing customer to think about a products appropriate usage.

Why do brand matters:

For Customers –

- To identify the origin of the product or services,

- Product makers' responsibility towards customers,

- It reduces the risk of product purchasing decision,

- Offered promise to customer from the maker of product or services,

- Assurance of quality,

- Deliverable from the company,

For Manufacturers –

- Legally protecting unique features and services,

- Indication of quality level of customer satisfaction,

- Unique associations of products,

- Establishment of trust in customers mind,

Therefore, through branding and positioning companies can generate perceived differences between products which create value for both customers and companies. The product or service named as brand is the mean by which the company or organization generates value and meets the needs of consumers, and by which it maintains trust and reliability with its customers.

3. Methodology of the Study:

The study is done based on data collected from two type of sources. They are primary and secondary data.

Primary data:

Personal interview,

Personal observation,

Practical Desk work,

Face to face conversation with other employees at office,

Secondary data:

Various publications,

Newsletter,

Official Website,

Different book and journal

Other online resources.

Research Instruments:

Information gathered from above mentioned sources are the research instruments.

Mechanical Instruments:

Microsoft Office, paint are the mechanical instruments for this report.

4. Analysis and Interpretation of the Information

4.1 Analysis of the industry:

Information technology is used to explore the information very efficiently and effectively. In last few years ICT industry is growing very rapidly. It includes the hardware, software and IT enabled services. Due to IT sectors paradigm shift and technological innovation the demand for hardware, software and IT enabled services growing day by day.

In aspect of Bangladesh, ICT industry is contributing in economy and the growth is getting better rapidly. Software and IT enable services creating more employment opportunity. From past few years Government of Bangladesh is playing a major role for the growth of ICT industry. Vision of 'Digital Bangladesh' is now reality and it is getting better day by day. More people are having the facility to use the technology. Government policy and awareness for ICT industry has helped a lot to grow the IT industry in Bangladesh. Bangladesh is passing the time of digital revolution and local IT firms are involved in lot of the processes.
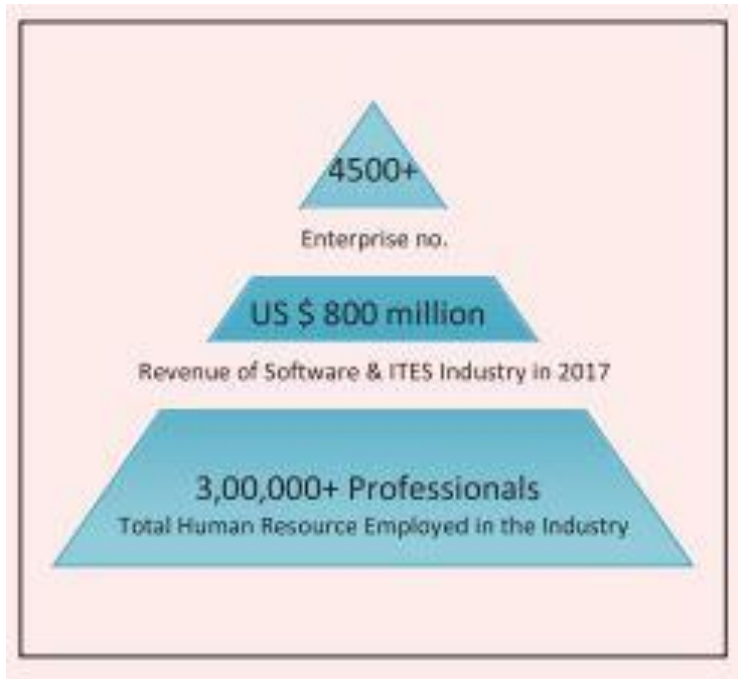
Figure: Software and ITES industry in Bangladesh
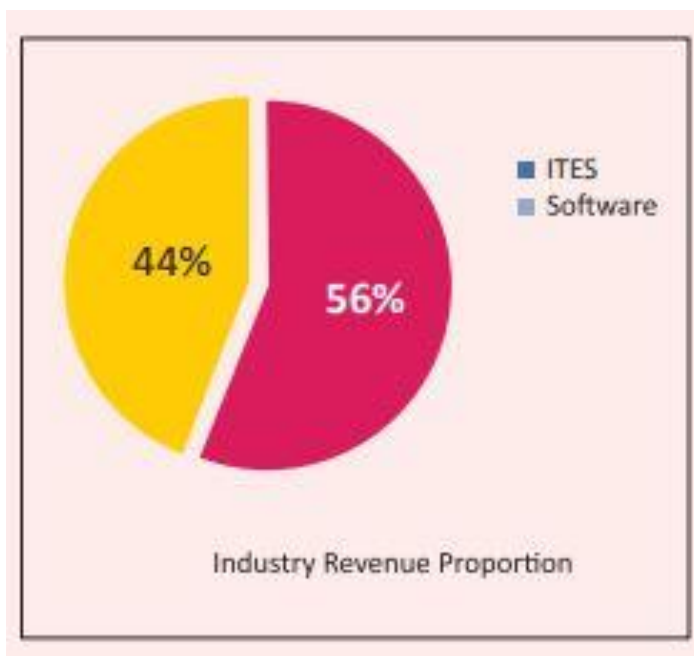

Figure: Industry Revenue Proportion

In global prospect, forecasted IT spending in 2018 is approximately 3.7 trillion, which is 4.5 percent growth compare to 2017's IT spending. In which, enterprise software's forecasted growth 11.4 percent in 2018 and continue to grow another 8.4 percent in 2019. Datacenter systems expected to grow 3.7 percent compared to 2017. Growth rate for devices forecasted as 6.6 percent compared to 2017. Cloud Computing, Internet of Things and Artificial Intelligence will also have a great impact on IT industry.

Worldwide tech companies involved in revolution of technology are as follows:

Microsoft:

Bill Gates founder of Microsoft best known for computer operating systems. It's headquarter in America. Microsoft develops soft wares, produces consumer electronics and personal computers. Microsoft is number one software company in terms of revenue.

IBM:

International Business Machine Company headquarter in U.S.A, operates in over 170 countries. IBM produces server, software and middleware. IBM also offer hosting and consulting services.

Oracle:

Oracle is an American multinational company which situated in U.S.A. Oracle's main product is database software. It is specially known for Enterprise Resource Planning software and database software.

Cisco:

Cisco systems leading solution provider for networking, communication and connectivity. Cisco offers networking equipment, telecommunication equipment as well as high technology products. Cisco is the biggest networking company in the world.

Apple:

Apple Inc. manufactures and sells mobile communication device, personal computers, media devices, portable digital music players and online services. Apple is best known for designing and developing of some of the revolutionary mobility devices like iPod, iPhone, iPad.
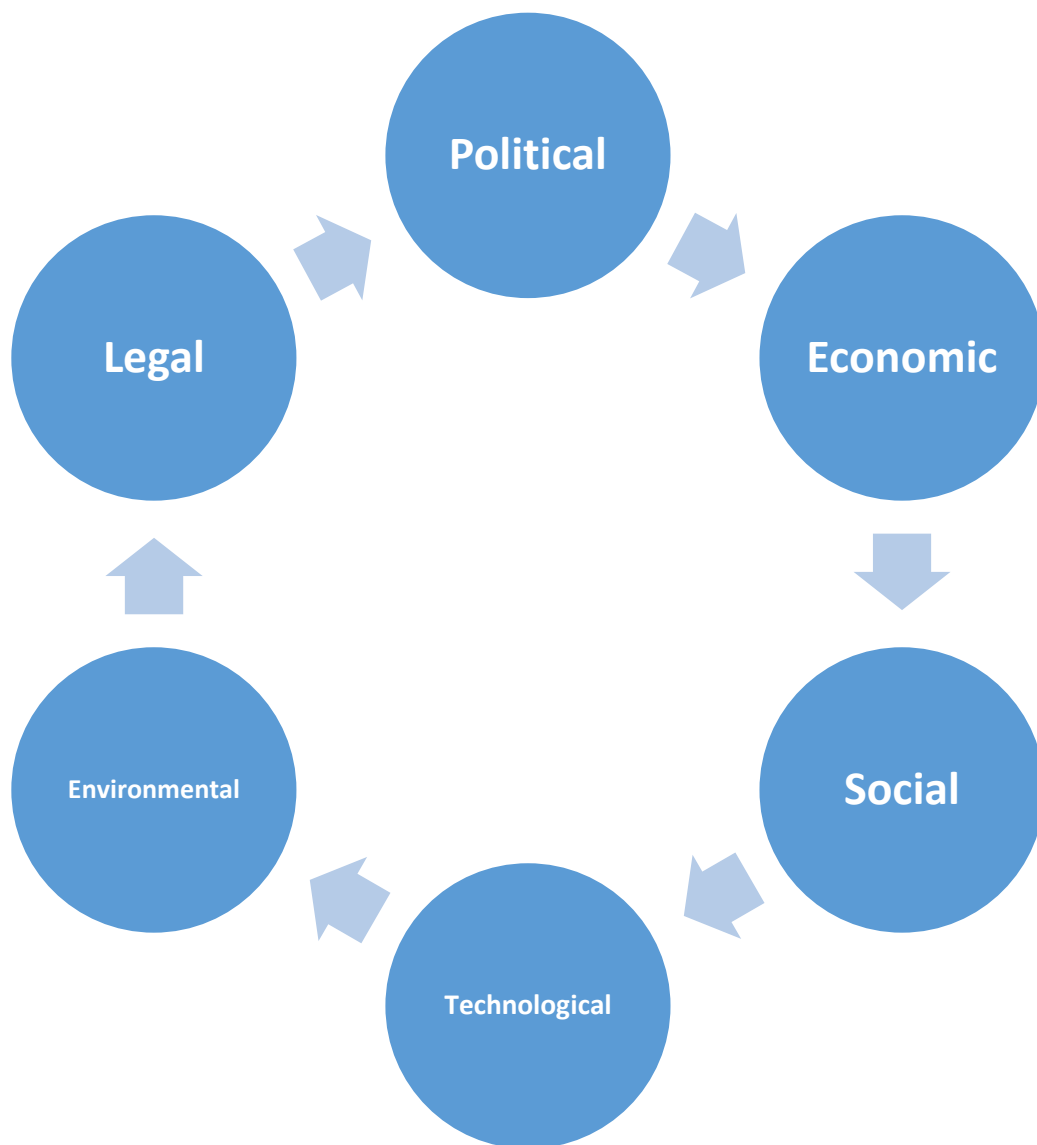
4.2 PESTEL Analysis:

Figure: PESTEL Analysis

Political factors:

Political factors, or how and to what degree a government interacts within the economy. Specifically, political factors such as labor law, taxation policy, environmental law, trade restrictions, tariffs, and political stability. In Bangladesh, Government has implemented enriched policy in order to sustainable growth of ICT industry. Peoples are enjoying the facility of Digital Bangladesh. Many government process has been automated, as a result of this peoples of Bangladesh are facilitated with various online services.

Economic factors:

Economic factors plays a vital role for any business industry. IT industry is no exception on that. Major economic factors includes exchange rate, inflation rate, interest rate etc. It influences the business decision and operation. GDP growth is around 7 percent in Bangladesh. Growth is partially influenced by market and technological developments. Both for local and global ICT market is influenced by economic factors. Therefore, as a IT company TISL has the dependency on economic factors.

Social factors:

For sustainable growth of any business organization it is important to understand the social factors that influence the society. Age distribution, social status, health concern all includes as social factors. Also includes life style, buying behavior, education, response towards service and product quality etc. Social factors influence the company's operation and product portfolio. The population growth rate whom are involved in technological device usage. IT industry is offering products that are enhancing and enriching the lifestyle of overall population. Therefore, brand image mutually depend on social factors.

Technological Factors:

Technological factors has become the key success factors for any business organization. Rapid changes in technology and stay up to date with the technology has become an important factor for organizations. Technology shaping the world as better living place. World has become global village through technological advancements. Technology is also shaping the automation of business and saving costs for business. Technological advancements shaping the business operation and it is supporting the management decision making process enormously by managing the information systems. As TISL belongs to IT industry, thus company is providing best in class products and services in order to fulfill the customer requirements and helping customers achieving their business outcomes.

Environmental Factors:

Environmental factors include climate, climate change, weather etc. Now a days, big technology companies are offering products that are environment friendly. For example, go green, paperless office automation etc. Newly manufactured equipment are consuming less power as a result generating less heat. Therefore, in IT industry environmental factors are playing important role.

Legal Factors:

Customer behavior and business operation are affected by legal factors. Legal factors such as legislation, different act and policy, such as:

- The Companies ACT 1994,
- Sales of Goods ACT 1930,
- The Patents and Designs Act 1911,
- Value Addition Tax Act 1991 etc.

Legal factors decides the structure of an organization. Therefore, it is one of the most important aspect of any business.

4.3 SWOT Analysis:

Strength
- Experience
- Higly qualified and skilled work force
- Wider range of products
- Superior after sales support
- Reputed brand image

Weakness
- Absence in consumer market

SWOT

Opportunity
- Growth of IT industry
- Wide variety of products
- Specialized work force.
- Technological advancement

Threat
- Increased compettition
- Unexpected change in external environment.

Figure: SWOT analysis

Strength:

TISL is a highly experienced company in terms of IT solution and service provider. Back in 1997, TISL has started its journey to meet the customer's technological need. Now in Bangladesh it is one of the leading IT solution provider with wide range of product offering. TISL has accomplished many projects in the sectors of banks and financial institutes, government organizations, multinational organizations, education sector, small medium business as well as local business.

TISL has a pool of talented human resources whom are delivering great services to various customers. These tech savvy manpower are highly skilled and always get up to date with current technologies. They work efficiently and effectively for the organization.

TISL also entitled with the channel partnership with world's top technology companies like IBM, Cisco, Microsoft, Oracle, Lenovo, Apple, F5, Sophos, Palo Alto, Checkpoint, NetApp, HP, Huawei, and VMware. These wider range of products availability boosts TISL as a turnkey solution provider.

TISL offers a superior after sales support all over the nation, across the all industry. TISL has qualified engineers all over the Bangladesh whom are delivering best in class support during and after the implementation.

TISL is one of the few companies in our country, which acts and operates as a trusted technology advisor in our country. TISL is reputed IT Company and its positive image is emphasized by many business organizations across various industry in our country.

Weakness:

TISL is the pioneer company in IT sector in our country. TISL specializes its offering in the organizational sector. It has less foot print on consumer market due to its product portfolio is mostly for business organizations.

Opportunity:

IT industry is growing locally and globally. Rapid technological change has created new platform for products and services. Among those cloud computing, Artificial Intelligence, software defined networking are the needs for customers.

TISL also entitled with the channel partnership with world's top technology companies like IBM, Cisco, Microsoft, Oracle, Lenovo, Apple, F5, Sophos, Palo Alto, Checkpoint, NetApp, HP, Huawei, and VMware. These wider range of products creates new market for TISL.

Specialized workforce is great advantage for TISL. This creates the preferred vendor status for TISL.

Technological advancement such as cloud computing, artificial intelligence, software defined networking creating new demand of customers and TISL has the capable solution and product portfolio to meet the demand of the business organizations need.

Threat:

In recent times competition has increased. Now a days, ICT industry in Bangladesh is highly competitive. Another threat could be unexpected change in external environment.

5. Findings of the Study:

ICT industry is growing very quickly since last few years. It includes the hardware, software and IT enabled services. Due to IT sectors paradigm shift and technological innovation the demand for hardware, software and IT enabled services growing day by day. ICT industry not only growing globally but also its growth rate in Bangladesh is quite noticeable. Government is supporting and advocating the growth of ICT industry in our country. Policies are made to make our country truly digital. Many people are facilitated with IT and IT enables services. Global tech giant IBM, Cisco, Microsoft, Oracle, Lenovo, Apple are reshaping the world as global village. Communication, Connectivity was not that much easier before. By doing PESTEL analysis we can see that, political, economic, social, technological, environmental and legal factors directly or indirectly influence the industry. TISL is one of the leading ICT solution provider in our country. Its core strengths are as a company it experienced and pioneer in IT industry in Bangladesh. TISL has worked in various sector of different industry. TISL has good human resource and they are tech savvy. It creates goodwill for company as well as establish TISL as reputed and trusted technology partner. Its product range are the world's leading technology OEM like IBM, Cisco, Microsoft, Oracle, Lenovo, Apple, F5, Sophos, Palo Alto, Checkpoint, NetApp, HP, Huawei, and VMware. These wider range of products are great strength for TISL. TISL provide best in class after sales support to each and every customer and customers are very much satisfied with the after sales support receiving from TISL. TISL works as a trusted solution provider to various customer segment in our country. The company is providing the great technological solution related to customer's desired outcome and the way, TISL is enriching customer's business process by facilitating value added product and services. By doing so, TISL has establish itself as one of best value added solution provider in the ICT sector in our country. Despite being increased competition and unexpected change in external environment, TISL's wide variety of products, technological advancement, and skilled workforce as well as ICT growth in our country creates good opportunity for TISL.

6. Recommendations:

- TISL is a reputed and well recognized company in ICT industry of Bangladesh. TISL can sponsor national and international level ICT event to become more recognized and receive positive affiliation.

- TISL is pioneer IT Company in our country. TISL can increase their international footprint by increasing the participation in international projects.

- At this information age or 4th industrial revolution (4IR), technology is rapidly changing. TISL's skilled and experience workforce would perform better with the help of frequent up to date training sessions.

7. Conclusions:

Working on this report, I have gained better insight on ICT industry. By analyzing and interpreting information, it is clearly visible that, rapid technological change and technological advancement has created a huge opportunity for IT companies.

TISL is one of leading IT Company in our country with huge work experience, skilled work force and wider variety of products. TISL acts and operates as a trusted advisor to solve the customers critical business issues by facilitating value added products and services. We can see that, in IT industry TISL has been recognized as reputed company with its products and after sales support. TISL is committed towards delivering proper value proposition to corporate customers. TISL has a reputation of trusted ICT solution provider across various industry by providing world class products and services. TISL is way ahead in case of early adoption of current technology trends. ICT market is continuously growing and customers want their organization well equipped with up to date technology and that creates opportunity for TISL to expand its market share by providing appropriate IT solution as per customer's requirements. To conclude, I would say, TISL is one of the market leader in ICT industry in Bangladesh and it will continue to grow locally and internationally.

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