

Report On
"Enhancing Operational Efficiency: A Comparative Case Study of
Quantanite and Competitors in Bangladesh and Financial Overview
of Quantanite."

Submitted By

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

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12/Nov/2023

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"Enhancing Operational Efficiency: A Comparative Case Study of Quantanite and Competitors in Bangladesh and Financial Overview of Quantanite."

Letter of Transmittal

Sayla Sowat Siddiqui, PhD
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka 1212

Subject: Internship report submission on "Enhancing Operational Efficiency: A Comparative Case Study of Quantanite and Competitors in the Customer Experience and Digital Outsourcing Industry in Bangladesh."

Dear Madam,

I'm happy to let you know that I've been employed full-time as a project analyst at Quantanite Bangladesh Limited. I am happy to announce that I did a good job on my work report. I want to thank you for always being there for me and giving me good help during my job.

A concise synopsis of Quantanite Bangladesh Limited's business operations and financial results, as well as those of its industry competitors, are included in the report. Moreover, how it has matured through time. That is how it has maintained its efficiency and growth over the last nine years, while also making a positive contribution to Bangladesh's economy.

I did everything I could to make sure the report is as full and clear as it can be, with all the necessary details and any suggestions. I hope that the study lives up to the hopes.

Sincerely yours,

Rabbi Arafath

MD. Rabbi Arafath

17204073

BRAC Business School

BRAC University

Date: October 5, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Quantanite Bangladesh Limited and the undersigned student at Brac University, MD. Rabbi Arafath, ID: 17204073

Acknowledgement

Firstly, I am grateful to Almighty Allah from the bottom of my heart for giving me the courage and fortitude necessary to finish my report. Thank you to Quantanite Bangladesh Ltd., my boss, and Mr. Hasan Rahman, my on-site supervisor, for letting me work there and for helping me build my career by teaching me a lot during the job. I was fortunate to work in a friendly place that took safety seriously and had helpful coworkers who helped me grow.

I really want to thank Ms. Sayla Sowat Siddiqui, who was in charge of my job, for always being there for me and helping me. She was also very patient with me as I worked on this report. I had to put in a lot of work to finish the report on time thanks to Ma'am's clear and thorough ideas and directions. In my major Finance classes, Ma'am has been one of the best teachers at helping me understand and learn how to use different ideas. It will help me do better in my job, I think. The fact that I can finish this report with such a huge sense of relief Ma'am, this report is the last part of my Bachelor's degree, and I'm so grateful that my teacher helped me handle this event in the right way so that I can start building a job.

Finally, and most importantly, I want to thank my parents for always being there for me during my four years of college. I saw what my parents went through, especially during this epidemic, to pay for my schooling and give me the tools I needed. Every day, I should thank them.

Executive Summary

Customer satisfaction with a business's services is shown by how well they meet those standards. The opposite is business process outsourcing (BPO), which is when a company gives all of its internal tasks to another company. Business process outsourcing starts when a company thinks it can make money by hiring an outside company to handle a business job, such as supply chain management, marketing, or accounting. The purpose of this study is to look into the quality of BPO services and how Quantanite Bangladesh Limited handles and keeps them up to date for its contracted services so that customers are satisfied.

When writing this report, I carefully thought about the information I got from my job at Quantanite Bangladesh Limited and from a number of magazines, journals, and other publications that talk about service quality. The report is organized into an opening, a goal statement, an outline of the outsourcing business, a summary of the company, current government rules about the industry, and a talk of the pros and cons of the sector.

Working experience was used to maintain financial detail at Quantanite Bangladesh Limited. Finally, ideas for improving the field are made based on information gathered from working with Quantanite Bangladesh Limited.

Keywords: Service quality, disruptions, Compliance, Business Process Outsourcing, Quantanite Bangladesh Limited

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CHAPTER – 1

Overview of Internship

Chapter-1: Overview of Internship

Introduction

1.1 Student Information

Name: MD. Rabbi Arafath

ID: 17204073

Program: Bachelor of Business Administration

Major: Finance, Banking and Insurance

Minor: Computer Information Management

1.2 Internship Information

1.2.1 Company Name: Quantanite Bangladesh Limited

Department: Finance

Address: CRP Building, Mirpur 14. Dhaka, Dhaka 1216, BD

1.2.2 Job Scope

Quantanite is one of the biggest BPO company in Bangladesh. Being a part of this group made me feel very lucky. Hasan Rahman was in charge of the project I worked on, and I was in charge of the finances. I was given some important tasks to do to keep the cash records up to date. It looked easy at first, but it turns out to be a very serious job. During my internship, my main job duty was to help Hasan Rahman keep financial records and help him make decisions by looking at financial results.

1.3 Internship Outcome

1.3.1 My Contribution to the Quantanite Bangladesh Limited

The people at Quantanite Bangladesh give me a lot of chances to help the company in any way I can. Although the Finance Department required me to work there, they offered me the opportunity to work in their Financial Analysis and Decision-Making job instead. In the Finance department, I was able to see how the books were kept for a number of different projects. Also, by looking at their financial information, I helped them make a choice. My job here was to use data analytics to find any problems or better ways to solve them. That's what I was able to do for their "Dasher Photo Menu Project" project. Since these projects were requested from outside sources, there were always some conditions that had to be met. There was a fund set aside to meet these needs, and Quantanite had to stick to it in order to make money or get paid. Someone else from the project was hired to do those tasks. So, my job was to keep track of their work and the money they were paid.

1.3.2 Benefits to Students

When a student does an internship with Quantanite Bangladesh Limited, they can get a lot of different perks. These are the pros:

Learning About Corporate Culture: This training programme helps students learn about the corporate culture of the workplace, which they can then use in future job applications. For example, this internship programme can help a student learn the proper way to behave and follow the rules at work in the business world. This will give them a general idea of how things work at work, which will affect how well they do their future jobs.

Getting better at communication to people: Being able to talk to people is a very important skill for getting used to the workplace. Effective communication at work eliminates waste, fosters a positive environment, and ensures that everyone has the knowledge necessary to perform their responsibilities. Effective communication should maintain or strengthen relationships with others while conveying the intended message. From the first day I worked at Quantanite Bangladesh, it seemed like I knew everyone. They talk to each other in a way that makes sense, so it seems like the best place to start to gain experience. Like, there was Google Chat Space where the whole team could be added. Where everyone can get in touch with each other for any kind of talk. During breaks, there was also a game lobby. Where people talk about things other than work, which helps me get to know them. This suggests that any student may learn how to utilize this tool for communication since these are not abilities taught in educational institutions. If students learn how to use these tools, they can quickly use them on the job, which can give them an edge in Bangladesh's competitive job market.

Use what you've learned in the classroom in the real world: There is a lot that we have learned in the classroom as undergraduates, but it will be much more useful if we can use what we have learned in a work setting. There are many things we learn in college that don't always apply in real life. For instance, I learned how to get a good idea of how well a company is doing in one of my classes. That was just theory, though. During my job, I got to use what I learned, and in some ways, it was slightly different. In the end, it's very important for students to know that what they learn in school isn't just for studying. It's also important for jobs and careers in the future.

1.3.3 Obstacles That Came Up During the apprenticeship:

I had never worked for a BPO company like Quantanite Bangladesh Limited before, so I thought their tools and software were hard to use at first. It took me a while to figure them out. Some tasks took me a long time to finish, and I also got some directions wrong. I have slowly learned more about the BPO industry and how to handle the customer experience over time. I'm confident that I've accelerated my growth and that I will do so in the future.

CHAPTER- 2

Organization Part:

Overview, Operations and a

Strategic Unit

Chapter 2 Organization Part: Overview, Operations and a Strategic Unit

2.1 Introduction

2.1.1 Objective:

My objective is to figure out the choices made by Quantanite in its operations, business, and finances. The study will help us find out about and judge the Quantanite's cash situation. In addition to this main goal, this study on the ratio analysis of Quantanite Bangladesh also has many short-term goals. The following are the goals:

- The study will make the Quantanite's financial information easier to understand. This will help us get a better understanding of Quantanite's position in the market as a company.
- The research will assist us to figure out what's wrong with Quantanite's financial success and bring that to their attention by breaking down their financial statements into easy-to-understand ratios.

This study will also look at Quantanite's main competitors and how they work in the market. It will also compare Quantanite to its rivals in the BPO market.

2.1.2 Methodology:

The procedure or source of information gathered for any study is referred to as methodology. While secondary data is obtained indirectly, the main information is obtained straight from the source. These two categories of data are used in the process. The approach of the study is as follows:

- **Primary Source:** To get information for the research, I turned to primary sources. I obtained the study's data from my supervisor and other Quantanite Bangladesh Limited staff members. Additionally, I observed other Quantanite Bangladesh employees in a variety of roles, including HR, Finance, and Agents, in order to obtain data for the study.
- **Secondary Sources:** I also obtained information from secondary sources for my investigation. The firm website, additional journals and publications concerning Quantanite financial appraisal, as well as course materials from university finance classes, are examples of secondary sources that I used. Since there wasn't a lot of details accessible on the original data, I gathered the majority of my material from secondary sources rather than primary ones.

2.1.3 Purview of the Study:

These analysis provides a comprehensive picture of Quantanite's financial performance in the market. We can also obtain an understanding of how the many functions of Quantanite Bangladesh work from the study, as well as the Quantanite Bangladesh's management and marketing methods. We can learn about their promotion and strategy, which distinguishes them from the competition. Furthermore, we may gain an understanding of Quantanite Bangladesh's financial success by analysing their annual reports and learning about their accounting practises. We will also get knowledge about their operating procedures in Bangladesh, including how they manage their many operations there. However, we shall also be aware of the many projects that Quantanite Bangladesh is engaged in, as well as its advantages, disadvantages, opportunities, and risks. In conclusion, we will have a basic grasp of Quantanite Bangladesh as a company.

2.1.4 Limitations of the Study:

I had a lot of difficulties with this study, which has made it harder for me to finish. Following are some of the study's flaws:

- Quantanite Bangladesh Limited has a strict privacy policy that makes it impossible for me to give them different kinds of information. They are also very reluctant to answer some questions about the different jobs they have in different areas.
- Quantanite Bangladesh's financial information is hard to find in secondary sources, and the company has strict rules about sharing financial records from different years, which are needed to do ratio analyses.
- The time it took to write the study was three months. My ability to integrate disparate facts regarding Quantanite Bangladesh is thus limited, which has hindered my research.
- It was rather difficult for me to complete the internship report and perform official job for Quantanite Bangladesh at the same time because I had to accomplish it in addition to producing this report.
- The incorporation of Quantanite Bangladesh when giving information was one of the most significant difficulties of compiling the financial performance report.

2.1.5 Significance of the Study:

Previous expertise from this endeavor includes working in many divisions at Quantanite Bangladesh, such as marketing, analytics, and finance. With the help of my supervisors at BRAC University and Quantanite Bangladesh, I was able to write an informative report on

Quantanite Bangladesh Limited due to my considerable experience with the company. This study provides a rapid understanding of the Quantanite Bangladesh, such as how different functions such as Data Analytics and projects work in the Quantanite Bangladesh and the Quantanite Bangladesh's financial status. Furthermore, we may acquire a general concept about Quantanite Bangladesh, which is regarded as one of the most flexible organisations in Bangladesh's BPO market. This research will assist others in learning about Quantanite Bangladesh and the industry as a whole, as we will also have in-depth knowledge of Quantanite's competitors. Additionally, the students will comprehend the customer service industry in Bangladesh and how its numerous tasks operate. Individually, my considerable experience working in one of Bangladesh's largest BPO businesses will provide me an advantage in my future corporate job. For the possibility to work in many departments, and this experience will be extremely beneficial in creating my future career.

2.2 Overview of the Company & Industry

2.2.1 Bangladesh BPO industry:

The term "business process outsourcing," sometimes known as "BPO," refers to a kind of outsourcing in which a third party takes on the roles and duties associated with a particular business process. Most of the time, BPO makes choices about services that save money for companies that need them but don't focus on them to stay competitive. There are two kinds of BPO companies, though. These companies offer front-office outsourcing services as well as back-office outsourcing services. When a business does business outside of its home country, it's called overseas outsourcing. Near shore outsourcing is the name for BPO that only happens in states close to where a business is located. The Bangladeshi outsourcing company process market is expanding really quickly. Bangladesh must first establish a workforce that is globally

recognised and properly skilled if it hopes to participate in the IT revolution. Otherwise, no amount of money invested in any sector of the economy can significantly affect this about 170-million-person population, which is 1116 people per square kilometre and includes more than half of those under 30 years old. Bangladesh can now not only get more workers in the ICT sector and other fields, attract foreign workers, and create a lot of job chances, but it can also train talented people well and make money from exports. For Bangladesh to become a high-quality centre for ICT jobs, a broad education programme focused on the field could make it easier. This may result in increased pay and employment prospects for a large segment of the Bangladeshi population. All IT leaders concur that there aren't enough individuals with the necessary IT abilities. Due to the issues in the area, making it hard for the economy to grow at the rate needed to support such a large community, Bangladesh will be able to rely on one of the most underused tools for its people both at home and abroad if it focuses on training even professional IT staff.

2.2.2 Quick Look of the Industry:

Developed countries always know that they can get their high-tech goods from Bangladesh. Bangladesh gets a lot of good things. The people who work for themselves for us are trained and smart. The best thing about Bangladesh BPO is that the hourly rate is pretty low. They want to give you the best product in less time and for less money. The best quality can be found at a low cost from Bangladeshi BPO services, and there are many of them. Over the last few years, our regional IT expertise have been hired by developing nations for both online and offline operations. This is why companies from other countries want to work with IT experts from Bangladesh. This company has grown incredibly quickly over the last two years, by about 150% year over year. Approximately 40,000 local IT professionals have worked in the field thus far. Sales in the region reached over \$500 million by March, including the current fiscal year (FY).

2.2.3 About Quantanite:

Because RPA, or robotic process automation, allows a computer to be programmed to mimic human behaviour and incorporate such actions to replace human activities in the operation of business processes, Quantanite renames the company Taskeater. The robot is intended to request data entry from the system and process it by updating information machine implementations, just like humans do. The company is focused on the integration of business activities, mainly through robotic control systems, AI, and the training of specialised personnel for offshore information systems. Larger teams are constructed by Quantanite for digital businesses, mostly in Europe. Workers at Quantanite help clients with internet marketing, lead generation, control, back-end processes, and data collection. Quantanite builds passionate, forward-thinking teams that work closely with clients. Several RPA modules are supported by RPA technologies such as Microsoft Power Automate, Automation Everywhere, Blue Prism, and UiPath. They offer a customizable combination of control, service, and assistance options. It's kind of necessary that they try to make speedy adjustments because clients desire a high-quality operation. They solve issues before they arise by offering the board constructive RPA configuration. They provide RPA advisors asset growth and white-naming when needed. They work all day long without stopping. They offer flexible RPA monitored administration; for instance, they can design a package that works for advisors and RPA clients if clients decide what they really want. Customers see Quantanite as a tool for transferring certain cycles, which enables them to focus on growth and, as a consequence, the aspects of their business that are vital to their competitive advantage. This company provides a wide range of services, such as deal enablement, back office BPO, front office BPO, RPA-managed administrations, and data naming and explanation. Both current and past clients of Quantanite come from different locations around the world.

2.2.4 The History & Logo:

- In March 2014, Quantanite was founded as a Finnish company with operations in Dhaka, Bangladesh.
- In March 2015, Quantanite Bangladesh Limited was established to provide assistance for the rapidly expanding Dhaka association.
- In August 2015, Quantanite employed its first European worker in London to support the establishment of its global deal's association.
- In February 2017, Quantanite established its inaugural commercial location in Mirpur.
- As of July 2019, 600 people worked for Quantanite.
- Quantanite employs 1000 people as of November 2022.
- They now employ over 1400 people in their organisation. They hire individuals based on their qualifications and efficiency level. They mostly seek an efficient employee.



Figure 1: Quantanite Logo

2.2.5 Business Aims:

Rather of possessing an objective or goal statement, Quantanite's primary goals include:

- Reclaim a brand that is influential in making decisions for a successful development firm operating throughout Europe.
- To deliver the best service with a minimum of confusion and in the shortest amount of time.
- To become the go-to company in Bangladesh among young professionals.
- To become the ideal business process outsourcing company.

2.2.6 Organization Cultures and Values:

Quantanite are viewed as a cooperative environment where they are in charge of their own development and can showcase their abilities while treating all of their partners with dignity. The first thing this organisation is worth is its duty. This is the main goal. The idea of responsibility is based on duty and reliability in the home. If someone sets a goal or due date for themselves, others can be sure that they will finish what they said they would do. This makes them a responsible partner. This is a given, and it doesn't matter if the goal was mentioned briefly or written down in the meeting minutes. No one needs to check again to see if they meant what they focused on. Taking responsibility means making sure that everyone is doing their fair share of the work and that partners and coworkers don't have to worry about being late, which could put their work at risk. One crucial quality of a responsible expert is the ability to set appropriate goals for what and when we will send. Taking everything into account, there are two causes for that. Initially, they must totally commit to incorporating every incentive into the corporate culture such that it permeates every aspect of their operations, including hiring, customer service, and determining new assistance contributions. They have to answer to all of their partners, their customers, the employees they're in charge of, their

friends, and their bosses. It is important for everyone to have others see responsible professionals. This is how they keep up their way of life and traits.



Figure 2: Company's Culture and Value

2.2.7 The guiding principles of employees:

Employees can advance their careers and learn new things in their free time at the office. It is encouraged for staff members to take risks and fail in order to grow as professionals. Workers are also urged to understand the delivery context and how it benefits Quantanite and its clients.

2.2.8 Mission Statement

Quantanite, a renowned Business Process Outsourcing (BPO) company, is on a revolutionary mission to be the driving force behind elevating customer experiences and leading the charge in digital outsourcing for the world's most rapidly progressing brands. Their passion goes beyond simply providing services; it is a commitment to altering the way businesses connect with their customers and maximizing the possibilities of cutting-edge digital solutions.

2.3 Company Organization and Management Team Responsibilities:

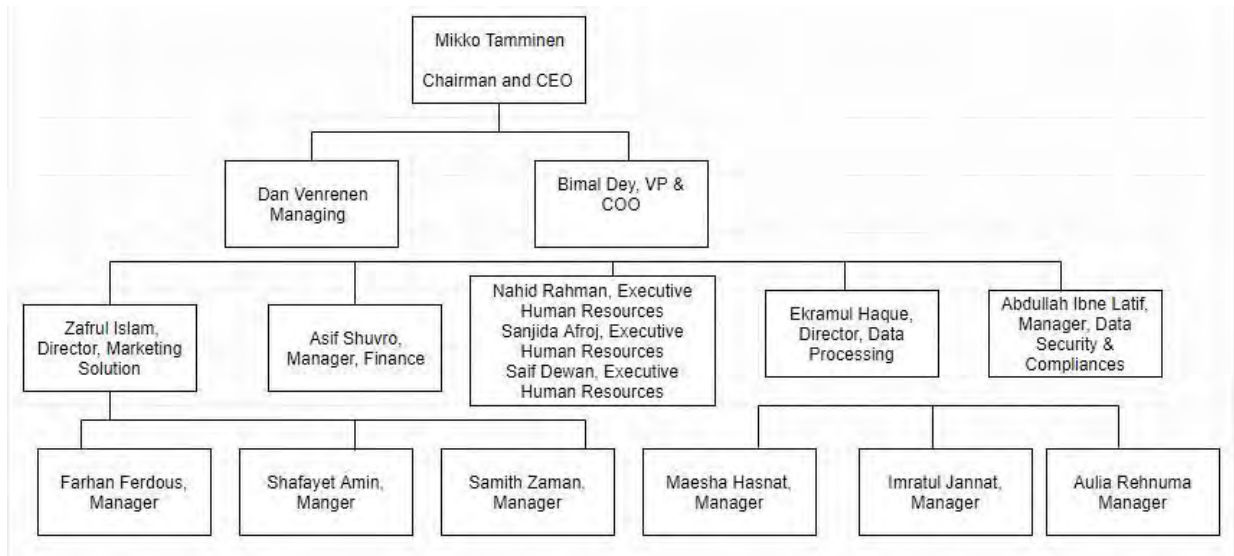


Figure 3: Company Organization and Management

- Anirban Basak - Vice President of Global Operations, is in charge of the administration development, facilities financial matters, the accounting profession, corporate operations, legal affairs, and supervisory personnel.
- Bimal Dey, the vice president and chief operational officer, is in charge of the executive cycle, key clients, organisational development planning, faculty activities, and Dhaka office tasks.
- Dan Vanrenen, the managing director, is in charge of dealing with transactions, marketing, important client connections, and communication with the London office.
- Marketing Solutions Director All lead age categories and lead age clients fall under the purview of Zafrul Islam. supplying assistance for the staff, human resources, and legitimate concerns related to the Dhaka office's everyday operations.

- Ekramul Haque, Head, Information Solutions, also managing teams that prepare information, creating new information management teams, making sure that communication plans are efficient, and arranging for new client encounters.
- As the Manager of Data Preparation, Imratul Jannat, you are in charge of managing the distribution of information about customer groups, customer interactions, quality assurance, and customer communication.
- Manager and Information Gathering Information on client groups, customer interactions, quality control, and customer correspondences are all under Aulia Rehnuma's purview.
- Administrations Lead and Manager Farhan Ferdous oversees quality control, customer communication, lead age client groups, and customer contact delivery.
- Shafayet Amin, Manager and Lead of Services: In charge of QA, customer interactions, lead age customer groups, and customer communications delivery.
- Samith Zaman, Manager and Head of Administrations: age customer groups, quality control, and the delivery of customer communication.
- Asif Shuvro, Manager and Finance: Asif Shuvro oversees the company's finances, represents European corporate entities, and is in the position of overseeing Quantanite Bangladesh Limited's financial and administrative operations.
- Nahid Rahman, Executive and Human Resources: In charge of strategy, consistency, and employee relations and satisfaction.
- Executive and Human Resources Sanjida Afroj is do hiring and staff.
- Saif Dewan, Executives, Human Resources, do overseeing and participation records, execution surveys, peer audits, and employee records.

- Abdullah Ibne Latif, manager, Security of Data and Conformity: responsible for preserving the overall security and integrity of the data. provide routine oversight and assistance for the IT infrastructure and business processes of Quantanite Bangladesh Limited.

2.3.1 Services Offered

- **Lead generation** is the process of identifying and nurturing new consumers through targeted outreach and engagement in order to generate interest and inquiries for a client's products or services.
- **Content Moderation** is the monitoring and management of user-generated content on digital platforms to ensure that it adheres to community norms and promotes a safe and happy online environment.
- **Order Processing:** Managing and processing customer orders efficiently, assuring accuracy and timely fulfilment, and contributing to a smooth and satisfying purchasing experience.
- **Data Entry:** The accurate and methodical entry of data into databases or systems, which improves organizational efficiency and supports numerous business operations.
- **Tagging and Categorization:** The classification and organization of data or material into specified categories or tags in order to improve accessibility and streamline information retrieval.
- **Transcription:** The process of converting spoken or recorded audio content into written text, which is useful in fields such as media, healthcare, and law.
- **Obtaining useful information** from web sources and contributing to market research,

competitive analysis, or any data-driven decision-making process.

- **Monitoring and analyzing** security systems or call Centre operations to guarantee compliance with established standards, improving security processes, and service quality.

Quantanite's spectrum of services is designed to meet a wide range of business requirements, offering clients bespoke solutions that improve efficiency, accuracy, and overall operational excellence across multiple domains.

2.4 Statistics about the market of BPO services

It is projected that during the next ten years, the global market for business operations outsourcing will grow, based on the findings of many research organisations. According to projections made by Grand View Research, for example, the worldwide market for business process outsourcing (BPO) would reach \$525.2 billion by the year 2030, and it is expected to increase at a compound annual growth rate (CAGR) of 9.1% to reach \$245.9 billion between 2022 and 2021.

According to the study titled "Global Business Process Outsourcing (BPO) Market, By Regions, 2022 to 2029" conducted via the efforts of the Data Bridge Research Group, a growth rate analogous to the one anticipated is anticipated. It is projected that the business process outsourcing sector would develop at a compound annual growth rate (CAGR) of 7.9% between the years 2022 and 2029, ultimately reaching a value of \$422.6 billion. It emphasised that improved corporate agility and efficiency were the major drivers of this progress.

2.4.1 Contracts in BPO services

Following the selection of the provider or providers, a corporation must select the type of contract. These agreements are often classified as one of the following:

- Fixed-price contracts: these involve the company paying the supplier for the materials and labour used; time and materials contracts: these involve the company paying the supplier for the materials and labour utilised.

Furthermore, companies must collaborate with their suppliers to create a service-level agreement that specifies the success metrics and the quality of services to be provided. Some companies also discuss with suppliers whether to have the following, based on their needs and the type of work that is being outsourced:

- Workers in groups who have full responsibility for the contracted work
- Workers who are exclusively located in one location or throughout the world
- Workers who are accessible around-the-clock or only during specific times.

2.4.2 Economic Growth of Quantanite in BPO Service Sector

Any change in an economy's ability to produce is referred to as an economic effect. By looking at the BPO industry's economic impact, we can comprehend how it benefits society.

In general, economic repercussions fall into the following categories: Impacts both direct and indirect

Direct Impact: Like other companies, Quantanite makes a positive impact on society. The BPO industry's direct social impact in Bangladesh is rapidly growing. Around a thousand people work full-time at Quantanite; they receive financial benefits from the enterprise, and the government receives taxes.

Indirect Impact: This business gives its customers many opportunities by providing a range of services. which fulfils the requirements of several clients and stakeholders, both personally and professionally. It benefits the whole population as a result. On the other side, the business will be able to expand into new areas and eventually make a positive impact on society and the country by professionally mobilising the work of other enterprises and directing it towards potential clients.

2.4.3 Economic Growth of BPO services in Bangladesh

With average annual growth of 24 percent in recent years, the BPO industry is showing signals of further progress. Only \$4 million was made by the company when it was originally established in 2008, and businesses needed to get licences from the telecom authorities. They were thus obliged to close their doors. But as time went on, telecom regulations significantly changed their limitations, which led to a 17-fold increase in profits since 2017.

Because of all of these benefits, the BPO sector has grown significantly over the years, and it seems like this expansion will continue for some time to come. The BPO sector is now the second largest employer in the world, and by 2025, it's expected to employ over \$500 billion! Thanks to in-depth data analytics, multinational organizations may now increase their service offering dramatically, provided that the backend operations are managed by competent outsourced service providers. As a result, small and medium-sized businesses will use BPO services more often in the next years.

Some of the most well-known business process outsourcing (BPO) companies in Bangladesh are Dutytaker, Genex Infosys LTD, ASL BPO, Servic Engine BPO, Digicon Technologies LTD, Fifotech, Quintos Business Solutions, Aamra Outsourcing, Syntech Solutions LTD, BCS, MyOutsourcing LTD, and Quantanite (Duty Taker, 2019). As a result of the establishment of enterprises in Bangladesh that are competitive on an international level, this sector is receiving assistance in acquiring further contracts for international outsourcing. By fostering the expansion of the BPO sector, they will contribute to the realisation of the country's ideal. The Bangladeshi government plans to increase the number of people employed in the BPO industry from the current 40,000 to 200,000 by 2021. The Daily Star in 2018.

The growth of Bangladesh's BPO business is mostly driven by the economics of production cost. Bangladesh's population, low workforce costs, strong IT infrastructure, and fluency in English make it an attractive location for establishing a new BPO facility. The hourly wage in the United States is around \$8, whereas in other BPO countries such as the Philippines (\$20) and India (\$15), it is \$15.

Bangladeshi BPOs provide services to global corporations like as Samsung and Coca-Cola, as well as hospitals, consumer products businesses, mobile carrier contact centres, and the healthcare industry. In 2017, local business process outsourcing companies are about to launch financial services. With a 180-million-dollar market share at the moment, Bangladesh might

become the second-largest foreign currency earner in this business if it seizes this fantastic chance. Another huge positive is that the more than 110 million young people who live in Bangladesh have the potential to significantly contribute to the growth of this business. Bangladesh now has the second-fastest expanding market-based economy in the world, ranking 44th overall.

Observing the nation's rapid development, the developed world plans to hire thousands of independent contractors via sites like Upwork, Freelancers, Fiverr, and Belancer to handle the manufacture of its IT and ITES products. By 2030, Bangladesh wants to generate \$10 billion in income through outsourcing.

If Bangladesh wants to advance in this business, it has to look at the challenges it faces. Bangladesh cannot achieve its long-term goals until these issues are resolved. The success of the ICT sector is dependent on plans being implemented and developments being evaluated. It is included in the government of Bangladesh's seventh five-year plan. IT departments operate on a range of initiatives, including web applications, e-commerce, e-governance, computer networking, Internet access, and online surfing. Achieving the national objective today depends more than ever on capturing the global BPO market share and ensuring sure everything is in line.

2.5 Quantanite Bangladesh Industry & Competitive Analysis:

As a trusted supplier of business measurement redistribution services, Quantanite collaborates with a worldwide network of partners and users. BCG has recognized Quantanite as a "Industry Champion" for Business Process Outsourcing (BPO) due to the company's dedication to providing excellent service, maintaining satisfied clients, and investing in the development of specific skills in preparation for the rise of measurement automation. Quantanite's management and development strategies were cited as crucial to the company's success in becoming a go-to BPO.

Analysis provided them with a SWOT, a coping strategy, and a PESTLE. Analyses may be found below:

2.5.1 SWOT Analysis for Quantanite Bangladesh Limited:

It is a strategic tool that helps it figure out what a business or project's strengths, weaknesses, chances, and threats are. Here is one way to look at Quantanite Bangladesh using the SWOT method:



Figure 4: SWOT Analysis of Quantanite

- **Strengths:**
 - ✓ Advantages in terms of cost
 - ✓ Quantity of young, energetic employees
 - ✓ Financially secured
 - ✓ Devoted and competent staff
 - ✓ Fortunate client services
 - ✓ Continuous accessibility

A division of Quantanite, the fastest-growing company in the world, Quantanite Bangladesh offers digital outsourcing and customer experience solutions to rapidly expanding companies worldwide. Since its founding in 2014, Quantanite Bangladesh has provided services to more than 60 customers and employed more than 1,400 individuals. It can hire up to 2,000 people and provide responsive, excellent service and support seven days a week. back-office services, such as content moderation, data labelling and annotation, and transcription services, and other highly sought-after 4IR technologies are among Quantanite Bangladesh's areas of expertise. The availability of Bangladeshi knowledge, cost savings, time zone advantages, and cross-border connection development are all advantageous to Quantanite Bangladesh.

- **Weaknesses:**

- ✓ Inadequate access to the internet
- ✓ Ethnic disparities
- ✓ Significant employee turnover
- ✓ Comparatively unimpressive creative forecast

Other outsourcing companies in Bangladesh and other nations that provide services of higher quality at similar or lower costs compete with Quantanite Bangladesh. In a highly industrialized and populous metropolis like Dhaka, Quantanite Bangladesh can have difficulties finding and keeping talent as well as making sure that its employees are happy and well-cared after. Operational hazards that Quantanite Bangladesh may encounter include blackouts, internet outages, natural disasters, political unrest, or security issues. These risks might affect the company's image and capacity to provide services.

- **Opportunities:**

- ✓ A small number of competitors
- ✓ Dynamic expansion
- ✓ Flexible legislative framework from the government

Quantanite Bangladesh may be able to expand into new markets and industries by using the knowledge and expertise it has gained via the provision of data-driven outsourced services. These new markets and industries are in need of data-driven insights and solutions. Through its sister company, Growthonics, Quantanite Bangladesh may be able to deliver a wider variety of services by merging digital content with customer experience management, sales enablement, and demand generation services. Quantanite Bangladesh may get assistance from government efforts and support in the process of constructing 4IR technology-related infrastructure and resources, as well as in the process of cultivating an environment that would encourage the growth of the outsourced industry.

- **Threats:**

- ✓ Government-imposed new regulations or policies
- ✓ Slow pace of infrastructure development for company expansion
- ✓ Safety issues

Regulation changes or issues with compliance might affect Quantanite Bangladesh's company operations and profitability. If Quantanite Bangladesh fails to innovate and adapt to evolving client demands and expectations along with technological advancements, it might potentially lose its edge in competition and market share. In the event that Quantanite Bangladesh delivers subpar or unethical services, or if it fails to maintain the privacy and safety of the information belonging to its customers and employees, the company will be held liable, it might suffer from an adverse image or be held legally liable.

2.5.2 Cope Analysis of Quantanite:

There are four separate parameters in a Cope analysis. 'Co' refers for condition, which suggests market condition, and 'P' is for performance, which signifies the efficacy of a product or service. Quantanite continues this line of thinking with its own analyses. The following conditions must be met:

- **Combinations of products and markets:** Quantanite assists businesses in achieving the greatest mix of technology and human knowledge in company operations. The source of influence in this blending of the aims on which product is appropriate for the company would be the sociocultural aspect. Market fueled by need and community. The expectations and innovations of customers, as well as society at large, are all factors in the success of businesses. Nonetheless, Quantanite often offers consumer-based or consumer-based services in a selected manner and works hard to preserve a high degree of customer loyalty via their combination of.
- **Positions:** Quantanite is still putting in a lot of effort to hold onto their position and grow their company every day. Since founding Quantanite in 2014, Mikko Tamminen has grown to be a well-known personality in the field of business process transformation. The capacity to teach a robot to behave like a person and integrate these actions to replicate human experiences into corporate processes is known as robotic process automation, or RPA. They're still making every effort to hold onto their position.
- **Instruments to use:** Quantanite regularly polls employees on how they ask for directions, how they handle workplace stress, how they get feedback on their services,

and anything else they can do better. By carefully enhancing their programming, SWOT aims to reduce risks and weaknesses. They provide their services while using state-of-the-art machinery and technology in order to maintain their position.

- **Competencies to develop:** Each organization has its own set of key competencies that set it apart from the competition. Qualitative and quantitative factors, credentials, experience, knowledge, and so forth, may enhance workforce readiness and fortify human resource competencies. But, Quantanite is much like them in that they search for these qualities in their staff members and how they can continue to provide their finest goods even as customer requirements evolve. This organization continues to strive for wisdom and even for wisdom that is qualitative, subjective, and wise.

2.5.3 Pestle Analysis of Quantanite:

An effective method for determining a company's growth or decline is pestle analysis, as well as explaining the organization's function, direction, and future. The pestle represents political, economic, educational, technological, legal, and environmental security.



Figure 5: PESTEL Analysis of Quantanite

- **Political Factors:** Quantanite will continue to follow all of the government's regulations and legislation, further give the government the whole amount of corporation revenue.

- **Economic Factors:** Bangladesh's economic condition is now calm. This sector supports youth, and the recession has had such a negative impact on youth that the outsourcing sector is now reevaluating its position. This results in significant cost savings and advances both technology advancement and leadership abilities.
- **Sociocultural Factors:** Quantanite does not see these features as unique as they run their business utilizing their own ideas, tactics, and technology to provide an exceptional service.
- **Technology Factors:** They still depend on strategic competencies. Businesses are so impacted by technology that they want to build platforms, innovate on current technologies, or create new versions of programmes in order to find ways to make things work more efficiently.
- **Legal Aspects:** This Company's operations will be carried out with the consent of a third-party agreement, with which their instructions will always comply. They abide by the rules and laws set out by the government.
- **Environmental Factors:** Their emphasis is on environmental problems, and individuals are already so preoccupied with the world that they do not want to take action.

CHAPTER- 3

Financial Overview

Chapter 3 Financial Analysis: Overview

3.1 Financial State ment

3.1.1 Vertical Ana lysis

This technique of analyzing finances, sometimes referred to as vertical analysis or common-size analysis, presents each line item in a statement as a subset of a base item. If you are looking at an income statement or a balance sheet, the base number is usually either the total earnings or the total assets. According to vertical analysis, the goal is to show how much of each part there is compared to the whole.

Vertical analysis can be used on financial records (like the income statement and balance sheet) for a business process outsourcing (BPO) company like Quantanite to learn more about its success and financial structure. Here's how it can help:

- Identifying Trends and Patterns
- Comparisons Over Time
- Benchmarking Against Industry Standards
- Financial Decision-Making
- Resource Allocation
- Investor Communication

1. Vertical Balance Sheet Analysis

YEARS	2020	2019	2018	2017	Average	Standard Deviation
Current Asset	62.63%	61.19%	62.56%	89.94%	69.08%	14%
Cash & Cash Equivalent	13.11%	16.62%	7.67%	49.73%	21.78%	19%
Investment in FDR	12.65%	13.18%	0.00%	0.00%	6.46%	7%
Receivables	31.02%	26.19%	30.23%	10.75%	24.55%	9%
Payables for Salaries	0.00%	0.00%	5.71%	29.51%	9.00%	14%
Prior to and after payments	3.21%	4.87%	18.97%	0.00%	6.76%	8%
Loan between companies	2.44%	0.33%	0.00%	0.00%	0.69%	1%
Interest Receivable	0.20%	0.00%	0.00%	0.00%	0.05%	0%

Non-Current Assets						
Unchanged Asset	30.99%	38.79%	37.39%	10.11%	29.29%	13%
Investing in Stock	6.34%	0.00%	0.00%	0.00%	1.58%	3%
Total / Whole Assets	100.00%	100.00%	100.00%	100.00%	100.00%	0%
Current Debts and Credit Limits	24.67%	17.75%	7.18%	1.78%	12.84%	10%
Current Liabilities and	10.71%	15.33%	6.49%	1.78%	8.58%	6%
Income Tax Provision	0.73%	.29%	.17%	0%	0.30%	0%
Payables by Account	6.32%	0.42%	0.52%	0.00%	1.81%	3%
PF Obligations	2.17%	1.70%	0.00%	0.00%	0.97%	1%
The current lease finance portion	4.75%	0%	0%	0%	1.19%	2%
Not Present Liabilities	.43%	12.07%	22.01%	0.00%	8.63%	11%
Long Term Loan (Secured)	0.44%	12.07%	22.01%	0.00%	8.63%	11%
Computed Liability	24.99%	29.79%	28.99%	1.69%	21.51%	13%
Stockholders' Ownership	74.89%	70.18%	70.81%	98.22%	78.53%	13%
Share Capital	0.41%	0.55%	0.74%	3.12%	1.21%	1%
Share Money Deposit	21.31%	28.36%	38.21%	83.45%	42.83%	28%
Holdings Earnings	53.19%	40.97%	31.79%	11.71%	35.99%	18%
Whole Equity	75.01%	70.21%	71.02%	99.01%	77.99%	13%
Liabilities Total and Equity	100%	100%	100%	100%	100%	0%

Vertical Analysis of Income Statements

Years	2020	2019	2018	2017	Average	Standard Deviation
Revenue	100%	100%	100%	100%	100%	0%
Other Earnings	1.69%	.62%	0.39%	0%	0.68%	0.73%
Total Income	101.69%	100.62%	100.39%	100%	100.68%	0.73%
Operational Costs	85.39%	85.96%	80.01%	75.01%	81.51%	5.14%
Profit from Operations	16.25%	14.68%	20.55%	24.95%	19.11%	4.62%
Finance Charges	0.96%	1.46%	1.85%	0.00%	1.07%	0.80%
Pre-tax Profit	15.29%	13.22%	18.69%	24.95%	18.04%	5.13%
Charges of Income Tax	0.59%	0.22%	0.14%	0.00%	0.24%	0.25%
Profit after taxes (net)	14.70%	13.00%	18.55%	24.95%	17.80%	5.30%
Total Shares Number	0%	0%	0%	0.06%	0.03%	.03%
Earning Per Share	0%	0%	0%	0%	0%	0%

3.1.2 Horizontal Analyzing Finances

Financial analysis technique known as "horizontal analysis," or "trend analysis," which contrasts financial performance or data measurements across a number of reporting periods. Financial accounts may be analyzed using this method to find trends, patterns, and changes over time. Horizontal analysis may help with financial decision-making by offering insightful information about the organization's financial performance, as shown by Quantanite, a BPO

(business process outsourcing) company. Here's how horizontal analysis can be beneficial for

Quantanite:

- Identifying Trends and Changes
- Performance Evaluation
- Budgeting and Forecasting
- Risk Assessment
- Investor Relations
- Strategic Decision-Making
- Performance Benchmarks

I. Horizontal Analysis of Balance Sheets

Years	2017	2018	2019	2020	Average	Standard Deviation
Current Asset	100.00%	343.16%	452.19%	615.93%	377.82%	216.50%
Cash & Cash Equivalent	100.00%	76.08%	222.09%	233.21%	157.84%	81.32%
Investment in FDR	0.00%	0.00%	100.00%	127.67%	56.92%	66.69%
Receivables	100.00%	1387.67%	1620.03%	2552.62%	1415.08%	1010.97%
Salary Receivables	100.00%	95.28%	0.00%	0.00%	48.82%	56.40%
Advance & Prepayments	0.00%	100.00%	34.55%	30.37%	41.23%	42.10%
Inter-company Loan	0.00%	0.00%	100.00%	989.89%	272.47%	480.60%
Interest Receivable	0.00%	0.00%	0.00%	100.00%	25.00%	50.00%
Past-Due Assets						
Fixed Asset	100%	1834.38%	2562.47%	2728.18%	1803.49%	1200.87%
Purchasing Shares	0%	0%	0%	100%	25%	50.00%
Entire Assets	100%	492.40%	663.69%	883.99%	534.62%	332.01%

Present-Day Resources and Debt	100.00 %	1993.74 %	6641.68%	12286.73 %	5255.54 %	5433.78 %
Current Liabilities and	100.00 %	1803.19 %	5737.54%	5333.24%	3243.49 %	2741.25 %
Provision for Income Tax	0.00%	100.00%	230.04%	767.59%	274.41%	342.01%
Payable Accounts	0.00%	100.00%	110.29%	2198.93%	602.31%	1065.58 %
Obligations of PF	0.00%	0.00%	100.00%	169.85%	67.46%	82.95%
Present Leap Finance Amount	0.0%	0%	0%	100%	25%	50%
Out-of-Current Debt	0%	100%	73.89%	3.61%	44.31%	50.29%
Long-Term Credit	0%	100%	73.89%	3.61%	44.31%	50.29%
Computed Liabilities	100 %	8106.28 %	11161.00 %	12504.99 %	7968.11 %	5558.69 %
Stockholders' Ownership	100.00 %	355.66%	474.88%	674.35%	401.22%	240.02%
Capital Shares	100.00 %	117.78%	117.78%	117.78%	113.34%	8.89%
Share Money Deposit	100.00 %	225.89%	225.89%	225.89%	194.41%	62.94%
Retained Earning	100.00 %	1348.25 %	2352.79%	4033.49%	1958.63 %	1662.07 %
Total Equity	100.00 %	355.66%	474.88%	674.35%	401.22%	240.02%

Total Liabilities & Equity	100.00%	493.33%	664.65%	884.46%	535.61%	331.61%
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Horizontal Analysis of Income Statements

Years	2017	2018	2019	2020	Average	Standard Deviation
Revenue	100%	1790.27%	154.06%	160.31%	552.16%	827.11%
Extra Earnings	0%	100%	259%	704.53%	264.97%	311.36%
Total Earnings	100%	1796.99%	156.00%	162.00%	555.36%	828.62%
Costs of Operation	100%	1903.99%	167.01%	171.01%	586.51%	878.78%
Revenue from Activities	100.00%	1474.35%	110.78%	126.01%	452.79%	681.13%
Financing Cost	0.00%	100.00%	122.35%	82.81%	76.29%	53.37%
Pre-tax Profit	100%	1340.09%	110.15%	131.01%	419.99%	613.99%
Income T. Exemptions	0%	100%	242.01%	655.99%	248.99%	289.91%
Profit after taxes (net)	100%	1330.99%	108.59%	125.99%	416.61%	608.98%

3.2 Ratio Analysis

3.2.1 Liquidity Ratio

Quantanite's liquidity ratios are used to determine how well-positioned business is to pay down short-term debt. The liquidity ratio of Quantanite shows how fast a company can convert its assets and utilize them to pay its debts. It is simpler to pay off debt and stay out of defaults the higher the ratio.

1) Current Ratio

Quantanite's current ratio indicates how well-positioned firm is to settle short-term or within-a-year debt.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Existing Ratio	50.63	8.73	3.44	2.53

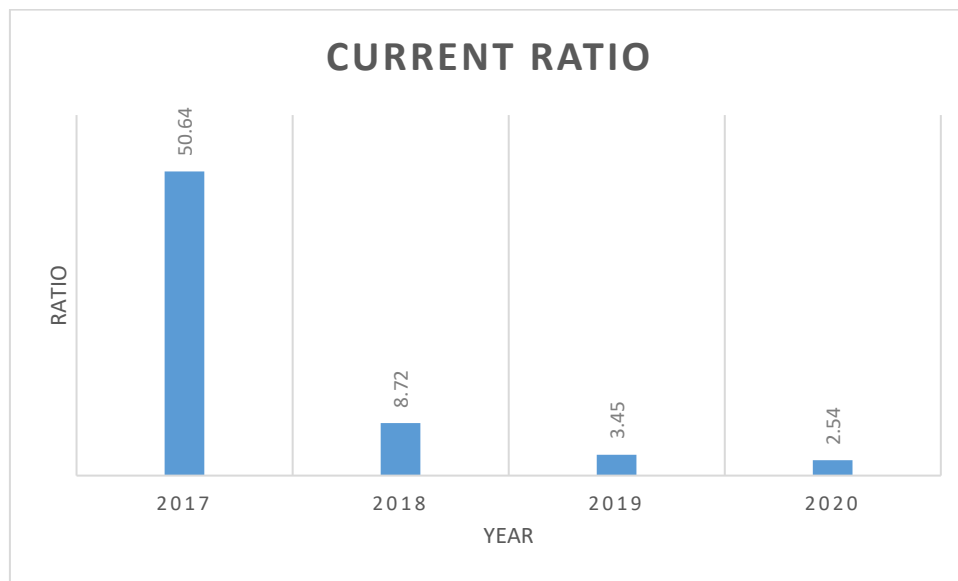


Figure 6: Current Ratio of Quantanite Bangladesh Limited

Interpretations: Current liabilities were just 2.54 times current assets for the corporation in 2020. Over the previous four years, the current ratio has decreased; the ratio peaked in 2017, the year the firm was just getting started. As the firm progressively reaches its peak, the ratio

declines along with it. The ratio is lowest in 2020 and falls sharply from 2017 to 2018, when it reaches its second-highest point. Therefore, it might be concluded that current financial data analysis indicates that Quantanite Bangladesh Limited's ratio is bad.

3.2.2 Asset Management Ratio

A series of figures known as asset management rates illustrates how well a company has managed and used its financial resources in order to generate revenue. The owners of the business may assess how effectively and efficiently the firm manages its assets with the use of these figures.

1) Total Asset Turnover Ratio

How successfully a business has managed and used its financial resources to create income is shown by a set of numbers called asset management rates. The owners of the business may use these figures to assess how effectively and efficiently the business handles its assets.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Ratio of Inventory Turnover	0.46	1.6	1.95	1.52

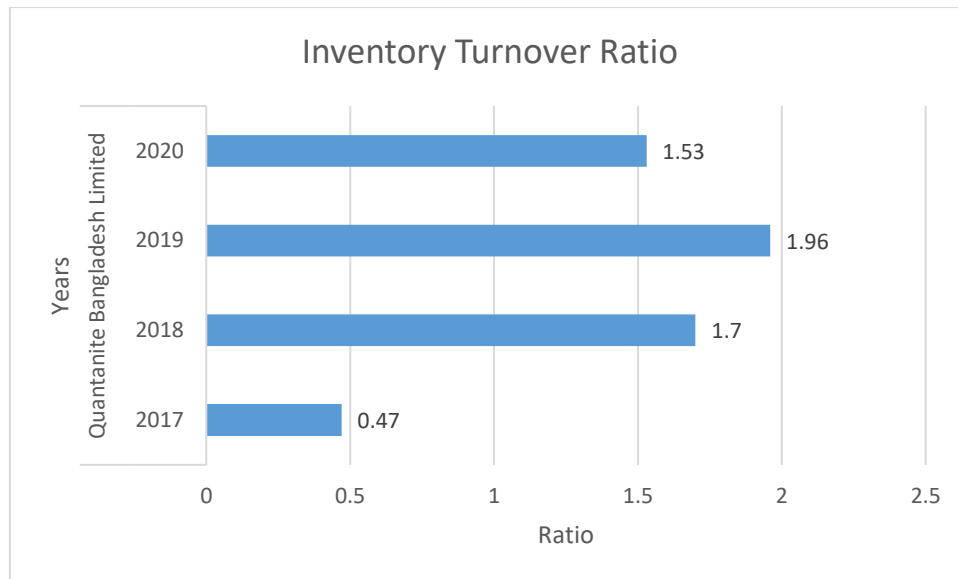


Figure 7: Inventory Turnover Ratio of Quantanite Bangladesh Limited

Interpretations: In the year 2020, for every BDT 1 worth of total assets the firm had, it made BDT 1.53 in revenue. There was a slow but steady increase in the Total Assets Turnover Ratio up to 2019, but after that, there was a tiny dip in 2020 compared to 2019. The figures shown above demonstrate that the firm is making effective use of its resources. According to the most current examination of financial data, we can conclude that this ratio of Quantanite Bangladesh Limited is adequate enough to meet our expectations.

2) Fixed Asset Turn Over Ratio

The capacity of a business to make money from its fixed asset investments is determined using the fixed asset turnover ratio technique. Divide the net sales by the average fixed asset value to determine it.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Ratio of Fixed Asset Turnover	4.65	4.54	5.05	4.95

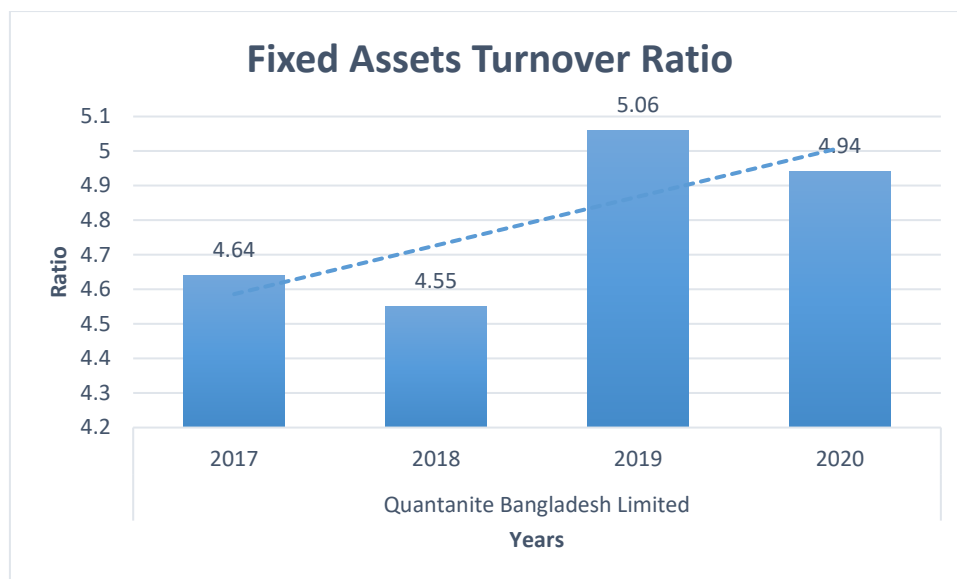


Figure 8: Fixed assets Turnover Ratio of Quantanite Bangladesh Limited

Interpretations: Every BDT 1 in fixed assets purchased by the corporation in 2020 produced BDT 4.94 in revenue. Over the previous four years, the Fixed Assets Turnover Ratio fluctuated; in 2019, it reached its highest point at 5.06. This indicates that fixed assets were utilised more profitably and efficiently this year. The corporation is utilising its fixed assets well, as seen by the figures above. It may be concluded from current financial data research that Quantanite Bangladesh Limited's ratio is good.

3) Days Sales Outstanding

The Days Sales Outstanding, or DSO, measures the average time it takes a business to get its money back from customers who owe it money, or how long credit sales take to convert into cash. DSO measurements might be made once a month, three times a year, or annually. As a consequence, the DSO is low, which suggests that the firm needs a few days to get payment.

Quantanite Bangladesh Limited				
Year	2017	2018	2019	2020

DSO	310	76	48	73
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Figure 9: DSO of Quantanite Bangladesh Limited

Interpretations: In 2020, the corporation will have a DSO of 73 days, or more than two months. This implies that it will take longer to convert its working capital into cash and that its operating cycle is longer. In the last four years, there has been a significant shift in the Days Sales Outstanding figure. With 48 days, it was at its lowest in 2019. This indicates that working capital was handled the best this year and that it was reinvested more often than it was on days when it was not being utilised. The aforementioned figures demonstrate how poorly the business manages its operating capital. According to the most current analysis of financial statistics, we may conclude that the Quantanite proportion is insufficient.

4) The Mean Time of Payment

The average payment period (APP) may be used as a guide to determine how long a firm takes to pay its suppliers. When a business buys something important, loan terms are often worked

out ahead of time. The buyer may be given a particular period of time to pay for the things under these terms.

APP usually doesn't have much of an effect on how much a business is worth or on a merger or purchase because the average payment period doesn't change working capital. Because payouts usually have a trickle-down effect, recent changes in the economy have caused the average APP to go up.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Average Time of Payment	0	01	01	18

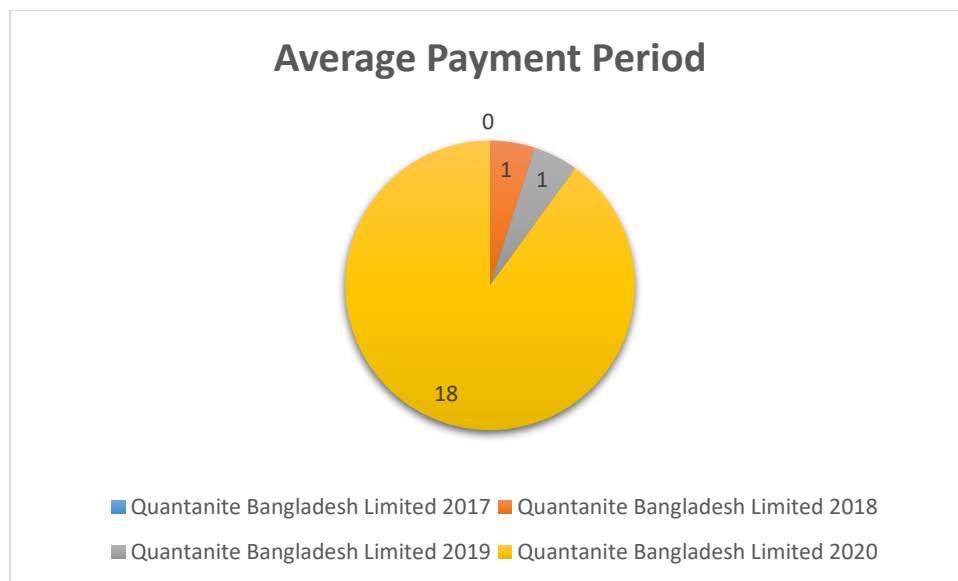


Figure 10: APP of Quantanite Bangladesh Limited

Interpretations: The firm's average payment period in 2020 was 18 days, which was excessively short when compared to DSO, indicating that the company is making payments ahead of when their income is expected to be collected. This lengthens the cash conversion time. Since APP was a new firm, it was challenging to build goodwill for trade credit in its first year of operation. Nevertheless, the company's expansion was not very lucrative throughout

the course of the year; in 2018 and 2019, it amounted to only one day. This suggests that the management did a poor job managing working capital. Therefore, it might be concluded that current financial data analysis indicates that Quantanite Bangladesh Limited's ratio is bad.

3.2.3 Debt Management Ratio

One kind of financial ratio that displays a company's level of debt is the debt ratio.

1) Debt Ratio

The debt ratio is a way to figure out how much debt a business has compared to its total assets. Analysts and finance workers use this important number to figure out how healthy a company's finances are. The company is taking on more debt and is more likely to lose money if this number goes up.

Quantanite Bangladesh Limited				
Year	2017	2018	2019	2020
Debt Ratio	0.00%	22.01%	12.07%	0.44%

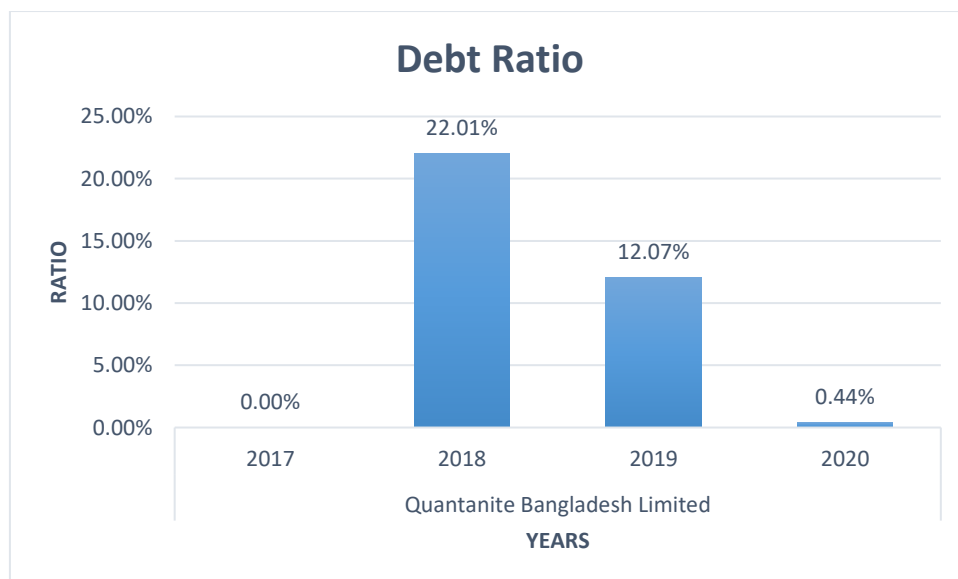


Figure 11: Debt Ratio of Quantanite Bangladesh Limited

Interpretations: The debt level of the business in 2020 is 0.44% of its total assets. In the preceding three years, the debt-to-income ratio has decreased, and in 2017, it was zero since the company had not taken out any loans. The ratio's declining trend further demonstrates the company's debt repayment, with the debt almost completely paid off by the end of 2020. The corporation has less leverage, according to the facts above. Thus, it can be concluded that, based on current financial data research, the Quantanite ratio is both satisfying and less dangerous.

2) Times Interest Earned Ratio

The ratio of times interest earned (TIE) is also known as the interest coverage ratio, shows the ease with which a business can pay its bills with the money it makes now. Divide income by the total amount of interest that is due on bonds or other types of loans to get this number. You'll see a number that ranks the business's capacity to pay interest fees with earnings before taxes after you do this math. Most of the time, a bigger TIE means the company will have more cash on hand.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Times Interest Earned Ratio	0.00	10.08	9.04	15.87

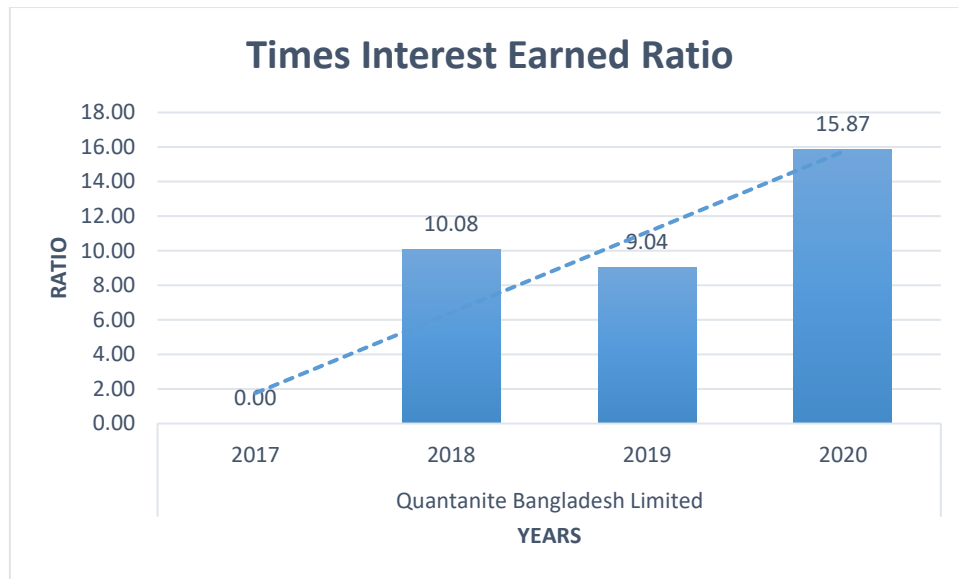


Figure 12: Time Interest Earned Ratio of Quantanite Bangladesh Limited

Interpretations: Based on the corporation's TIE, which is defined as profit made before taxes and interest deduction, it is estimated that the company will be able to cover its interest payment 15.87 times in the year 2020. The TIE Ratio had several ups and downs during the course of the prior three years, reaching its highest point in 2020. This suggests that the amount of profit earned this year was sufficient to cover the interest expense. As a result, after looking through the most recent financial information, one may reach the conclusion that the ratio of Quantanite is satisfactory.

3.2.4 Profitability Ratio

One type of accounting ratio that helps figure out how well a business did financially the profitability ratio is calculated at the conclusion of a reporting period. The business's profitability figures show how well it can make money from its activities.

1) Gross Profit Margin Ratio

This income ratio examines the revenue generated by a company in relation to its sales. It is also known as the gross margin ratio or the gross profit margin ratio. It shows how much money a business makes by lowering its cost of goods sold (COGS). The percentage that the company maintains as additional profit for every dollar of sales is shown by the number.

Quantanite Bangladesh Limited is a service-based business, hence all of its costs are regarded as operational costs. As a result, the cost of items sold is not taken into account when determining the gross profit margin for this company. This prevents the firm from using this specific number.

2) Operating Profit Margin Ratio

The operating margin percentage shows how profitable a business is by showing how much money it makes from its activities before taxes and interest are taken out.

Operating profit rates are different for each type of business. Most of the time, they are used for contrasting several businesses within the same sector. It can find the best workers in a business. Another thing it does is show if more study is needed to figure out why a certain company is doing so well.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Margin of Operating Profit	25%	20%	15%	16%



Figure 13: Operating Profit Margin of Quantanite Bangladesh Limited

Interpretations: In the year 2020, the company's operating profit was BDT 16 for every BDT 100 in revenue it brought in. The Operating Profit Margin has been on a downward trend over the last four years, with 2019 being the year it reached its lowest point, which was 15%. Due to the fact that the firm is in the service industry and spends the majority of its revenue on operational costs, the operating profit margin of the business often comes in at a lower percentage. Based on the most recent analysis of financial data, one might reach the conclusion that the ratio maintained by Quantanite Bangladesh Limited is satisfactory.

3) Net Profit Margin Ratio

The ratio of net profit, often known as the ratio of net profit margin, shows how profitable a business is by comparing its gains to the total amount of money it makes. To put it another way, the net profit margin number shows how the net profit after taxes and net sales connect in a business.

	Quantanite Bangladesh Limited			
Year	2017	2018	2019	2020
Profit Margin Net	25%	18%	13%	14%

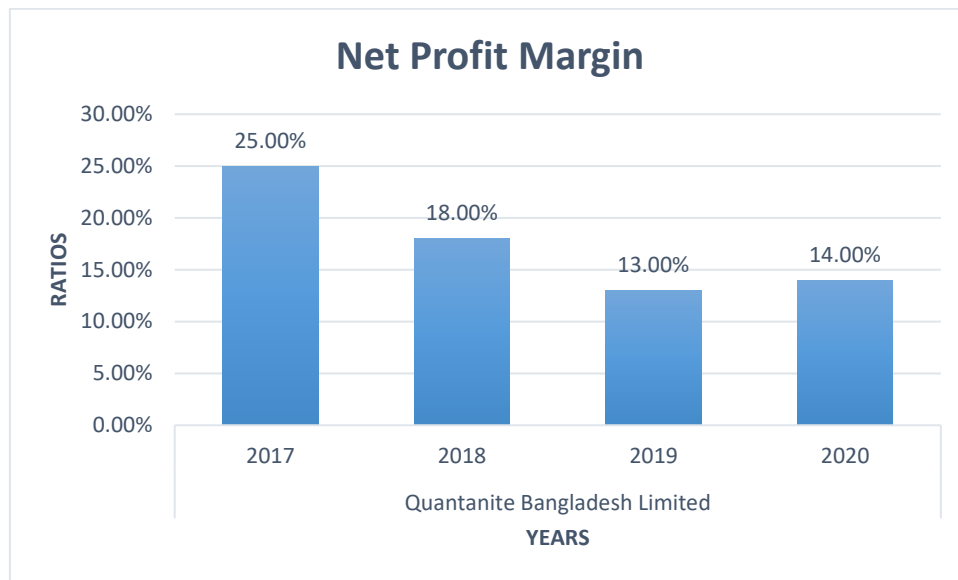


Figure 14: Net Profit Margin of Quantanite Bangladesh Limited

Interpretations: Over the previous four years, the company's net profit margin has been continuously dropping, and 2019 saw its lowest point, when it was 13% of sales. In 2020, the company's net profit margin was BDT14 for every BDT100 worth of sales. According to an examination of Quantanite's most current financial statistics, one conclusion that can be drawn is that the company's ratio is one that is both satisfying and very lucrative.

4) Return on Asset

This is a success measure called Return on Assets (ROA). It demonstrates how successfully a company makes use of all of its resources to increase net profits. It is shown as %. The return

on assets (ROA) indicator quickly shows how profitable a firm is in relation to its total assets by comparing its net income to the average value of all of its assets.

Quantanite Bangladesh Limited				
Year	2017	2018	2019	2020
Return on Asset	12.00%	31.00%	25.00%	22.00%

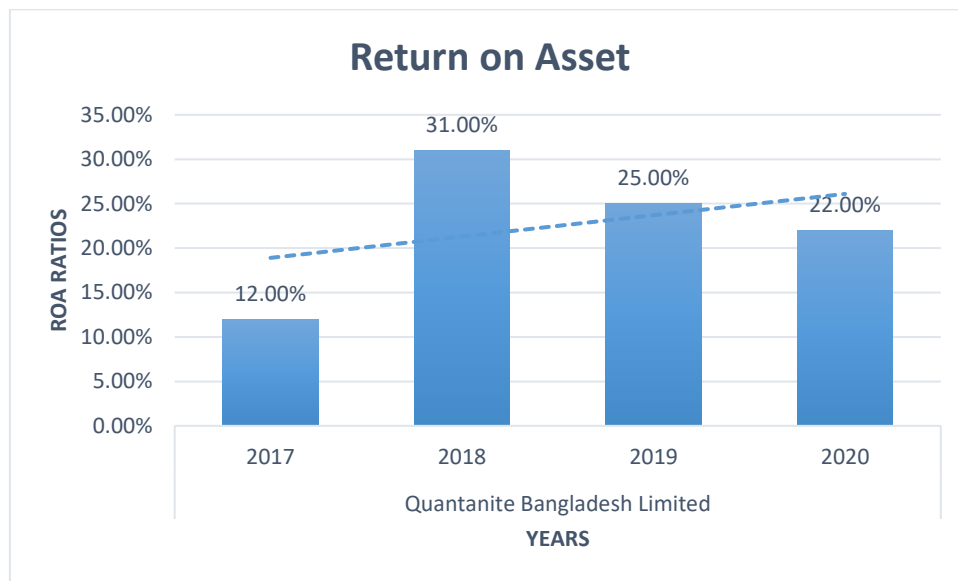


Figure 15: Return on Asset of Quantanite Bangladesh Limited

Interpretations: In the year 2020, the company made BDT 22 in additional net profit for every BDT 100 worth of assets that it possessed. During the course of the preceding four years, ROA was variable, reaching a high point of 31% in 2018. After then, it begins a slow but steady fall that continues until 2020. This suggests that the asset was used to the fullest extent possible in relation to its returns in the year 2018. Based on the most recent analysis of financial data, one may get the conclusion that Quantanite Bangladesh Limited maintains an unfavorable ratio.

5) Return on Equity

A profitability indicator called return on equity (ROE) compares the earnings of two companies to its shareholders' equity. The obtained number enables management and investors to comprehend the company's financial standing, enabling them to make sound business and investment decisions.

Quantanite Bangladesh Limited				
Year	2017	2018	2019	2020
Return on Equity	61.00%	64.00%	9.00%	8.00%

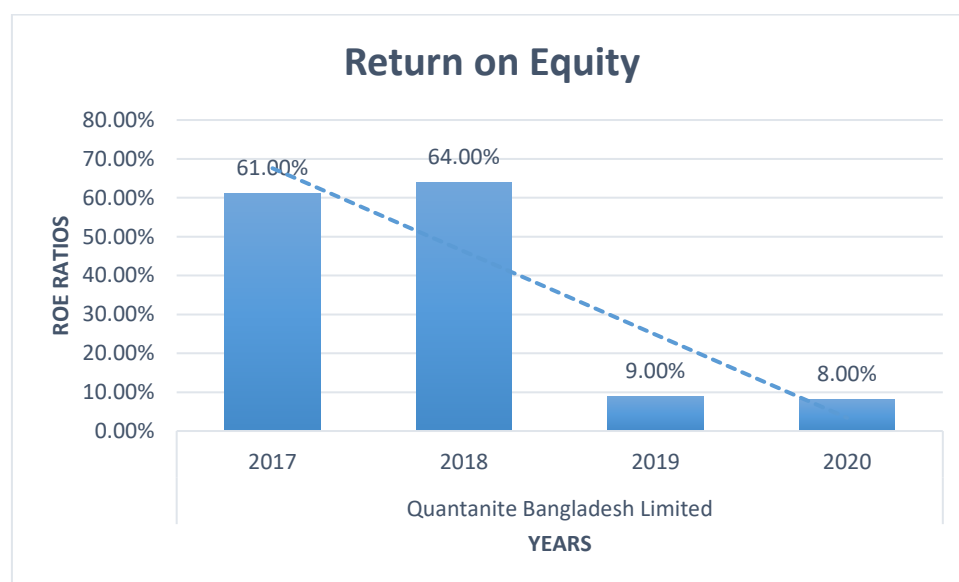


Figure 16: ROE of Quantanite Bangladesh Limited

Interpretations: In 2020, the company's common shareholder lost BDT 8 for every BDT 100 invested in the business. Over the last four years, the return on equity has fluctuated. 2018 had the greatest percentage of 64%, and during the following three years, it has been progressively declining. Therefore, it might be concluded that current financial data analysis indicates that the Quantanite ratio is poor.

CHAPTER – 4
Findings, Recommendation
& Conclusion

Chapter 4 – Findings, Recommendation & Conclusion

4.1 Findings

4.1.1 Financial Analysis Findings

- Here management of Quantanite is youthful and enthusiastic, and the company is a new player in the business. This indicates that the company's management lacks experience, which increases the likelihood that it will either succeed or fail.
- The company and its field are both growing right now, and it might be hard to keep this growth going.
- This business and field depend on technology, so a new technology could be another threat.
- We can see from the ratio study that the company is in good shape right now, but there is still room for improvement. Management of things like working capital and cash flow could be done better.

4.1.2 Positive Findings

- The company Quantanite has a flat hierarchy, which means that everyone works directly with their bosses. It forces the worker to learn from the boss.
- Quantanite's employees get along great with each other. People who are dedicated to their jobs make the Quantanite, and they never give up. They always do their best for the business. Their dedication to the group is clear.

- The company moves quickly and makes the person happy with the change. And whenever there is a change, it's easy to get into planning and talking. If someone is having problems or is angry during practise, they should talk to the team leader, boss, or manager.
- In this company, it's easy to see how each area works with the others. When they talk to each other, they are very polite. Every time someone needs help, they step up and help each other out. People who work here feel like they have a second home.
- They are not like other BPO companies because they think about their business, listen carefully, share their ideas, and work together. To begin, they pay close attention to what the employee thinks about success, how they use their thoughts, and how they use that to help the business grow. The great thing about this is that it gives workers' ideas, thoughts, and soon priority.
- Actually, they want their employees to come up with new ideas that will help the business grow. For example, they could ask them to do more work to please their customers, make more money, do better work in less time, and so on. It's always very important to have a business to do well. Every company wants their business to reach its goal and produce the results they expected.
- It's a great time to do business because everyone is so nice to the workers. They try to give their employees plenty of daylight, a clean and relaxing space, good tools, and quiet rooms so that they can focus on their work, get along well with their coworkers, and have good contact and input, which is very important for workers because good feedback leads to satisfaction, flexibility, and other things.

- They know the worker is best in that area because of their knowledge, so they give them the right job. They mostly watch their workers for a certain amount of time to see what areas they are good at and which ones they aren't.
- The boss can let the worker know about any changes ahead of time and talk to the worker to make sure they understand. This way, the worker won't have any problems and can do their job with the latest smart change.
- If a person makes a mistake on the job, they shouldn't put the blame on someone else. Instead, they point out the mistake so that the worker doesn't make the same mistake again. If an employee keeps making the same mistake, they will get a text message telling them.
- They give advantage to people who have other skills, like production, web design, graphics, music, etc. They really like these skills and believe it's important to have other skills too.
- They want to celebrate different occasions with their employees by getting to know more people in other departments. When they're happy, they let them show off their skills, like singing, playing the guitar, leading, and so on.
- They still pay everyone the same. As before, they still pay based on job and results. They are not unfair to the staff.
- Even so, they still want to provide the best training. They want their employees to be able to prepare well so that they can understand what they are learning.
- They give their employees rewards based on how well they do their jobs, like paid leave time, extra days off paid for by the hour, redundancy pay, raises, and so on.

4.1.3 Negative Findings

- At Quantanite, our dedicated teams and managers work hard to make sure our customers are happy. Without a question, this is a good thing to do. Still, management doesn't always pay attention to staff. I believe that clients are just as important as staff.
- Even though the company values teamwork, some employees would rather be known as a separate entity.
- If someone new joins during training, it will be hard for them to learn everything at once. Anyone can focus on what they're doing because it will be hard for everyone to learn.
- When an employee starts a new job, their salary cap system caps the minimum wage, and when the employee's journey is over, they have to pay back this amount. From the employee's point of view, this is not a good system. For the first month, they should pay the full amount.
- Since they need to speed up their Internet, it's important for both companies. Sometimes being late makes it hard to get work done, wastes time, and so on. They need to think about it.
- The customer will only have to pay the person what they are worth if they don't do their best work or give it their all. The people who work for the company are stressed because they have to try to change this situation.
- Workers are often fired without being told or after being told once, and then they get really engaged. They should change the message and let people know about it ahead of time.

- People who live in rural areas don't have good public transport, so they often don't get to work on time. If they're even one minute late, they lose their minimum wage. This means that if they set up a travel plan, it would help the workers.
- They pay more attention to job training. People who work wouldn't want to miss work school, which would be better for them.
- Administration often can't give people, especially new ones, the care they need.

So, these are the different findings, both good and bad. Based on these findings, we can come up with ways to make things better.

4.2 Recommendation

- Have a clear goal in mind and be in charge of the current situation wisely. Bring a lot of different management experience to the table.
- It can be hard for a company to keep growing, but bringing in new ideas and expanding into other business areas can be good for them.
- Always know what's new regarding technology for the business and try to think of new ways to beat other companies. As an example, putting AI and robotics together. A little more than half of customers would rather talk to a robot or virtual person when they need to quickly answer a question online, according to some study. This is because these bots are known to give answers right away, without having to wait in line. This edge is good for both the customer and the business.
- Increase its effectiveness and efficiency in managing the finances. For example, they may attempt to extend the APP while simultaneously lowering the DSO if they are more adept at managing their working capital.

- Independence: I think the Quantanite worker should have a little more time off from work. So that good changes can be made in the company, the workers must do things freely. The CEO of the company isn't always in this area, so some chores have to wait until the CEO gets there. The job would be done quickly if the friendly MD or VP has the power to do it.
- More Employee Engagement: To make the company stronger, employees need to be involved more. It's hard to get employees to be loyal when they're not there. The person in charge of HR should create and carry out management and engagement programmed that consider not only employees' past and present needs, but also their hopes for the future.
- Training and Education: The company is using the method to help people get ready for their careers. But some workers still need skills outside of work. Even though they give the customer a clear task, it's still important to let them know what work they need to do first. The company should focus on hiring new people and evaluating their work. They should also put pressure on their employees to finish their college schools. They should add post-graduation to the list of requirements for promotion. That's how the staff will know they need to do more research.

4.3 Conclusion

A big part of Quantanite Bangladesh's business is in Bangladesh's BPO market. These people have changed a lot in the past few years. Every day, more and more people are working. It offers a lot of ads to people all over the world for its selection and personalized programmers. Between the beginning and now, Quantanite has always made money. Today, they are one of the BPO companies making the most money. Quantanite Bangladesh should use the study to improve how they handle their human capital & financial decision. Quantanite needs to raise their level on. Quantanite also cares about what loyal customers and employees do for the company. The organization's Finance department is going through a major rebuilding programmed to make sure that future earnings, a prestigious organizational culture, and a stable place to work will all contribute to the growth of sage wisdom.

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Appendix A.

Vertical Evaluation

In the vertical analysis, the following formula is used to get the percentage: formula for vertical analysis

$$\text{Percentage of base} = \frac{\text{Amount of individual item}}{\text{Amount of base}} \times 100$$

Years	2020	2019	2018	2017
Current Asset	88914755/141965027	65276933/106683435	49538257/79184363	14435762/16051009
Cash & Cash Equivalent	18614216/141965027	17726817/106683435	6072845/79184363	7981899/16051009
Investment in FDR	17955227/141965027	14064129/106683435	0/79184363	0/16051009
Receivables	44032708/141965027	27945523/106683435	23937375/79184363	1725000/16051009
Salary Receivables	0/141965027	0/106683435	4505427/79184363	4728863/16051009
Advance & Prepayments	4563000/141965027	5190850/106683435	15022610/79184363	0/16051009
intercompany loan				
	3460788/141965027	349614/106683435	0/79184363	0/16051009
Receivable Interest	288799/141964999	0/106683395	0/79184241	0/1605999
Unchanged Asset	44050272/141965027	41406502/106683435	29646106/79184363	1615247/16051009
Share invest	9000999/141966028	000/106683738	0/79185387	0/16051999
T.A	141965027/141965027	106683435/106683435	79184363/79184363	16051009/16051009
Present-day obligations and				

reserves	35024994/141965029	18932160/106683431	5684459/79184459	285066/160510188
C. Liabilities	15203359/141865017	16355685/106683437	5140242/79144361	285055/160510188
Income Tax Clause paybles	1037626/141965027	310967/106683435	135179/79184363	0/16051009
	8971632/141965027	450000/106683435	408000/79184363	0/16051009
PF Obligations	3085107/141965027	1816405/106683435	0/79184363	0/16051009
Finance for leases as of now	6727671/141966028	0/106683599	0/79184363	0/16051009
Non-Current Liabilities	622296/141965027	12880790/106683435	17427621/79184363	0/16051009
Loan Long	622277/141969000	12881799/106673430	17427621/79184363	0/16051009
Share Capital	588900/141965027	588900/106683435	588900/79184363	500000/16051009
Share Money Deposit	30256902/141965027	30256902/106683435	30256902/79184363	13394817/16051009
Retained Earning	75471635/141965027	44023683/106683435	25227479/79184363	1871126/16051009
Total Equity	106317437/141965027	74869485/106683435	56073281/79184363	15765943/16051009
obligations and equity total	141865128/141565127	106683439/105693336	79174353/79184363	16051099/16049129

V.A Income Statement

Years	2020	2019	2018	2017
Change in Ownership	213924029/213924029	208154203/208154203	134269469/134269469	7500000/7500000

O.Income	3581467/213924123	1318550/208154287	509085/134269561	000/7500999
Total Revenue	217505488/213924025	209472753/208155814	134778554/134269469	7500000/7500000
O. Expense	182744350/214924129	178912587/208155213	107291559/134369479	5628975/7500099
P. from Ope.	34862129/213924029	30561367/208154213	27587105/134269479	1871126/7500099
F. Cost	2060997/213925029	3044979/208254203	2488723/134279469	0/7510000
P. B. T	32701162/213924029	27516297/208154203	25098185/134269469	1871126/7500000
I.T.E	1253627/213925030	461487/208153103	190977/134269470	000/7500099
N.P.A.T.	31447709/213923099	27054794/208154197	24907301/134269457	1871176/7510099
No. Share	5999/213924117	5999/208155000	5999/134269501	5010/7500099
EPS	5340.06639497368/213924029	4594.12531839022/208154203	4229.45797249109/134269469	374.2252/7500000

Horizontal Analysis

The following formulae are used to calculate changes in dollars and percentages:

1. Dollar change = Amount of the item in comparison year - Amount of the item in base year

2. Percentage change = $\frac{\text{Dollar change}}{\text{Amount of the item in base year}} \times 100$

H.A of Balance Sheet

Years	2017	2018	2019	2020
Current Asset	14435762/14435762	49538257/14435762	65276933/14435762	88914755/14435762
Cash & Cash Equivalent	7981899/7981899	6072845/7981899	17726817/7981899	18614216/7981899
Investment in FDR	-	-	14064129/14064129	17955227/14064129
Receivables	1725000/1725000	23937375/1725000	27945523/1725000	44032708/1725000
Salary Receivables	4728863/4728863	4505427/4728863	0/4728863	0/4728863
Advance & Prepayments	-	15022610/15022610	5190850/15022610	4563000/15022610
Inter-C. Loan			349614/349614	3460788/349614
Receivable Interest				298818/298818
Unchangeable Property	1615247/1615247	29646106/1615247	41406502/1615247	44050272/1615247
Whole Assets	16051099/16051019	79184359/16051019	106683439/16051019	141965029/16051019
Current Liabilities and Provisions	285066/285066	5683461/285066	18933160/285066	35025294/285066
Current Liabilities and	285066/285066	5140282/285066	16355788/285066	15203258/285066
Income T. Clause		135179/135179	310967/135179	1037626/135179
Payables by Account		408000/408000	450000/408099	8971629/408099
PF O.			1816416/1816416	3085127/1816416
				6725484/6725484
NC Lia.		17427621/17427	12880790/174276	

	-	621	21	622296/17427621
Long Term Loan (Secured)	-	17427621/17427621	12880790/17427621	622296/17427621
Total Liabilities	285066/285066	23111082/285066	31813950/285066	35647590/285066
Investors' Equity	15765943/15765943	56073281/15765943	74869485/15765943	106317437/15765943
S. Capital	500000/500000	588900/500000	588900/500000	588900/500000
Deposit Money in Shares	13394817/13394817	30256902/13394817	30256902/13394817	30256902/13394817
R.E	1871126/1871126	25227479/1871126	44023683/1871126	75471635/1871126
Total Equity	15765943/15765943	56073281/15765943	74869485/15765943	106317437/15765943
obligations and equity total	16051099/16051099	79184371/16051099	106683536/16051099	141965128/16051099

Horizontal Analysis of Income Statement

Years	2017	2018	2019	2020
Turnover	7500000/7500000	134269469/7500000	208154203/7500000	213924029/7500000
Other Income	0.00%	509085/509085	1318550/509085	3581459/509085
Total Revenue	7500000/7500000	134778554/7500000	209472753/7500000	217505488/7500000
Operating Expenses	5628874/5628874	107191549/5628874	178911487/5628874	182743349/5628874
Profit from Operations	1871126/1871126	27587005/1871126	30561266/1871126	34762139/1871126
F.C		2489931/2489931	3044875/2488786	2060872/2488872

Profit A.T Net	1871126/187112			
	6	24907278/1871126	27054804/1871126	31447651/1871126

Ratio Analysis

Quantanite Bangladesh Limited

Ratio of Liquidity:

i)

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$

Ratio of Asset Management:

$$\text{Asset Turnover Ratio} = \frac{\text{Net Sales}}{\text{Average Total Assets}}$$

$$\text{Fixed Asset Turnover} = \frac{\text{Net Sales}}{\text{Average Net Fixed Assets}}$$

$$\text{Days Sales Outstanding} = \frac{\text{Average Accounts Receivable}}{\text{Revenue}} \times 365 \text{ Days}$$

$$\text{Average Payment Period} = \frac{\text{Average Accounts Payable}}{\left\{ \frac{\text{Total Credit Purchases}}{\text{Days in Period}} \right\}}$$

Ratio of Debt Management:

I. Total Long-Term Liabilities / Total Assets = Debt Ratio

II. EBIT/Interest Payment = Times Interest Earned ratio

Ratio of Profitability:

I. Operating Profit Margin = (Sales / Operating Profit) x 100

II. (Net Profit after Tax/Sales) X 100 = Net Profit Margin

III. Net Profit after Tax / Total Assets = Return on Assets (ROA) X 100

IV. Net Profit after Tax / Total Common Equity Equals Return on Equity (ROE) X 100