

## Executive summary

The current size of Bangladesh IT Industry and software/ITES industry in particular is still lot smaller with a total estimated IT industry size of US\$ 120 Million (including export) compared to the overall economy and the number of population (over 150 million), but over the last few years the industry has grown considerably and is expected to grow at that rate for some time. It is estimated that during the last five years the average yearly growth rate of software & ITES industry has been over 40%. The growth has been driven by both good export trends in recent years as well as the growing IT automation demand in domestic market where local demand has been led by large automation projects by telecom, banking sector and export oriented garments/textile industry.

Currently there are over five hundred (500+) registered software and ITES companies in the country employing over 20,000 ICT professionals. Out of these companies, around 60% are mainly domestic market focused while 40% are mainly export focused and significant number of companies work for both local and export clients. Among these companies one of the leading IT firms in Bangladesh is Grameenphone IT Limited. GPIT, a wholly owned subsidiary of Grameenphone Ltd. - the leading telecommunications operator in Bangladesh, was incorporated as a private limited company in January 2010 as a separate legal entity.

In this report I have done a market study based on the information given by my organizational supervisor Biswajit Roy. The information was collected from BASIS. I have presented a market scenario of GPIT, SWOT analysis and based on that prepared SWOT matrix.

I have evaluated financial performance of GPIT based on financial ratios and compared the result with other Indian firms, namely Satyam, Infosys, TCS and Wipro. I tried to make it a comparison of IT firms of South-East Asia but due to the problem of data

insufficiency I had to take four Indian firms. Various ratios have been taken into consideration in this report like Profitability Ratio, Assets Utilization Ratio, Liquidity ratio and Debt Utilization Ratio. Analysis incorporated in this report is of cross section analysis as we had data of 2010 only. So, this report can be described as a cross section analysis of GPIT, Satyam, Wipro, TCS and Infosys for the year 2010. Throughout the report I have tried to extract information regarding firms' various operational aspects. I have tried to outline their efficiency in asset management, expense management and also tried to figure out their financing methods. I have figured out which company performed well and which did not and also tried to explain the underlying reasons behind those varying performances. In the end I have summarized some of the critical aspects of our findings in the conclusion segment. Thus throughout the report effort has been to provide some meaningful and useful information regarding the performance of GPIT in the year 2010 which I hope would shed light in some crucial areas of the organization.