

**Report on  
Effectiveness of Financial and Accounting Software in a Business's  
Performance**

By

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

BRAC Business School  
Brac University  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Nafiul Alam Chowdhury**

18104053

**Supervisor's Full Name & Signature:**

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**Sebastian Groh, PhD**

Associate Professor

BRAC Business School

## Letter of Transmittal

Date: 29-01-2023

To,

Sebastian Groh, PhD

Associate Professor,

BRAC Business School (BBS)

BRAC University

66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship Report titled “**Effectiveness of Financial and Accounting Software in a Business’s Performance: A Study on Gramshop Ltd.**”

**Dear Sir,**

Concerning your informing that, I am a Student of BBS Department. This is my heartiest fulfillment of submitting the internship report titled “**Effectiveness of Financial and Accounting Software in a Business Performance: A Study on Gramshop Ltd.**” The main goal of preparing this practicum report is to find out the effectiveness of financial and accounting software in a business’s overall performance, as well as to discover problems in proposing solutions so that the financial activity becomes easy. I have tried my heart best to do it in an acceptable way. I have written the report in compliance with the orders of my supervisor. Now, I want the permission of you to present it.

I sincerely hope you'll enjoy reading this document and I expect this internship final report will meet all of your wishes. So, I am requesting you humbly give me permission to present my full practicum report.

Yours Sincerely

.....

Nafiul Alam Chowdhury

ID: 18104053

BRAC Business School

BRAC University

Date: January 29, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Gramshop Ltd. and the undersigned student at BRAC University.....

## Acknowledgement

First of all, I would like to thank Allah for creating me worthy of this position. Through this report, I am going to complete my internship report. This Internship Report is titled “Effectiveness of financial and accounting software in a business’s performance: A Study on Gramshop Ltd.”

The process of making this report enabled me to find out about real-life Job experiences in the eCommerce sector.

I would like to give my respect to my supervisor **Sebastian Groh** sir, for guiding me to complete the work of my report properly, assisting me whenever I faced any problem while working on it, consulting me in his busy schedule, and guiding me from the very beginning till the end of my work.

I would like to take the opportunity to thank **Mohammad Khairul Alam** sir, Director, Gramshop Ltd. for being my on-job & providing me time to time information, suggestions as well as procedures to work with my topic. I would like to thank Shishir Ranjon Chakroborty and Abu Saleh Badhon as they helped me a lot in my working experience and activities. I would like to thank each and every one who made little contributions to my report by providing valuable information and suggestions by analyzing the report thoroughly.

Finally, I will show my gratitude to all the Management & Non-Management Staff who have helped me during the Project period and the entire persons of the organizations who somehow have an impact on me in completing my whole report.

## Executive Summary

This report is based on the review of **“Effectiveness of Financial and Accounting Software in a Business’s Performance ”** that has been done after completing 3 months of internship at “Gramshop Limited”. This research focuses on the Financial and Accounting Software activities of “Gramshop Limited”. “Gramshop Limited” is a new company in the market solution farm. As a new industry, they are continuously growing. In order to grow more, they need market development. They are facing barriers internally and externally. Some of them are low prices of competitors, lack of customer relations, export rules and regulations, internal conflicts, loss of organizational leaders, department incoordination, etc. During my internship time at “Gramshop Limited” I have done many kinds of work. Most of my duties focused on assisting the accounts manager. It helped me to gain knowledge about “Gramshop Limited”. The absence of financial and accounting software in a business’s overall performance. All of the hypotheses proved to be positive. This research paper successfully proved that efficiency, reliability, ease of use and accuracy can be ensured through financial and accounting software for a business. Analysis part of this report proved that all the hypothesis is true. I hope Gramshop will implement all of the recommendations that I have provided to make their business smoother.

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# Chapter 1

## Introduction Part

## **1.1 Background of the Report**

An internship is an effective method of applying classroom knowledge in a real-world setting. Gaining experience through working for a company allows individuals to gain insight into the current business environment. However, with the rapid evolution of technology, the business world is constantly changing and companies are becoming more interconnected, both locally and globally. Effective communication and customer service skills are essential for success in any organization as they improve communication, efficiency and overall performance at all levels.

This report is necessary as part of my BBA internship program. The subject I have chosen to explore is “Effectiveness of Financial and Accounting Software in a Business’s Performance” As I have been working in the Accounts Department for the past three months, I was able to gather current information. My supervisor guided me throughout the process and helped me to keep track of my progress. Thanks to their support, the report has turned out well. Through this internship, I have gained knowledge and conducted research on financial and accounting software, and my findings will be presented in this report.

"Gramshop Ltd." has officially entered the market in order to participate in the rapidly growing music industry. The company's success is heavily dependent on its ability to advertise and sell traditional Bangladeshi products online. They are focused on increasing their market share in order to take advantage of new opportunities. During my time as an intern, I gained valuable experience and understanding through my work with the company. Additionally, I have gained a significant amount of knowledge about the products and customer preferences within the industry.

## **1.2 Objective of the Report**

The primary objective of composing this report is to fulfill a portion of the BBA program's requirements. In this report, I have attempted to give a general overview of Gramshop Ltd. The two aims of creating this report are outlined below:

- Broad Objective.
- Specific Objective

**Broad Objective:** The main goal of my analysis is to investigate and assess the impact of financial and accounting software on the overall performance of a business. Additionally, the purpose is to identify any issues and suggest solutions to benefit the management.

**Specific Objective:** The specific objectives outlined in this report are as follows:

- To meet the necessary conditions of my Bachelor of Business Administration degree program.
- To determine the impact of financial and accounting software on a business's overall performance.
- To gain an understanding of the atmosphere within an eCommerce company.
- To assess the impact of certain elements on the overall success of the business.

### **1.3 Scope of the Report**

Early on in my professional journey, I held an internship position at the headquarters of "Gramshop Ltd." Despite the limitations, I was able to gain valuable experience in a corporate environment. Luckily, I was given the chance to participate in the accounting department. This experience allowed me to gain a comprehensive understanding of how the company functions as a whole. Consequently, I took it upon myself to learn about the financial workings of the company and the financial software they used. Through this, I was able to acquire hands-on knowledge in the financial and operational aspects of a business.

**Chapter 2**  
**Organization Part**  
**Gramshop Ltd.**

## **2.1 Background of the Organization**

Gramshop Ltd. is a highly reputable ecommerce company in Bangladesh that was established in 2018. They conduct business through their website and social media platforms. Located in Uttara, Dhaka, the company is a private limited company and employs around 30 individuals. The company aims to become the best in the industry by utilizing a team of experts and working hard to achieve their vision while keeping their values in mind. They prioritize maintaining strong relationships with partners and providing their customers with high-quality products and efficient services. Through their diverse marketing solutions, they are able to offer premium brands and services to their customers, making them one of the top ecommerce companies in the country.

## **2.2 Vision and Mission Statement**

### **2.2.1 Vision:**

Gramshop Ltd aims to become a leading ecommerce company that unifies the country and enhances the brand value for its customers. The company applies the same approach globally. Gramshop Ltd is at the forefront of the ecommerce industry, particularly in the sale of traditional products from rural producers. (Gamshop, 2018)

### **2.2.2 Mission:**

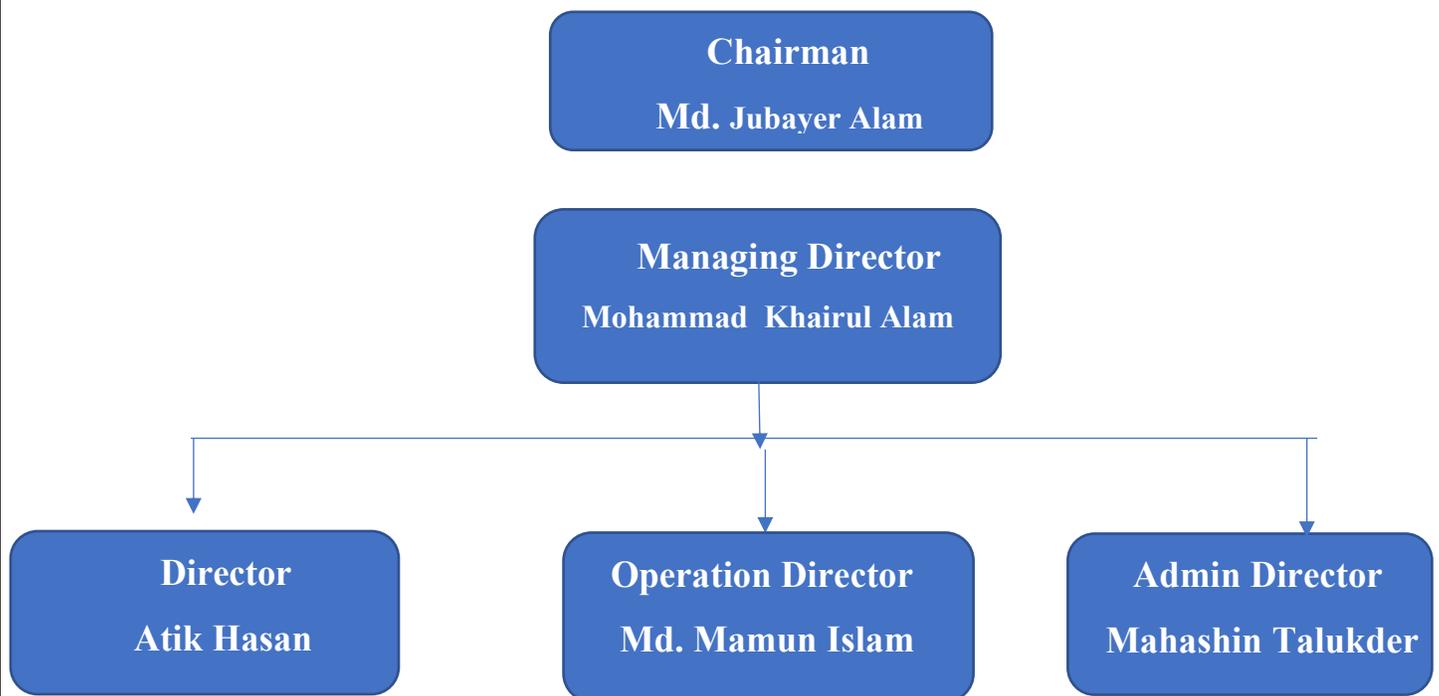
Boost the worth of our brand for consumers by transforming into a worldwide eCommerce firm that is fully integrated. (Gamshop, 2018)

## **2.3 Corporate Governance**

Corporate governance refers to the methods, procedures, and regulations that govern how a company operates and is managed. It is crucial for companies to implement good governance practices to ensure effective leadership, entrepreneurship, and wise decision-making for long-term success. Additionally, good governance helps to build trust and confidence among stakeholders. (Gamshop, 2018) Examples of corporate governance measures include:

- **Chairman (Md. Jubayer Alam )**
- **Managing Director (Mohammad Khairul Alam )**

## 2.4 Top Management



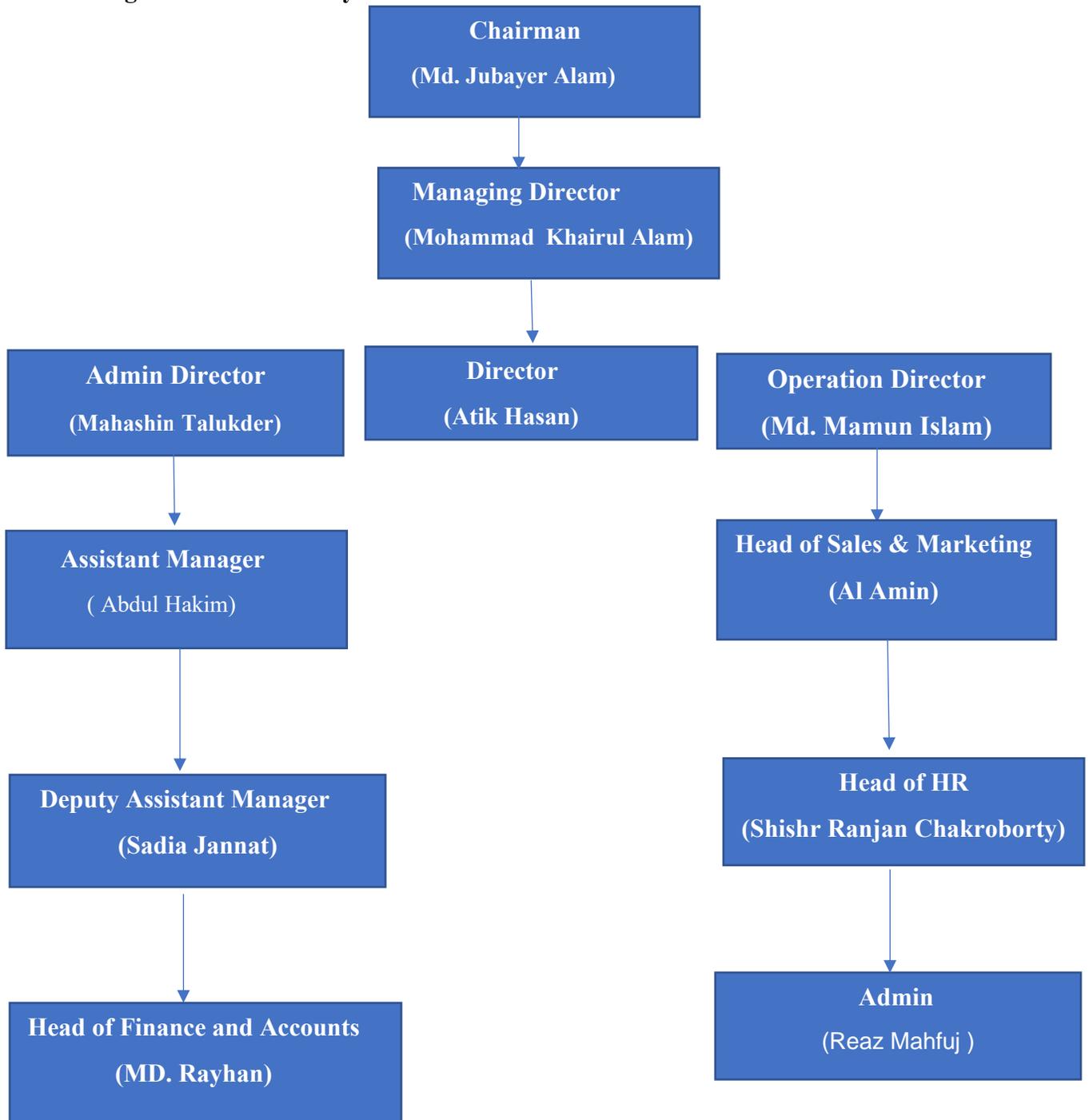
**Figure 2.1: Top Management** (gramshop, 2022)

## 2.5 Organizational Hierarchy

Particular	Notes
<b>Name</b>	Gramshop Ltd
<b>Registered Address</b>	4th Floor, Mojaffar Tower, Dakshinkhan Road, Kosaibari, Uttara, Dhaka-1230 Dhaka, 1230
<b>Legal Status</b>	Private Limited Company
<b>Established Year</b>	2018
<b>Managing Director</b>	<b>Mohammad Khairul Alom</b>
<b>Products</b>	Traditional Products of Bangladesh like, Nokshi katha, Tent sari etc. Also, the common products Like Cloth, sweet and Gadget items.
<b>Numbers of Employees</b>	30 (Approx.)
<b>Phone</b>	+8801894790004
<b>Website</b>	<a href="http://gramshop.com.bd">http://gramshop.com.bd</a>
<b>Logo</b>	

Figure 2.3: Corporate information of Gramshop Ltd (gramshop, 2022)

### 2.5.1 Organization Hierarchy



**Figure 2.2: Organization Hierarchy of APCL (gramshop, 2022)**

## 2.6 Products and Markets

1. Nokshi katha
2. Panjabi
3. Organic Food Items
4. Seasonal Fruits
5. Sweets items
6. Handcraft products
7. Gadget Items
8. Cloths Items
9. Tant sari
10. Organic Food Items
11. Digital Marketing

## 2.7 Financial Analysis

Financial ratios provide valuable information on a company's performance and financial health.

### Projected Balance Sheet

(Amount In BDT)

Assets	2018-2019	2019-2020	2020-2021
<b>Current Assets</b>			
<b>Sales</b>	<b>4 701 911</b>	<b>5 607 968</b>	<b>6 602 124</b>
<b>Cash</b>	<b>1 084 666</b>	<b>2 108 525</b>	<b>2 502 384</b>
<b>Accounts Receivable</b>	<b>120 613</b>	<b>140 493</b>	<b>160 373</b>
<b>Inventory</b>	<b>20 980</b>	<b>30 450</b>	<b>30 920</b>
<b>Other Current Assets</b>	<b>10 000</b>	<b>10 000</b>	<b>10 000</b>
<b>TOTAL CURRENT ASSETS</b>	<b>2 010 259</b>	<b>2 370 468</b>	<b>2 730 677</b>

Long-term Assets	100 000	100 000	100 000
Accumulated Depreciation	120 420	140 490	160 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>9800</b>	<b>6100</b>	<b>2400</b>
<b>TOTAL ASSETS</b>	<b>1 989 839</b>	<b>2 329 978</b>	<b>2 670 117</b>
<b>Current Liabilities</b>			
Accounts Payable	90 482	100 792	120 102
Current Borrowing	25 000	40 200	55 900
Other Current Liabilities	10 900	15 800	25 000
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>126 382</b>	<b>156 792</b>	<b>201 002</b>
Long-term Liabilities	0	0	0
<b>TOTAL LIABILITIES</b>	<b>126 382</b>	<b>156 792</b>	<b>201 002</b>
Paid-in Capital	300 000	300 000	300 000
Retained Earnings	480 651	720 636	960 621
Earnings	1 000 709	1 190 555	1 380 401
<b>TOTAL CAPITAL</b>	<b>1 781 360</b>	<b>2 220 190</b>	<b>2 550 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>1 980 839</b>	<b>2 320 978</b>	<b>2 670 117</b>
Shareholder's equity	2 609 946	3 021 595	3 704 147
Net Worth	1 820 060	2 260 240	2 400 420

## Business Ratios

	2018-2019	2019-2020	2020-2021
Sales Growth	4.35%	30.82%	63.29%
Percent of Total Assets			
Accounts Receivable	5.61%	4.71%	3.81%
Inventory	1.85%	1.82%	1.79%
Other Current Assets	1.75%	2.02%	2.29%
Long-term Assets	-9.47%	-21.01%	-32.55%
<b>TOTAL ASSETS</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
Current Liabilities	4.68%	3.04%	2.76%

<b>Long-term Liabilities</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total Liabilities</b>	<b>4.68%</b>	<b>3.04%</b>	<b>2.76%</b>
<b>NET WORTH</b>	<b>99.32%</b>	<b>101.04%</b>	<b>102.76%</b>
<b>Percent of Sales</b>			
<b>Sales</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
<b>Gross Margin</b>	<b>94.18%</b>	<b>93.85%</b>	<b>93.52%</b>
<b>Selling, General &amp; Administrative Expenses</b>	<b>74.29%</b>	<b>71.83%</b>	<b>69.37%</b>
<b>Advertising Expenses</b>	<b>2.06%</b>	<b>1.11%</b>	<b>0.28%</b>
<b>Profit Before Interest and Taxes</b>	<b>26.47%</b>	<b>29.30%</b>	<b>32.13%</b>
<b>Main Ratios</b>			
<b>Current</b>	<b>25.86</b>	<b>29.39</b>	<b>32.92</b>
<b>Quick</b>	<b>25.4</b>	<b>28.88</b>	<b>32.36</b>
<b>Total Debt to Total Assets</b>	<b>2.68%</b>	<b>1.04%</b>	<b>0.76%</b>
<b>Pre-tax Return on Net Worth</b>	<b>66.83%</b>	<b>71.26%</b>	<b>75.69%</b>
<b>Pre-tax Return on Assets</b>	<b>64.88%</b>	<b>69.75%</b>	<b>74.62%</b>
<b>Additional Ratios</b>			
<b>Net Profit Margin</b>	<b>19.20%</b>	<b>21.16%</b>	<b>23.12%</b>
<b>Return on Equity</b>	<b>46.33%</b>	<b>53.63%</b>	<b>53.74%</b>

### 2.7.1 Return on Assets (ROA):

The ROA metric is used to determine the profitability of a company by evaluating how well management utilizes their resources to generate profits. A company is considered efficient when they are able to achieve a satisfactory return on investment using the least amount of assets possible.

$$\text{Return on Asset} = \frac{\text{Net Income}}{\text{Total Asset}} \times 100$$

ROA:

Year	2018-2019	2019-2020	2020-2021

Net Income	1 209 007	1 620 502	1 990 323
Total Asset	1 989 839	2 329 078	2 670 117
ROA	60.76%	69.58%	74.55%

Table2.3: Return on assets ratio

Graph ROA:



Graph2. 1 : Return on assets ratio (In BDT)

**Interpretation:**

ROA, or return on assets, measures how effectively an organization is utilizing its assets to generate profit. A lower ROA suggests that the company is not using its assets as efficiently as it could, while a higher ROA means that the company is utilizing its assets effectively to generate profit. In the case of Gramshop, the ROA has been gradually increasing over time. In 2018-2019, the ROA was 60.76%, then in 2019-2020 it slightly increased to 9.58%, and in 2020-2021 it reached 74.62%. This consistent increase in ROA suggests that Gramshop is becoming increasingly efficient in using its assets to generate profit.

### 2.7.2 Return on equity (ROE):

The ROE, or return on equity ratio, is a metric used to determine a company's ability to produce profits from the investments made by its shareholders. Essentially, it reveals the amount of profit generated per rupee of common stockholders' equity.

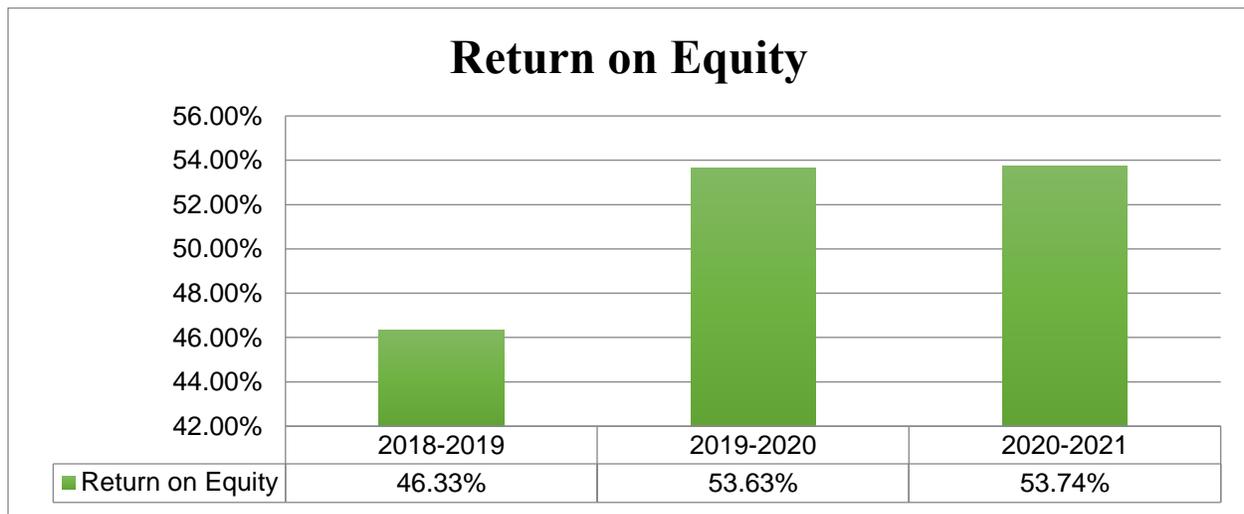
$$\text{Return on Equity} = \frac{\text{Net Income}}{\text{Shareholder's equity}} \times 100$$

ROE:

Year	2018-2019	2019-2020	2020-2021
Net Income	1 209 007	1 620 502	1 990 323
Shareholder's equity	2 609 946	3 021 595	3 704 147
ROE	46.33%	53.63%	53.74%

Table2.4: Return on equity ratio

Graph ROE:



Graph 2.2 : Return on Equity ratio (In BDT)

**Interpretation:**

ROE, or Return on Equity, measures the efficiency of an organization in generating profit for its owners in relation to their investment. A higher ROE indicates a more efficient use of resources, while a lower ROE means less profitability for the owners compared to their investment. The ROE of Gramshop has been steadily increasing, with a 46.33% ROE in 2015-2018 and a slight increase to 53.63% in 2019-2020. In 2017 and 2020-2021, the ROE also increased to 53.74%, which is a positive trend for the organization.

**2.7.3 Return on Investment (ROI):**

The effectiveness of an investment or the comparison of multiple investments' effectiveness can be evaluated using the metric of return on investment.

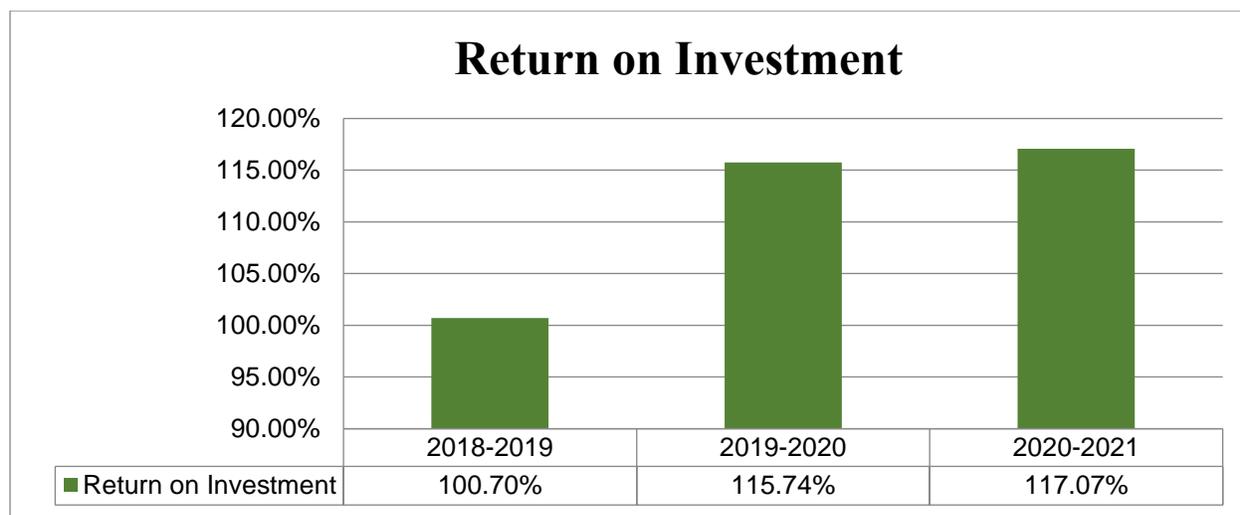
$$\text{ROI} = \frac{\text{Net Income}}{\text{Total Investment}} \times 100$$

ROI:

Year	2018-2019	2019-2020	2020-2021
Net Income	1 209 007	1 620 502	1 990 323
Total Investment	1 200 510	1 400 210	1 700 150
ROI	100.70%	115.74%	117.07%

Table2.5: Return on Investment

ROI Graph:



Graph2. 3 : Return on Investment ratio (In BDT)

**Interpretation:**

Gramshop Ltd. saw a return on investment of 100.70% in 2018-2019, indicating that they were able to recoup their investment and earn a profit in that year. The following year, the ratio increased to 115.74% and reached 117.07% in the last year, indicating positive growth and profitability for the company.

**2.7.4 Debt to Asset Ratio:**

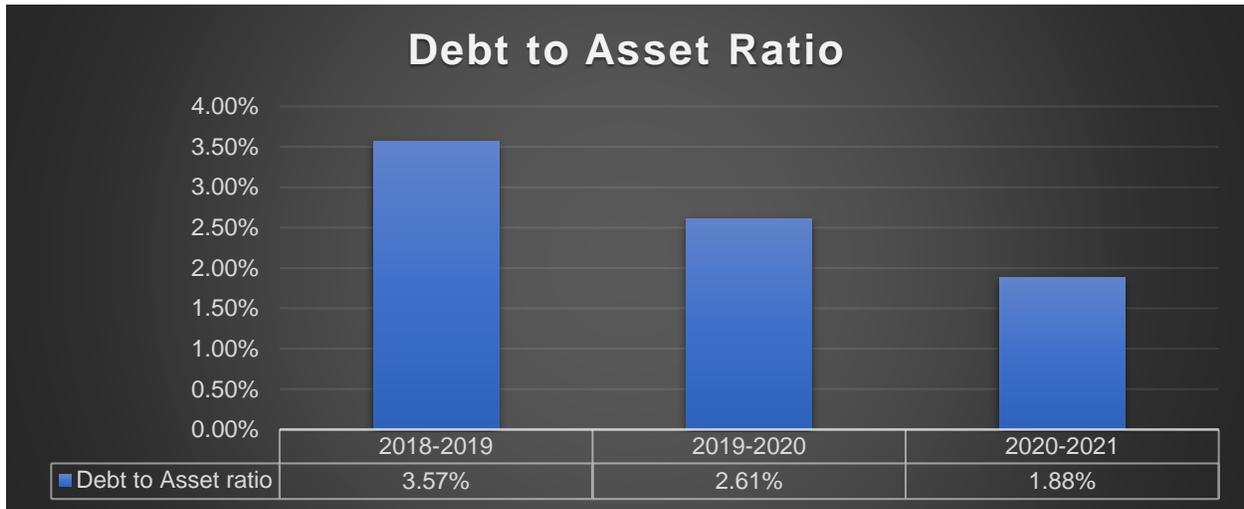
$$\text{Debt to Asset Ratio} = \frac{\text{Total Debt}}{\text{Total asset}} \times 100$$

Debt to Asset Ratio:

Year	2018-2019	2019-2020	2020-2021
Total Debt	70954	60989	50342
Total asset	1 989 839	2 329 078	2 670 117
Debt to Asset Ratio	3.57%	2.61%	1.88%

Table2.6: Debt to Asset Ratio

**Debt to Asset Ratio Graph:**



Graph 2.4 : Debt to Asset Ratio Graph (In BDT)

**Interpretation:**

The proportion of debt to assets for Gramshop Ltd. in 2018-2019 was 3.57%, and the following year it dropped to 2.61%. This indicates that the company performed well and the amount of debt also decreased. In the last year, the ratio further decreased to 1.88%, signifying that the organization continued to perform well.

**2.7.5 Net profit Margin Ratio:**

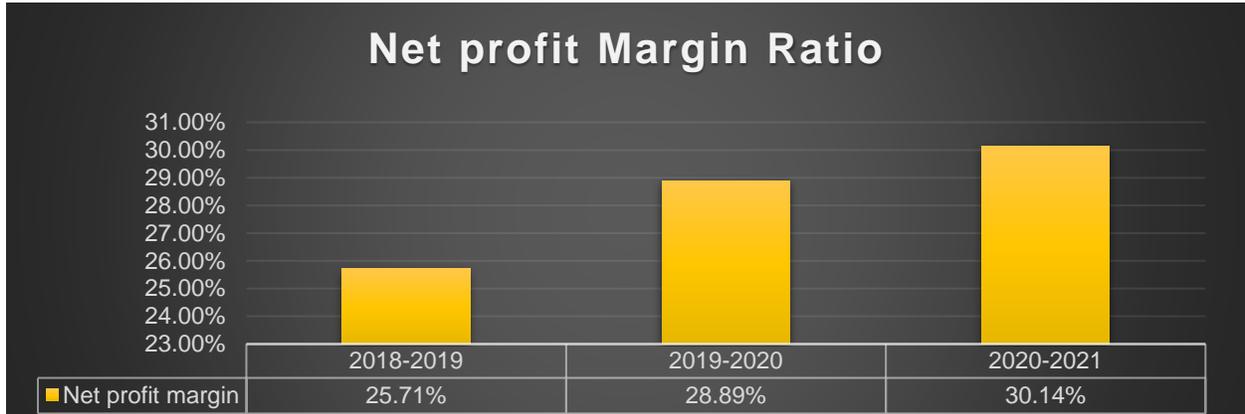
$$\text{Net profit Margin Ratio} = \frac{\text{Net Income}}{\text{Net Sales}} \times 100$$

Net profit Margin Ratio:

Year	2018-2019	2019-2020	2020-2021
Net Income	1 209 007	1 620 502	1 990 323
Net Sales	4 701 911	5 607 968	6 602 124
Net profit Margin Ratio	25.71%	28.89%	30.14%

Table2.7: Net profit Margin Ratio

### Net profit Margin Ratio Graph:



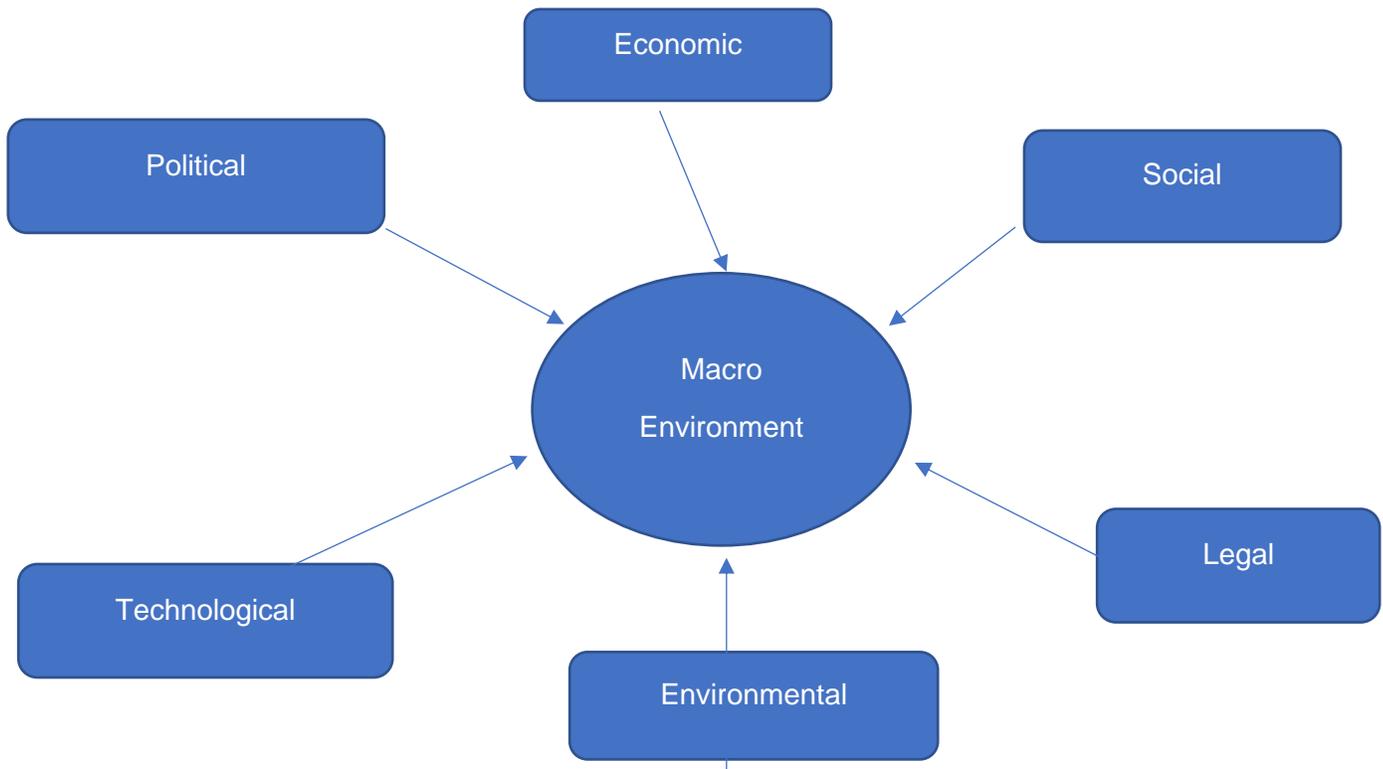
Graph2. 5 : Net profit Margin Ratio Graph (In BDT)

### Interpretation:

Gramshop's Net Profit Margin Ratio for the years 2018-2019 was 25.71%. It saw an improvement the following year, reaching 28.89%, which is beneficial for the company. Additionally, in the most recent year of 2020-2021, the ratio continued to rise and reached 30.14%.

### 2.7 Macroenvironment

Performing a macro environment analysis is an essential yet straightforward process that enables a business to anticipate and assess the impact of political, economic, social, technological, environmental, and legal factors on their operations. This method is widely employed by global business leaders to develop their strategic plans for the future. As an example, I, being an intern of a well-known multinational private company in Bangladesh, conducted a macro environment analysis on Gramshop Ltd..



**Diagram2.1: Macroenvironment**

### **2.8.1 Political Factors**

The level of involvement that the government has in the economy is referred to as political variables. This includes factors such as taxes, laws related to labor and the environment, regulations on trade and tariffs, and the stability of the government. Additionally, the government's stance on certain goods and services, whether they are promoting or providing them or not, can also be considered as political considerations. The Gramshop Ltd agency has a significant impact on the political environment due to their involvement in areas such as tax policy and labor laws. However, the industry itself is not affected by these political dynamics. (Kenton, 2021)

### **2.8.2 Economic Factors**

The way in which organizations operate and make choices is greatly affected by various elements. For instance, interest rates can have a significant impact on a company's capital expenditure, which in turn affects the level of growth and expansion for the company. Additionally, exchange rates can affect the cost of goods being exported, as well as the availability and cost of imported goods within the economy. (FLOYD, 2019)

### **2.8.3 Social Factors**

Factors that influence an individual's way of life, such as wealth, religion, purchasing patterns, level of education, family size and structure, and population density, are referred to as social factors. Gramshop Ltd is responsible for monitoring these social factors. (Alexandra, 2020)

### **2.8.4 Technological Factors**

Gramshop Ltd, a company with an Ecommerce website for businesses, has the ability to identify obstacles that prevent new competitors from entering the market, determine the minimum level of productivity needed for operations, and make decisions about outsourcing. Additionally, changes in technology can affect expenses and productivity, as well as drive new ideas. The company also plans to implement financial and accounting software in their business. (Marcelo, 2017)

### **2.8.5 Environmental Factors**

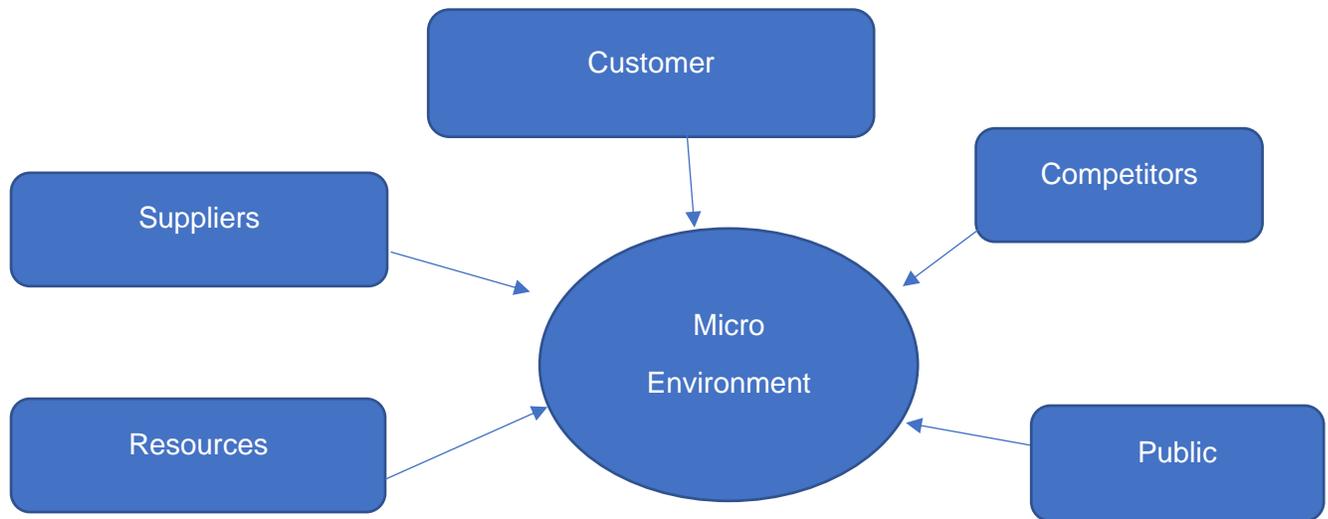
The Gramshop Ltd agency operates in a market environment that is affected by a variety of factors including economic, regulatory, social and political circumstances. These factors can also be impacted by marketing strategies and are experienced by all market actors within the industry. Additionally, the market is influenced by demographic trends and lifestyle variables such as economic cycles. The agency follows the same approach in their business operations within this market. (Angelo, 2021)

### **2.8.6 Legal Factors**

Marketing can be very beneficial for the company as it strengthens existing customer connections and creates new ones. We also handle issues related to privacy and data collection. Additionally, we are aware of potential challenges with trademarks and copyright for Gramshop Agency. (Yang, 2019)

## **2.9 Microenvironment**

The microenvironment is a localized area that directly influences a company's operations. Key players such as stakeholders, shareholders, competitors, and media can have a direct impact on the organization. It is crucial for a company to thoroughly analyze the microenvironment before making any decisions.



**Diagram2.2: Microenvironment**

### **2.9.1 Suppliers**

When suppliers have control over their goods and are the main or sole provider, they have the ability to greatly impact the success of the business. This is because the buyer's need for the supplier's product is crucial to the completion of their own product or business, and the supplier does not rely heavily on the buyer for their own success. (rachel, 2014)

### **2.9.2 Customers**

The way in which you market your products and services to consumers, including their demographic (business-to-business or business-to-consumer, local or international, etc.), and their motivations for buying the product, is crucial. The goal of Gramshop Ltd is to attract and retain existing customers, and they hold a prominent position in the market. (Hague, 2020)

### **2.9.3 Competitors**

The way you market your products and services to consumers is crucial and should be tailored to the specific audience, such as B2B or B2C, local or foreign. Understanding the reasons why consumers purchase your product is also important. Additionally, researching and understanding your main competitors will help you position your product effectively. (Hague, 2020)

#### **2.9.4 Public**

It is important for my organization to take into account the public's perspective and how our actions may impact them. We must be aware of how the general public perceives us and strive to understand their concerns. At Gramshop, we always keep the public in mind and recognize that their support and approval can aid in reaching our goals, but their dissatisfaction can also hinder our success. (Bucket, 2016)

**Chapter 3**  
**Department and Work**  
**Assignment**

### **3.1 Department Name**

I have taken on an internship at Gramshop Ltd's Customer Relation Management Division as a requirement for my BBS Undergraduate degree. The internship will take place at the company's headquarters from November 1st, 2022 to January 30th, 2022. It was an incredible opportunity to work with a company that has such a great reputation, and I have gained valuable knowledge in areas such as professionalism, client interactions, proposal creation, event planning, and campaign execution. These experiences have helped me develop the ability to handle new situations and come up with innovative solutions, which will be beneficial for my future career. During my time at Gramshop Ltd, I worked under the guidance of Shishir Ranjon Chakroborty in the Customer Relation Management division. He was an excellent mentor and always went above and beyond to help me. I also had the chance to gain an understanding of the Sales Analysis processes implemented at the company.

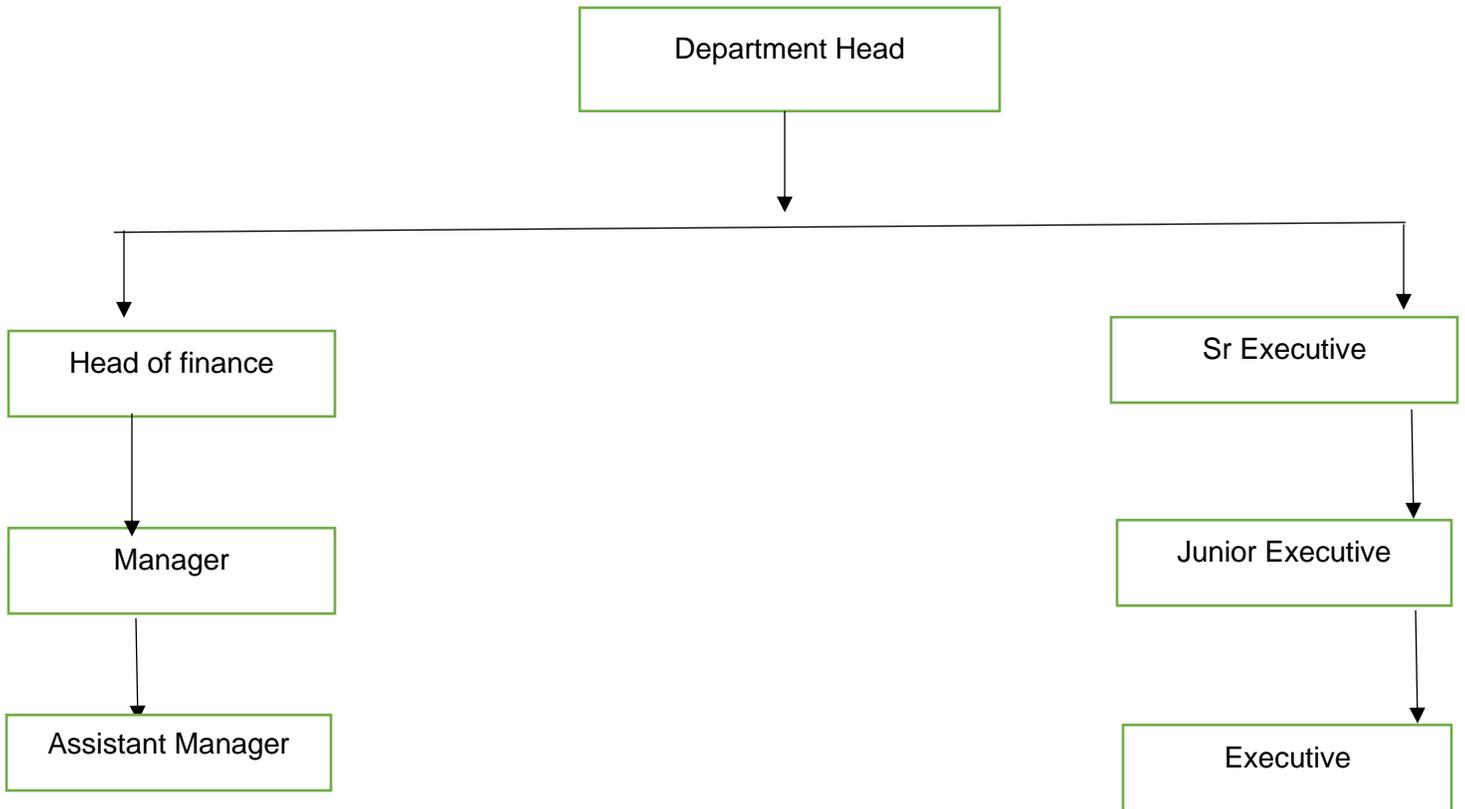
### **3.2 Department Goals**

Our goal is to complete the task efficiently while maintaining high standards, as the competition has become more intense than ever before.

- Obtain new customers
- Widening one's product line
- Providing financial aid for employees through payroll deductions
- Due to the boost in sales
- The initial step is to advertise
- Enhance client satisfaction
- Quickly deposit these funds into the bank.
- Attract potential customers and generate leads.

### **3.3 Structure and Manpower**

All companies in the present day possess a framework that establishes a chain of accountability and duty for the staff members within. Similarly, Gramshop Ltd also has this type of structure in place.



**Figure3.1: Structure and Manpower** (gramshop, 2022)

### 3.4 Departmental Activities

In the following section, I have explained how the work of each division is related to the work of the other divisions, as all of our jobs are interconnected.

- Enhancing the satisfaction and allegiance of existing customers
- Examining and evaluating
- Asking for the opinions of clients
- Using the voucher
- Depositing funds into a financial institution
- Crafting a proposal that meets the specific requirements of the client.

### 3.5 Departmental Achievement

In 2019, Lenovo, a major corporation, agreed to collaborate with us, which was one of our greatest accomplishments.

### **3.6 Tasks and duties performed**

During my internship, I was employed in the Customer Relation Management department of Gramshop Ltd. There, I carried out a range of practical tasks that I was assigned. My daily responsibilities included:

- Communication through technology
- How to communicate in business
- Collecting the data required to establish a BP account
- Revising information in Tally Prime software
- Collecting vouchers
- Securing receipts after digitizing them
- Obtaining invoices from the company
- Taking part in team exercises on the playing field
- Recording the proceedings of a board meeting
- Organizing information and revising a spreadsheet using Excel.

### **3.7 Working Environment**

Despite being a newly established company, we have successfully established an excellent working environment for our employees. Our new, top-notch workstations provide a feeling of comfort and confidence to the staff. Companies invest in enhancing the quality of their employees' workstations with the belief that it will increase both their productivity and satisfaction.

### **3.8 Facilities and constraints faced**

As an intern, I was given access to the company's resources, but I also encountered some limitations.

#### **Facilities Faced:**

- The company offered lunch options.
- They supplied tea, coffee, and snacks.
- I was granted time off for personal reasons.
- I received motivation and admiration from my manager and coworkers who have more experience.
- I had the opportunity to interact with skilled individuals.
- I had the chance to learn about calculating and monitoring the Provident Fund, Gratuity Fund, and Workers' Profit Participation Fund within the company.
- The company provided me with a laptop.

**Constraints Faced:**

- Constraint on the amount of time to familiarize oneself with the business operations
- Access to certain information is restricted due to confidentiality concerns
- Transport disruptions caused by a strike by bus owners.

**3.9 Lessons learned from the practicum**

<b>Primary Learning</b>	<ul style="list-style-type: none"><li>· Updating Tally Prime software</li><li>· Examining and arranging the invoices</li><li>· Acquiring knowledge of the benefits provided</li><li>· Arranging the papers in a systematic manner</li><li>· Acquiring practical experience in running a business</li><li>· Familiarizing oneself with the financial management strategy</li><li>· Familiarizing oneself with the process of setting up a BP Id.</li></ul>
<b>Secondary Learning</b>	<ul style="list-style-type: none"><li>· Adhering to appropriate workplace conduct</li><li>· Office tasks</li><li>· Upholding a professional demeanor</li><li>· Appropriate communication with superiors and colleagues</li><li>· Direct monitoring</li><li>· Punctuality.</li></ul>

# Chapter 4

## Research Part

## **4.1 Background of the study**

The significance of finance and accounting in the business sector has risen. A company's management heavily relies on finance and accounting. Keeping track of financial information related to operations is crucial for any business. Gramshop wants to use accounting and financial software to enhance prospects. The procedures in finance and accounting can be simple, complex, or cumbersome. Keeping up with IT advancements is necessary for accurate and current accounting, records, and inventory management. The growing complexity and volume of accounting transactions require a system with higher speed, storage, and processing power to handle and store accounting data, leading to the creation of accounting software. Advances in technology and the prevalence of networks have allowed businesses in Turkey to effectively communicate with customers and vendors through their accounting systems. Hierarchy alignment with an organization's IT structure has been found to enhance performance (Raymond et al.).

This study employs an appropriate framework that covers all the practical advantages of incorporating financial and accounting software in a company's management.

## **4.2 Problem Statement**

The purpose of this research is to determine the impact of financial and accounting software on a business's overall performance

## **4.3 Research Objectives**

### **4.3.1 Broad Objective**

The main goal is to evaluate the impact of financial and accounting software on a business's overall performance

### **4.3.2 Specific Objective**

- The purpose of this study is to assess the impact of financial and accounting software on the overall performance of Gramshop Limited.
- The broad goal is to determine the efficacy of the financial and accounting software on Gramshop Limited's overall business performance.
- The objective is to provide sound recommendations to address any issues identified in this study.

#### **4.4 Literature Review:**

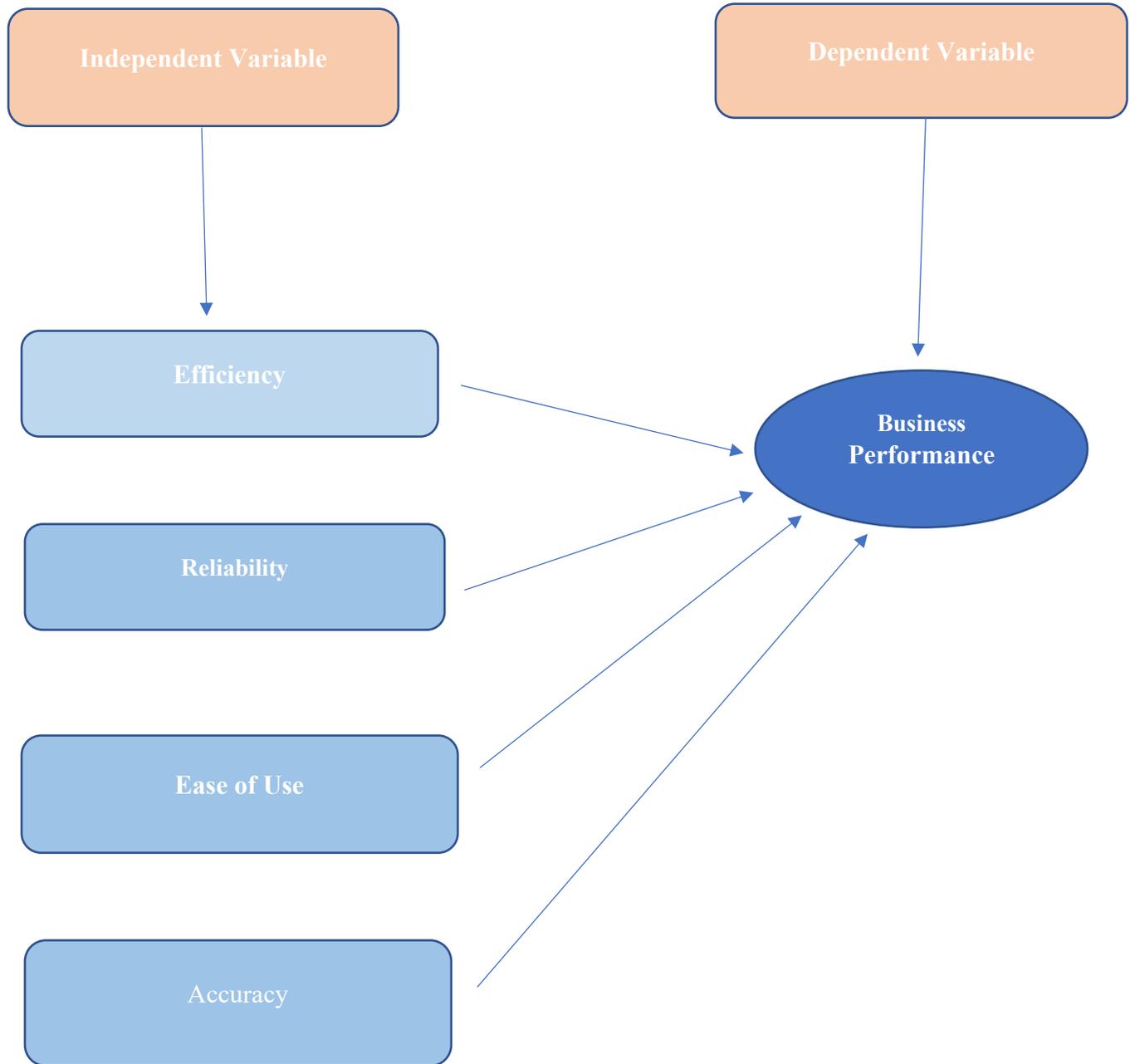
(2011) Urquia Grande It was empirically examined how Small and Medium-Sized Enterprises (SMEs) in Spain used Accounting Information Systems (AIS) in relation to the variables of Macroeconomic Results, Financial Competitiveness, and Productivity. Accounting information systems are referred to as AIS. The study employed a survey of small and medium-sized enterprises to gauge their level of adoption and use of accounting information systems. The findings of the questionnaire were then subjected to an analysis of variance to assess whether or not the introduction of AIS had a favorable effect on business performance and production. The results showed that SMEs that utilize AIS for financial and bank management and enhanced performance metrics have a strong correlation with one another, which greatly improved financial reporting. These findings made a substantial contribution to the accounting literature given the dearth of studies examining the relationship between the deployment and use of AIS and efficiency and productivity indicators in SMEs in Spain. (2011) Urquia Grande.

(BJ Ali, 2016) The reliability of the Accounting Information System (AIS) on organizational performance and the moderating impact of organizational culture were examined in the association between AIS success factors and organizational performance in the Jordanian banking industry (BJ Ali, 2016). The study used four different types of AIS success criteria as predictors of performance: service quality, information quality, data quality, and system quality. PLS SEM was used to analyze the data that were collected through a structured questionnaire survey. The findings indicated that service quality, information quality, and system quality are among the success factors for AIS in terms of enhancing organizational performance. The findings of this study also support the notion that organizational culture

affects information, data, and system quality in ways that enhance performance. This study reveals that adopting and putting into practice AIS success criteria as well as developing a positive corporate culture may help organizations in the banking industry perform better. Businesses should attempt to establish a happy workplace environment since it motivates employees to work harder for the company. (BJ Ali, 2016).

The goal of the study by (Ismail, 2014) was to assess the effect of accounting and decide whether it is crucial for information systems (AIS) to be in line with AIS capability and business performance. Through the use of a mail-in survey, 310 Small and Medium-Sized Enterprises (SMEs) businesses in Malaysia gave data for the study regarding the correctness of 19 accounting records. The data were then analyzed using principal component analysis, varimax rotation, and Kaiser normalization. The findings showed that many Malaysian SMEs had attained a high level of AIS alignment. N. A. Ismail (2005) 2014 (Ismail) 214 small and medium-sized Malaysian manufacturing companies were the sample in a study on the factors influencing the use of accounting information systems in factories. Additionally, the study found that accounting information systems are effective because They connect data from top to bottom, helping workers in firms achieve their objectives. Businesses will also be able to give the proper government agencies precise information by utilizing these platforms. (2014) Ismail.

### Conceptual Framework



**Figure4.1: Conceptual Framework**

## **4.5 Methodology**

This study on the impact of financial and accounting technology on business success uses Gramshop Ltd. as a case study. The term "methodology" refers to the use of particular data analysis techniques. This study was created using the most current and comprehensive methodology. Quantitative techniques were used to compile this study. The validity of the assumptions (theories, hypotheses) used in this work has been examined. Throughout the course of the research, logically created hypotheses for a dissertation must be tested and either confirmed or refuted. Secondary sources are also used in the report.

### **4.5.1 Research Study Type:**

Descriptive research is the type of research that this study is. Positive theory holds that hypotheses are validated by empirical or statistical evidence. For this study, data in the form of numbers and statistics have been made available. As a result, it maintains positivity. The findings of the positivist investigation can be measured and observed. Deductive and quantitative methods are frequently used in positivist research, and the researcher is objective and independent of the investigation. 2009's (M Saunders)

### **4.5.2 Research Philosophy**

The type of research philosophy used in this study is positivism. I acquired information from Gramshop Ltd. during my internship to use in my practicum report. In my research, I was completely impartial. Because I wish to find a good result, positivism is the overarching philosophy of this practicum report. If I do, I'll try the best course of action to address the problem. 2009's (M Saunders)

### **4.5.3 Research Approach**

Survey (Quantitative): I conducted my research using a quantitative approach that includes questionnaires. survey using a questionnaire, then.

### **4.5.4 Methodological Choice**

The first hypothesis for this study was developed based on the report's objectives using the "Deductive Approach." The information required to reach a decision and back up the hypothesis

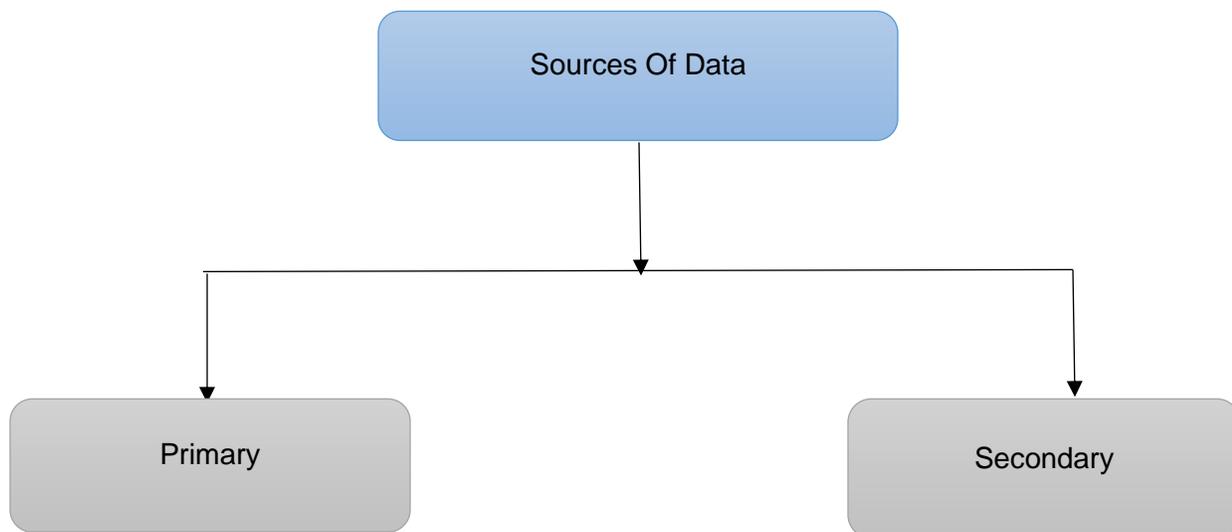
will also be provided by the survey. The deductive technique is used by researchers to relate the premises and conclusions of an existing hypothesis. 2013 (Schndler)

#### 4.5.5 Research Instruments

- Microsoft Word,
- Microsoft Excel,
- SPSS

#### 4.5.6 Data Collection & Analysis:

Both primary and secondary sources have been utilised by me. I personally interviewed Gramshop Ltd. personnel to compile primary data. I've mostly spoken with them about it. The specifics of the data sources are as follows:



**Figure4.2: Sources of Data**

##### 4.5.6.1 Primary Data

I conducted primary data collection through hands-on work at Gramshop Ltd and elicited responses from employees and suppliers through a series of inquiry.

##### 4.5.6.2 Secondary Data

- Books, articles, and journals;
- The yearly report of Gramshop Ltd.;
- Government records;
- Further studies and reports;
- Files and materials supplied by the head of the organization.

### 4.5.7 Population & Sampling Unit:

By using sampling, researchers can draw conclusions about a population based on data from a sample of that group without than having to look at every single person.

#### 4.5.7.1 Population Size

30 people live there.

#### 4.5.7.2 Sampling Frame & Sample Size

There are 23 Gramshop Ltd. employees total in the sampling frame. The study's sample size, however, is only 23 out of a possible 30. These individuals responded to a questionnaire by utilizing Google to offer their information.

#### 4.5.7.3 Sampling Method

The purposive method was employed in this study to get the sample. A non-probability sampling method called "purposeful sampling" depends on the researcher's selection of the factors that will make up the sample population. The researcher's judgment and understanding of the context are crucial to the entire sampling procedure

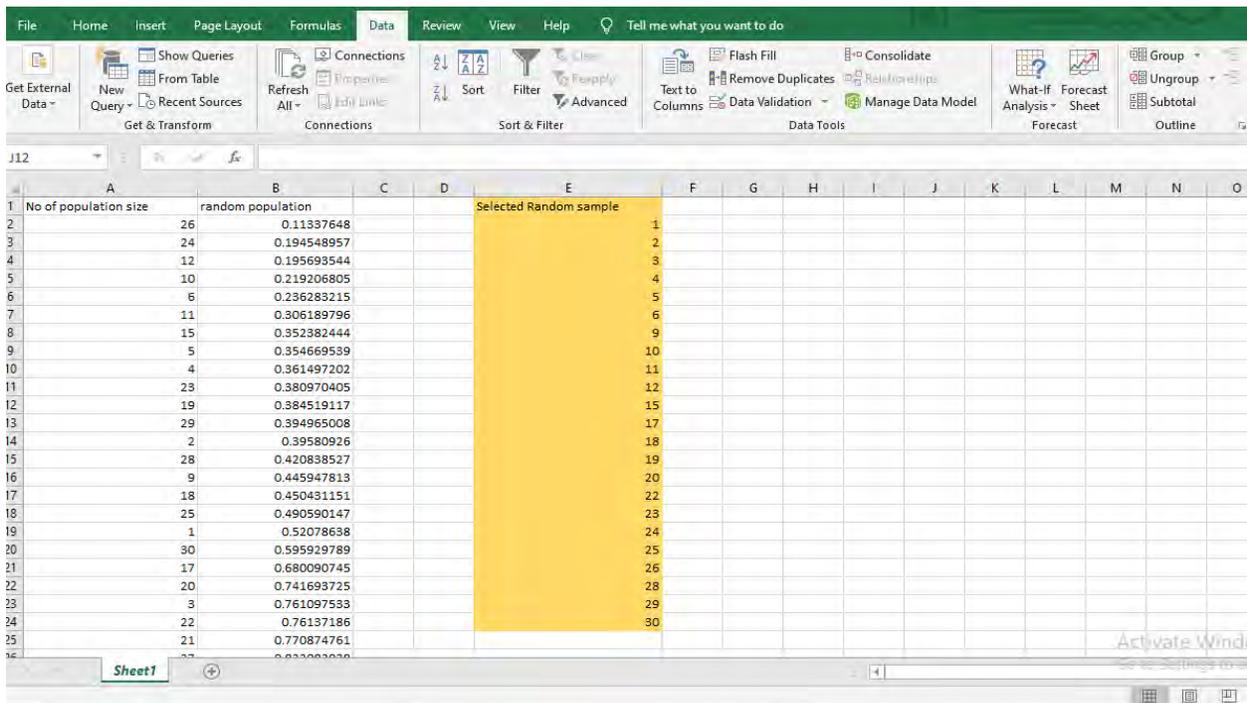


Figure4.3: Random Data selection

#### 4.5.7.4 Likert Scale

The decision is based on responses from employees in this quantitative study. The researcher is interested in finding out what scale will be used to test the hypothesis.

Scale	Weight
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

**Table4.1: Likert Scale**

#### 4.6 Budget

Serial No	Particular	Amount (BDT)
1	Transportation Cost	Tk.5,500
2	Mobile bill & internet	Tk.1,500
3	Lunch & Snacks bills	Tk.3,000
4	Printing and Binding of Report	Tk.1,500
5	Others	Tk.1,100
	<b>Total</b>	<b>Tk.12,600</b>

**Table4.2: Budget Information**

#### 4.7 Timeline

I had to put in a total of 12 weeks to calculate this research. The following activities of the project have become evident:

Work Segments	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Making Problem Statement	Red	Red	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Research Planning	Green	Red	Red	Green	Green	Green	Green	Green	Green	Green	Green	Green
Data Collection	Green	Green	Green	Red	Red	Green	Green	Green	Green	Green	Green	Green
Data Analyze	Green	Green	Green	Green	Red	Red	Red	Green	Green	Green	Green	Green
Findings & Recommendations	Green	Green	Green	Green	Green	Green	Green	Red	Red	Green	Green	Green
Report Setup	Green	Green	Green	Green	Green	Green	Green	Green	Red	Red	Red	Red

Table4.3: Project Timeline Activities

## 4.8 Hypothesis Development

<b>H1</b>	<b>H0</b>	Software efficiency does not have a significant effect on business performance.
	<b>HA</b>	Software efficiency does have a significant effect on business performance.
<b>H2</b>	<b>H0</b>	Software efficiency does not have a significant effect on business performance.
	<b>HA</b>	Software efficiency does have a significant effect on business performance.
<b>H3</b>	<b>H0</b>	Software efficiency does not have a significant effect on business performance.
	<b>HA</b>	Software efficiency does have a significant effect on business performance.
<b>H4</b>	<b>H0</b>	Software efficiency does not have a significant effect on business performance.
	<b>HA</b>	Software efficiency does have a significant effect on business performance.

## 4.9 Data Presentation and Analysis

### 4.9.1: Frequency distribution table and histogram with interpretation

#### Hypothesis no:1

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

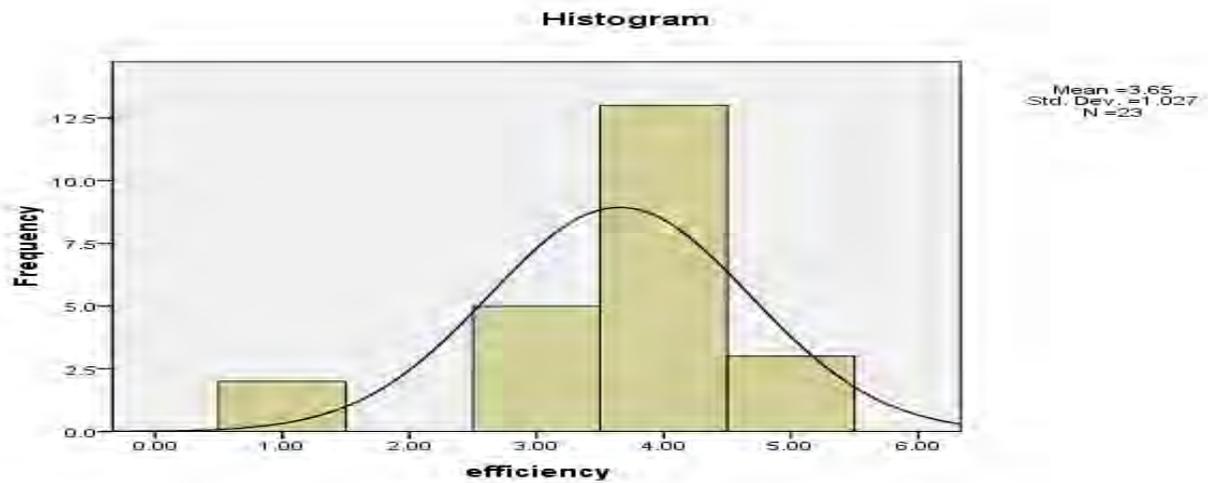
#### Statistics

efficiency		
N	Valid	23
	Missing	0
Mean		3.6522
Std. Deviation		1.02730
Minimum		1.00
Maximum		5.00

**Table4.4: Table of Statistics**

		efficiency			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	8.7	8.7	8.7
	Neutral	5	21.7	21.7	30.4
	Agree	13	56.5	56.5	87.0
	Strongly agree	3	13.0	13.0	100.0
	Total	23	100.0	100.0	

**Table4.5: Table of Frequency**



**Figure4.4: Histogram for Hypothesis 1.**

**Interpretation:**

In this survey, the participants were queried about their perception of "efficiency". Out of 23 participants, 8.7% strongly disagreed, 56% agreed, and 13% strongly agreed. Additionally, there were no responses of disagreement and some neutral responses.

**Hypothesis no:2**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

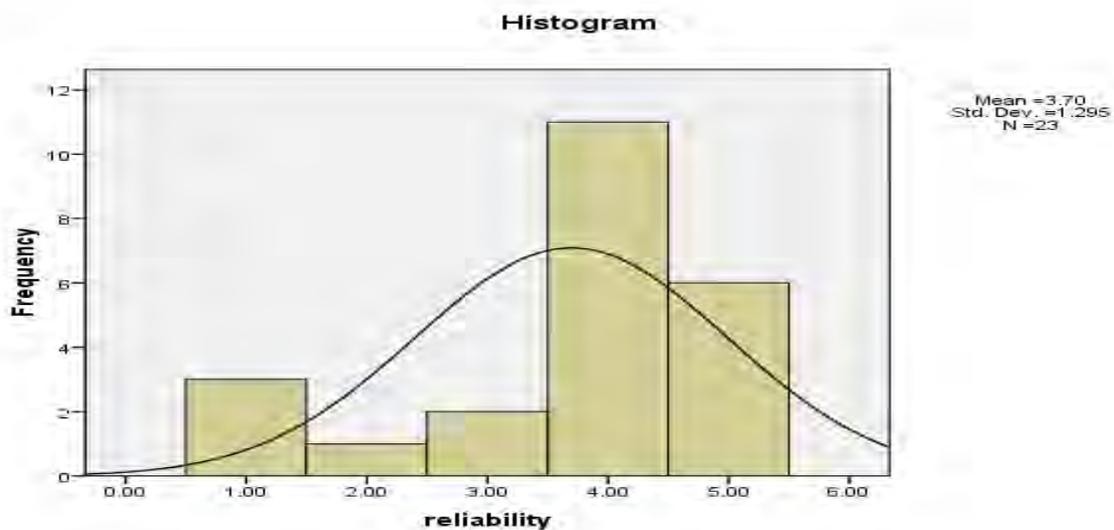
**Statistics**

reliability		
N	Valid	23
	Missing	0
	Mean	3.6957
	Std. Deviation	1.29456
	Minimum	1.00
	Maximum	5.00

**Table4.5: Table of Frequency for hypothesis no 2**

		reliability			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Strongly disagree	3	13.0	13.0	13.0
	Disagree	1	4.3	4.3	17.4
	Neutral	2	8.7	8.7	26.1
	Agree	11	47.8	47.8	73.9
	Strongly Agree	6	26.1	26.1	100.0
Total		23	100.0	100.0	

**Table4.6: Table of Frequency for hypothesis no 2**



**Figure4.5: Histogram for Hypothesis 2.**

**Interpretation:**

During the calculation, participants were queried about their perception of "reliability". Out of 23 respondents, 13% strongly disagreed, 4.7% disagreed, 47% agreed, and 26% strongly agreed with the statement.

**Hypothesis no:3**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

**Statistics**

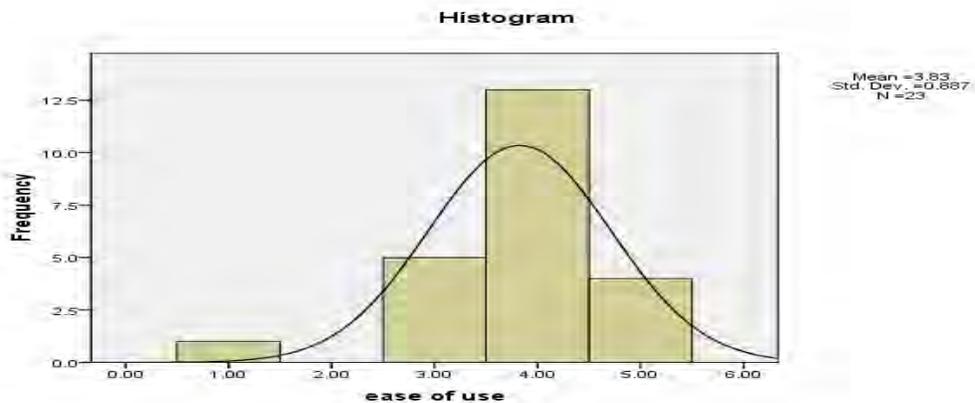
ease of use

N	Valid	23
	Missing	0
Mean		3.8261
Std. Deviation		.88688
Minimum		1.00
Maximum		5.00

**Table4.6: Table of Statistics for hypothesis no 3**

		ease of use			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	4.3	4.3	4.3
	Neutral	5	21.7	21.7	26.1
	Agree	13	56.5	56.5	82.6
	Stongly Agree	4	17.4	17.4	100.0
	Total	23	100.0	100.0	

**Table4.7: Table of Frequency for hypothesis no 3**



**Figure4.5: Histogram for Hypothesis 3.**

**Interpretation:**

To carry out this evaluation, we questioned participants on their views concerning the phrase "ease of use." In response, 4.3% of participants strongly disagreed, 4.7% disagreed, 56.5% agreed, and 17.4% fully agreed. A total of 23 responses were received.

**Hypothesis no:4**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

**Statistics**

accuracy

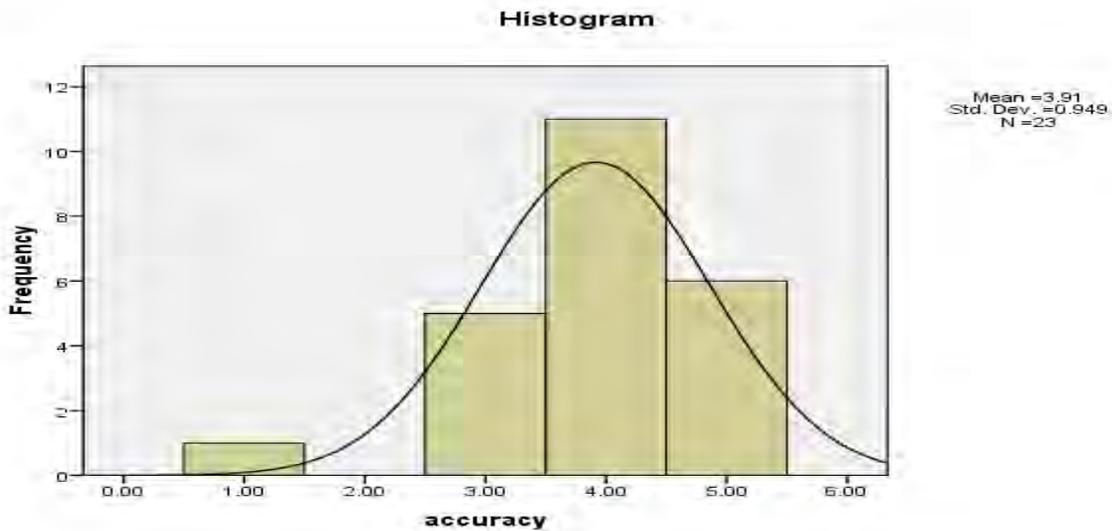
N	Valid	23
	Missing	0
Mean		3.9130
Std. Deviation		.94931
Minimum		1.00
Maximum		5.00

**Table4.8: Table of Statistics for hypothesis no 4**

**accuracy**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	4.3	4.3	4.3
Neutral	5	21.7	21.7	26.1
Agree	11	47.8	47.8	73.9
Strongly Agree	6	26.1	26.1	100.0
Total	23	100.0	100.0	

**Table4.9: Table of Frequency for hypothesis no 4**



**Figure4.6: Histogram for Hypothesis 4.**

**Interpretation:**

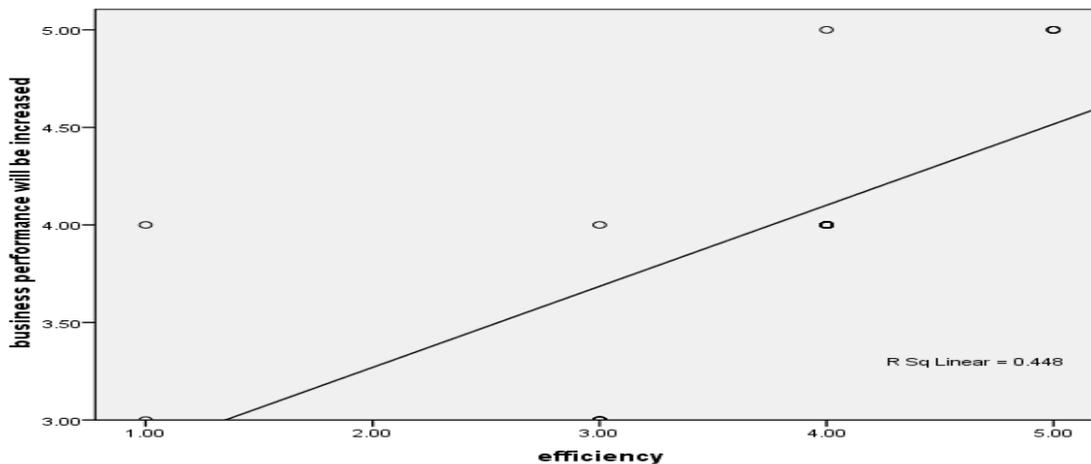
In order to determine their views on "accuracy," the survey participants were questioned on their thoughts on the subject. Out of the 23 respondents, 4.3% expressed strong disagreement, while 47.8% agreed and 26.1% strongly agreed with the statement.

**4.9.2: Scatter plot for each hypothesis with interpretation**

**Hypothesis no:1**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.



**Figure4.7: Scatter plot for Hypothesis 1**

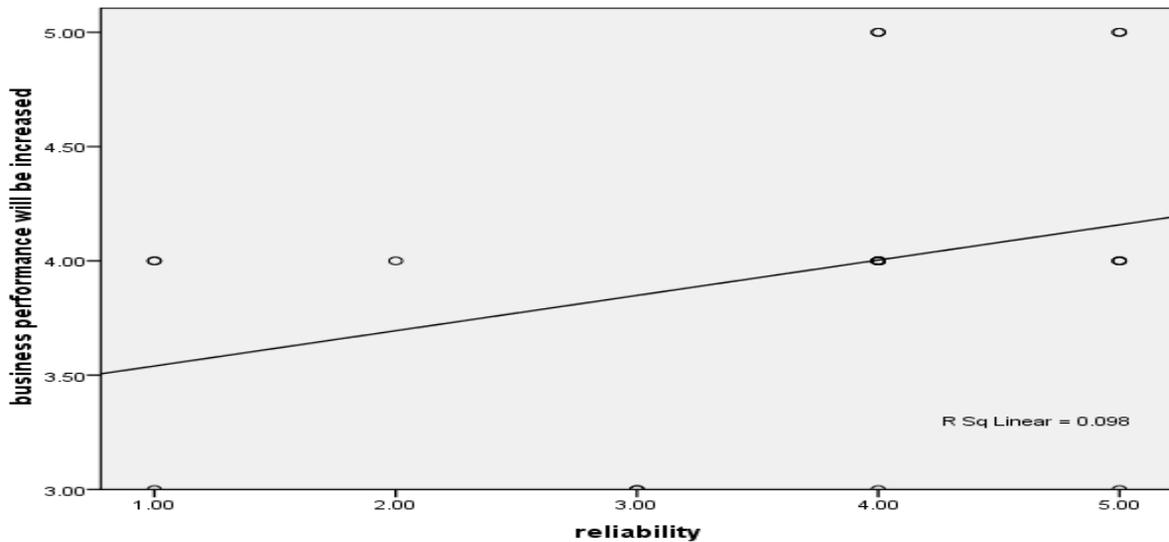
**Interpretation:**

The scatter plot shows a positive correlation between "efficiency" as the independent variable and "business performance increase" as the dependent variable, as indicated by the linear fit line. The value of R sq linear (0.448) indicates that 44.8% of the increase in business performance can be attributed to the efficiency of Financial and Accounting software.

**Hypothesis no:2**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.



**Figure4.8: Scatter plot for Hypothesis 2**

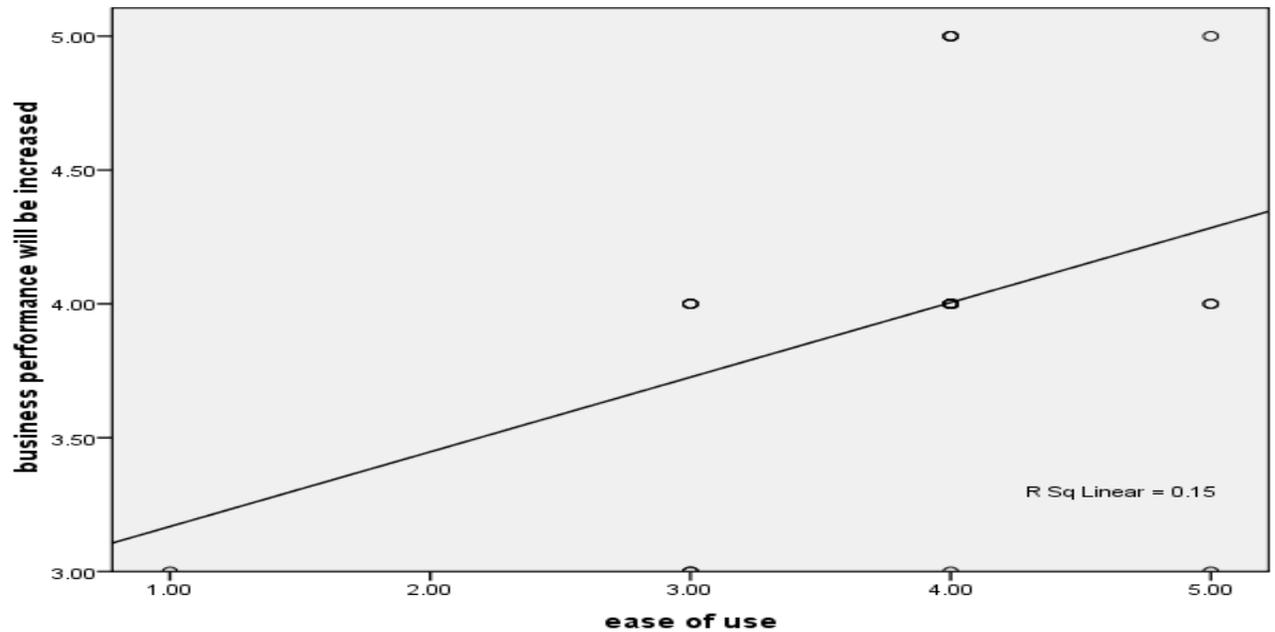
**Interpretation:**

The scatter plot shows that there is a positive correlation between the efficiency of financial and accounting software (IV) and an increase in business performance (DV). The value of R sq linear suggests that 0.098 of the increase in business performance can be attributed to the reliability of the financial and accounting software.

**Hypothesis no:3**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.



**Figure4.9: Scatter plot for Hypothesis 3**

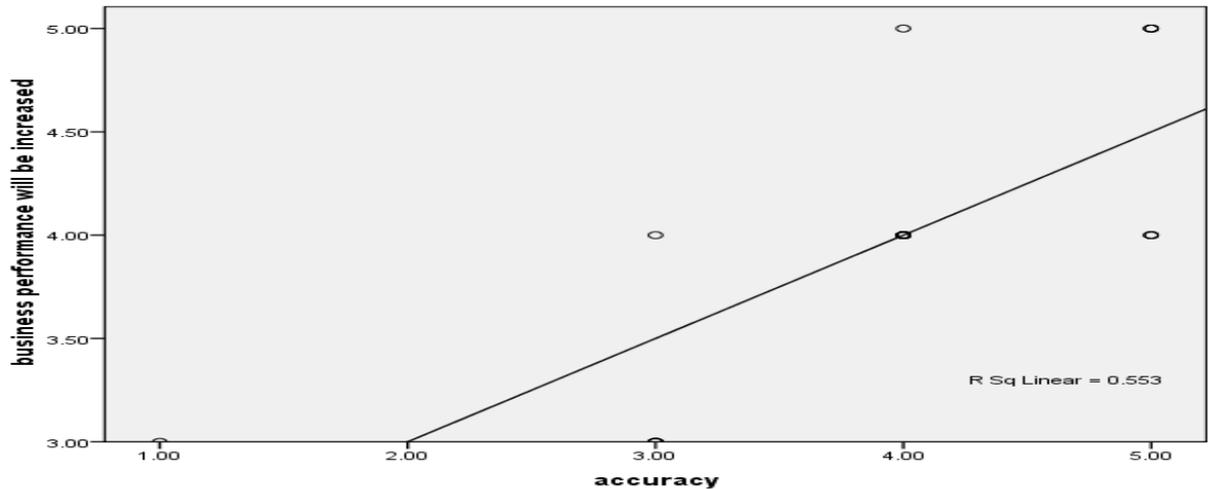
**Interpretation:**

The scatter plot in this text shows that there is a positive correlation between the independent variable "ease" and the dependent variable "increased business performance." The value of the R squared linear metric suggests that 15% of the improvement in business performance can be attributed to the ease of use of financial and accounting software.

**Hypothesis no:4**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.



**Figure4.10: Scatter plot for Hypothesis 4**

**Interpretation:**

The scatter plot shows that there is a positive correlation between the independent variable "accuracy" of financial and accounting software and the dependent variable "increased business performance." The value of R squared linear suggests that 15% of the increased business performance can be attributed to the accuracy of the software.

**4.9.3: Descriptive Statistics:**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
efficiency	23	1.00	5.00	3.6522	1.02730
reliability	23	1.00	5.00	3.6957	1.29456
ease of use	23	1.00	5.00	3.8261	.88688
accuracy	23	1.00	5.00	3.9130	.94931
Valid N (listwise)	23				

**Table4.10: Table of Descriptive Statistics for all hypothesis**

**Interpretation:**

In this case, the sample size is represented by the letter N and has a value of 23. The first variable, referred to as efficiency, is an independent variable and has an average of 3.6522 with a standard deviation of 1.02730. The second variable, dependability of financial and accounting software, is also an independent variable and has an average of 3.6957 with a standard deviation of 1.29456. The third variable, ease of use of financial and accounting software, has an average of 3.8261 and

a standard deviation of .88688. The fourth variable, the accuracy of financial and accounting software, has an average of 3.9130 and a standard deviation of .94931.

**4.9.4: One sample t-test:**

**Hypothesis 1:**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

**One sample T test:**

The large majority of participants in the survey believed that the null hypothesis stating "There is no significant impact of software efficiency on a company's performance" was wrong. The results showed t (22) equal to 3.045 and p equal to .006. Since p is less than 0.05, it is considered significant and the null hypothesis will be rejected. This means the alternative hypothesis will be considered accurate.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
efficiency	23	3.6522	1.02730	.21421

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
efficiency	3.045	22	.006	.65217	.2079	1.0964

**Table4.11: One sample T Test for Hypothesis 1**

**Hypothesis 2:**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

A large majority of the participants in the survey believed that the statement "Software dependability does not significantly affect company performance" was incorrect. The t-value (22) was 2.577 and the p-value was .017. Since the p-value is less than 0.05, it can be concluded that the hypothesis is statistically significant, leading to the rejection of the null hypothesis and the acceptance of the alternative hypothesis.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
reliability	23	3.6957	1.29456	.26993

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
reliability	2.577	22	.017	.69565	.1358	1.2555

**Table4.12: One sample T Test for Hypothesis 2**

**Hypothesis 3:**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

**One sample T test:**

Most of the individuals who took part in the survey believed that the statement "The impact of software ease of use on company performance is negligible" was not true. The results showed a t-value of 4.467 (t(22)) and a p-value of .00, indicating that the hypothesis was significant and the null hypothesis was rejected. This leads to the conclusion that the alternative hypothesis was accurate.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
ease of use	23	3.8261	.88688	.18493

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ease of use	4.467	22	.000	.82609	.4426	1.2096

Table4.13: One sample T Test for Hypothesis 3

**Hypothesis 4:**

**HO:** Software efficiency does not have a significant effect on business performance.

**HA:** Software efficiency does have a significant effect on business performance.

**One sample T test:**

In a survey, a majority of participants disagreed with the statement that software accuracy does not have a significant effect on business performance. The results showed  $t(22) = 4.613$  and  $p = .000$ , which is significant because  $p < .05$ . Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
accuracy	23	3.9130	.94931	.19794

**One-Sample Test**

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
accuracy	4.613	22	.000	.91304	.5025	1.3236

Table4.14: One sample T Test for Hypothesis 4

**4.9.5: Bivariate correlation:**

**Correlations**

		efficiency	reliability	ease of use	accuracy	business performance will be increased
efficiency	Pearson Correlation	1	.635**	.629**	.527**	.669**
	Sig. (1-tailed)		.001	.001	.005	.000
	N	23	23	23	23	23
reliability	Pearson Correlation	.635**	1	.466*	.421*	.313
	Sig. (1-tailed)	.001		.012	.023	.073
	N	23	23	23	23	23
ease of use	Pearson Correlation	.629**	.466*	1	.521**	.388*
	Sig. (1-tailed)	.001	.012		.005	.034
	N	23	23	23	23	23
accuracy	Pearson Correlation	.527**	.421*	.521**	1	.744**
	Sig. (1-tailed)	.005	.023	.005		.000
	N	23	23	23	23	23
business performance will be increased	Pearson Correlation	.669**	.313	.388*	.744**	1
	Sig. (1-tailed)	.000	.073	.034	.000	
	N	23	23	23	23	23

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

**Table 4.15: Bivariate correlation for all Hypothesis**

## **Interpretation:**

**H1&H2:** The significance of combining financial and accounting software to improve business performance was determined to be 635 through a correlation study. This combination enhances efficiency and reliability, leading to a more positive outcome for the business. The integration of financial and accounting software results in improved reliability and higher chances of success for the business.

The result can be considered statistically significant as the p value is below 5%. The correlation between utilizing financial and accounting software and improving both efficiency and reliability in business was found to be positively moderate and statistically significant ( $r = 0.635$ ,  $p=0.001 > .01$ ), suggesting a causal relationship. This means that I have strong and positive evidence to support my argument.

**H1&H3:** The value of the Person connection between adopting effective and user-friendly accounting and financial software in order to ensure a better firm is, in accordance with the correlation's findings. It is this worth. The nature of the relationship between introducing financial and accounting software, efficiency can ensure a better business, and introducing financial and accounting software, ease of use can ensure a better business performance is fairly positive, according to statistic 629. The reason for this is because both elements may help the firm function better.

The result might be regarded as statistically significant because the p value is less than 5%. For instance, it was discovered that there is a moderately positive and statistically significant relationship ( $r = 0.629$ ,  $p=0.001 > .01$ ) between introducing financial and accounting software, efficiency can ensure a better business, and introducing financial and accounting software, ease of use can ensure a better business. Another illustration is the correlation between introducing financial and accounting software and the relationship between introducing financial and accounting software and the association between introducing financial and accounting software and efficiency. It suggests that I have ample, convincing, and positive evidence to support my argument.

**H1&H4:** The results of the correlation analysis indicate that there is a positive relationship between the introduction of financial and accounting software and improved businesses in terms

of accuracy and efficiency. The relationship between introducing financial and accounting software, improving accuracy may ensure a better business, and introducing financial and accounting software, increasing efficiency can guarantee a better firm is generally positive.

The result might be regarded as statistically significant because the p value is less than 5%. For instance, it was found that there is a moderately positive and statistically significant correlation ( $r = 0.527$ ,  $p=0.05>.01$ ) between introducing financial and accounting software, efficiency can ensure a better business, and introducing financial and accounting software, accuracy can ensure a better business. This suggests that the two elements' link is probably causal. It shows that I have adequate, convincing, and positive evidence to support my assertion.

**H2&H3:** The value introducing finance and accounting software, simplicity of use can ensure a better business, and the interaction between financial and accounting software, reliability can ensure a better business, showing a somewhat good correlation of 0.466. The value of person correlation also shows that using accounting and financial tools can make a company better. The correlation of 0.466 and a probability value of 0.012 ( $r = 0.466$ ,  $p = 0.012$ ) demonstrate a statistically significant relationship between the dependability of financial and accounting software, which can ensure a better business, and the usability of financial and accounting software, which can ensure a better business. The p value in this case is less than 5%, indicating that the level of statistical significance is 0.012.

**H2&H4:** The person correlation value is 0.421, which shows a moderately favorable relationship between the dependability of financial and accounting software, which may ensure a better business, and the correctness of financial and accounting software, which might ensure a better business. The dependability of financial and accounting software, which can ensure a better business, and the correctness of financial and accounting software, which can ensure a better business, have a statistically significant link ( $r = 0.421$ ,  $p = 0.023$ ). The association is statistically significant in this instance because the p value is less than 5%.

**H3&H4:** According to the findings of the correlation, which were the outcome of the correlation, the value of the person correlation between introducing financial and accounting software, ease of use can ensure a better business, and financial and accounting software, accuracy can ensure a better business is 0.521. The introduction of financial and accounting software, ease of use may

assure a better firm, and the introduction of financial and accounting software, accuracy can ensure a better business, have a very weak positive correlation. Because When a finding's p value is less than 5%, it may be deemed statistically significant. One example is the link between the development of user-friendly accounting and financial software and increasing business success. Another illustration is the link between precise accounting and financial software and improved corporate success. It was found that there was a very slight, but statistically significant, positive correlation between the assertions ( $r = 0.521$ ,  $p = 0.05$ ).

#### 4.9.6: Regression Analysis:

Regression analysis is a set of statistical techniques for predicting the correlations between a dependent variable, such as overall performance, which is controllable, and the independent factors, such as a substantial impact of software accuracy, ease of use, dependability, and efficiency. One kind of statistical analysis is regression analysis. The research's major strategy for examining the association between the various performances was a linear multiple regression test in order to explore the potential benefit of using financial software on cost management. The next parts will discuss the findings.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.928	.388		4.973	.000
	efficiency	.397	.115	.639	3.441	.003
	reliability	-.125	.079	-.253	-1.579	.132
	ease of use	-.162	.119	-.225	-1.367	.189
	accuracy	.424	.102	.631	4.177	.001

a. Dependent Variable: business performance will be increased

**Table 4.16: Regression Analysis for all Hypothesis**

#### Interpretation:

The outcome suggests that there is a link between business performance and financial and accounting software. Efficiency increase had a regression coefficient of 0.397. Reliability and total business performance have a negative correlation of -.125, whereas accuracy and business performance have a positive correlation of .424. Therefore, it can be said that there is a positive

association between the independent variables of financial and accounting software correctness and efficiency and the dependent variable of overall business performance.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 <sup>a</sup>	.731	.671	.36612

a. Predictors: (Constant), accuracy, reliability, ease of use, efficiency

**Table 4.17: Model Summary for all Hypothesis**

**Interpretation:**

R Square's score indicates that financial and accounting software efficiency, reliability, ease of use, and accuracy account for .731 of the variation in overall business performance. Statistics show that the R square value is significant. The total model is hence fit.

**4.9.7: ANOVA**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.544	4	1.636	12.205	.000 <sup>a</sup>
	Residual	2.413	18	.134		
	Total	8.957	22			

a. Predictors: (Constant), accuracy, reliability, ease of use, efficiency

b. Dependent Variable: business performance will be increased

**Table 4.18: ANOVA for all Hypothesis**

**Interpretation:**

This observation leads to the conclusion that the model as a whole is significant. The F value, which was determined to be 4.905, was below than the 5% criterion of significance. It suggests that the statistical significance of the f value. The result is statistically significant as a result, and as a result, we can assume that the model as a whole is accurate. The F value is 4.905, which can be observed in the ANOVA table and denotes that the result is significant at the .000 level of

significance whenever the p value is less than 5%, suggesting that there is a positive influence on the organization's business performance.

#### **4.10 Findings**

The results of each hypothesis were obtained after collecting and evaluating data:

1. We can conclude that there is a correlation between the effect of software efficiency on business performance and increased output for the company as a whole given that the majority of respondents indicated agreement or strong agreement with H1, and given that the findings of the regression analysis supported the acceptance of the alternative hypothesis.
2. The findings of the regression test support the alternative hypothesis, and the majority of respondents agreed with or strongly agreed with hypothesis 2 (H2), which suggests that software dependability has a big impact on business performance and will be amplified.
3. Given that the majority of respondents agreed or strongly agreed with H3, and the regression findings demonstrated that the alternative hypothesis was correct, this shows that the overall effectiveness of businesses will increase due to the considerable impact of software simplicity.
4. The regression test findings showed that the alternative hypothesis was accepted, and the majority of respondents expressed their agreement with H4, which has significant ramifications for how software accuracy affects company performance and the overall performance of enterprises.

#### **4.11 Limitation**

1. Unfortunately, we were not able to furnish any details from the yearly report.
2. The stability of the corporation's financial information was at risk.
3. The staff were unwilling to share confidential information due to...
4. Because of the lack of sufficient data:
5. Law enforcement officials were occupied with their own documentation and therefore couldn't focus enough on each situation.
6. The result of a lack of experience:
7. The suppliers were wary of talking about the issue due to the requirement to preserve confidential information.
8. There's a chance that some of the demographic data provided was incorrect.
9. Acquiring the necessary information and paperwork was a challenging task due to the company's need for confidentiality.
10. You can't gain a complete understanding of the business in only three months of interning.

#### **4.12 Recommendation**

Based on the results, suggestions can be made for finding appropriate solutions to the issues.

- Gramshop Ltd could gain advantages by utilizing accounting and financial management software.
- To effectively meet the needs of their customers, Gramshop Ltd needs to be meticulous and deliver exactly what is requested.
- Gramshop Ltd should receive training in financial and accounting software.
- By investing in accounting and finance software, Gramshop Ltd could improve the standard of their services. This software makes extracting data a straightforward task, with just a simple click.

# Chapter 5

## CONCLUSION

## **5.1 Conclusion**

I have thoroughly enjoyed my internship with Gramshop Ltd. from a learning and experience perspective. My major accomplishment is that I received an offer to join that specific department as an Executive. I am convinced that this three-month internship program with Gramshop Ltd will undoubtedly enable me to realize my future career in the job market. The opportunity to work with Gramshop Ltd. was an important one for me to study and put the business information I had acquired during my academic year into practice. While employed by Gramshop Ltd, I have improved my communication and organization abilities. Gramshop Ltd uses accounting and financial software to operate better. Gramshop Ltd. needs to upgrade the caliber of their services by utilizing accounting and financial software. Using this software, you may effortlessly extract all data with a single click. The work will be simpler to use using this software. As a result, I discovered during my internship that if they had used accounting and financial software, they could have improved their business performance. Several tactics were taught to me in the actual world.

## 5.2 References

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## 5.3 Appendix

Dear sir/ Madam,

I am Nafiul Alam Chowdhury a student of BRAC University. I am conducting a survey for my Practicum Defense: BUS 400 course. My research topic is about- Effectiveness of Financial and Accounting software in a Business overall Performance: A case study on Gramshop Ltd. I need your collaboration for the fulfillment of my report. Let me assure you that all the information provided by you will be used only for academic purposes and will be treated to the supreme level of confidentiality.

### Respondents Information

Email.....

Phone number.....

### Part 01: Demographic Information

1. Gender:

- Male
- Female
- Other

2. Age:

- 21-24
- 25-30
- 31-35
- 36-40
- 40 above

3. Monthly income:

- Less than 25000
- 25001-40000
- 40001-60000
- More than 60000

## **Part 02: Descriptive Information**

**Put a tick mark (√) that best reflect your opinion.**

1. By introducing financial and accounting software, efficiency can ensure a better business performance for an organization.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. I believe that financial and accounting software, reliability can ensure a better business performance for an organization.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. By introducing financial and accounting software, ease of use can ensure a better business performance for an organization

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

4. I believe that financial and accounting software, accuracy can ensure a better business performance for an organization.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. If business brings financial and accounting software, then overall business performance will be increased.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

