

Report On
Business Development Activities at RiseUp Labs

By

Khondoker Md. Adian
13204056

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University

15 January 2021

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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:

KhondokerMd.Adian

13204056

Supervisor's Full Name & Signature:

Mr. Ahmed Abir Choudhury

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

January 15,2021

To

Mr. Ahmed Abir Choudhury

Designation, Lecturer

Department BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Business Development activities at RiseUp Labs.

Dear Sir,

I am very pleased to submit my internship affiliation report on **“Business Development activities at RiseUp Labs”** which was assigned for the requirement of the BBA program.

It was a great pleasure and worthwhile experience for me to work for such an enlightening issue of the present scenario of RiseUp Labs. The objective of this study was to help me gain knowledge about my job and the overall department. It was a great opportunity for me to exercise my theoretical knowledge in the real-life corporate field.

I sincerely hope that you will find the report very resourceful. If you require any further information or clarification in interpreting my report, please do not hesitate to contact me. I highly appreciate the opportunity you gave me.

Sincerely yours,

Khondoker Md. Adian

13204056

BRAC Business School

BRAC University

Date: 15/01/2021

Non-Disclosure Agreement

This agreement is made and entered into by and between RiseUp Labs and the undersigned student at BRAC University Khondoker Md. Adian. ID:13204056

Acknowledgement

I have incurred many debts of gratitude over the last four months while preparing for this report. The report titled “**Business Development activities at RiseUp Labs**” has been prepared to fulfill the requirements of a BBA degree. I am very much fortunate that I have received sincere guidance, supervision, and co-operation from various persons while preparing this report.

Many people contributed to making this report. First of all, I would like to thank my academic supervisor of the internship program **Mr. Ahmed Abir Choudhury** for giving me opportunities for preparing this report & effortful supervision. He also provided me with some important advice and guidance for preparing such type of new idea-based report. Without his help, this report could not have been a comprehensive one.

Secondly, I would like to dedicate special thanks to my corporate supervisor, **KH. Md. Hamim Zakaria, Product Manager** of Riseup Labs for his laudable support to me. He has given me his valuable time and energy in every step of the preparation of this report.

I would also like to thank **Mr. Rokibul Hasan** business development specialist of RiseUp Labs. I am quite grateful to all the employees of **Riseup Labs**, who showed their professionalism and were never unsupportive with any matter whenever I went to them.

Executive Summary

In this report, the current situation of RiseUp Labs and the task I have done during doing the internship can be found. There are many sections in this report including introduction, work-related tasks, organizational-wide tasks, challenges I have faced, lessons learned from the organization, concluding statement, and proposed suggestion for the organization is included. I have learned how business development department works with its clients. How a company makes a business development plan and executes them, how to sell products or services to the foreign market, how an organization maintains its relation daily with its clients. I also learned about its competitors' work.

I have noticed some unorganized working environments, like- space in the office, motivational activities, etc. There are also very positive opportunities I have noticed. They focus on foreign markets. And it helps us to gain valuable foreign money which ultimately contributes to the GDP

Lesson I have learned from there such as corporate culture, working environment, improved management skills, communications as well as networking, professionalism, organization behavior, digital marketing and IT related technical knowledge, gathered real-life information, gained working experience, etc which will help me as a professional in my future career.

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Chapter 1

Overview of the Internship

1.1 Student's Information

Name of the Student: Khondoker Md. Adian

ID: 13204056

Program: Bachelor of Business Administration

Major: Finance and Marketing

1.2 Internship Information

1.2.1

Company Name: RiseUp Labs

Department: Business Development

Address: B6-B7, Plot 35, Sonargoan Janapath Road, Sector 07, Uttara, Dhaka

1.2.2

Internship supervisor: KH. Md. Hamim Zakaria

Position: Product manager

1.2.3

Job Description

- Understanding the sales process of the Business Department of RiseUp Labs.
- To identify the existing problems and difficulties in the operations of different activities in RiseUp Labs.
- To observe the working environment of RiseUp Labs.
- Recommend solutions to increase sales of RiseUp Labs.

1.3

Internship Outcome

1.3.1

My contribution in the company

Data entry/lead collection

I have to collect the possible leads through LinkedIn Sales Navigator and make a shortlist of those leads in Google sheets. Our target is to find out the photography studios, e-commerce websites, and marketing agencies, located in the USA, UK, Australia, Canada, France, Italy, Germany, and so on. After short listing the companies, I have to find out the decision-makers of the company and invite them to connect.

Need Identification/Offering services

If the leads accept my invitation then I have to build a good relationship with them. For a few days, I have to follow them and their activities and try to understand their lacking. And then I offer them the services of our company which are helpful for them to fulfill their failings.

Attending meeting

Meeting is the best option to be connected and positioning us to the client's mind. A meeting also builds trustworthiness among the buyer and seller. So sometimes I have to attend online video meetings with foreign clients by keeping their failing in mind and encouraging them to buy our services.

Pricing

Reasonable pricing is also the most important thing. Sometimes I am also responsible for creating a pricing list by matching the clients' needs. For this task, I have to brainstorm with my senior, product managers, designers, and sometimes with the CEO of our company.

Article writing

I have to write service-related articles in a regular basis. The article that has already published by me includes 'Why photo retouch is crucial for the success of ecommerce businesses'. As well as 'Agency or freelancers; whom should you select?' and 'Amazon product photography: Why?'.

Video making

Not only had to write blogs for the company but I also have to speak in a video entitled 'Agency or freelancers; whom should you select?' This was a totally new experience for me. As a camera shy person I have to stand in front of a camera and speak.

1.3.2 Benefits

Organizational knowledge:

From my internship program, I have learned so many things about the business operations and marketing operations of Riseup Labs. For example, I have come to know about the Background of the Organization, Vision, Mission, Goal and Management Level, etc., and apply them to my work process.

New business expansion:

RiseUp Labs recently started work in the digital marketing sector. So it is the very initial stage of the company's new department and here I am the start up employee who is responsible to build their new business area and develop the area in the international market.

Rules and regulations:

I have learned different rules and regulations of organizational activities, employees, internees, etc.

Working procedures

I have learned many working procedures, such as making a schedule for the day, setting a target for deal closing, setting a target for fixing some meetings, setting a target for article writing, making a schedule and preparing reports of daily works, etc.

Dealing with clients

I faced the situation and learned how to deal with different types of customers and situations. Sometimes my senior or supervisor was not present and I had to prepare pricing for our clients by discussing with other department and then had to make a final deal with them.

Information collection

In the process of making the report, I have learned collecting, gathering, synchronizing several pieces of information. I have gathered client information from different sources like LinkedIn, Google, Instagram, and other social media.

Function of different department

I likely gathered knowledge about the functions of different departments of the branch while I was working in that department.

Sales through message

I have to do sales through LinkedIn or WhatsApp. That is a totally new and different experience for me to work with.

IT and Technology related terms

During this internship program I have learned about many IT and Technology related terms which I did not know or understand previously.

1.3.3

Difficulties faced during the internship

In that chapter of this report, I attempted to concentrate on compel and challenges I looked into. Each association has some positive and negative sides. In my temporary job period, I really discovered not many obligations or difficulties to refer to in the report. The group is extremely agreeable and supportive, and the workplace is additionally acceptable in this office.

I discovered not many obligations and difficulties from what I watched. I am referencing these in the following segments:

Environment

The environment can play a role while working with any corporate office. Similarly, at first, I found it difficult to coordinate with the official environment as our education is theory-based. As per our study, I didn't find that kind of environment.

Comportments

In my Marketing major courses, I have learned that organizations can make more sales and build customer trust through advertising and physical marketing activities. But here I have found that all marketing activities are done through social media, for example, blog posts, article writing, LinkedIn post, interactions. So in the RiseUp Labs organization, I experienced that they give more importance to those areas.

Motivational activities

My immediate senior motivated me but if I have to say about all over the company then there are very few motivational activities I have found. Only the organization gives some commissions on sales but as we learned in our courses that there are many kinds of

motivational activities that could be done to improve productivity in an organization nothing I have found out.

1.3.4

Recommendations

For the recommendations of the future interns in the company or which policies RiseUp labs should check for the betterment of the internship. Their expectation from the interns should not be as high as the permanent employees. Permanent employees are experienced as well as they are paid heavily. Interns are here to learn and they are helping the intern to learn, so the expectation should not be as high as the general employees.

Chapter 2

Organization overview and operations

2.1 Introduction

I took the opportunity to accomplish my internship in “RiseUp Labs” which is providing solutions to digital marketing, design & develop intelligent, innovative, and sustainable web systems, mobile apps, games, and interactive entertainment experiences on multiple platforms. It has given me knowledge about the working procedures of a technology-based agency. It has helped me to elaborate on my acquaintances in the digital age. From this internship, I have known about digital marketing, game, web system, mobile app, AR/VR/MR, multimedia content development, and automation and simulation of different countries in the world.

This internship project has given me the chance to discover the procedures and opportunities of technology-related businesses of other countries and also sell the services to other countries. I felt that it would be more helpful for me to get practical work experience which would be a huge turning point for my career. I have also gained a proper idea about the customers and their wants, expectations, and needs. This internship will also help me to increase my communication skill and selling skills in my career.

Methodology

This internship study is exploratory in nature. The conclusion has been done by the result of exploratory research. The data and information for the research is collected through primary source from observation, interview, etc.

Scope of the report

This report describes the activities and other variables that are crucial for the business development of RiseUp Labs. Things that make this company and the business environment of the company are explained in this report. This report contain the positives and the places where there needs some improvement for the company.

Limitations

This report is made from the feedback, observation given by the business development team. Sometimes it is hard for the business development team to keep the track of the leads and what the company is doing with the clients. There is information which is very confidential as a result the company was not ready to provide those data.

2.2 Overview of the company

RiseUp Labs is an ISO certified leading technology solution and service Provider Company in Bangladesh focusing mostly on the Web, Multimedia content, and Mobile, XR, and Simulator technologies. RiseUp Labs design and develop intelligent, innovative, and sustainable web systems, mobile apps, games, and interactive entertainment experiences on multiple platforms. They have been in business since 2009 and have become major creators and publishers in the market by releasing many successful products. Also, become a trusted partner by delivering customized solutions and services to brands like UNICEF Bangladesh, Robi Axiata Limited, BBC Media Action, Ministry of Women and Children Affairs (MOWCA), and Information and Communication Technology (ICT) Division.

RiseUp Labs have started their journey with the success of ‘Tap Tap Ants’ that have millions of downloads in the App Store and received the top-ranking position all over the world. They developed UNICEF’s ‘Meena Game’ for Child Rights, ‘Fun Basket’ game for BBC Media Action for Adolescents’ Life Skill-based Education (LSBE) awareness. They also developed ‘Treasure Wars’ game, a real-time multiplayer battle royal game for Robi Axiata Ltd. Besides

these, Highway Chase, Rooftop Frenzy, Brain Boss, Iwarehouse, Bubble Attack, Shoot the Monkey is few other games in our rapidly expanding portfolio to lead the mobile game industry in Bangladesh.

They have developed the "1952" app, a history-based educational Augmented Reality (AR) app on Language Movement of 21st February of 1952. RiseUp Labs has developed a VR experience based on the historic 7th March speech of Bangabandhu Sheikh Mujibur Rahman of 1971 at the Racecourse Ground.

As a Long-Term Agreement (LTA) partner of UNICEF Bangladesh, RiseUp Labs has developed and is still working on many projects. Such as Digital Platform for Adolescents, Meena Media Award Online Management System, UNICEF Volunteer Registration and Management System, and Meena 2 Game for Newborn Care.

2.3 Management Practices

When the question is on management practice RiseUp labs try to make the best practices. They want to engage the employees in different matters like if there is a need for something in the organization the company wants to know from the employees by taking their suggestions. As a result the employees feel good about the company and it converts into positive energy for the employees.

There is also practice of open management system, if an employee wants to tell something to the management he doesn't have to cross to many barriers. He can very easily go to the HR manager and the manager will look after the matters. So to resolve a matter it is not that much of a hard work there.

Reward achievement is another management practice that happens in RiseUp management. There is an employee of the month, an employee of the year. They will get a certificate and a gift from the company to acknowledge their work and they will call by the HR manager and in front of everyone the CEO will give the award to the employee. This helps the employees to get motivated as well as a competitive mindset in the employees mind.

Another important management practice is regular meeting with the employees. There was weekly meeting with different team and the management. In the team meeting the employees will give their thoughts about what they are doing and what kinds of problems they are facing. So, the employees are regularly monitored as well as they know they have to do their parts properly.

2.4 Marketing Practices

As a developer of applications, games, software; RiseUp lab's main marketing priority is through digital marketing. They do their marketing through digital ads. They are writing blogs, making video content as well as making digital ads for their marketing.

SEO and digital works are where rise up labs is looking forward; to get the optimal reorganization around the world they are pushing on these topics. The projects which they are working on, they will promote those projects through digital medium like making multiple blogs, making a discussion video in Facebook etc and publish those in YouTube and other social media sites like Face book, LinkedIn, Instagram, etc.

For traditional marketing they are using newspaper articles. They published multiple news articles which cover their stories, what they are doing. They also use the news cover format from multiple channels to cover their story.

Their new strategy for marketing is email marketing. They find out the potential clients and send them mail mentioning about the product line. They also use LinkedIn messaging for the marketing. They use LinkedIn sales navigator to find the potential clients and send them the sales message.

One of the main marketing strategies of RiseUp labs is maintain the existing customer. They handle the customers in such a way that the customers hardly leave them. They maintain a very good follow up strategy with the previous clients.

2.5 Operations management

Operations management includes utilizing resources from staff, materials, equipment, and technology. Operations management handles different strategic issues including project management method, quality control and maintenance policies.

As a technological start up rise up labs has an operations management system which is not like the traditional system. First the business development team brings clients to the company, then there will be a meeting and the production team will also join the meeting, if the proposal from both parties are accepted then the production team will handle the project, for each project there are one project manager and he will look after the project from the start till the end. There is continuous conversation between the company and the buyer about the progress of the project. Once one project is roughly completed there will a trial of several days sometimes months and the problems faced by the experts will then resolved and then the project will send to the buyer. After that the project shipped then there is a relationship team they will maintain the relationship with the client for future potential projects.

2.6 Industry and competitive analysis

In Bangladesh the software industry was neglected previously. But now things have changed and it chanced for better. People now understand how important this sector is for the future. This sector brings more entrepreneur than any other sectors in this country; as a result day by day the young graduates who are not working in a company are attracted to this sector and become an entrepreneur.

There is a survey that showed that there are more than 800 registered software companies in Bangladesh. Although there is a possibility that hundreds of companies who are not registered but doing the business. A study shows that there are more than 30000 professionals in this sector and the industry size is more than 250 million USD. A recent survey showed that 70% of the companies are doing software development and maintenance for their clients.

Now in Bangladesh everything is happening digitally as a result the companies who are previously maintained their every management thing in analog form, now those companies are made themselves digital. So, the software companies are doing work for the local businesses as a result there is more competition between the companies, high competitiveness means quality works but this sector is so potential that more and more companies are coming and they start doing their businesses.

Bangladesh government also encourage businesses to come to this sector and start their own business. There is tax exemption for those who are doing this business in this sector in this country. As a result a lot of foreign companies are planning to open their own firm here. Samsung already make their R&D center in Bangladesh. LG, IBM, AMD are also in line to open their R&D center in Bangladesh.

2.7 Summary and Conclusion

RiseUp Labs is one of the pioneers in Bangladesh who are known for their games and application development. They are doing business for more than a decade now. RiseUp Labs understands that the decision to build a new product, and the team the partners choose to build it with, is a crucial, and even scary decision. That's why they give their clients their promise: to do all the very best and to always strive to do the right thing for the client projects, users, and team. They want their clients to think of them as their partners in this journey.

Doing what has never been done before is common practice at RiseUp Labs. They develop solutions by analyzing and synthesizing R&D (Research and Development), defining business and audience goals, establishing a clear vision, and identifying success metrics. These allow their project plans to become very thorough and highly stable, with their sincere intent to quickly deliver the highest quality project within an effective cost.

Designing a product is making a strategy tangible to them. They follow Human-Centered Design (HCD methods) to make sure the right content, features, and functionality are in the right place, at the right time, and in the right way. It's the purpose-driven unification of complex components into simple, elegant user experiences, effortless interaction, and ultimately business benefits.

Verifying the product so it works flawlessly every time, for every user, in myriad situations is of paramount focus for them. That`s why RiseUp Labs integrated engineering strategy at the onset of every project to assess the scope, technical requirements, approach, and feasibility. Doing this not only builds trust, but it also positions our custom software to prove value year after year.

Testing is an integral and important phase of development process. They test relentlessly for function, quality, and accuracy, from top to bottom, across all usage scenarios. Their QA team validates a fully developed system to assure that it meets its requirements. The test cases are solely designed based on the SRS (Software requirement specification) & Project planning. When the development process is completed, professionals deploy the projects/products. With years of project deployment experience, they ensure stable, flawless, and secure methodologies. Launching a product isn`t the end goal to them; it`s the start of the next phase of successful use of it. So, to help apply best practices and make the most of investments, RiseUp Labs provides a highly effective maintenance and support system to the clients.

2.8 Recommendation

Office Space

The company should focus more on making their office space organized. There should be a proper file maintenance system both in the form of softcopies and hard copies. The company needs to arrange proper seating and working space for the interns. They have to set up additional desks for the interns. They need to have a relaxation room or increase their space so that employees can relax when they are free.

Motivational Activities

The company should take some motivational activities. They can arrange an annual tour, cultural programs, and give motivational speeches to increase the productivity of the employees.

Chapter 3

Project Title: Business Development Activities at RiseUp Labs

3.1 Introduction

3.1.1 Background

I took the opportunity to accomplish my internship in “RiseUp Labs” which is providing solutions to digital marketing, design & develop intelligent, innovative, and sustainable web systems, mobile apps, games, and interactive entertainment experiences on multiple platforms. It has given me knowledge about the working procedures of a technology-based agency. It has helped me to elaborate on my acquaintances in the digital age. From this internship, I have known about digital marketing, game, web system, mobile app, AR/VR/MR, multimedia content development, and automation and simulation of different countries in the world.

This internship project has given me the chance to discover the procedures and opportunities of technology-related businesses of other countries and also sell the services to other countries. I felt that it would be more helpful for me to get practical work experience which would be a huge turning point for my career. I have also gained a proper idea about the customers and their wants, expectations, and needs. This internship will also help me to increase my communication skill and selling skills in my future career.

3.1.2 Objectives of the study

Broad objective:

- The main objective of the study is to gain practical knowledge and to acquire knowledge about the practice of Business Development Activities, and the service providing activities of RiseUp Labs.

Specific objective:

- Understanding the sales process of the Business Department of RiseUp Labs.
- To identify the existing problems and difficulties in the operations of different activities in RiseUp Labs.
- To observe the working environment of RiseUp Labs.
- Recommend solutions to increase sales of RiseUp Labs.

3.1.3 Significance of the study

This study will help the people to understand the operational side of business development. What is the main function of a business development team as well as how they run the function properly? Specially, to those who want to work for a technological startup. The entire business environment of business development is described in here. From this study the new tech startups will understand the business development side of their business and they can utilize that to start their business as well as what are the main things that they should look after for their business.

3.2 Methodology

Information and data for this research is collected from primary data source like Interview and observation of the people.

3.3 Findings and Analysis**Data entry/lead collection**

The primary operation of business development team is to collect the possible leads. To do so we have to go through LinkedIn Sales Navigator and make a shortlist of those leads in Google sheets. Our target is to find out the photography studios, e-commerce websites, and marketing agencies, located in the USA, UK, Australia, Canada, France, Italy, Germany, and so on. After short listing the companies, I have to find out the decision-makers of the company and invite them to connect.

Need Identification/Offering services

If the leads accept the invitation then I have to build a good relationship with them. For a few days, I have to follow them and their activities and try to understand their lacking. And then I offer them the services of our company which are helpful for them to fulfill their failings. And any other things that the client need but they do not understand that, we have to make them understand that.

Attending meeting

Meeting is the best option to be connected and positioning us to the client's mind. A meeting also builds trustworthiness among the buyer and seller. So, we have to attend online video meetings with foreign clients by keeping their failing in mind and encouraging them to buy our services.

Additional works

Other than that the business development team has to do more works so that that help the company to gain inbound lead, to attain that there has to be blog writing, video making and many other digital works that will ultimately help the company to achieve its goals.

3.4 Summary

The business development operations of RiseUp Labs start from finding the clients from Linked In sales navigator to email and WhatsApp. After getting the leads from the web, Have to find the way to connect with them either in Linked In or in email or in WhatsApp. Have to send a connection message with the client. After the client accept the request then have to build a relationship with the client. After that have to approach the client our services as well as have to find out what are the services that the client need. Then if the client agreed then have to arrange a zoom meeting or skype meeting. And after the meeting if the client agreed then the project will hand over to the production team and the production team will take the responsibilities from there. After that the business development team will maintain the relationship with the client for future projects.

3.5 Conclusion

The business development department of RiseUp Labs is an integral part of the organization. They are the one who brings the clients to the company and make all the necessary arrangements for the company to set a deal. The operation of the business development department demands various skills, Example: communication skills, writing skills, management skills, Presenting skills as well as some technical skills. Their work will determine what will happen to the company in the near future. As a result, the business development department has to work efficiently and effectively at the same time.

3.6 Recommendations

For the betterment of the business development team RiseUp Labs can do things that will help the business development department to gain efficiency:

Firstly, they can motivate the team more and more so that the teams who are working for business development can feel motivated towards their work.

Secondly, they can arrange training sessions for the Business development department so that the employees can be more effective.

Thirdly, they can offer bonus or other things for the business development department.

4.0 References:

<http://www.dream71.com/bangladeshs-software-industry-its-future/>

<https://www.riseuplabs.com/about>

<https://www.riseuplabs.com/how-we-work>