

Report On
Implementation of In-House Project Management Tool to Ensure Campaign
Deadlines and Distribution of Workload

Submitted By
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ID: 20104072

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

BRAC Business School
BRAC University
21st January, 2024

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Declaration

It is hereby declared that:

1. The internship report submitted is my/our original work while completing my 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 that 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:

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ID: 20104072

Supervisor's Full Name & Signature:

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Letter of Transmittal

Tausif Bari

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Implementation of In-House Project Management Tool to Ensure Campaign Deadlines and Distribution of Workload.

Dear Sir,

With due respect, I am submitting my internship report on " Implementation of In-House Project Management Tool to Ensure Campaign Deadlines and Distribution of Workload." This report is a result of my internship at Tech Garlic Limited.

I hope that the findings and recommendations presented in this report will be of value to Tech Garlic Limited and other companies in the tech and marketing industry in Bangladesh.

Sincerely yours,

Nashrah Tarannum Yana

ID: 20104072

BRAC Business School

BRAC University

Date: December 10, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Tech Garlic Limited. and the undersigned student at BRAC University for the commitment to avoiding the unauthorized disclosure of confidential information of the organization.

Tech Garlic Limited

Nashrah Tarannum Yana

Acknowledgment

My sincere appreciation goes out to Tech Garlic Limited for the opportunity to have completed this internship. It has been an incredible fortune to have the chance to work as an intern and complete this report in accordance with the requirements for the Bachelor of Business Administration degree. Thanks to everyone who helped me with my internship report; without their constant encouragement and insightful criticism, I never would have achieved my goal.

God alone deserves the glory for providing me with the knowledge and abilities I needed to finish my internship report, and for that I am eternally grateful.

I will be forever grateful to Mr. Fahim Uddin, chief operating officer of Tech Garlic Limited, for all of his support and encouragement throughout my internship. As I went through the process of making the report, he was really kind and patient despite his hectic schedule.

Finally, Mr. Tausif Bari, please accept my deepest appreciation. For all the assistance you have provided me with my internship report, I am profoundly thankful to him. In addition, I'd want to thank my coworkers, who, despite their busy schedules, gave me important instructions when I needed them.

Executive Summary

This report details the research that was done during the internship at Tech Garlic to ensure that the campaign goals were completed on schedule and that the burden was distributed optimally. Internal project management technology implementation is the main emphasis.

This report provides a thorough analysis of the performance of project management tools by analyzing their capabilities and features within the particular setting of Tech Garlic.

In this report, we will examine the advantages Tech Garlic has gained since implementing in-house project management software. Here, we'll look at how these technologies improve work efficiency and help distribute workload more smoothly, which are crucial for marketing efforts to succeed.

Designed with a marketing agency like Tech Garlic in mind, this research delves into the advantages and disadvantages of using project management software. The purpose of this part is to offer a detailed analysis of possible challenges and factors to think about.

Using Tech Garlic's internal project management tools more effectively has been the primary goal of the internship thus far in improving campaign management processes. Gaining a thorough grasp of these instruments is the goal of this research, which aims to provide the organization with useful insights about their pros and cons.

Not only do the results add to academic knowledge, but they also have real-world consequences for Tech Garlic in the form of suggestions for how to enhance and apply the platform even further. The findings from this research provide Tech Garlic with a road map for improving project management within the ever-changing marketing business, while the company maintains its dedication to efficiency and creativity.

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List of Acronyms

COO	Chief Operating Officer
A.I	Artificial Intelligence
LTD	Limited
B2B	Business to Business
HR	Human Resource
B2C	Business to Consumer
SWOT	Strength, Weakness, Opportunities Threat
API	Application Programing Interface
BDIX	Bangladesh Internet Exchange Trust
IT	Information technology
BAT	British American Tobacco
ICT	Information And Communications Technology
KPI	Key Performance Indicator

1 Chapter: Overview of Internship

1.1 Student Information:

Name: Nashrah Tarannum Yana

ID: 20104072

Program: Bachelor of Business Administration

Major: Marketing

Minor: Management

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Period: Three months (1st September to 30th November 2023)

Company Name: Tech Garlic Limited

Department: Marketing

Address: Road 21, House 318, Mohakhali DOHS, Dhaka, 1206

1.2.2 Internship Company Supervisor's Information:

Name: Fahim Uddin

Designation: COO (Chief Operating Officer)

1.2.3 Job Scope-Job Description/ Duties/ Responsibilities:

My primary responsibility as a Junior Executive was to spearhead Tech Garlic's marketing initiatives and work closely with our brilliant team to achieve our customers' and our company's goals. Among my duties was supporting the planning and implementation of advertising initiatives.

- **Looking for social media influencers via market research and analysis.**
- **Helping create content for different marketing channels.**
- **Provided support to the team in client communication and project management.**

1.3 Internship Outcomes:

It was an honor and a great beginning for my professional career when I secured an internship with The Tech Garlic Team. I have gathered the knowledge of finding social media influencers via market research and analysis. Tech Garlic Ltd. Marketing team also helped me to gain an understanding of creating content for different marketing channels and providing support to the team in client communication and project management. Mentors at work encouraged me to act professionally and helped me develop my interpersonal skills.

1.3.1 Student Contribution to the Company:

As an intern in the Marketing department, I conducted the following activities:

- **Marketing Campaign Development and Execution:** My responsibilities as a junior marketing executive include aiding in the creation and implementation of various promotional initiatives. Market research, aiding with budget management, working together on creative content, choosing the right marketing channels, launching campaigns, evaluating data, and working together with other departments are all part of the package.
- **Market Research and Analysis:** I am required to conduct extensive market research as part of my job duties in order to gain knowledge about prospective clients, current market conditions, and the nature of the competition. By leveraging our proprietary social media monitoring tools, I am capable of gathering and analyzing information pertaining to consumer preferences, demographics, and behavior. These results inform our strategic planning and facilitate the development of marketing initiatives that are more pertinent and captivating. Principal responsibilities include data analysis, conclusion drawing, and proceeding recommendation formulation.
- **Project Management:** Helping out with marketing department project management is one of my responsibilities as a junior marketing executive. It is my responsibility to assist with the planning, execution, and evaluation of promotional campaigns. This necessitates coordinating

with the content and copy teams, creating project timelines, and maintaining momentum. I also provide a hand in identifying potential threats to projects' timelines and creating responses to them. Through close collaboration with top specialists and the application of project management technologies, I contribute to the timely and accurate execution of marketing campaigns.

- **Client Communication:** I managed communications between our marketing team and our clients, listening to and responding to their needs and desires. Client service entails responding to inquiries, addressing problems, and keeping clients informed of campaign progress. I strive to maintain cordial and open contact with all of my clients at all times. As a team player, I contributed significantly by actively listening to others and offering constructive criticism, which helped us achieve our marketing goals and launch successful campaigns.
- **Connecting with Social Media Influencers:** I contributed to the enhancement of our advertising campaigns through the cultivation of connections with influential social media influencers. I identified and recruited new influencers, assess their effectiveness, negotiate partnerships with them, and coordinated any required content distribution agreements or paid advertising.

1.3.2 Benefits to The Student:

Students benefit in many ways from internships, including gaining job experience, learning new skills, expanding their professional networks, addressing real-world problems with more ease and insight, becoming more self-assured, exhibiting more creativity and ingenuity, and developing a firm grasp of ethical and legal principles. These advantages are not limited to the marketing industry; rather, they prepare students for a variety of careers by providing them with transferable skills and insights.

1.3.3 Problems/Difficulties:

A substantial traffic delay, plus the office's relative distance from my house meant that getting there took longer than usual. It was also my first foray into the corporate world, and the high level of pressure I experienced at the tech company made it difficult for me to acclimate at first.

1.4 Recommendations:

Implementing a well-structured learning plan for future interns that incorporates hands-on projects, exposure to other departments, and the appointment of experienced mentors is something I would encourage. Interns will benefit from this strategy since they will have a well-rounded grasp of the business from both the technical and marketing perspectives. Interns will get important experience if they are given the opportunity to work on initiatives that directly advance the company's goals. Interns aren't the only ones who will benefit from these suggestions, however; your company's talent pipeline and output will see enhancements as well.

2 Chapter 2: Organization Part

2.1 Introduction

The modern era of working requires the implementation of technology in every form of execution. When it comes to the distribution of workload and meeting client deadlines a sophisticated all-in-one project management tool is necessary. Tech Garlic Ltd is a modern-age marketing agency and to manage their projects they also have an in-house project management tool. The tool is called Zerocium and it's all in one tool for project management and query management. It has an easy-to-use dashboard by which users and clients can easily track the progress of a project. This study will focus on the possibilities and limitations of such an all-in-one project management tool for businesses like Tech Garlic.

2.2 Tech Garlic -About the Company:

Tech Garlic was founded in 2019 by two tech and marketing enthusiasts Md. Obaidur Rahman and Nazmul Haque. Tech Garlic operations office is located in Mohakhali DOHS, Dhaka. Its core objective is to automate essential tools like social media monitoring (listening tool), query management, and other marketing solutions so that businesses can have a real-time view of how their brand is engaging with their target audience. This data-centric approach will allow brands to make better business decisions and build sustainable and effective marketing campaigns in the future. Starting with almost 8 employees Tech Garlic LTD now has more than 30 employees working to achieve the goal of helping businesses to be successful with A. I and Data-driven software solutions.

2.2.1 Vision, Mission & Values

The ambitions and goals of a company are reflected in its vision statement. The vision statement of Tech Garlic LTD is:

“Developing Cutting-Edge Software by Utilizing Cutting-Edge Technology to Deliver

Superior Solutions to Meet the Needs of Consumers.”

2.2.2 Mission

The mission statement of Tech Garlic LTD. describes the company's goals and what purpose the organization wants to serve:

- Become the best AI-based solution provider in Bangladesh.
- Developing omni-channel AI-based social media listening tools.
- Become the leading AI based on an Agro tech solution provider in Bangladesh.
- Establishing itself as a country-leading global tech solution provider.
- Ensuring a friendly workplace that focuses on the mental well-being of everyone.

2.2.3 Values

To ensure achieving the mission and vision of an organization, the individuals who are entrusted with the role of carrying out the responsibility assigned to them must follow the values of the organization.

Acting and working in line with the workplace values is essential for the success of the company.

Values practiced by Tech Garlic LTD are:

- Result Driven
- Transparent
- Respectful
- Focused on Customer Satisfaction

2.2.4 Products:

From day one of the establishment of Tech Garlic, the organization has been working on developing cutting-edge A.I based and other B2B software solutions. A few of the solutions made by Tech Garlic focuses on analytical data structuring and other are used to maintain fast customer query response as

well as project management for the in-house marketing solution department. The solutions provided by Tech Garlic are:

➤ **DotKom**



DOTKOM is an AI-based social listening tool. A social listening tool provides insights to brands about their presence on social media platforms as well as consumer sentiment toward their brands. It helps businesses to build better communication with their target audience as well as build better branding campaigns on social media.

➤ **Chumbok**



CHUMBOK is a connecting platform where brands onboard influencers and brand lovers to promote and provide positive sentiments about the brands on social media platforms.

2.3 Management Practices:

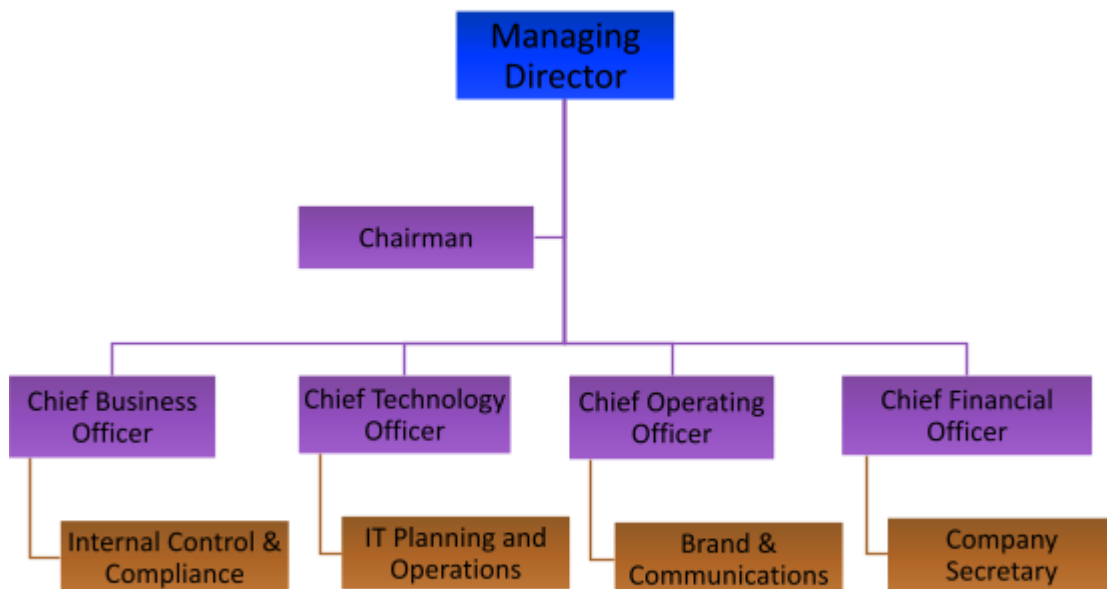


Figure 01: Organogram of Tech Garlic Limited

2.3.1 Leadership Style:

Tech Garlic's managing director Mr. Obaidur Rahman believes in a participative leadership style, where every independent department can make its own decisions for the betterment of the organization. Participative leadership style refers to the method of leadership where leaders of the organization guide their employees as well as inspire and promote the practice of feedback and collaborative effort when it comes to decision-making. According to (Wang et al., 2022) In this style of leadership, the leaders will recognize the effort and contribution to the company. So, just like this in Tech Garlic after a goal is set for a particular department, the department head will address his/her team to understand the basic path of achieving the goal and what needs to be done. The team leaders are also open to all sorts of feedback and inspire his/her team to make decisions to make the project successful.

2.3.2 Recruitment, Selection and Training: Process:

Tech Garlic is a fast-growing organization. It aims to gather young and talented mind under one roof. As Tech Garlic is scaling up its operations, Tech Garlic is required to hire more and more young-talented minds. The recruitment, selection and Training process is discussed below:

- **Identifying Vacancies:**

As the organization is scaling up there is constant need of new employees to join the operation of Tech Garlic. And it all starts with identifying the need of recruitment which can for reasons like, vacancy, creation of new post etc.

- **Stating Job Description:**

After a vacancy is identified HR narrow downs the job responsibilities, description and expectations for the job for interested individuals to have glimpse of what to expect.

- **Job Posting:**

After the job description is narrowed down, HR uses online platforms to promote the job opening to attract a suitable candidate. Job posting consists all the information about the opening as well as the deadline of application.

- **Application Review:**

After window for applying for the opening is over HR department review all the submitted application for the job and invites suitable qualified candidates for an interview.

- **Interview and Assessments:**

Human resource department then arranges a face-to-face interview with the selected candidates and takes an assessment test to evaluate their skills and abilities.

- **Final Interview:**

After the initial interview and the test there is a final interview for the selected candidates with department head depending on the vacancy. After this interview Tech Garlic makes the final decision of hiring.

- **Job offers:**

After the final interview, a job offer letter is sent to selected candidate inviting him/her to join Tech Garlic with all the terms and conditions.

- **On-Boarding:**

After an offer is accepted by a candidate, he/she is expected to join the organization after 15 days of acceptance. HR department ensure a smooth transition during the on-boarding process of a newly recruited employee.

- **Probation Period:**

To ensure if new hire is fit for the job and the organization, he/she must overcome the initial 2 months of probation period. During this time, he/she will be monitored which will later decide the permanent employment status of the employee.

2.3.3 Training and Development Initiatives:

During the probation period all the recruited employees goes through training process where they learn more about the organization, the process of communication and the in-depth learning about how project management tools and other software functions at Tech Garlic. Here are training and development initiatives taken by Tech Garlic for their newly recruited members:

- **Basic Training Period:**

This training period is for all of the newly recruited employees regardless of department. This training is done during the first week of the recruitment. During this training period newly recruited members of Tech Garlic Limited learns more about the organization, its goal, mission and vision. During this period employees also learn about their office timing, finger punch-in clocking method and designated space for their work and other essential aspects.

- **Communication Training:**

After the basic training period the employees are the given the training of formal communication inside office and during client meetings. At Tech Garlic it is mandatory to communicate using emails and in-house project management and communication tool Zerocium. Employees are encouraged to communicate only with their supervisor regarding task related questioners and take other queries to human resource department. This ensures uninterrupted communication across all the department and hierarchy.

- **Software Training:**

This is the final phase of the training. In this phase newly recruited employees learns how to use the variety of software used in Tech Garlic for both operational and work tasks. This process takes more then 2 weeks as newly recruited finds it hard to understand and operate the software.

2.4 Marketing Practices of Tech Garlic LTD:

As Tech Garlic is a B2B organization it does not follow the traditional B2C methods of marketing, the marketing practices of Tech Garlic is discussed below:

2.4.1 Marketing Strategy:

The current marketing strategy of Tech Garlic can be structured around the 4P's of marketing mix, which are Product, Price, Place and Promotion:

Product:

- One of the strategies of Tech Garlic is to make the target audience aware of the endless possibilities of A.I driven software solutions.
- Tech Garlic also prefers to highlight the key features of their solutions which sets them apart from the competition.
- Tech Garlic also ensures their clients with offering their existing products aligning with the requirements of their clients.

Price:

- Tech Garlic puts all of its products in a subscription-based pricing model. The subscription model payment system allows the organization to use a service for a specific period which is on a monthly or yearly basis.
- Pricing of solutions provided by Tech Garlic is very flexible, so that different sizes of businesses can use the products according to their needs.

Place:

- Tech Garlic focuses on establishing its online presence through its official website, social media pages.

- To expand the reach Tech Garlic has partnered with X- Integrated Marketing Solutions, Madly and other marketing agencies.
- Tech Garlic utilizes industry events and conferences to reach out to potential clients.

Promotion:

- Tech Garlic also uses social media platforms as well as search engine optimization to attract new clients to its platforms
- Through sponsoring tech events and other events such as corporate football leagues and tech-based competitions Tech Garlic also generates new probable clients.
- Tech Garlic focuses on approaching clients through email and direct contact via telecommunication.

2.4.2 Target Customers:

As Tech Garlic is a B2B company, the target customers of Tech Garlic are businesses, small and large organizations who needs solutions that Tech Garlic provides. These organization includes:

- **Telco and Corporations:**

Majority of the current clients of Tech Garlic Limited are telecommunication organizations and corporations. This has been their main target audience from the start of their journey.

- **Marketing Agencies:**

Marketing agencies requires multiple solutions to operate efficiently. These solutions are mainly project management, sentiment analysis and social media marketing tools. As Tech Garlic specializes in solutions like these, marketing agencies automatically became on the target audience of Tech Garlic.

- **E-commerce and F-commerce Platforms:**

E-commerce refers to online businesses based on different platforms and F-commerce refers only to the online businesses which is based on Facebook. All of these businesses require

analytical data to understand the progress and also other solutions to keep their business operating at the highest capacity. This is the reason Tech Garlic addresses these businesses as one of their target audiences.

2.4.3 Marketing Channels:

Marketing channels are important for all sorts of businesses. As Tech Garlic is a B2B organization, the marketing channels of Tech Garlic is discussed below:

➤ Email and Direct Contact:

Tech Garlic focuses on approaching clients through email and direct contact via telecommunication. They approach by providing demo access to their solution to target clients and then moving forward to onboard and retain clients.

➤ Social Media Marketing and SEO:

As the majority of the solutions Tech Garlic has to offer can also be used for smaller-scale businesses, Tech Garlic also uses social media platforms as well as search engine optimization to attract new clients to its platforms

➤ Event Sponsoring:

Through sponsoring tech events and other events such as corporate football leagues and tech-based competitions Tech Garlic also generates new probable clients.

2.4.4 Product Development and Competitive Practices:

Product development and competitive practices are essential for an organization to stay competitive and relevant. Here are product development and competitive practices of Tech Garlic:

2.4.4.1 Product Development:

Product development refers to the process of introducing new product or renewing an older product. In terms of product development Tech Garlic focuses on various aspects. They are listed below:

- **Adapting to Innovation:**

Tech Garlic believes in adapting to all new innovations when it comes to developing new products. It ensures the longevity and satisfactory performance of the product.

- **Customer Need Analysis:**

While updating and developing new products Tech Garlic focuses greatly on the feedback of their clients and new features in the solution required by the clients which will make their operations smoother.

- **Prototyping and Testing:**

Before the final version or any new updates of the solutions is released all of the developed solutions or updates are tested before hand to remove any bugs or issues.

- **Security and Privacy:**

In modern times of technology and information, security and privacy are one of the most important aspects of current world. Tech Garlic focuses greatly on securing the data of their clients with encryption and using artificial intelligence. This is one of the key steps of their product development.

2.4.4.2 Competitive Practices:

Competitive practices refer to the actions of an organization ensuring its advantage over the competition. For competitive practices Tech Garlic follows given steps:

- **Competitive Analysis:**

Tech Garlic analysis all of the SWOTs of its competitors to stay step ahead, this helps TG to identify the market gaps and where it can differentiate itself from the competition.

- **Differentiation Strategy:**

Tech Garlic focuses on highlighting its unique value proposition, new features on the solutions and pricing to set the company apart from its competitors.

- **Strategic Partnerships:**

Building strategic partnerships multiple marketing agencies like X-Integrated Marketing Solutions, Madly and other government organizations helps Tech Garlic reach new clients and build a positive sentiment about the company.

2.5 Marketing Issues and Gaps:

Tech Garlic, like any other firm, must to find its marketing weaknesses and fix them if it wants to succeed. Although every technology and B2B company faces its own unique set of problems, the following marketing gaps and obstacles are common:

- **Market Awareness:**

As a newly founded organization Tech Garlic faces lack of awareness from its target market. Investing more in marketing channels can be solution to this problem.

- **Customer Retention:**

As a small-scale organization Tech Garlic is faced with the problem of ensuring constant technical support to is clients. This might cause Tech Garlic to find it difficult to retain its existing clients.

- **Sales and Marketing Alignment:**

As Tech Garlic has a small marketing and sales team, there are sometimes gaps in communication and collaboration. This might cause Tech Garlic to lose valuable time and effort to market its products efficiently.

2.6 Financial Performance of Tech Garlic LTD.

Financial insights of a company provide an in-depth view of how efficiently an organization is performing. It is a great indicator of a company's prospects as well as a key component for the investors and stakeholders to understand which direction the organization is heading towards. The current ratio, Cost to income ratio, and ROI numbers are great indicators of a company's finance. Below I have shared some of the financial insights of Tech Garlic LTD.:

2.6.1 Cost-to-Income Ratio:

The cost-to-income ratio is an indicator of how much revenue is being used to cover the operational cost of an organization. A higher percentage rise indicates the operational cost is high thus overall profits will be low and a lower percentage indicates a decrease in total operational cost and increase in profit.

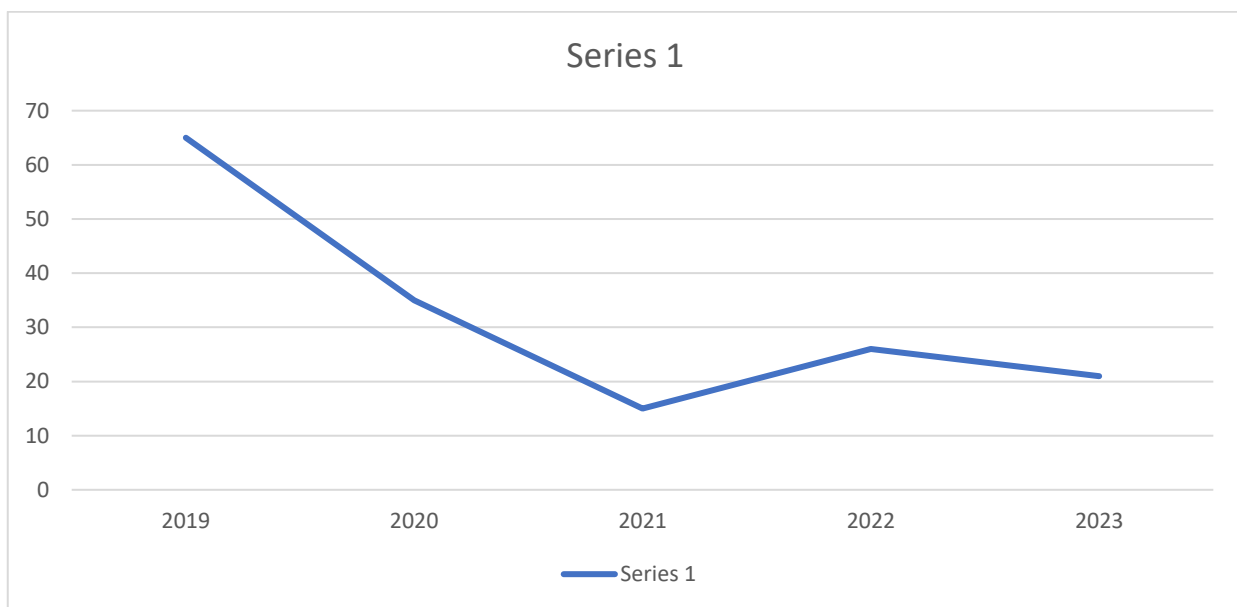


Figure 02: Cost-to-Income Ratio of Tech Garlic

Through this graph, we can see that Tech Garlic's cost-to-income ratio was highest in 2019. 2019 was the year when Tech Garlic started operating. But as the opening year, it was still able to be profitable. During 2020 the CTI was down to 35% which was almost 30% less than the previous year of 65%. It indicates the company was successfully able to control its expenses. In 2021 the increase was even more, it was 15%. But during 2022 as the operation was scaled up the graph had an upward climb. We saw an 11% increase from the previous year which was a total of 26%. In 2023 the cost went down from the previous yet it was still higher than 2020's and stood at 21%.

2.6.2 Return on Investment:

The rate of return that investors in a firm get on their investment is effectively quantified by the return on equity ratio. How successfully a corporation generates profits for its shareholders may be gauged by looking at its return on equity.

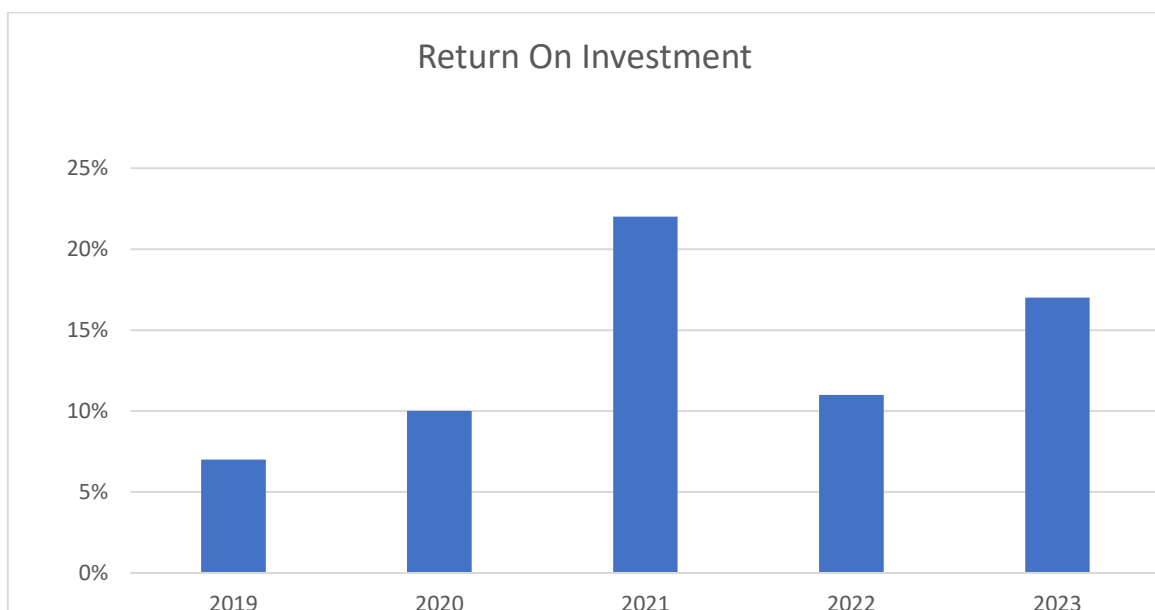


Figure 03: Return on Investment

The lowest return on investment was seen during 2019 where the return was 7%, in 2020 The ROI increased by 3% which accumulated a total return of 10%. During 2021 ROI jumped to 22% which

was the highest in the last 5 years. It was due to the release of DotKom and other solutions. In 2022 as the operation was scaled up to onboard new clients the operation cost increased which caused the ROI to decrease by almost 11% this pattern can also be seen in 2023 as ROI was 5% less than the year 2021 but it also showed an increase of ROI when compared to 2022 which was almost 6%.

2.7 Operations Management and Information System Practices:

Tech Garlic uses in-house data management solutions for data collecting, storing, and analysis. The in-house data management software helps the organization keep track of clients, operational costs, tax records, and other important data. This solution is accessible remotely to the stakeholders of the organization and the individuals with access to it. The solution is the heartbeat of Tech Garlic LTD. as all the operational data are stored here. This type of software is essential for the modern age of computers as it can also be used during unexpected events like a global pandemic.

2.7.1 Information Systems and Data Management:

Tech Garlic follows multiple steps when it comes to data management using their in-house data management tool. It is named Edjango. The process by which data is stored and managed in Tech Garlic is discussed below:

- **Data Collection:**

Tech Garlic utilizes both the data management software Edjango and project management tool Zerocium to collect data. Common API allows both of the tools to share information between them in an automated process.

Data Storage:

All of current and previous data is stored in Edjango. Edjango uses its bridged connection to Zerocium's API to gather current data of all the running projects. Edjango is then used to structure the collected data according to the timeframes. Edjango not only collected and store the data regarding the ongoing and previous projects it also collects the financial data of the organization which is only accessible to the stakeholder. Previous and current clients can also

compere data from the previous campaigns through Edjango, which is also available in Zerocium.

- **Remote Access:**

Through BDIX server system, anyone with required credentials can access the database from anywhere in Bangladesh with a click of a button. This insures the flexibility and ease of access to both the stakeholder and clients.

2.8 Industry and Competitive Analysis:

Strength, Weakness, Opportunities, and Threats analysis is essential for a business to understand its internal and external dynamics. According to (Gürel, 2017) It helps to build strategy and plans for the company's future. Here is the SWOT analysis of Tech Garlic Ltd.

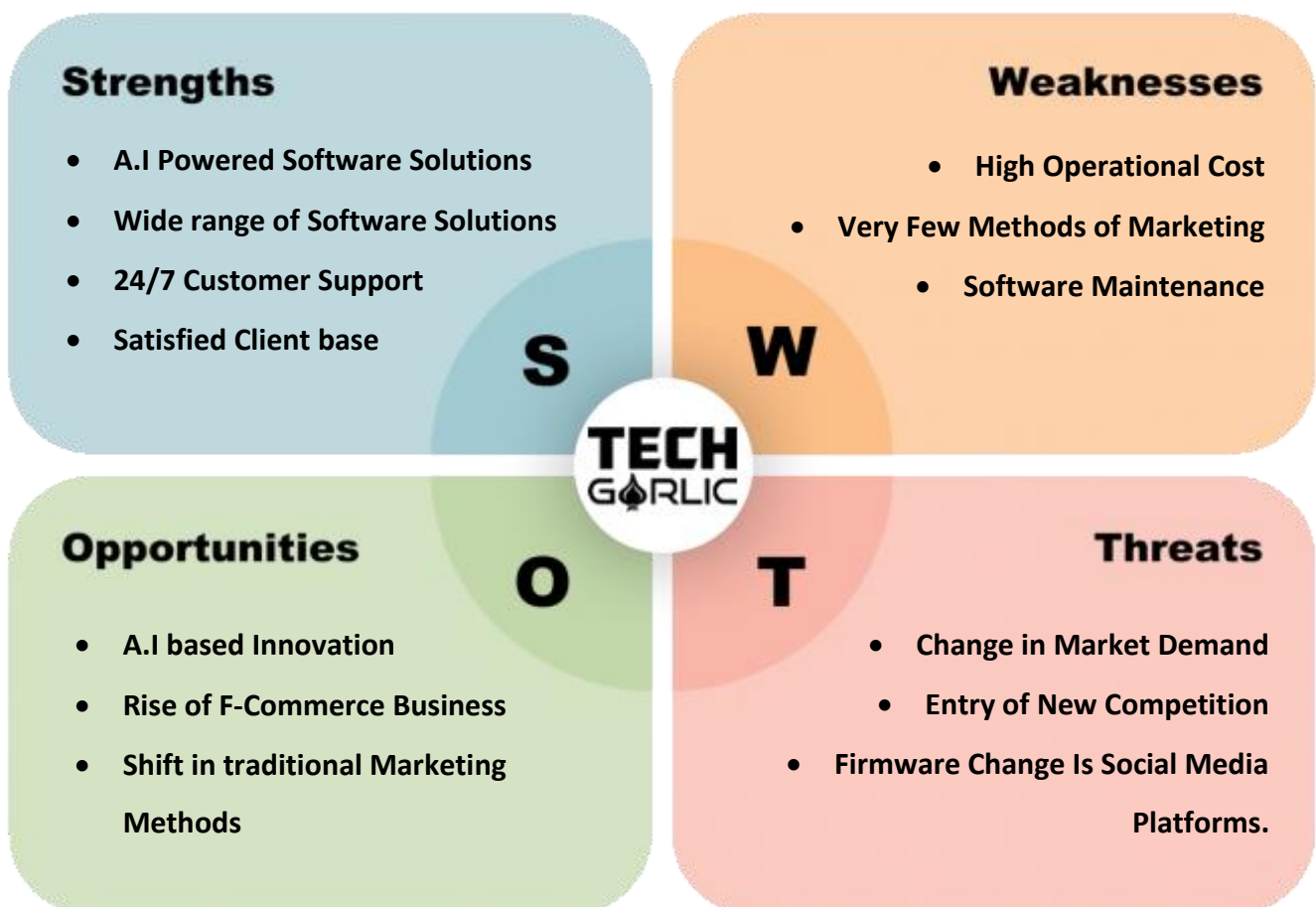


Figure 04: SWOT Analysis

2.8.1 Porter's Five Forces Analysis:

Porter's Five Forces analysis for Tech Garlic Limited is discussed below:

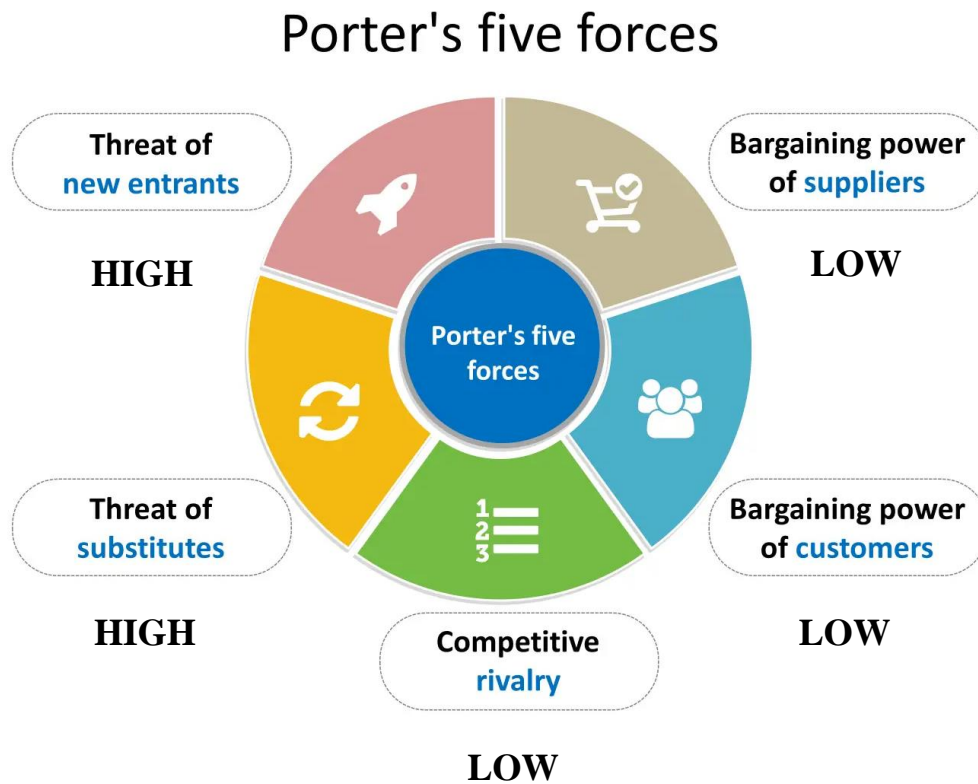


Figure 05: Porter's Five Forces

➤ Competitive Rivalry:

Tech Garlic faces minimal competition in the market for the current services it provides. It is by far the most efficient product in our country currently as per reviews by organizations like bKash, BAT, Robi. The quality and efficiency of Tech Garlic's services and software solutions surpass those of other providers who lag significantly behind in terms of technology. As a result, the level of competitive rivalry is low.

➤ **Threat of New Entrants**

Threat of new entrants in the space where Tech Garlic operates is alarming. As Tech Garlic itself is a newly founded company entry of a new organization with the similar product base, Tech Garlic might find themselves on the other side of the spectrum. If a new organization with similar product base with better marketing channels enters to the competition with larger budget situation will be difficult for Tech Garlic Limited as they still need to fully fine tune their existing products.

➤ **Buyer Power:**

Tech Garlic's products, such as ZEROCIUM, DOTKOM, and CHUMBOK, grant relatively low bargaining power to buyers. This is because alternative services from competitors lack the efficiency and effectiveness found in Tech Garlic's offerings as stated by clients such as Robi, Airtel, Bkash, who previously used similar social media listening and management tools, making buyers less influential in the decision-making process.

➤ **Supplier Power:**

In the realm of software product vendors, there is limited influence over the market. With today's rapid global communication, necessary knowledge and technological resources are easily accessible. While the multitude of choices for computer parts is substantial, the potential threat arises from established IT giants, as they can swiftly develop comparable products in-house, posing a challenge to startups like Tech Garlic Limited.

➤ **Threat of Substitution:**

Because websites and applications are so easy to copy. Tech Garlic runs the danger of having its software solutions superseded. Their products' distinctiveness could be difficult to safeguard. The ability to innovate and overcome obstacles posed by well-established competitors is crucial to the company's competitiveness. The ever-changing IT business has a high level of substitution risk, where

consumers may choose alternatives. If Tech Garlic wants to keep its dominant market position, it must innovate constantly while negotiating power dynamics.

2.9 Summary and Conclusions:

Tech Garlic Limited is notable as a cutting-edge company focused on providing cutting-edge software services. Tech Garlic's main focus is developing innovative methods of providing crucial data to companies on time. Without reliable social media data collection, it is very difficult to evaluate the results of a campaign or to deduce how customers feel about a certain brand. Using cutting-edge data-collecting techniques, Tech Garlic Limited helps companies better understand their clientele and develop more effective strategies for boosting brand recognition and consumer loyalty.

Tech Garlic Limited takes great satisfaction in being an inclusive and innovative workplace, where workers have the chance to work with some of the country's most prestigious businesses. Tech Garlic Limited is a perfect match for me as a marketing student since the training starts on day one. There was a place to learn the ropes of project management, which was important in the success of ad campaigns for household names like ROBI, Airtel, BAT, and NAGAD. For every fresh graduate wishing to flourish in the dynamic profession of marketing, an introduction like this is vital.

2.9 Recommendations:

The chance to join Tech Garlic Limited's team is outstanding. Interns are attracted to the company in large part due to the great environment they provide. Everyone there is incredibly professional, but they also go out of their way to be friendly and helpful. Since Tech Garlic is a great company to work with, I don't have much guidance to provide. It's crucial that workplaces have regular hours; I can't concentrate for more than 8 hours a day. Apprentices such as me, who travel significant distances to go to work would benefit immensely from a service that provides transport to and from work. Last but not least, interns might benefit from better resource availability, since delays in this area can impair motivation and productivity.

Chapter:3

Project Part:

Implementation of In-House Project Management Tool to Ensure Campaign Deadlines and Distribution of Workload:

3.1 Introduction

The modern era of working requires the implementation of technology in every form of execution. When it comes to the distribution of workload and meeting client deadlines according to (Hajjaji et al., 2010) a sophisticated all-in-one project management tool is necessary. Tech Garlic Ltd is a modern-age marketing agency and to manage their projects they also have an in-house project management tool. The tool is called Zerocium and it's all in one tool for project management and query management. It has easy to use dashboard by which users and clients can easily track the progress of a project. This study will focus on the possibilities and limitations of such an all-in-one project management tool for businesses like Tech Garlic.

3.1.1 Literature Review:

Project management is essential for any modern-day business. Successful project management ensures a company's growth and success as well as its survival in the market. To solidify the success of project management, a software-based project management tool is a must for a business. An all-in-one project management tool works as a gateway to successful project management as well as having an analytical insight into how efficiently has a project performed in the past.

Project management software provides a systematic method for firms to plan, organize, and carry out their projects. Project managers may easily organize projects, assign resources, and monitor progress with the help of these tools. Tools for managing projects let clients and teams keep tabs on the status

of their work in real-time through intuitive dashboards and other capabilities. This promotes openness, cooperation, and responsibility, which in turn simplifies processes. (Baul et al., 2022)

3.1.2 Broad Objective:

The broad objective of this report is to conduct academic research on the Implementation of in-house project management tools to ensure campaign deadlines and distribution of workload to complete the Internship.

3.1.3 Specific Objectives:

- To understand how project management tools work.
- Benefits of project management tools to improve work efficiency and workload distribution.
- Limitations and challenges of project management tools in light of a marketing agency.

3.1.4 Significance:

This study of a project management tool will give insights into how an all-in-one project management tool functions and provides benefits to both ends of the user spectrum. This study will also dive into the endless possibilities and scalability of such a tool. In addition to project management, tools like this also provide analytical data that enables its users to understand the efficiency of current and past projects. Using these analytical data users can build more successful campaigns in the future. Yet with all the benefits offered by tools like Zerocium, there are limitations and obstacles. The benefits of studying tools like Zerocium will encourage existing marketing agencies to adopt the modern method of project management and establish a data-centric approach to understand the success of a campaign.

3.2 Methodology:

- **Primary data collection:** Primary data would be collected through the project management tool's analytics section
- **Secondary data collection:** Online resources, such as articles and papers, including journals, will be searched for more information.

3.3 Finding and Analysis:

3.3.1 What is a Project Management Solution?

Estimation, planning, scheduling, cost control, accounting, resource allocation, communication, collaboration, quality management, administration systems, and documenting are just a few among the many uses for project management software (Kundu, 2015). Managing the intricacies of big projects requires these tools. Strong software is required for project management since it is an essential role in every company. There were a lot of papers and a lot of trouble getting data out of them when managing projects was done on paper before computerized substitutes were available. Affordable software made it possible for development companies to start creating project management solutions, which the project management community quickly adopted and spread across industries.

3.3.2 Importance of Project Management Software:

In the rapidly evolving landscape of business activities, organizations must establish seamless information flow and coordinate their operations efficiently (Detelj & Pihir, 2007). In today's dynamic environment, achieving these goals is nearly inconceivable without leveraging Information and Communication Technology (ICT). The effectiveness of project-oriented organizations is heavily reliant on the successful execution of their projects. ICT provides valuable tools to support project planning and management, with Microsoft Project being one of the frequently employed software solutions.

3.3.3 What is Zerocium?



Figure 06: Zerocium Logo

The modern era of working requires the implementation of technology in every form of execution. When it comes to the distribution of workload and meeting client deadlines a sophisticated all-in-one project management tool is necessary. Tech Garlic Ltd is a modern-age marketing agency and to manage their projects they also have an in-house project management tool. The tool is called Zerocium and it's all in one tool for project management and query management. It has easy to use dashboard by which users and clients can easily track the progress of a project. This study will focus on the possibilities and limitations of such an all-in-one project management tool for businesses like Tech Garlic.

3.3.4 How Zerocium Works:

Zerocium is an in-house server-based project management tool. It has two basic interfaces for two types of users. One is for the admin access which refers to the project managers and other is the user access which refers to the client and other users such as employees associated with projects which are being done through zerocium. This two-interface type can be divided into two ways to understand the basic functionality of zerocium. Given below is a picture of admin log in interface:

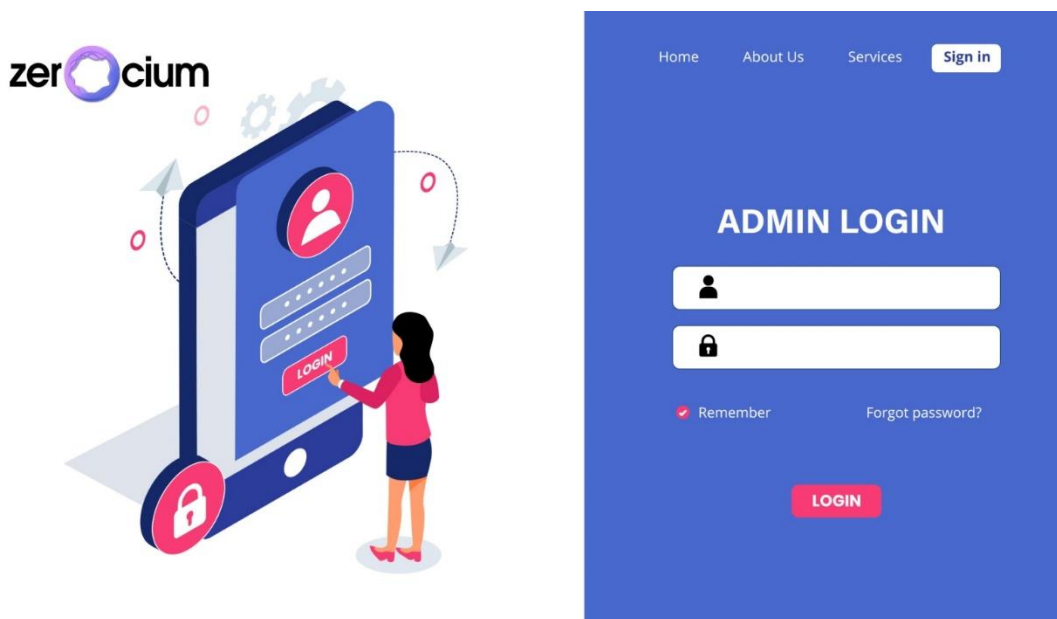


Figure 07: Admin Login

Admin login interface is used by project managers to overview the whole process of the project from start to finish. Only the project managers with certain credentials can use the admin login portal to login to the project management web-app.

3.3.4.1 Admin Access:

Admin access holders are able to connect both with the members of a project and project clients at the same time with admin access. This is where they project manager communicates with the clients understands their requirements and sets goal for the allocated project members to achieve within a certain period of time. They use a common dashboard to see the project status, deadline, messages and any last moment feedback from the client.

3.3.4.2 User Access:

Individuals with only user access are the basically of two type 1. Clients 2. Projects Members. Clients are the representative of the brands and the project members are the employees of Tech Garlic led by the project leader. Both of users have a similar log in page.

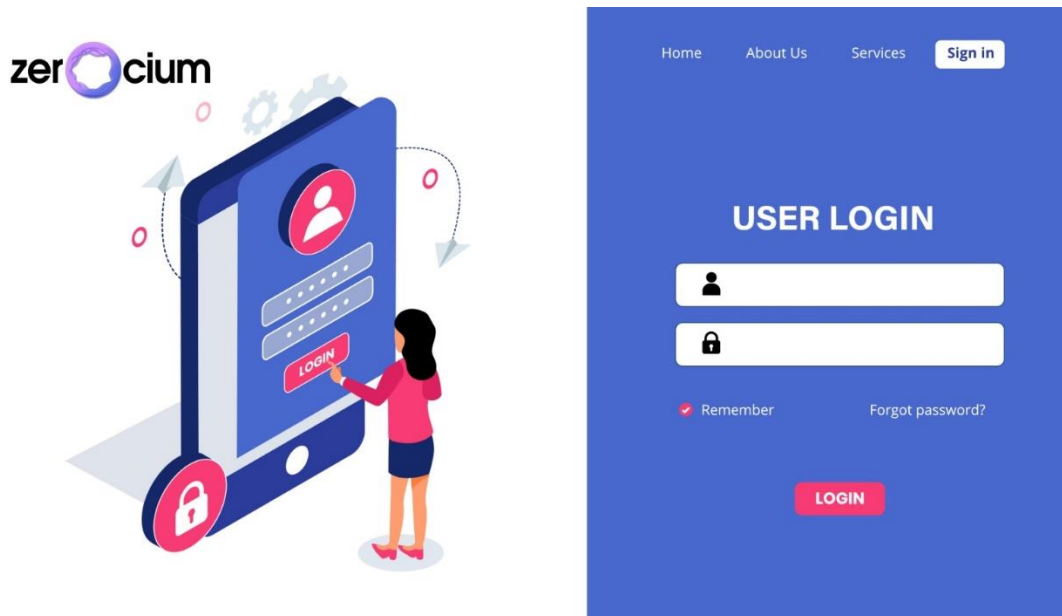


Figure 08: User Login

Using their ID and Password both the users can log in to the account and can have an over view of on-going projects. Here the client end user can only see the projects related to their brands but the project members can see all of the ongoing projects of different brands as well the projects they are assigned and responsible for. This helps the employees to synergize and collective effort to help each other on completing their assigned tasks.

3.3.4.3 Dashboard:

Dashboard refers to the main web-app interface post logging in. Dashboard consists all the tools and interfaces of the project management tool. Using the dashboard both admin and users can navigate through the software to gain current status of the on-going project, give requirements, distribute workload and get assigned to tasks. Trough the dashboard everyone can communicate through message option to remind important aspects of the projects to each other as well as setup meetings between them. It gives a transparent view of the on-going projects as well the completion numbers, content count and other important aspects of project management. Below is a view of Zerocium Project Management Dashboard:

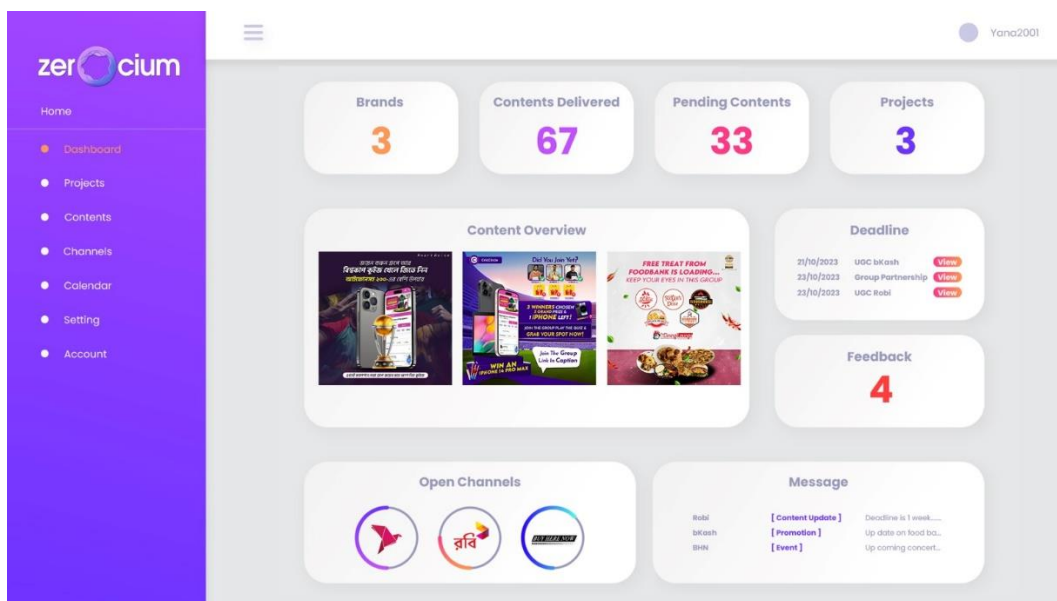


Figure 09: Dashboard

3.3.5 Zerocium Dashboard:

Zerocium dashboard can split into two individual sections. 1. Left Side Navigation Menu, 2. Main Dashboard. Both of the dashboard is very important for user navigation. Left side navigation menu gives a simpler navigation through the software with each section leading to individual windows/pages.

3.3.5.1 Left Navigation Bar:

Left navigation bar is located to left side of the tool. Through this bar users can go to the different windows of the solution to their requirements. The navigation bar can lead users to different windows such as:

- Dashboard
- Projects
- Contents
- Channels
- Calendar
- Settings
- Account

Dashboard: This window can be regarded as the home page of the tool and by clicking to this window users can have the overview of the projects and other data of the tools which also pops upon logging into the account.

Projects: Projects window refers to the window through which users can see their on-going projects, previous projects and up-coming projects. This window gives an overview of the current and the previous projects, their requirements and members assigned to each project. It also contains the timeline of the project deliverables and deadline of each deliverable.

Contents: Through this window users can navigate to see the status of content delivery. Contents are essential when comes to social media marketing. Content refers to image and video based digital products which posted on social media to let the target audience know about the up-coming offer or product of a brand. It is a visual way of delivering brand message to the target audience of a brand. Through the content window users can see how many contents have been delivered, how many contents are yet to be delivered and if and delivered contents requires correction.

Channels: Channels is basically the window where client and project manage discuss about the project. It is hub for communication between all users of the project management tool. It's used for connecting clients, project managers and the project team under one roof. It is where the ideas and the execution process are discussed and further requirements are given. Channel window helps everyone to remove the communication gap and have a smooth workflow throughout the project.

Calendar: Calendar window is basically the timeline overview of the projects. It shows all the previous, current and future projects status. Users can easily use the calendar window to stay one step ahead of the deadline and distribute work accordingly.

Settings and Account: Settings and account windows are used to give flexibility to the tool user where they can change the tool font size, color, and other visual aspects as well as change email, password and, other credentials if required.

3.3.5.2 Main Dashboard:

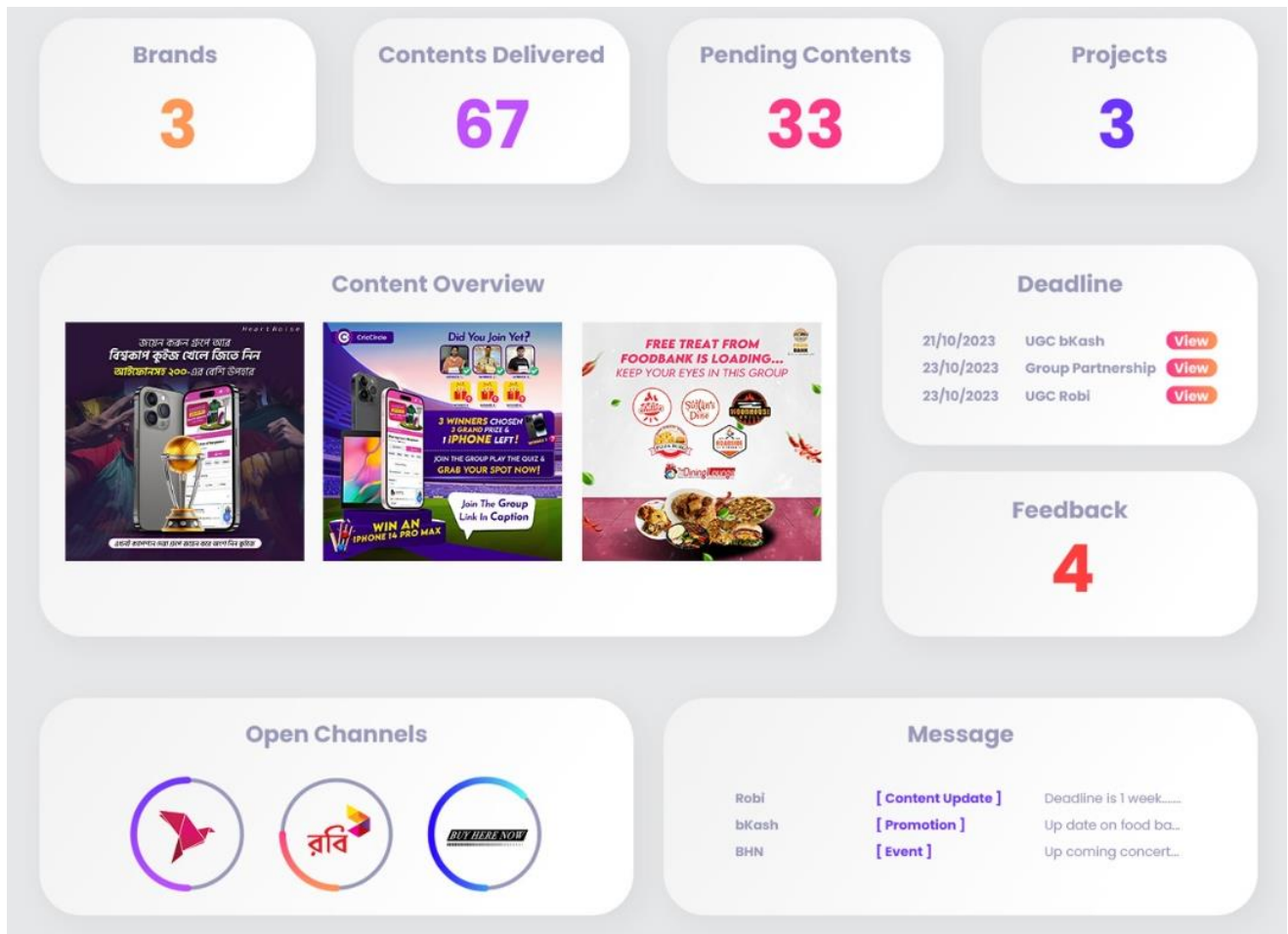


Figure 10: Main Dashboard

This is the most important section of the tool. Through the main dashboard users can access see all the important information about all the projects without going to individual windows. It is a numerical overview of the important aspects of projects through this user can easily find the current status of on-going projects in matter of seconds. The main dashboard window consists of few parts they are:

➤ No. of Brands

This section showcases how many brands are onboarded in the tool.

➤ **Contents Delivered**

Contents delivered shows the number of contents delivered throughout the month. This helps the project manager to keep track of the contents KPI. This helps on billing the client at the end of the month.

➤ **Pending Contents**

Pending contents indicates the number contents yet to delivered to the client. This helps the project manager to take proper steps to ensure the delivery of the contents before the deadline.

➤ **Projects**

This tab shows how many projects are currently the team is working on. This helps the project manager to identify the ongoing projects and helps him/her to allocate members efficiently depending on the number of the project.

➤ **Content Overview**

Through this tab users can have a view of the contents which have been delivered recently and have the knowledge of on-going deliverable schedules.

➤ **Deadline**

This portion of the dashboard is very important to both project manager and client as it indicates the remaining time of the deliverables of a project. It helps to speed up the content generation process.

➤ **Feedbacks**

This tab refers to any further feedbacks provided by the client on the project or any contents which have been delivered or yet to deliver.

➤ **Open Channels**

Open Channels is basically the window where client and project manage discuss about the project. It is hub for communication between all users of the project management tool. It is connecting clients, project managers and the project team under one roof. It is where the ideas

and the execution process are discussed and further requirements are given. Channel window helps everyone to remove the communication gap and have a smooth workflow throughout the project.

➤ **Messages**

This tab has been integrated using WhatsApp and Email. This is where clients send messages and instruction via these platforms for mobile communication.

3.3.6 Implication of Project Management Tool on bKash’s Campaign of “Card to bKash” Campaign Awareness Via Food Bank (*Biggest Food Review Group on Facebook*)

3.3.6.1 Campaign Overview

Bkash is currently one of the clients of Tech Garlic Limited. Bkash is the largest MFS provider in Bangladesh. I had the opportunity to be a part of their new promotional campaign regarding the option on their app where users can transfer money from their Visa, MasterCard, Amex etc. cards to bKash without any charge. This was more of an awareness campaign rather than promotional campaign as most of the current users of bKash were not aware of this option

3.3.6.2 Client Requirements:

As a client bKash wanted to organically reach as much target audience as possible through user centric promotional approach. They wanted to run the campaign on one of the biggest Facebook groups in Bangladesh where they will get the highest engagements as possible. Promotional campaign needed to be as subtle as possible, with toned down use of brand color and placement. The only brand mentioning that was preferable by the client was “Card to bKash” slogan.

3.3.6.3 Our Approach:

Through our research using social media listening tools we discovered that the majority of the food lovers were using MFS as a payment method on the food delivery apps like Pathao Food, Hungary Naki and Food Panda. And other places where MFS payments were most noticeable were related to utility bill payment. MFS payments on ride sharing services were also high but not as high on volume as food delivery. This was the guiding point for us to decide that our goal will be partnering with the biggest food review group in Bangladesh.

3.3.6.4 Partnership with Food Bank & Prominent Restaurant:

As we had selected our platform, the next approach was to confirm campaign partnership with Food Bank. After securing partnership with foodbank we approached several fast food chains and restaurants to be our campaign partner and were able to secure partnership with Chillox, Sultan Dine, Woodhouse Grill, Pizza Burg, Roadside Kitchen and The Dining Lounge.

3.3.6.5 Campaign Planning:

For this campaign we wanted to have a subtle approach where target audience will get rewards without spending any money. Our goal was to ensure that target audience were adding their debit and credit cards on bKash app. So, the campaign plan was whoever adds the greatest number of debit and credit cards to their bKash account will receive a 2 persons unlimited meal treat on any of our partnered restaurants. To participate users had to add cards to their bKash account and take a screenshot then post it on the group tagging the Facebook friend he/she wanted to share their meal with.

3.3.6.6 Content Planning:

For this campaign we wanted the contents to visually be more food centric rather than focusing solely on bKash. We decided to focus on the partnered restaurants brand color with subtle brand mention of

bKash with Card to bKash interface screenshot of the bKash app, with a copy that explains the how to participate in the campaign. Here are few examples of the contents:



Figure 11: Contents

3.3.6.7 Campaign Management Using Zerocium:

Campaign Requirement and Campaign Plan Approval:

Zerocium was the go-to tool from the start to the finish of the whole campaign. The requirements for the campaign were posted by the client in the Brand Channel section of the Tool. After we were aware of the client's requirements, project manager of bKash advised the planning team to research and build ideas for the campaign. Through Zerocium project manager was able to forward the client's requirements with just a click of a button and everyone on our planning team were notified instantly. After requirements were given project manager also gave us the deadline for the project as well as a checklist of tasks which were needed to be done for the planning part. After planning for the campaign was finished and the team came up with several ideas, all of the ideas were shared using Zerociums Channels communication window with the project manager. After project manager decided to go with the partnership campaign with FoodBank the idea was then shared with clients. Below is the workflow of the whole process:

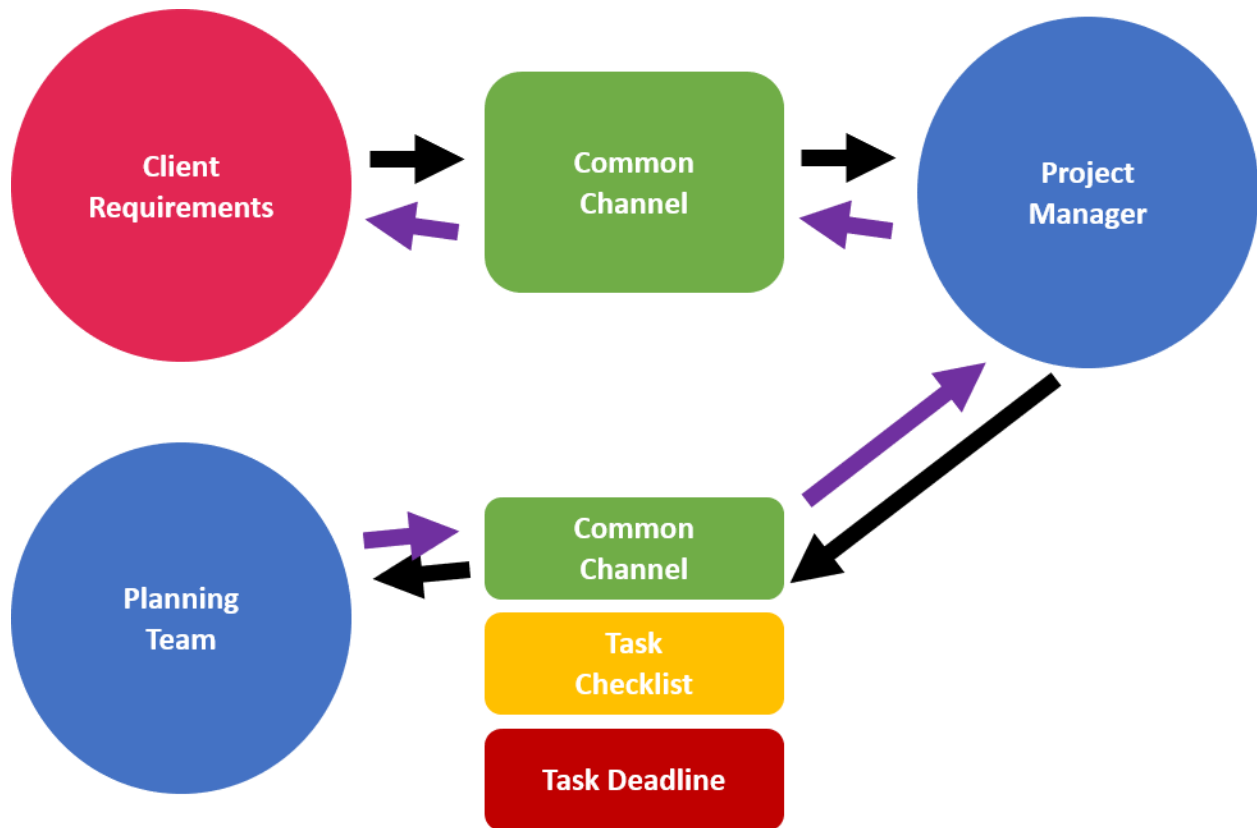


Figure 12: Work Flow 01

3.3.6.8 Workload Distribution and Delivery:

After the approval of campaign plan, planning team then shares the campaign plan with the copy writer and creative team where they plan how the campaign will move out. Upon creating the blue print of the campaign with collaborative effort, the planning team then forwards the campaign blueprint to the project manager. After receiving the campaign blueprint the project manager shares it with the client for approval. After the approval of the execution plan from the client the project manager gives go ahead to the planning team to execute the plan step by step. Here's the flow of the workload on this step:

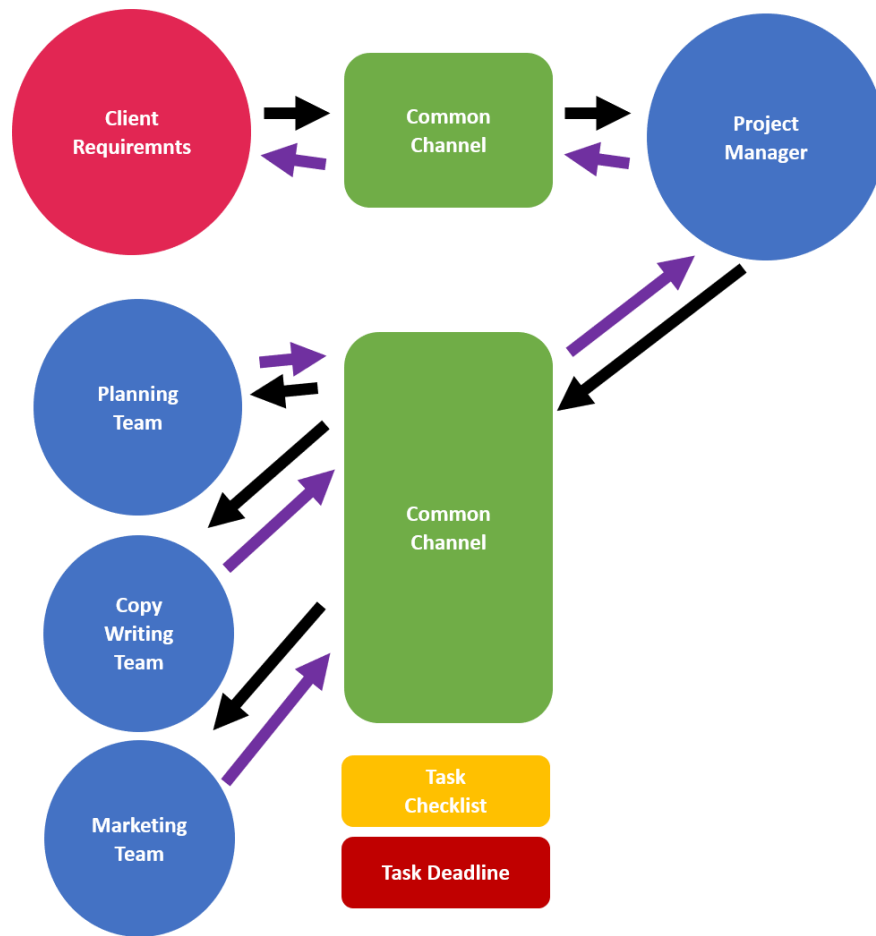


Figure 12: Work Flow 02

3.3.6.9 Delivery Process:

After all approval is made, the creative team assigns designers to create the contents for the campaign according to the copy and idea provided by the copywrite team. After content is created and quality check is done, the content is then forwarded to project manager. Upon receiving the contents, project manager then shares the content with clients. If the client is happy with the outcome, they provide approval for the distribution of the content, but if they are not satisfied with the delivery, they provide the changes to the visuals and then the whole process is repeated till

approval. All the process of delivery is done with accordance with the deadline. The workflow given below explains the process.

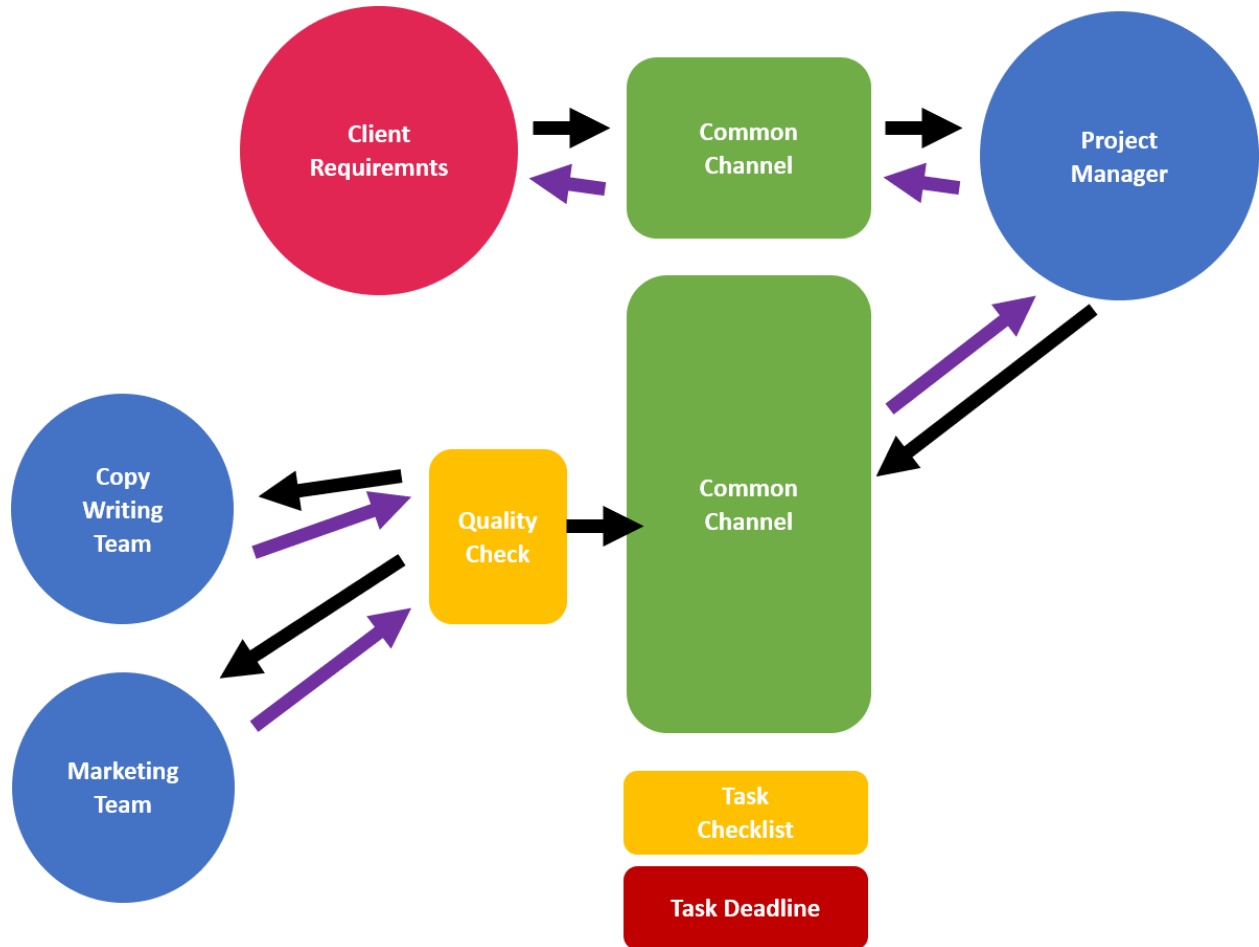


Figure 13: Work Flow 03

3.3.6.9.1 Project Management Tools to Improve Work Efficiency and Workload

Distribution:

According to (Hajjaji et al., 2010) project management tools can improve work efficiency. This also improves workload distribution. As we can reflect from previously mention workflow and work distribution, we can see that projects and campaigns can be efficiently distributed among the employees with a click of a button using a project management tool, this saves time as well as

makes the process a lot faster. As workload is distributed accordingly to the employees' current workloads it creates a controlled and smooth environment for all. This helps the employees understand and aware of their tasks and helps them plan accordingly. According to Vanja Stojanovic project management tool enhances teamwork and provides control over simple and complex projects.

According to Schbang a Digital Agency based in UK and Inda stated that their productivity sky rocketed as they used Asana as their project management tool. They outlined three positive outcomes after using project management tool like Asana, they are:

- **More Efficient Project Management**
- **Improved Collaboration**
- **Improved Productivity**
- **Better Reporting**

All of these led Schbang to an increased output as a result of automated workflows and templates. The management of work in a single location facilitates cross-functional work. Senior management may now see employee workloads for more efficient resource planning.

So, according to project management tool users, a project management tool does improve work efficiency among the employees and also helps in workload distribution.

3.3.6.9.2 Limitations and Challenges of Project Management Tools in Light Of A Marketing Agency:

With all the positive aspects of project management tool, there are also some limitations and challenges. Limitations and challenges of a project management tool are discussed below:

Complexity: Project management tools can be hard to understand and learn. It might take time for an individual to understand a tool. This results in lack of efficiency and productivity. According to (Dingsøyr et al., 2012).

Integration: Making sure that an existing tool can be seamlessly integrated with another project management tool can be challenging. And if the integration is not possible or successful, the goal of an efficient project management tool is not achieved (Schmidt et al., 2001).

Resistance to Change: In some cases employees do not find it easy to transition to traditional methods of project management to a software-based project management system. This can be challenging when an organization is aiming for successful adoption and utilization of a tool according to (Markus, 2004)

Data Security and Privacy: Storing sensitive data on project management tools which are connected to cloud network can be an issue of data security and privacy. If anything goes wrong important information about both the organization and its customers can get leaked through security breach according to (Cavusoglu et al., 2004)

3.3.6.9.3 Summary & Conclusion:

Tech Garlic in-house project management application, Zerocium, has been an invaluable asset in streamlining campaign management, distributing workloads, and satisfying client deadlines. Project managers and customers alike may benefit from this all-inclusive tool's straightforward layout and unique features, which promote open dialogue and teamwork. The research examined the wider context of project management tools, highlighting the need for software-based solutions for carrying out projects successfully. In order to improve job productivity, task allocation, and

client and collaboration among teams, project management software was found to be very important in the literature research.

We used Zerocium as an example and looked at how it works and what the differences are between manager and user access. The tool's dashboard is where all things related to projects can be seen and used. It is made up of the main dashboard and the navigation menu on the left. The study showed how Zerocium helps to speed up project processes, keep track of work, and make it easier for clients and team members to talk to each other.

The practical application of Zerocium was demonstrated through its campaign management function for bKash, a prominent mobile banking service provider in Bangladesh. Zerocium helped to simplify the process of allocating tasks, generating content, and obtaining client approvals at each phase. Zerocium's Channels functionality significantly improved the capacity for seamless communication among project stakeholders. In addition to streamlining project procedures, Zerocium helped with valuable analytical information that enabled users to design and manage successful marketing campaigns. Despite the recommendations, study highlights the challenges and obstacles associated with these technologies, underscoring the necessity for continuous modifications and developments.

Zerocium helps to fulfill client requirements, ensures seamless communication, and finally contributes to successful marketing campaigns. The importance of tools like Zerocium will grow expeditiously for organizations as they adopt modern project management methodologies. Project management tools greatly help the development of a data-driven strategy, promote transparency, and drive the success of digital marketing activities.

3.3.6.9.4 Recommendations/Implementations:

➤ **Reminding Before Software Update:**

Any new updates or changes to the software are done to make things easier and more efficient. However, updating the solution without informing the users beforehand might make things worse. So, it is essential to inform the users of Zerocium before making changes or updates to the software. There should be training sessions for the entire team, involving clients and project managers before any important updates or the addition of a new feature to the solution.

➤ **Take the Following Security Measures:**

It is very important to have a solid security system for any software solution that is based on sensitive and confidential data. Zerocium has a very safe and secure server but to make it more reliable they should include biometrics, Face ID, and a two-step authenticator-based security system.

➤ **Customization:**

There should be a UI customization option in Zerocium where users will be able to change the visual aspects of the application. The user experience can be greatly improved by giving users the ability to change many settings, such as the size and color of the text and the structure of the dashboard.

➤ **Improvements to Analytics and Reporting:**

To improve users' ability to make informed decisions, Zerocium should provide features that let them create personalized reports, monitor KPIs, and spot patterns. If Zerocium's analytics and reporting capabilities are enhanced, users on both ends will be able to obtain a more comprehensive knowledge.

➤ **Mobile Accessibility:**

Zerocium should seriously consider building an app for mobile devices. Zerocium application that is designed for mobile devices can be useful for customers who are always on the go. Creating the application as mobile-friendly as possible and making sure it is compatible with all devices should be the key objective while building the app.

Applying these recommendations and further enhancing Tech Garlic Ltd's use of Zerocium might lead to more efficient and personalized project management for both clients and staff. The internal project management tool's sustainability in the long run is dependent on its ongoing development and adaptation to emerging trends in business operations.

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Appendix:

Project Proposal

Introduction:

The modern era of working requires the implementation of technology in every form of execution. When it comes to the distribution of workload and meeting client deadlines a sophisticated all-in-one project management tool is necessary. Tech Garlic Ltd is a modern-age marketing agency and to manage their projects they also have an in-house project management tool. The tool is called Zerocium and it's all in one tool for project management and query management. It has easy to use dashboard by which users and clients can easily track the progress of a project. This study will focus on the possibilities and limitations of such an all-in-one project management tool for businesses like Tech Garlic.

Broad Objective:

The broad objective of this report is to conduct academic research on the Implementation of in-house project management tools to ensure campaign deadlines and distribution of workload for the purpose of completing the Internship.

Specific Objectives:

- To understand how project management tools work.
- Benefits of project management tools to improve work efficiency and workload distribution.
- Limitations and challenges of project management tools in light of a marketing agency.

Significance:

This study of a project management tool will give insights into how an all-in-one project management tool functions and provides benefits to both ends of the user spectrum. This study will also dive into the endless possibilities and scalability of such a tool. In addition to project management, tools like this also provide analytical data that enables its users to understand the efficiency of current and past projects. Using these analytical data users can build more successful campaigns in the future. Yet with all the benefits offered by tools like Zerocium, there are limitations and obstacles. The benefits of studying tools like Zerocium will encourage existing

marketing agencies to adopt the modern method of project management and establish a data-centric approach to understand the success of a campaign.

Methodology:

- **Primary data collection:** Primary data would be collected through the project management tool's analytics section
- **Secondary data collection:** Additional information would be collected through websites, articles, published papers, and journals on the relevant topic.

Literature Review:

Project management is essential for any modern-day business. Successful project management ensures a company's growth and success as well as its survival in the market. To solidify the success of project management, a software-based project management tool is a must for a business. An all-in-one project management tool works as a gateway to successful project management as well as having an analytical insight into how efficiently has a project performed in the past.

Project management software provides a systematic method for firms to plan, organize, and carry out their projects. Project managers may easily organize projects, assign resources, and monitor progress with the help of these tools. Tools for managing projects let clients and teams keep tabs on the status of their work in real time through intuitive dashboards and other capabilities. This promotes openness, cooperation, and responsibility, which in turn simplifies processes. **(Baul et al., 2022)**

Timeline:

RESEARCH ACTIVITY	TIME IN MONTHS		
	OCTOBER	NOVEMBER	DECEMBER
Developing Research proposal	9-15 October		
Literature Review	16 -21 October		
Developing Questions for data collection	22-24 October		
Data collection	25-31 October		
Data analysis		1-7 November	
Completion of the first draft		26th November	
Completion of the second draft		5th November	
Completion of the final report			14th December

<https://techgarlic.com/>

<https://www.zerocium.com/>

https://www.youtube.com/watch?v=hpUAR_UEdsI

<https://www.youtube.com/watch?v=0Rdh6CpMiHQ>

<https://www.banginews.com/web-news?id=9ca36377600f2b2ad48285e65ac236bbba543d83>

<https://chumbok.co/>

<https://digibanglatech.news/english/114490/>

<https://thebangladeshtoday.com/?p=54194>