Report On

Assessing the functions of different departments of Stencil Bangladesh Limited

By

MD. SOWALAHIN
17204047

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
May 2022

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.

2. The internship 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 internship 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

<div style="text-align:center;">

_____

MD. SOWALAHIN

17204047

</div>

Academic Supervisor's Full Name & Signature:

<div style="text-align:center;">

_____

Ms. Raisa Tasneem Zaman

Senior Lecturer

Brac Business School

Brac University

</div>

Letter of Transmittal

Ms. Raisa Tasneem Zaman

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Internship report submission.

Dear Madam,

I am privileged to have done my internship report on "Assessing the functions of different departments of Stencil Bangladesh Limited" under your supervision.

I have analysed in this internship report, how a Graphic designing outsourcing company's departments operates and what are its internal functions that are successful in the completion of its day to day task. Moreover, I analysed the strength and weakness of Stencil Bangladesh Limited and its advantages over other Graphic designing businesses in the context of Bangladesh.

Lastly, I do hope that the internship report reflects my finding on this topic and my experience and it is to your satisfaction.

Sincerely,

…………………….

MD. SOWALAHIN

ID: 17204047

Acknowledgement

In the beginning I thank almighty Allah for giving me the opportunity to work in Stencil Bangladesh Limited and also giving me the strength and resources for completing my internship report within such a short period of time.

Following, I would like to thank my parents for watching over me and supporting me in my decisions. Without their help it would be a very hard experience.

Next, I would thank my academic supervisor Ms. Raisa Tasneem Zaman for giving me the opportunity to complete my internship under her supervision. Madam was really supportive and responsive in clearing any of my confusion regarding internship. She gave me ample opportunity to correct my mistakes and forgive my shortcomings. Her constructive criticism, instructions and advice was the key factor for my successful completion of the report.

I am thankful to the Customer Service department under Stencil Bangladesh Limited and Executive Director of Stencil Bangladesh Limited for giving me the opportunity to work with them. I am especially grateful to both of my onsite supervisor Rashed Bin Abdullah and Rifat Siddique for teaching me the whole work process of Customer Service and giving me enough data for me to work on my internship and guiding me in correcting my mistakes. They allowed me to have a great experience while working in Stencil Bangladesh Limited. Moreover, I would like to thank Afia Siddique a former student of BRACU who is the current Senior Executive of Human Resource for helping me with the collection of data and guiding me in my responsibilities.

Finally, I hope that my report gives a better insight of the outsourcing industry in general and helps the future student in conducting their research. I also hope that it will motivate people to work in this sector and in Stencil Bangladesh Limited.

Executive Summary

The report explores the critical functions that an individual department plays in an outsourcing company. It provides an outlook of how the Customer Service in Stencil Bangladesh Limited and Production unit operates, what their work is and process of completion of those work.

Stencil Bangladesh Limited was established in the year 2022. It is sister concern of Asiatic 3Sixty, which is one of the largest marketing communication group in Bangladesh. The current chairman of Stencil Bangladesh Limited is Asaduzzaman Noor and the co-chairman of the group is Sara Zaker. The Managing director of Stencil Bangladesh Limited is Neville Ferdous Hasan. The current Executive director of Stencil Bangladesh Limited is Zaidul Khan.

Recruitment in Stencil Bangladesh Limited is Stencil Bangladesh Limited is followed by an established criteria of recruitment that is fixed by the Human Resource departments. The recruited employees are usually the ones that correlates with the vision and mission of Stencil Bangladesh Limited. Depending upon the position, a two to three step examination is held for the purpose recruitment. As an outsourcing company Stencil Bangladesh Limited has a unique way to approach the marketing of their services and grabbing the attention of the customers. The marketing team approaches customers through different online mediums, as direct interaction is not possible.

Stencil Bangladesh Limited uses Google spreadsheet and Gmail media for approaching and conducting business interactions and also to communicate between the internal departments. It is also a very quick and efficient way to communicate with its employees. The company is using up-to-date software which are properly licensed for its business purpose and this has enabled the business operations to run more smoothly and giving it a lead against its competitors.

Contents

Chapter 1: Overview of Internship

1.1 Student Information:

Name: MD. SOWALAHIN

ID: 17204047

Program: BBA

Major/Specialization: Marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Period: 3 Months (17th January – 30th April)

Company Name: Stencil Bangladesh Limited

Department/Division: Customer Service.

Address: House 31, Level 09, Road 04, Block F, Banani, Dhaka 1213, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Rashed Bin Abdullah

Position: Senior Principal Executive

1.2.3 Job Description:

The position I have is of an intern in the Customer Service department of Stencil Bangladesh Limited. In this position I have to receive emails, understand them and from those emails I have to allocate data in different servers of Stencil Bangladesh Limited. Then I have the task of data entry in the google spreadsheet work chart. Which is known as production work chart. I also have the responsibility of checking the integrity and validity of data. I also have the task of detecting or identifying anomalies in data and reporting it to my superiors. Moreover, I have the task of keeping our client name anonymous from other departments. Furthermore, I had to upload files on different websites depending on client's reference, so that they can access the finished product from our end.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

As an Intern of Customer Service of Stencil Bangladesh Limited I was first trained by my onsite supervisor to perform my daily tasks. When I was taught about all aspect of the job I could do the work on my own with less observation from my superior. I have a shifting duties and it changes on a weekly basis. One week I had to do nightshift alone which was from 11pm to 6am. I always tried my best to come to the office on time. However, about two days I was late due to traffic jam of Dhaka Bangladesh. In the morning I had the duty to check whether the server was up and running. If it wasn't on I would have to turn it on. As without the servers being turned on the production unit cannot access the servers and cannot start their editing works. I also had the task of communicating with production Team Manager on job understanding issues provided by client.

1.3.2 Benefits to the student

The internship program allows students to get a real life experience which allows students to be familiar with their work environment of different sectors. As an intern of Customer Service in Stencil Bangladesh Limited has allowed me to work closely with Customer Service

department. It allowed me to experience what a real job looks like and also allowed me to grasp how a graphic designing company operates. I could closely observe the work of Customer Service and it also allowed me to understand how important this department is in Stencil Bangladesh Limited. Customer Service can be equated with a bridge in the context that it connects our client with our superior and our Production department. Additionally, the internship program has allowed me to develop my communication skill as we often have to communicate our understanding with our co-workers of same and different shift and with our Boss and with the production department on different issues. The program has also allowed me to understand what professional mail writing is and how to devise a mail that is able to easily convey message for different situation. Furthermore, it allowed me to maintain punctuality and discipline. It also allowed for me the opportunity to connect the academic learning with practical work. Moreover, the program has allowed me to grow as a person as it allowed me to develop professionally and also assume responsibility for my decisions and actions. The internship program at Stencil Bangladesh Limited provided me with a small allowance and there were food provided everyday which made few things easier and for these benefits I am grateful.

1.3.3 Problems/Difficulties (faced during the internship period)

The first restriction when conducting the survey was due to terms and policies of Stencil Bangladesh Limited no client's name or studio name related to the client could be used in this internship report. However, code names are used which office of Stencil Bangladesh Limited uses on a daily basis to maintain anonymity of the client or studio name. Moreover, images with client's name or studio names are blurred or black marked in this report. Next, limitation would be shortage of time to conduct an in-depth research and gather data. As the job offered to me was shifting duty, I had to change shift every week between morning and evening and for one instance I had to do night shift. The next obstacle I faced was that the employees are constantly busy and each department is situated further apart from one another and are in different rooms. So, the opportunity to interact with other than the department I was in, was very limited. This lack of interaction with other department has caused me to learn less on certain matters as I could not collect inputs from different individuals of Stencil Bangladesh

Limited on different matters. There were also certain restriction as I joined as an intern and my access of information was limited due to that reason.

1.3.4 Recommendations (to the company on future internships)

The internship program at Stencil Bangladesh Limited provides full understanding of the job one does at Customer Service. As my superior taught me of the basics and detailed worked step by step, I understood how much of a pressure it was for them as they teach everything to their new intern or employees. It would be better to develop some note materials that describes the jobs and main how to of doing the job. It will lessen the strain that the superior at Customer Service goes through and also allow for the intern or the new employee to get a better grasp at the job without the superior explaining much. I would also suggest that for this internship program, the interns could be given more responsibilities which will keep them busy and also enrich their work experience and let them build confidence in their work.

Chapter 2: Organization Part

2.1 Introduction

The writing of internship report is a mandatory task that needs to be completed by every BBS student for the completion of the BBS programme in BRAC University. The internship program is three month long and during this time the report needs to be completed. The internship program itself is valued at 4 credits making it one of the most valuable credit course for the student to gain experience in an organizational environment and also for the completion of the BBA degree. As a student of BRAC University, I got the opportunity to get interviewed by Stencil Bangladesh Limited and was offered the position of intern in Customer Service department for the duration of three months. I joined Stencil Bangladesh Limited on January 17th of 2022. The three month long internship period at Stencil Bangladesh Limited ends in April 17th of 2022. The report has been written by me based on my observation of Stencil

Bangladesh Limited during these three months. It allowed me to explore the operations of different departments in Stencil Bangladesh Limited. The report is based on my exploration of the departments of Stencil Bangladesh Limited mainly Customer Service, Human Resource Management and Production. The report analyses the work of these departments of Stencil Bangladesh Limited and also try to understand its challenges on a daily basis. Furthermore, the report also explores the services that are provided to the clients and understand the client's demands.

2.2 Overview of Stencil Bangladesh Limited

Stencil Bangladesh Limited was founded in the year 2012. Stencil Bangladesh Limited is a sister company of Asiatic 3Sixty which is known as the largest communication marketing group companies in Bangladesh. Asiatic Marketing communications limited has been doing business in Bangladesh since 1966.   Stencil Bangladesh Limited is a graphic designing outsourcing company which provides services such as Clipping path, Multiple clipping path, Image masking, Neck joint, Image retouching, Shadow making, Reflection, Colour correction, Image enhancement, Image manipulation and Raster to Vector. The company provides post production services to clients such as E-commerce websites, Freelance photographers, and Photography studios and different agencies etc. Currently Stencil Bangladesh Limited has close to 80 employees in its BANANI office, Dhaka. So, Stencil Bangladesh Limited has the capacity do a huge amount post production services for their client every day. It usually follows a 24 hour delivery services and also prioritize urgent jobs request of clients. Stencil Bangladesh Limited is focused on building long term relationship with its clients and to do that they focus on delivering their jobs within the deadlines and with utmost care so that it is ensured that no errors are being made. The company is striving to be number one among its outsourcing graphic designing competitors.

History

Aly Zaker who was a famous actor, director, and businessman was the owner of Asiatic 3 sixty. After his death in the year 2020 of November 27th November Asaduzzaman Nooor had been appointed the new chairman. Whereas, Sara Zaker had been appointed as the co-chairman of the group (Asiatic 3Sixty welcomes new chairman, co-chairman, 2021). According to, (Asiatic 3Sixty welcomes new chairman, co-chairman, 2021) Asaduzzaman Noor and Sara Zaker previously held the position of vice chairman and executive chairman of the Asiatic 3 sixty. The current managing director of Stencil Bangladesh Limited along with Asiatic MCL, Talking point, Radio Shadhin, A-Minor studio is Neville Ferdous Hasan. Moreover, Zaidul Khan is the Executive director of the Stencil Bangladesh Limited.

Vision

Stencil Bangladesh Limited strives to be the leading clipping path service provider. Its vision is to be the outsourcing company that a clients can rely on based on the quality of the service that are being provided and also based on competitive pricing. Stencil Bangladesh Limited tends to create an environment where the least of client's worry should be in the drop of the quality.
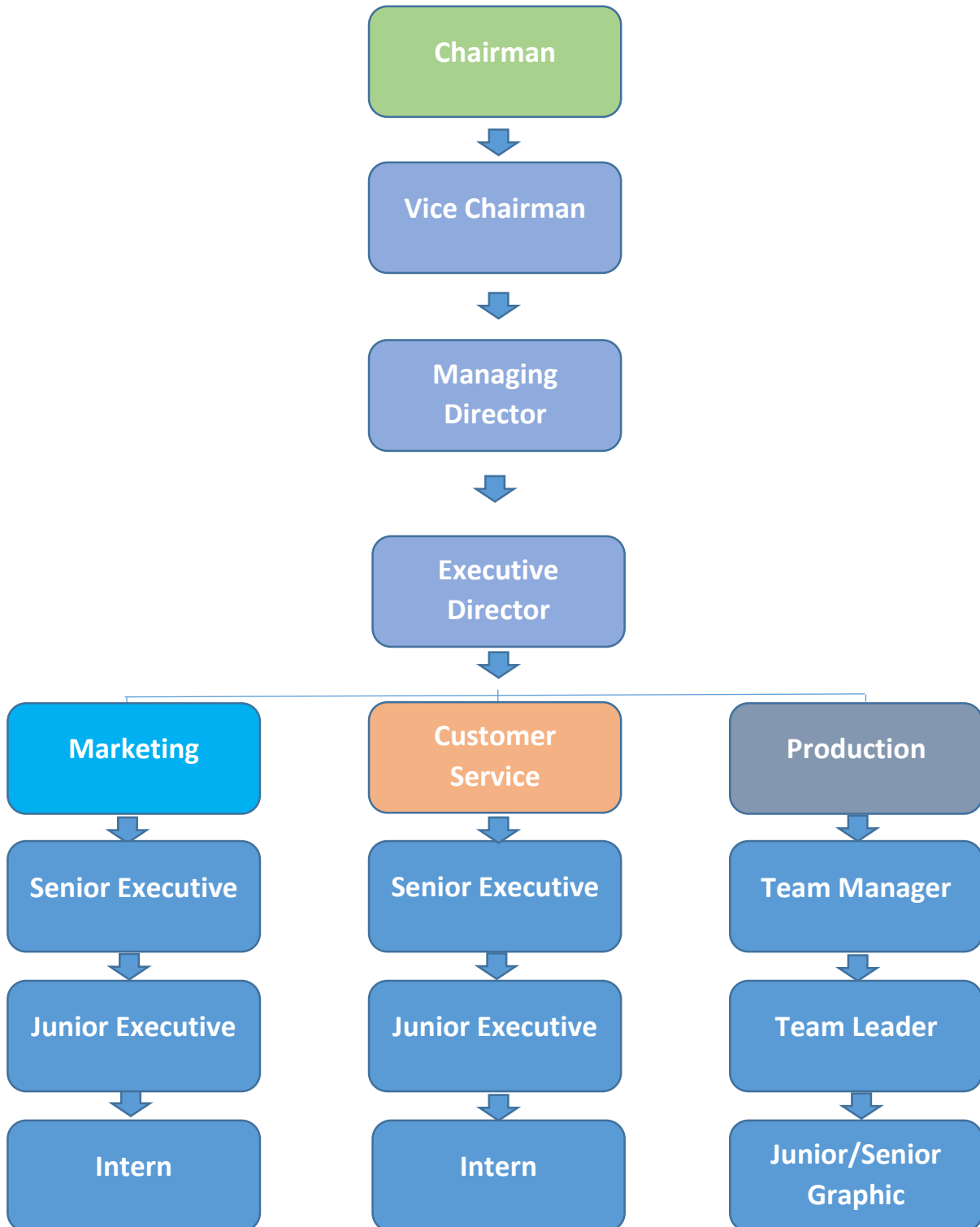
Mission

Mission of Stencil Bangladesh Limited:

- Provide quality services to the clients.
- Market competitive pricing.
- Deliver services in time.
- Maintaining strict schedule.
- Maximize efficiency and boost profit.
- Encouraging innovativeness of employees.

Stencil Bangladesh Limited's Logo:
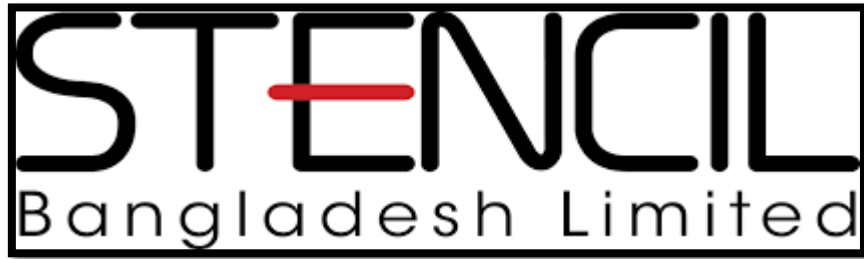
Organogram of Stencil Bangladesh Limited:

Organogram of Stencil Bangladesh Limited is drawn below:

```
                        Chairman
                           │
                           ▼
                     Vice Chairman
                           │
                           ▼
                       Managing
                        Director
                           │
                           ▼
                      Executive
                       Director
                           │
        ┌──────────────────┼──────────────────┐
        ▼                  ▼                   ▼
    Marketing          Customer           Production
                        Service
        │                  │                   │
        ▼                  ▼                   ▼
  Senior Executive   Senior Executive    Team Manager
        │                  │                   │
        ▼                  ▼                   ▼
  Junior Executive   Junior Executive     Team Leader
        │                  │                   │
        ▼                  ▼                   ▼
      Intern             Intern          Junior/Senior
                                            Graphic
```

2.3 Management Practices

The method that is followed when working in an organization is known as Management practice. Stencil Bangladesh Limited has a firm foundation on this aspect. Which allowed Stencil Bangladesh Limited to grow in a steady manner. The management oversees the operations such as employee recruitment, employee training, employee benefits, managing daily financial operations, development, maintenance and allocation of resources. It is management's duty to recruit individuals that are self-motivated and dynamic and meets the criteria of the organization.

- Management has the major task in anticipating possible problems and discovering opportunities and how to better handle each situation.
- Proper identification and allocation of resources.
- Guide employees through the process of implementation of rules and regulation.
- Review results and decisions and making necessary changes.

Recruitment process at Stencil Bangladesh Limited:

- First, the management team identifies the vacancy of positions at Stencil Bangladesh Limited's each departments.
- Then, they analyse the job requirement and post it in different channels.
- Different departments require different skills in an individual and such applications are reviewed.
- Next, candidates are short listed for interview.
- After interview session they are further shortlisted as they are assessed on their individual skills via graphic designing test or written test.
- The assessment period can take up to 3 hours.
- And finally, the candidate or candidates are selected depending upon their skills and vacancy of the applied position.

Specific duties of Human Resource Management:

1. Stencil Bangladesh Limited has taken the measure to gather data under Human Resource Information System (HRIS), which contributes to the duty of gathering hard copies and scanning them and turning them into soft copies and storing them under HRIS. This method brings efficiency in checking existing data and also safeguarding them.

2. Prepare and plan materials as per briefing session of the superior.

3. Update condition of recruitment in different job positing sites and in the web-site of Stencil Bangladesh Limited

4. Assembling and screening Curriculum Vitae of candidates according to Stencil Bangladesh Limited's established criteria.

5. Scheduling meeting session with the screened candidates through emails or by calling them through tele phones.

6. Making each candidate's interview files and evaluating them separately based on their interview sessions.

7. After selection and confirmation from the candidates writing their joining letters and providing emails to aware the specific department of recruitment.

8. Organizing orientation session for the new employees.

9. Depending on the work efficiency, providing the selected employees with the confirmation letter.

10. Determining what training is required and organizing training programs for employees of specific departments.

11. Creating a strict schedule for training programs.

12. Assembling responses of the trainees and also taking their inputs on how their experience could be improved.

Employee Benefits at Stencil Bangladesh Limited:

- After the duration of 6 months new employees at Stencil Bangladesh Limited are given their confirmation letters.
- For employees Stencil Bangladesh Limited provides sanitary measurements for the prevention of COVID-19 and other infectious disease from spreading.

- Every employee needs to use hand sanitizers when entering the office and there are facilities for doing so.
- Employees with confirmation gets two yearly bonus for Eid vacations.
- In dire cases like pandemic and for certain office members travel and medical allowances are provide.
- Daily two kind of meal such as breakfast and lunch is provided and also refreshment drink such as tea is also provided two to three times a day.
- Employees gets prayer rug to do their timely prayer.
- Employees get vacation following the Europe's colander.

2.4 Marketing Practices

a) Marketing strategy:

Stencil Bangladesh Limited as a graphic designing outsourcing company has a unique understanding among all of its competitors. It focuses on acquiring clients and building a long term relationship with them. That is only possible by providing a competitive price for the provided services and also maintaining a consistent quality of the services so that customers or the clients are not dissatisfied which helps them to create long term beneficial relation. Stencil Bangladesh Limited focuses on One to One marketing strategy. Which basically means every individual customers are tended to their personal preference or customized services. Stencil Bangladesh Limited attempts to gives every individual customers with an experience that is that individual centric. Customers have their own preference of the services they want and they have the capability of customizing those preference, which Stencil Bangladesh Limited tries its best to fulfil. Stencil Bangladesh Limited stores those information and use those information to give client better service along with better experience.

b) Target customers:

Stencil Bangladesh Limited's target customers are the ones that are related with the field of photography in anyway shape or form. Customers at uses the after image production to enhance their marketing. The target consumers of Stencil Bangladesh Limited are professional photographers, photo studios, agencies, e-commerce websites etc. So, the customers are segmented by their occupation. The client of Stencil Bangladesh Limited usually uses these enhanced images or edited images done by Production unit to boost their marketing of products and boost sales.

c) Customer Identification channels and medium of contact:

Customer are first segmented based on their profession or occupation. Among the professional photographers, photo studios, agencies, e-commerce websites customer are first chosen and identified as per Stencil Bangladesh Limited's standard. After which Stencil Bangladesh Limited mines those information through available online channels such as Linked in, Directory, Golden pages etc. After data mining has been done, the potential customers are contacted with their preferred medium. The mediums usually used for contacting is through skype or email. Where the customers are offered price range of Stencil Bangladesh Limited's services and bargaining is done for those prices. Moreover, free trails are provided for the customer's selected services. After free trail is successful, based on customer's preference jobs are provided.

2.5 Industry and Competitive Analysis

SWOT Analysis of Stencil Bangladesh Limited:

Strength

The biggest strength of Stencil Bangladesh Limited I believe is the size of the organization. Stencil Bangladesh Limited is not too big in terms of its size. However, that is not necessarily a negative point. As the organization is currently handling less than 100 employees, it can micromanage the effectiveness of the work of employee. Which allows for greater efficiency and greater capability to do work and moreover, it allows for a quality of service being provided to the clients. When the organization is not too big and nor too small it is easy to observe where the work quality is dropping and also easy to increase the quality and identify mistakes and amend those mistakes. Furthermore, the employees at Stencil Bangladesh Limited are experienced in their profession as they are trained by seniors on related field

As a mid-size organization stencil has the ability to retain its quality product that keeps their customers satisfied. Moreover, its quality and competitive price is what allowed for it to build a long term relationship with its customers. Furthermore, this allowed for it to grow a strong bond with its customer which in return allowed more work from the clients. As days goes by, more and more works are being provided by client as trust grows with Stencil Bangladesh Limited.

Stencil Bangladesh Limited used to focus on Clipping path and Image retouching service in the beginning of its journey. However, that is not the case today. Along with clipping path and Image retouching, Stencil Bangladesh Limited has currently providing more than ten image editing services. The services are growing day by day as per client and industry needs. This is only possible due to Stencil Bangladesh Limited providing training services on this subjects to its employees. Otherwise it would be impossible to supply these continuous growing demands.

Weakness

While Stencil Bangladesh Limited has created good relationship with the customers over the years and are able to take huge amount of job orders from clients, it currently lacks manpower to finish them in time. For that reason, the employees needs to do overtime and night shifts. Moreover, some weekend they need to do overtime also. This allows for Stencil Bangladesh Limited to meet their deadline. However, it is not a good decision to continue such method for long term goal in mind as the efficiency of the employees will drop and also the quality of their work might face considerably lacking to the customers. Which the client will react with feedback, making the designers make more adjustment to already finished images.

Opportunities

Stencil Bangladesh Limited is currently focusing on the foreign clients for works. Which is one of its strength. However, I believe it can provide its services to the national market that is not fully dominated by its competitors. Currently due to the pandemic, in Bangladesh market we have seen the massive growth of E-commerce website and it is not stopping anytime soon. Stencil Bangladesh Limited has the potential to contribute on this aspect to provide its services at a competitive range from market price. To do that Stencil Bangladesh Limited needs to expand its size. So that they can preserve their current customers and also grab hold of the national market.

Threats

Currently Bangladesh is seeing the growth of freelancers and it is growing at a rapid pace. According to Bangladesh Government's ICT division 650,000 are currently working in Bangladesh. The competitors of Stencil Bangladesh Limited have their eyes on this massive opportunity to dominate the market. If Stencil Bangladesh Limited cannot keep up with the

market competition and maintain the competitive pricing it may lose its foothold it currently has on the market.

Chapter 3: Project Part

3.1 Introduction

3.1.1 Literature Review

<u>Understanding the outsourcing industry of Graphics Design</u>

The twenty first century has brought about a lot of change in human lives. It made our lives much easier as the access social media has allowed for efficient way to trade through e-commerce websites. These e-commerce websites presents a top quality images or videos that has the potential to attract the consumers and helps these consumers in decision making process. However, before presenting these quality pictures in any website or e-commerce platforms, it has to go through a lot of process of image editing. The clients hires graphic designers or image editors who invests a lot of labour behind these images. For example, the images needs to be in right proportion or in a specific proportion for the website, it needs clean background or background with different colours, clipping path, image masking, shadow and reflection and much more processing. These graphic designers tend to works as a freelancer or contract based or hired by organizations. According to, (Melody Barlage, 2019) the numbers of freelancers seems to be increasing at an exponential rate. (Jens Riegelsberger, 2003) Mentions that images that portrays people's emotion creates a positive attitude towards brands. And this is not at all possible if the image does not go through afterimage production by editors as mentioned above. Therefore, graphic designing has now more than ever became an irreplaceable way for e-commerce website or any other business platforms to sell or present their product to the consumers in an effective and attractive manner and it is getting more and more popular

According to, (Melody Barlage, 2019) the employment opportunity for editors or freelancers are arranged through the employment agencies based on temporary contracts or online staffing platforms. However, it is more likely for these outsourcing companies to hire these professional editors on a contract basis. Moreover, she mentions that it is not very clear whether these methods of short-term labour employment is positive or not and expresses her concern on this matter. As (Friedman 2014, cited by Melody Barlage, 2019) argues that this method of gig economy is while praised by some people, it is based on lower paying wages and more on benefits of the organization. Which clearly means under waged employees and these employees many a time are denied of their basic wage rights. On the contrary, (Rogers 2015, cited by Melody Barlage, 2019) argued that if the jobs are providing flexible employment and proper learning opportunity with decent payments, then it is surely encouraging for the economy. (Melody Barlage, 2019) Mentions that the freelancer's career is time and again seen as typical portfolio career and their careers in this industry are based on the ranges of gigs that the editors or freelancers worked on. Most of the organization hires these editors based on their skills and showcase of their portfolios. As a result there is a leniency in the educational background of the workers. (Will Sutherland, 2019) Emphasizes that the firms in this industry are turning to the freelance workers for the increase of business flexibility and efficiency. Which in turn has generated an increase in workers specifically from the people of young ages as this job is portrayed to them as flexible and free from administrative policies and higher payment. (Barley et al. 2017, cited by Will Sutherland 2019) Gig workers can be distinguished from independent workers, as they depend on online platforms for them to land a job or a gig and they are referred as 'platform workers'. (Donovan et al. 2016, cited by Will Sutherland 2019) Gig workers are able to choose their projects that they want to work on and can freely schedule their work. However, this working style is mentioned as a double edge sword as one is uncertain about one's work. (Barley and Kunda, 2006), categorizes these 'platform workers' as entrepreneurial as they depend on more on their skills to achieve success in their career. According to, (Kalleberg, 2011) freelance workers are exposed to uncertainty because of the nature of their work. (Will Sutherland, 2019) Finds that the independent freelance workers cultivates their own skills and environment so that they can present themselves in the competitive market. (Wood et al., 2018) emphasizes that the 'platform workers' have less freedom to personalize their own work. As these works are based on client's instructions, every instruction must be followed by the book or per instruction manual provided by the client.

To conclude, freelance workers in image editing sectors and other sectors has to compete with many workers with their skillset who are offering same type of work for lesser wages. The freelance workers need to adopt their skillset based on the market demand and such demand are constantly changing which is presenting quite the challenge for the workers of this industry. (Will Sutherland, 2019) Shows that independent or freelancers needs to navigate through barriers that are placed by the online platforms and organizations. Moreover, establishing oneself as credible source for accepting jobs and building a good portfolio and getting a good rating seems really challenging for freelance workers. Furthermore, there is also the challenge of getting underpaid for the work they are doing.

3.1.2 Objective of the report

Broad Objective:

I would like to express my understanding of the business process of Stencil Limited Bangladesh by elaborating how each of the departments under Stencil Limited Bangladesh mainly Human Resource, Customer Service and Production is operating its daily operations based on the information provided by Stencil Limited Bangladesh. From acquiring the clients to hiring new employees and the work that is done by the HR and Customer service and Production unit. How each of these departments go about completing their daily task and understanding their key operations.

Specific Objectives:

- To understand day to day operation & functions of Stencil Limited Bangladesh.

- To understand the outsourcing industry from an organization's perspective.

- To understand the problems of the analysed departments and provide solutions.

- To understand what type of work has outsourcing demand.

- To understand what type of work is in demand by observing client given tasks.

- To explore the allocation or distribution medium for exchanging jobs data.

- To understand challenges of outsourcing industry in respective to specific departments.

- To recommend solution for overcoming challenges.

3.1.3 Significance

The twenty first century has brought about a lot of change on Human society. One of the most significant change is the introduction of E-commerce   websites. E-commerce website has changed our daily behaviour significantly. It has brought daily necessary goods to electronic products to products of different categories to our doorstep with just a few clicks from our smart phones. This potential of E-commerce website has exploded in this COVID-19 Pandemic as more and more became aware of the importance of virtual shopping. However, not all of those E-commerce website However, not all of those E-commerce website were successful in this wave of big change as many factors were involved to attain this success. One of the biggest factor of this success is the quality of the product images that are used in those E-commerce website. If we look at few of the successful E-commerce websites, we will be able to see that the product images that are used in these websites stands out from not so popular E-commerce websites. That is because the images used in those top E-commerce website had to go through immense post production. Looking close at those images one can determine that the images are more clear and has proper lighting used in them and there is a clean background that has the potential to attract customers. And this is where outsourcing companies like Stencil Bangladesh Limited comes in as they post produce those images for it go live on the website. As an image editing or graphics designing outsourcing company Stencil Bangladesh Limited provides a wide range of services such as Clipping path, Image masking, Shadow, Reflection and colour correction etc. These post production part is a necessary activity that the E-commerce website must go through to enable a successful marketing. It is without a shadow of doubt outsourcing companies like Stencil Bangladesh Limited has become the centre of attention of these E-commerce website. E-commerce websites are uploading hundreds of

thousands of product and service images daily and each of those images goes through post production before they are live on the websites. Bangladesh has been recognized as one of the top outsourcing destination in the world. According to, (Kabir, 2022) the revenue from the outsourcing sector was $26 million in the year 2008. Whereas the revenue figure crossed $1.4 billion following the year 2021. Moreover, (Kabir, 2022) emphasized that in the year 2008 only 50,000 people were working in this industry and currently that number rose to one million and increasing. The growth of this sector has shown exponential growth. (Kabir, 2022) Claims that government has ensured enormous support for the outsourcing sector and also declared tax exemption of about 100 percent for (ITES) companies until the year 2024 and it may be extended up to the year 2030. Outsourcing was once an ignored topic in the region of Bangladesh. To shed more light on this matter, it is very important that we analyse the companies such as Stencil Bangladesh Limited to understand how these outsourcing companies operates and their day to day functions of the internal departments. To conclude, it is very important that we try to understand Graphics designing outsourcing companies from an organizational perspective so that work efficiency of this sector can be further improved and also to effectively meet and faceoff the challenges of this sector.

Scope

The report will explain the following subjects in regards to Stencil Bangladesh Limited:

- Overview of Stencil Bangladesh Limited.
- Overview of the departments of Stencil Bangladesh Limited.
- Overview of the functions of the departments of Stencil Bangladesh Limited.
- Strategies implemented by Stencil Bangladesh Limited
- Challenges of respective departments.
- Findings.
- Conclusion and Recommendations.

3.2 Methodology:

The methodologies used for data collection purpose for this report can be divided in two forms. I used both of those form: Primary and Secondary data collection methods to collect relevant data from Stencil Bangladesh Limited for this report. For the primary data collection method, I gathered my data from Stencil Bangladesh Limited database. My office supervisor also helped me collect those relevant data. Moreover, I used survey questionnaire forms to collect data from the individual of respective departments. I also gathered data by performing my assigned tasks in the office. For this research I mostly used qualitative data. However, quantitative data is also used to understand and measure the amount of jobs given by the client. For the secondary data collection method, mi have used Stencil Bangladesh Limited website and journal and website of similar categories to establish factual data.

3.3 Findings and Analysis

Work process of Customer Service department:

Creation of Production Work Chart:

The work at production department in which I completed my internship from starts with the creation of **Production Work Chart** which is created in Google sheets. A new production work chart is created on the first date of every month which helps to keep the data in an organized form. Moreover, to differentiate from different days everyday a new date is created

Production Work Chart 1

and under which the jobs are submitted accordingly.

In production work chart new date is created everyday like shown in the above picture. But before doing that columns with specific names are created and these columns are: Client code, Studio job name, Client job name, No. of images, Job description + additional comments, Download, Deadline, Time, Production, QC (Quality Check), Comment from ZK (Zaidul Khan), Status, Download and Upload. These columns with specific name are created with their assigned purpose. This work chart is what helps the Customer Service to connect or inform about incoming jobs with our Boss and with the production department. Only few people at the production such as Team manager and Team leader and all of members of Customer Service and Zaidul Khan has access to the Production Work Chart.

Mail receiving and updating Production Work Chart:

Mail can be received from two sources. The first source is our Boss Zaidul Khan. Whereas, the second source is the client himself. It is more likely that our boss sends us the mail as he has the direct contacts with the clients. But there are exceptions where if the client cannot get hold of our boss, they send us the mail directly. After receiving mail, it is our job to first identify who the client is and depending upon the client's name or the studio name we input a code name in the Production Work Chart under **Client Code** column. Usually, our Boss writes under this column. However, if he is not available it is the duty of Customer service to input those codes. The main reason for the use of client code is to maintain secrecy of the client from other

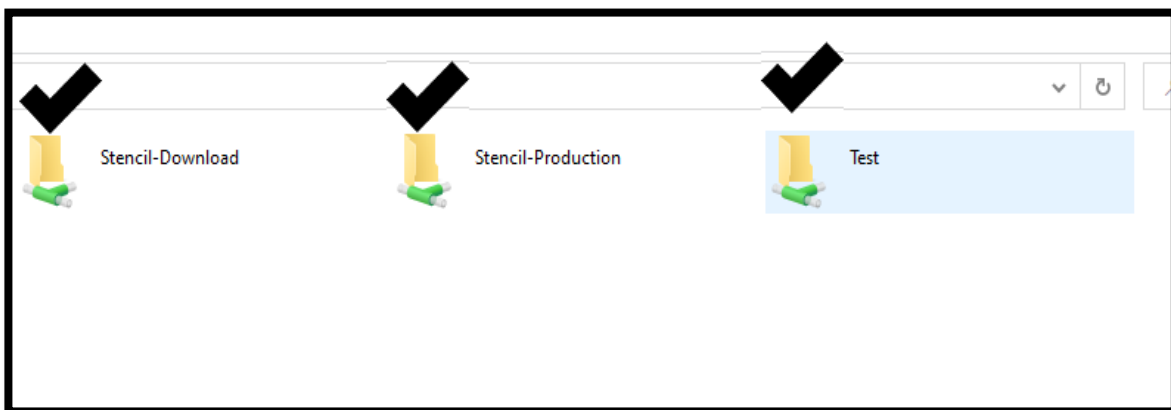*Production Work Chart 2 (Code name)*

departments. It is also our job to remove any data that has client's name on it.

After inputting the client code, we have to input data for the **Studio job name**, **Job description + additional comment** column. These data are usually derived from client given email and the folder name of their job. In case no folder name is provided we input the subject name of the email as the job or folder name. Employees at Customer Service needs to constantly engage with Production work chart. It can also be said that in terms of interacting with the Production

Work Chart Customer Service gives it the most importance among all other department of Stencil Bangladesh Limited. However, Production department also contributes to this data entry part of the job.

Distributing data to server:

After inputting the data in Production Work Chart, we go back to the client sent email and check whether there is a valid link with data inside it. Usually the client use the We Transfer website or the Dropbox to send us the data link. After checking the data is there with no irregularities we start to download the data. Before downloading we need to write the word

DOWNLOADING in the production work chart under Studio Job name Column. Then we download the folder with the code name.

The folder needs to be downloaded in the download server known as (**Stencil-Download**). There we name the folder and download it under a specific name. After the download is finished we check how many images there are and whether there are any anomalies in the data and also check whether a client's name is present in those data. If such issue arises it is our job to remove the name of client and replace it. After data has been downloaded and also downloading any client given attachment in the email we copy the created folder in the production server known as (**Stencil-Production**). The use of test server comes when a new client or an existing client with a new job wants to test run a service of Stencil Bangladesh Limited. Which usually determines whether that client will give a job with same instruction or not. There exist other servers such as Backup production servers that we need to use for a

specific client such as EPAIT. There is currently a decision ongoing whether to provide AKBCH job in that server as well. The backup server as the name suggest is a backup server. Which we usually use when our main servers are facing issues or if it is ongoing some modification. There are other servers as well which has specific use for the IT department. Usually Customer Service department is limited to using above mentioned for servers including the backup server. Whereas, the Production departments are limited to using the Production server (**Stencil-Production)** only.

In the above picture we can see that same type of jobs with same name is given in both download and production server. After going through the edits of Customer Service, the files are uploaded in Production server.

Writing job mails:
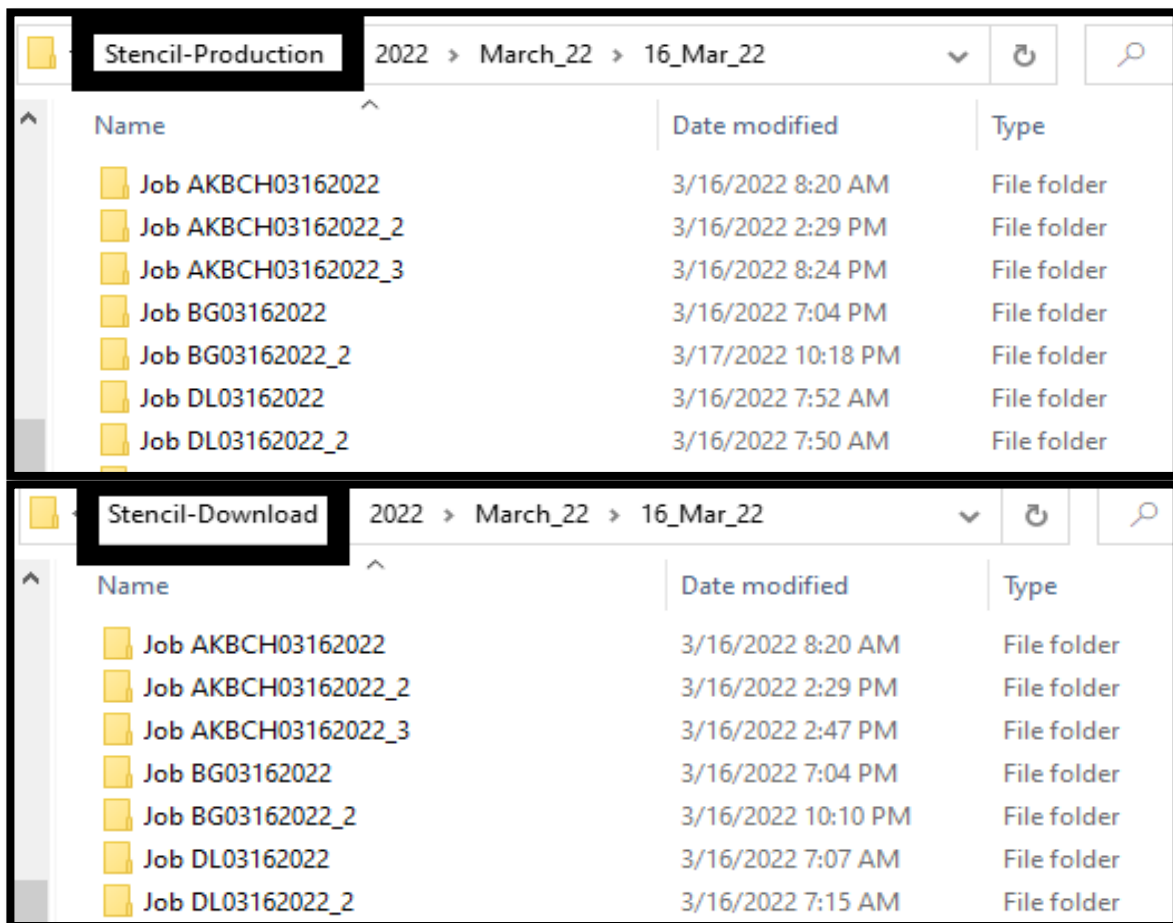
Folder allocation in servers

After the data has been distributed in both of the servers, then comes the part of writing job emails. The job email needs to be sent to seven recipients. Among them Zaidul Khan our boss is one of them. The recipients also includes head of accounts and members of production department. This email is sent so that the members of Production department can understand the client given task more clearly and also find out where the job is given in the server as server address is also mentioned in the email. The job email's instruction needs to be related with client given email and it also needs to be modified so that the production department can understand it better and no confusions are created when doing their job. When composing email we also tend to correct mistakes of clients from our end. However, in some cases we leave it as is because there can be some complex information or graphic designing term that we the Customer Service department cannot grasp but it would be understandable to members of Production department. The job mail's body has several parts that needs to be followed for every new job. Firstly, in the body of job mail we have to write the address of the client given folder that we have uploaded in the Production server. Next, we input the folder name in bold letters which is also the job email's subject. Then we write number of images and then comes instructions which is also written in bold letters. After that we write the client given instructions also modifying it a bit. Then, we give attachment link or address which is also given in Production server and in the email if the client added any attachment. Finally, we close of the email with our signature, whoever wrote the email. The email is sent to seven designated individuals of their departments.

The email instructions vary from client to client. Some clients gives very simple job instructions. Whereas, some other client uses really complex and detailed job instructions. But the job mail that is sent to the production follows the same pattern.

Instruction mail from the client
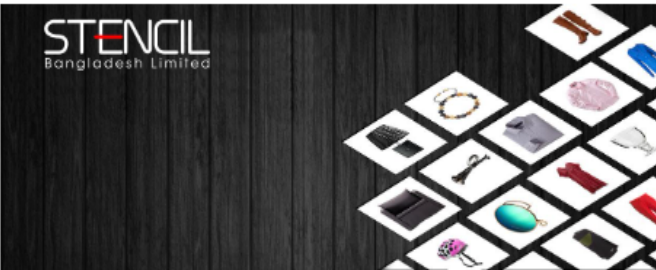
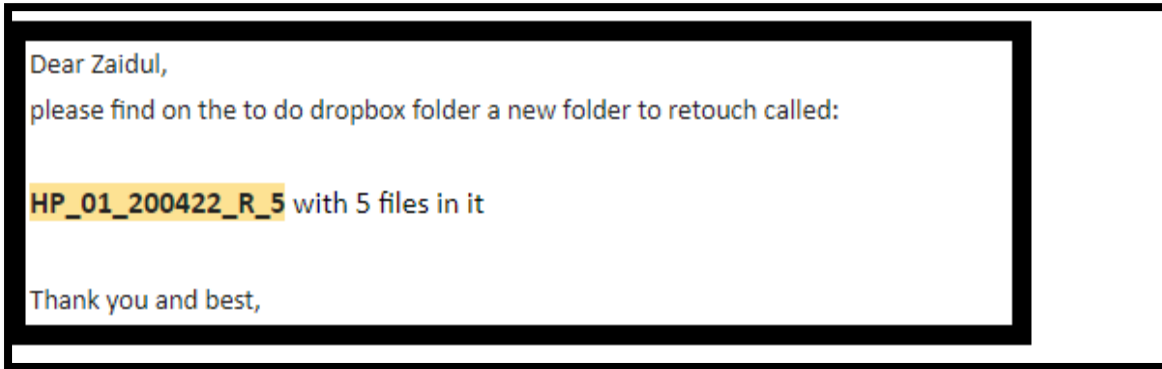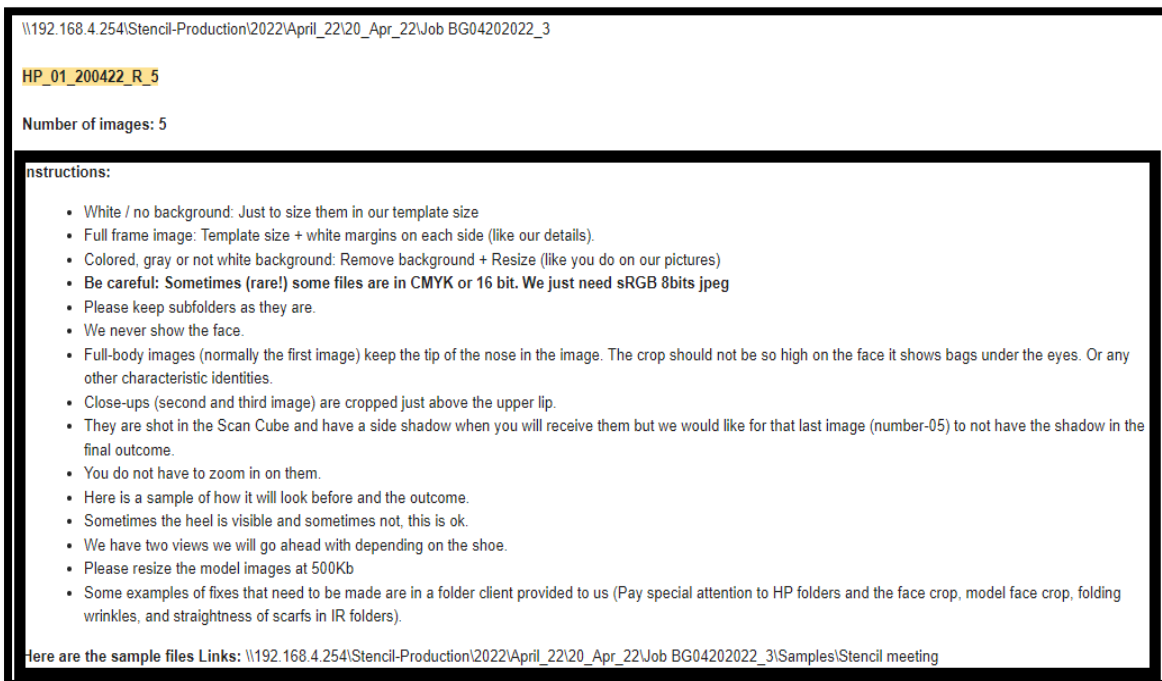*Job mail to Production*

If we compare the above picture of **Job mail to production** with the **Instruction mail from client** we can see the difference in writing instruction pattern. The job mail follows very organized pattern to make sure that the instructions are clear. In case the instructions are not very clear and not much is written about a particular job, we follow previous mail of same job nature. However, if there are really difficult instructions or the instructions are so unclear that we cannot understand it, we contact our Boss who contacts the client for more information.

Email written with complex information or with limited information:

For complex emails or emails with very little instruction, we follow previously given guidelines from the client. The emails have a complex guidelines that needs to be followed and it is also

Instruction mail

Job mail

followed by attachments which is also given in the Production server.

As we can see from above, the instruction mail has very little instruction. However, the job mail has detailed description of the work that needs to be done. This instruction was given long

ago and there are follow up instruction in this email which was later given by client for better understanding.

Production Work Chart data entry and colouring system:

After the job email has been sent, the email subject is recorded in the **Studio Job Name** column. Then comes the colouring part of the job. To understand which jobs needs to be submitted today, we have to look at the column named **Client Code.** If the background colour of the cell of a job is pink which is coloured by our Boss Zaidul Khan, it means that the job needs to be submitted today. If it has the orange colour, it means that it can be submitted today or it goes to the night shift. From the production side, if they have started editing pictures of a job, they colour the whole row as yellow. After they are done with their work, they colour the entire row in cyan colour. After which we colour it in blue and write uploading in the **Status** column. After we are done uploading in the dedicated online server of client's preference or

	- Job needs to be completed today
	- Jobs for night shift
	- Jobs processing by Production
	- Jobs that are uploading
	- Jobs that are uploaded

FF	Job FF04192022_3	17-AT Hyperspeed recolour (19 items)	23
BG	Job BG04192022_2	02_IR_GH_190422_OLI_148	148
FF	Job FF04192022_2	16-StackD snow-orange (67 items)	67
EPAIT	Job EPAIT04192022_3	TRUSSARD PNG CONV_1016	1,016
	20/04/2022		
DL	Job DL04202022	PJ PILLOWS 2022-04-15	112
AKBCH	Job AKBCH04202022	CC - 563 Items	563
AKBCH	Job AKBCH04202022_2	2022-04-19_TUTTO MAGLIA	31
		LOOKS PUNTO FW22	37
		GENIES PUNTO FW22	253

Coloring method in Work Chart

our own Drop box server which we share with clients, we send the job done mail to our boss

which he redirects to the clients. After sending email we colour the specific job row green in Production Work Chart. We also input our initials in the upload column.

Mail from Production:

After the production team are done with a job, we get a job done mail from them. Which includes the total number of images that went through post production, images of folder location in our existing servers and finally some notes if there are any for a particular job.
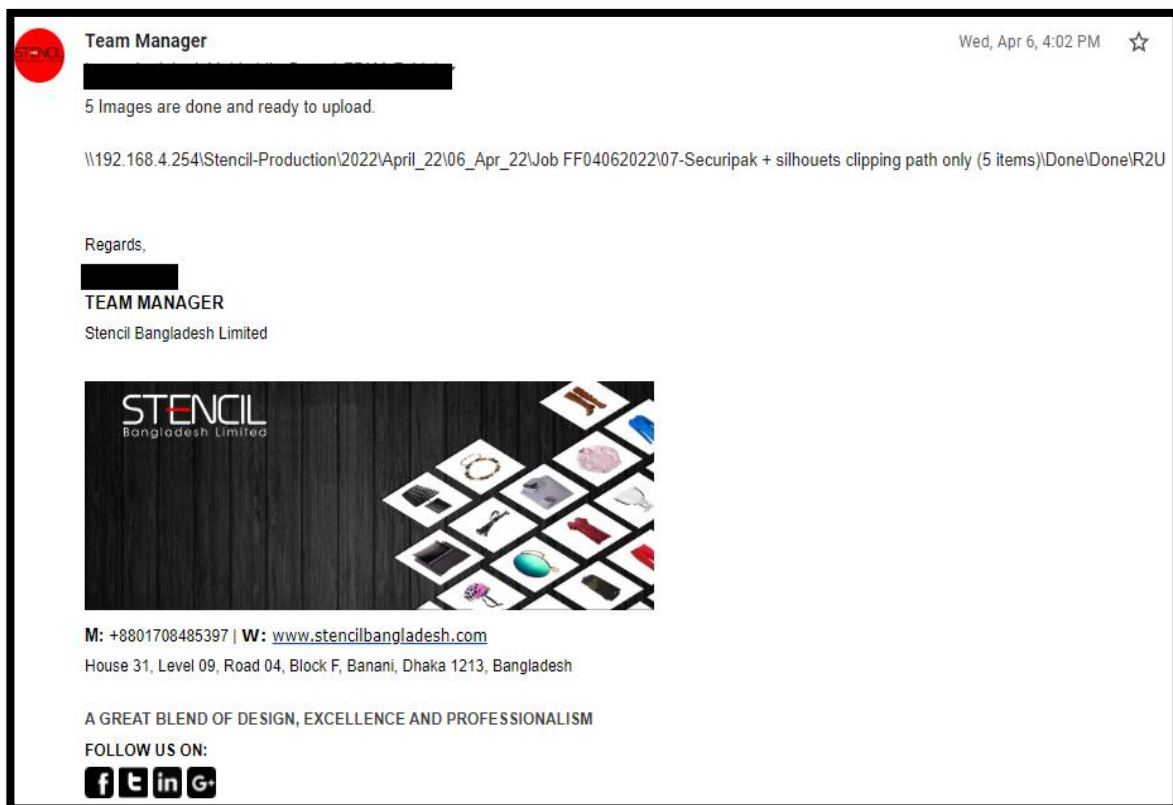
Email from the Production department

After getting the mail from the Production it is our duty to check their given link address of the server. Whether the address of the images or folder is the correct one and whether it matches with the client given images or if the image numbers are correct or not. We also have to check if there are any other anomalies with the data or with the files. After fact checking everything, we move on to the next step. Which is uploading the files and sending the mail.

Uploading files and sending mail to the Boss:

From the production mail, we take the address and after checking the files we upload them in client preferred online server such as, DROPBOX, WE TRANSFER, WE SEND IT, FILE ZILLA, GROS FICHIERS and other personal servers. After uploading is done, the upload link is shared in the email. Which is sent to our Boss Zaidul Khan, which he redirects to the client.

Dear Sir,

The job has been done. Please find below the completed images in detail:

  • 5 images of **SKIMS-MARBLE RECOLOR PROJECT_2022-04-20**

are done and uploaded via Dropbox.

Link: https://www.dropbox.com/sh/hz2frcht3jzdjhn/AACXilis2vqflrDnOMP_YBk8a?dl=0

Note: 2 are notes images.

Regards,

Senior Executive, Global Customer Service

M: +8801708485397 | W: www.stencilbangladesh.com

House 31, Level 09, Road 04, Block F, Banani, Dhaka 1213, Bangladesh

Job mail to Boss

In case of unavailability of our Boss, we have to send it directly to our client.

We also need to input any kinds of notes or remarks written by the production department. After mail is sent, we input the uploaded data in the Production Work Chart and color the entire row green of the sent job.
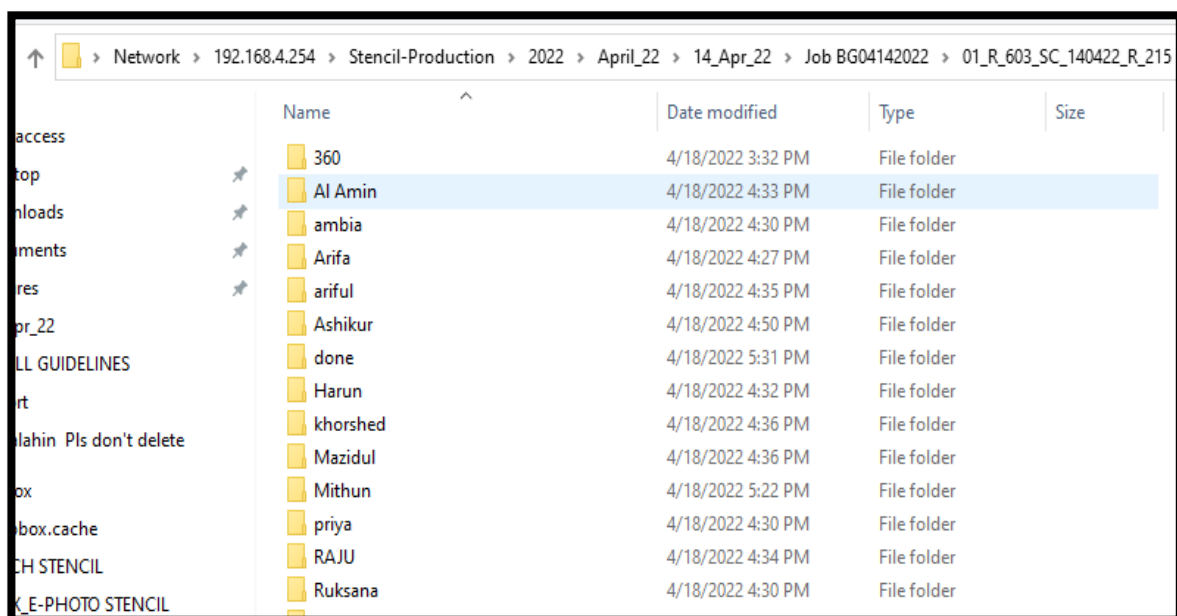
Work process of Production department and their services:

Software used for editing:

Usually graphic designers at Stencil Bangladesh Limited uses Photoshop to edit their work as the software has quite a lot of function for professional graphic designers that many other software till this date do not have.

Distribution of Work:

After finding the files which is provided in the mail sent by Customer Service and reading the instruction and understanding the instruction, the Team Manager or Team Leader has the job of distributing the work among the junior and senior Graphic designer. They also relay the instruction given by the client in a simpler manner which they are able to follow through easily. After the work has been distributed, with the instruction of Team Manager the Junior and Senior Graphic designer starts doing their editing works. The works are distributed by creation

of different folder with graphic designer's name. By this method designers are easily able to find their assigned task and organize their works.

Different services of Production department:

Clipping path service: In the beginning Stencil Bangladesh Limited specialized in clipping path images service. Clipping path is an image editing service that focuses on the removal of background of a picture. Usually graphics designers creates clipping path by using the pen tool which is used to spate the focused image from its background. This work needs a bit experience with Photoshop as poorly traced clipping path can result in devastation or the image can be
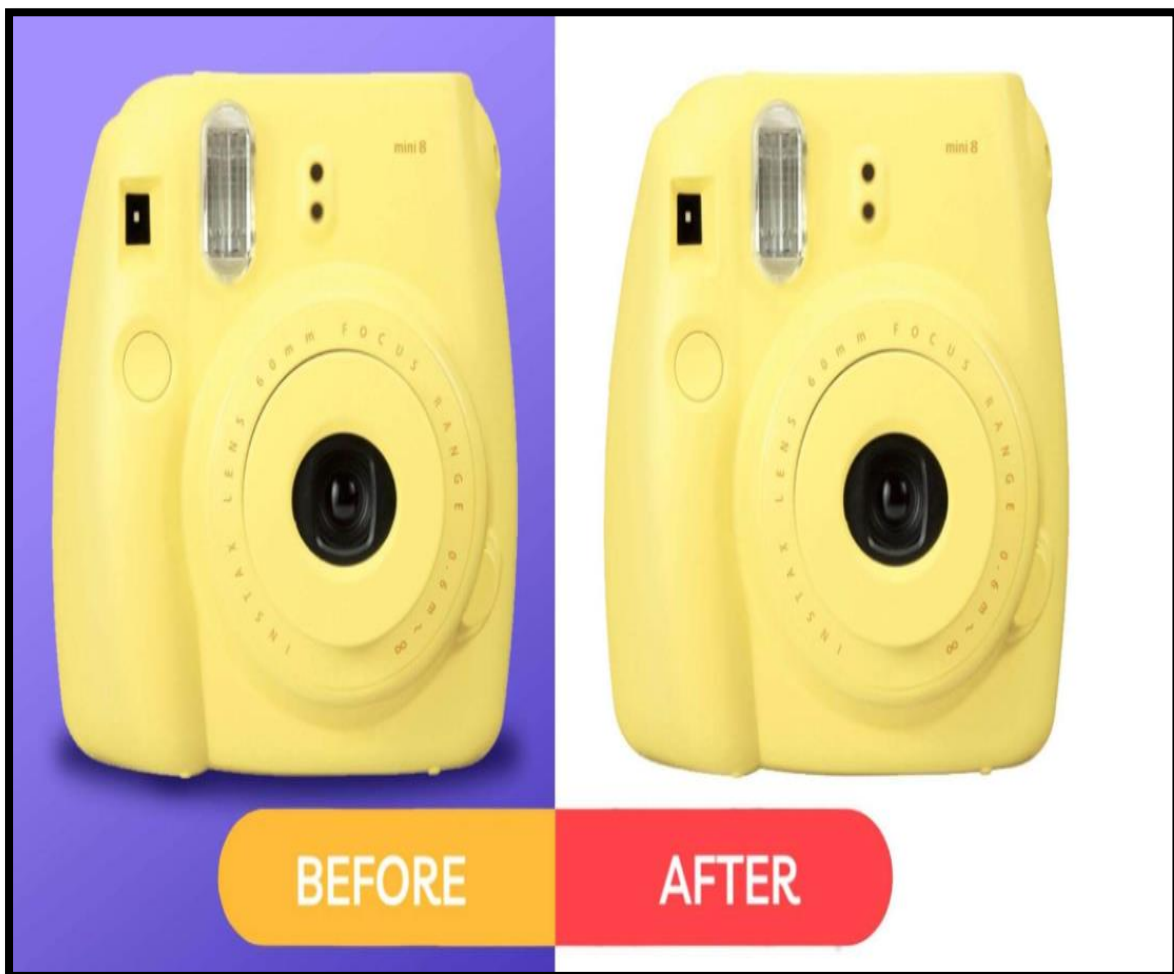
identified as an unnatural image.

Image masking service: Image masking is also known as background removal service. However, it differs in some aspect from clipping path service. There are some tools used in this service done in Photoshop such as Eraser tool, Magic eraser tool and also color separation

technique. Masking is known for its not damaging the detail of an image. For graphic designers it gives them more control over image and better background removal as a result. Image
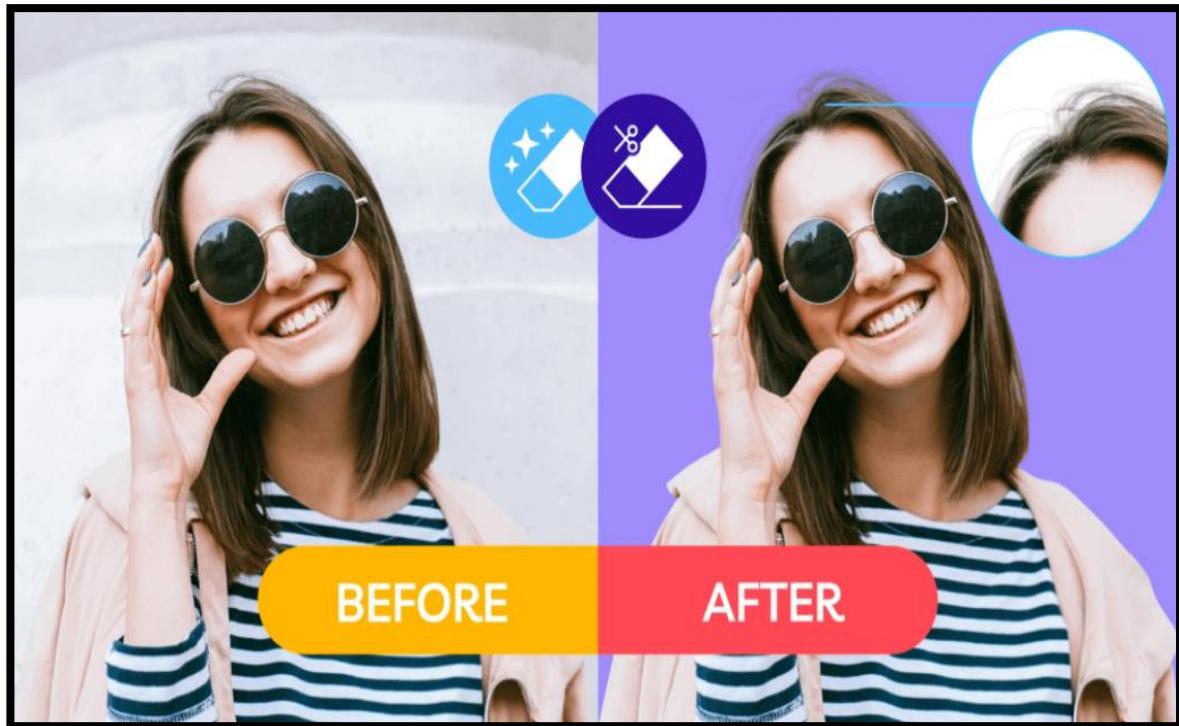
masking is usually used for images that contains complex lines such as hair and fur and any other images of same nature.

Neck joint service: This service is also known as invisible mannequin service. It is known as image manipulation service where the mannequin is removed from the picture. It is done on garments items. The neck part of the images is made by using the inner view of the garment which is used as final output of the image. The designers works on the neck part of the image

and fills out the spaces when mannequin is removed. The task requires a spate image for the neck portion of the image which is attached to the original image.

Image retouching service: Image retouching is most commonly used in E-commerce image editing services. The image editing for this includes more details to the image, touches in the photo, corrections in the photo and improvement of the photo. Tolls used for retouching images in Photoshop are: Clone Stamp, Pattern Stamp, Healing Brush, Patch and Color Replacement.

Shadow making service: Just as the name suggests, shadow making is the service where shadow is created for an individual or an object in an image. This shadow acts as a complement to the images. There is a built in Drop shadow function in Photoshop which creates a basic shadow for an object. However, our professional graphic designers do not use this option as

the quality is not as good as they do with other tools in Photoshop.

Reflection service: The reflection service creates a mirror view of the image as if the object is lying on the mirror. It dramatically improves the appearance of the images. The effect is
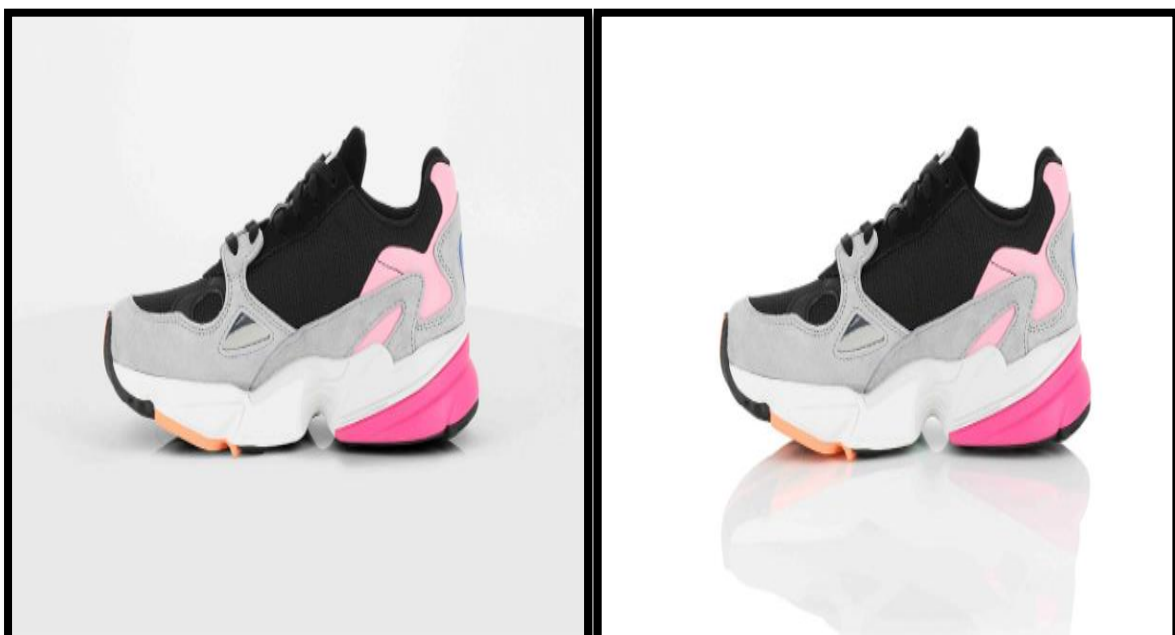
creating a different layer of image and flipping the image upside down. There are more editing that goes through this process.

Colour correction service: Colour correction service is often sought out by customer of Stencil Bangladesh Limited. Colour correction is also an image enhancing service that re adjusts colour of the objects present in an image. This colour correction makes the image more attractive to look at than before.

Image enhancing service: Image enhancement is a service that uses multiple techniques or services or editing to enhance an image. The enhancement includes clearing the background or making adjustment in the contrast or giving a glossy or natural look on object of different nature.

Raster to vector: Raster images are the normal images sent by the clients. Raster images are comprised of pixels. Whereas, vector images are composed of paths. The main image is traced and lines are created for objects of main image to get a cartoon looking image. The shape tool

in Photoshop is used to create vector images.

Survey questionnaire summary of Customer Service department:

Challenges of this position:

In this position it is a must have ability to understand the expectations of the clients. We must be able to understand the client given specific instruction and portray it in simple terms so that the production units are able to understand the instructions and work without any errors. Next, senior executives of customer service are tasked with handling the juniors and training the new employees, so that they are able to handle a shift alone. Which is a bit difficult to cope with as there is a constant pressure of work and very little time to teach new employees or interns.

Data allocation process:

Data allocation in the server can be both lengthy and short process. It all depends on the size of the data and complexity surrounding the data. Through the client given link we download the folder and distribute it to different servers. However, the complexity in this task is, we have to check all of the images for anomalies and check whether the files contain names that represent the studio or the client and every single of those file needs to be edited if that specific detail is found. The whole data allocation process to composing mail can take around 15-20 minutes. However, it changes drastically depending upon the size of the data and complexity.

Critical factors of composing e-mail:

It is a must that the distributed data can be found by Production unit. So, we must provide the link or the address of the server in the e-mail. The email must simplify the client given complex instruction. No error must exist in the e-mail. We must also include previous instructions of the client, if the recently given instruction isn't clear enough. We also must make sure that all attachments are included and also separate address for attachments are included in the e-mail.

Relevance of Production work chart:

Our work also encompasses work in Production work chart. Whenever a new work comes in, specific details of that work is input in work chart. After the data has been processed, we also

have to renew certain data which is also recorded in the report. Production work chart is a means of communication between us and Production unit and our Boss. It also helps us to organize data and identify data easily.

Maintaining anonymity:

A major part of our work is to maintain secrecy of the client and studio name of clients from all other departments. It is a task provided by our Boss, so that we handle the matter with utmost care, as our department gets the raw data from client. Those raw data are processed and then distributed in the production. This task is very important as leaking of this data can enable our competitors to grab a hold of our client data which can result in a devastating damage to the business.

Result of error in the job process:

Our work is very crucial for whole department. If we provide wrong data, the Production unit will be working with those wrong data and their work will be in vain. Which means resubmission of work. Mistake in our work process will lead to getting feedback mail from the client. Which means those works that has been done by the Production department needs to be redone until it is to the satisfaction of the client.

The client that provides the most jobs:

Client code	January	February	March
EPAIT	33,730	22,137	17,593
AKBCH	3,695	4,264	3,313
DL	3,500	4,117	4,571
BG	5,854	7,435	12,845
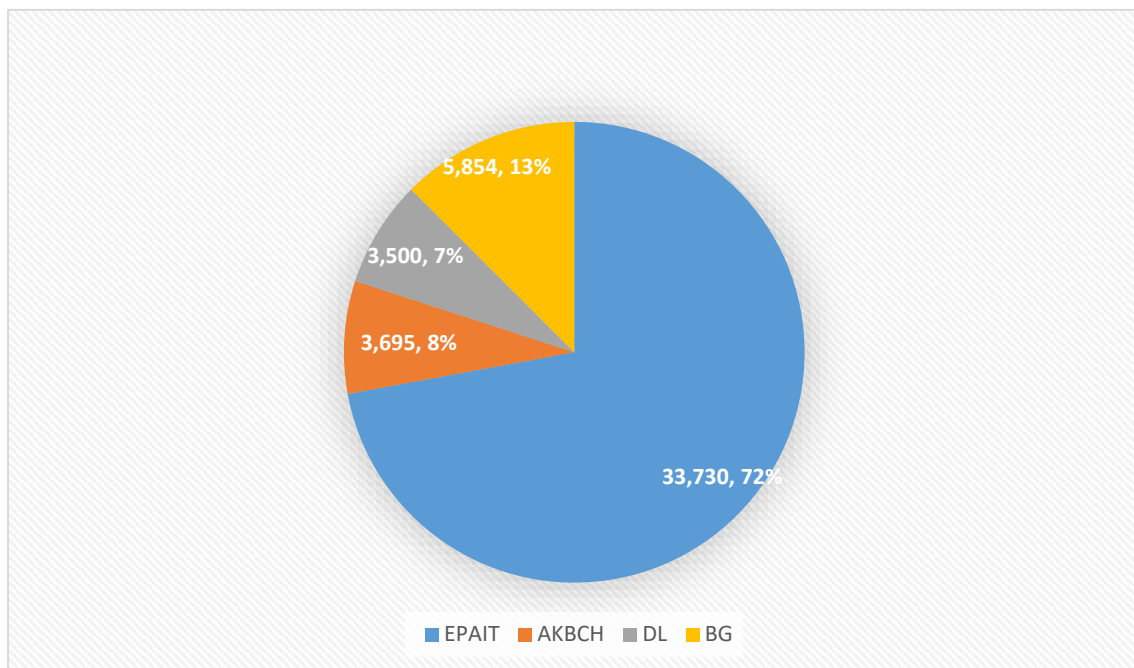
Pie Chart for most jobs given by clients 1

While EPAIT client gives the most amount of jobs the value of those jobs differ in terms of complexity and pricing. Each of the jobs given differ from one another as some client give jobs for Clipping path, while other gives retouching or recolouring jobs and many asks for background removal service.

Survey questionnaire summary of Production:

Challenges of this position:

The main challenge of this position is managing multiple teams and distributing data to the graphic designers. Moreover, they have arrange the data in the order the client gave them and no mismatch of the data path is allowed. Furthermore, with such a big team and such a large number of job, it is hard to keep track of the quality of each individual's work and also correcting the mistakes. Additionally, giving direction to the designers and improving their skills by training them is also a big challenge.

Work process after receiving the job mail:

When they get the job mail from production, it is Team Manager and Team Leader's duty to read the instruction carefully and understand it. If any confusion arises, they need to ask the client about it through the help of Production unit. After job instruction is understood, they distribute the work in the production server by creating individual folder with the names of graphic designers. Then after assigning them their task they inform them of the instruction in a simple terms which is easy to follow through.

Software used for editing images:

Usually the office has the Photoshop software installed in every desktop. The designers are hired based on their literacy of the Photoshop software. Some experienced designers uses Affinity Photo software as well.

Duration it takes to complete different types of photo editing tasks:

While each task takes different amount of time to complete, there are also difference in experience that needs to be considered in this case. While an experienced or senior graphic designer can complete the task of clipping path within 10 to 15 minutes, it can take more time to complete the same task for the junior graphic designers.

- Clipping path takes about 10 to 20 minutes.

- Image masking takes about 20 to 30 minutes.

- Image retouching takes about 10 to 20 minutes.

- Shadow making takes more than 40 minutes.

- Reflection takes about 10 to 20 minutes.

- Colour correction takes more than 40 minutes.

- Image enhancement takes more than 40 minutes.

Most difficult task for image editors:

Every new job of image editing is challenging for Production department. As new job means new instruction and some of those job brings new challenges to the Graphic designers. Two task are very difficult for the designers and they are:

- Image enhancement
- Photo composition

Image enhancement is the technique of enhancing an image so that the quality of the image improves and the image is better to look at than before the enhancement. It includes highlighting certain parts of image, improving the contrast of image, providing shadow etc. This task can take quite some time to finish as lot of instructions or edits are applied on this service.

Result of mistake in the job process:

Whether the issue lies with the instruction of the client or understanding of production unit, if a mistake is made in a job it is bound to create a reaction from the client. The client gives a feedback e-mail explaining what editing mistake was made or how it was not to the client's satisfaction. The feedback then sent to the production team through email by Customer Service. Which allows them to realize their mistake and redo the whole job. Feedback mails are usually sent because of client's miscommunication in conveying the instruction. The client that provides attachment and notes for the editing works don't faces such problems.

Survey questionnaire summary of Human Resource Management:

Challenges of this position:

Implementation of new rule and creating an effective environment that makes the employees follow the rules is a difficult task that needs proper preparation. Moreover, it is HR departments job to aware those rules to the employees and remind them of upcoming office planning. Which can include training or any form of event or seminars.

Age range for hiring in different departments:

The age range that is followed in Stencil Bangladesh Limited is 21 to 30 years. However, if the candidates are worthy for a position and have proper knowledge and experience the age limit is be overlooked.

Nature of tenure of the employees:

Customer Service, Human Resource Management and Production department's employees are long tenured. They tend to work for a longer period of time which is more than 5 years. However, that is not the case for the Marketing department. As they are identified as shot tenured employees. Usually marketing department employees can't handle the pressure or meet the target number for their assigned task. Which leads to facing pressure from the boss and can be identified as the reason for the employee turnover rate for this department. Moreover, the employees of this department are constantly looking for better opportunity and as soon as they are met with one, they grab a hold of that opportunity.

Requirement of the candidates when hiring for the position of Executive or Manager Positions:

The position of Executive and the position of Manager are both quite challenging position and certain criteria are followed for hiring in this position as the employees in this position have to be flexible enough to lead teams and understand direction from the Boss and relay them to the teams. Criteria that are taken into consideration when hiring for these positions:

- The candidates must have Educational background from any reputed University.
- They must have the necessary skills in their arsenal to meet this positions challenges.
- They must have experience in the relevant field.

Requirement of the candidates when hiring for the position of Junior or senior graphic designer:

- The candidate must have the proper skills in Graphic designing.
- They must be trained from a reputed training centre.
- Experience in this field is a plus point as senior graphic designers are given with more complex tasks.
- Both junior and senior Graphic designers are tested on their individual skills on computer based on graphic designing. Based on their test result they are hired for junior or senior positions.

Channels used for advertising job recruitment:

- Job Boards
- Company Career page
- Employee referrals
- Social media Channels

Among above mentioned method, Employee referrals are most successful for bringing a candidate for an interview. This channel is mostly effective for Graphic designing positions. As graphic designers have an established community where they know each other and many of them were trained in similar training centres which allows to maintain connection and communications.

3.4 Summary and Conclusions

Production Work Chart is what connects most of the departments of Stencil Bangladesh Limited. It can also be called the common ground for interaction of the departments. The inputs from Customer Service in the Production Work chart sends a message to the rest of the departments that have access to the Production Work Chart. As soon as proper input is done in the Work Chart, the related departments starts their work. From the start of the job to the end, every significant action that is valued to the Boss is recorded in the Production Work Chart. Every input is thoroughly observed by the Boss.

Each departments are faced with different kind of challenges. The main challenges of all departments that have similarity is meeting the expectation of the Boss and the clients. Executives of respected departments are tasked with handling the team and assigning the juniors their daily task and also training new recruits. Moreover implementation of assigned rules or new rules to each of the departments is a challenging task.

To conclude, departments under Stencil Bangladesh Limited have all their own individual unique functions that have the sole purpose of serving the goal of Stencil Bangladesh Limited. While each department's functions varies from one another, it carries different responsibilities so that the mission of Stencil Bangladesh Limited is fulfilled and client demands are met on time and with the assurance of quality. Though the work process of Production and Customer Service and Human Resource Management is different they all play a vital role in completing day to day mission of Stencil Bangladesh Limited. Even with the differences in the work process there are certain common grounds that connects these departments with one another. If a department lags behind its works, it certainly affects all other departments. For example, if Human resource cannot recruit properly or give capable worker to Production team, their work slows down considerably. Moreover, if Customer service delays in the allocation process of the jobs, it will slow down the production unit as without proper allocation of the job, they cannot find the job and start the job. Furthermore, if Production unit completes the work after due date because of the result of slowing down, the Customer Service cannot provide client with the finished product. These all results to depreciation of reputation of Stencil Bangladesh Limited as clients will complain if their work is not finished within the fixed deadlines. So, it is a vital fact that all departments functions efficiently to maximize productivity of Stencil Bangladesh Limited.

3.5 Recommendations:

As a company that was established on the year 2012, Stencil Bangladesh Limited had its ups and downs. However, an important matter that cannot be overlooked is the fact that despite the effect the current pandemic brought to the economy of Bangladesh, Stencil Bangladesh Limited stood its ground better than many other business of same category. This fact implies that Stencil Bangladesh Limited has a strong foundation that is capable of handling crisis. Stencil Bangladesh Limited took measures to provide safe environment and equipment to the employees despite the rush of the COVID-19 Pandemic. So, there is not much that can be recommended in this regard as Stencil Bangladesh Limited has proved its capability. However, there are internal process or methods that needs to change and so does the perspective of the business, for a smooth sailing for a longer period of time. The internal departments at Stencil Bangladesh Limited needs to maintain a steady communication between them which is much needed for work efficiencies. To do that, weekly meetings could be held to address the problems individual members of Stencil Bangladesh Limited are facing and solving those problems. This method will not only fix the existing problems of the departments but also give the employees provide creative ideas and solution to critical problems. It will absolutely help to build communication between the members of Stencil Bangladesh Limited and further develop the competency of Stencil Bangladesh Limited. Next, I would suggest Stencil Bangladesh Limited to provide a work from home environment for the employees. The current pandemic has taught us the value of online communication and it can also be a method for recruiting more people to work in Stencil Bangladesh Limited even without any office space being used. This will allow for the expansion of Stencil Bangladesh Limited's work force without any additional cost being involved.

Bibliography

About: STENCIL Bangladesh Limited. (2022, April 5). Retrieved from STENCIL Bangladesh Limited: https://stencilbangladesh.com/

Asiatic 3Sixty welcomes new chairman, co-chairman. (2021, February 23). Retrieved from The Business Standard: https://www.tbsnews.net/companies/asiatic-3sixty-welcomes-new-chairman-co-chairman-206308

Kabir, R. (2022, May 11). *Bangladesh: your next outsourcing destination*. Retrieved from The Daily Star: https://www.thedailystar.net/business/economy/news/bangladesh-your-next-outsourcing-destination-2937426

Melody Barlage1, A. v. (2019). The needs of freelancers and the characteristics of 'gigs':Creating beneficial relations between freelancers and their hiring organizations. *Emerald Open Research*, 1-23.

Riegelsberger, J., Sasse, M. A., & McCarthy, J. D. (2003). Shiny happy people building trust? Photos on e-commerce websites and consumer trust. *Paper: Privacy and Trust*, 121-128.

Will Sutherland, M. H. (2019). Work Precarity and Gig Literacies in Online Freelancing. *sagepub*, 1-19.