

Internship Report on

**“Product Management Processes & Business Operations of  
Barikoi Technologies Limited”**



Submitted to

**Islamic University of Technology**

in partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)

**Submitted by:**

**I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.**

---

**MD. Allauddin Khan Nasib**

Student ID: 170061029

Department of Business & Technology Management (BTM)

Islamic University of Technology (IUT)

**Approved by:**

---

**Shobnom Munira**

Assistant Professor

Business & Technology Management (BTM)

Islamic University of Technology (IUT)

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**Product Management Processes & Business Operations  
of “Barikoi Technologies Limited”**



# Letter of Transmittal

18<sup>th</sup> April 2022

**Shobnom Munira**

Assistant Professor

Department of Business & Technology Management

Islamic University of Technology (IUT)

Board Bazar, Gazipur-1704, Bangladesh.

**Subject: Submission of Internship Report on “Product Management Processes and Business Operations of Barikoi Technologies Limited”.**

Dear Ma’am,

It is a great pleasure for me to be able to submit my internship report of the three-month-long internship program completed at Barikoi Technologies Limited as a ‘Product Intern’. I have put my utmost effort to make this report a meaningful and successful one. I took this report as an opportunity to reflect on my learning about the whole scenario of corporate life, company policy, internal work environment, and different aspects of the assigned functions. I look forward to making the best use of the knowledge that I have obtained from this Internship and I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. I would like to apologize for any mistakes that I have made during the preparation of this report. If you need any further clarification for any part of this internship report, I would eagerly provide the informational details you want to know.

Sincerely Yours,

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**MD. Allauddin Khan Nasib**

Student ID: 170061029

# **Acknowledgment**

All praise and thanks to Almighty Allah for providing me with the capacity and opportunity to complete the internship program and submit my report on time as per the requirement for the completion of my degree. Despite some complications in producing the internship report, I have been able to overcome these challenges with the guidance of my supervisors and I am really thankful to them for all the assistance they have provided so far. I would also like to show my gratitude to many individuals who had supported me throughout the process both directly and indirectly.

To start with, I would like to thank my academic supervisor Shobnom Munira, Assistant Professor, Department of Business & Technology Management for always providing me with feedbacks which has made it possible for me to complete the report in a sound manner with ease. Even though, I was confused about all the requirements of the report, she had come forward and helped to overcome the confusions I had. This report would not have become a meaningful one without the suggestions and feedback she had provided me from time to time. I have tried my utmost to make this report flawless with as few mistakes as possible.

In addition, I would like to show my gratitude to my supervisor of Barikoi Technologies Limited, MD Al Amin Sarker Tayef, Managing Director and Chief Executive Officer who took all the responsibilities of me and provided me with his precious time to share his experience with me. Furthermore, he provided many suggestions which would be helpful for me to succeed in my career. As a business student, the learnings and experiences I have gathered from the internship program under his guidance have helped me to understand the corporate working environment and the norms of the organizations.

It was a great experience for me to work with everyone from Barikoi Technologies Limited and I am thankful to all of them who have helped me during my internship program and made the experience a valuable one for my future.

## **Executive Summary**

This report includes the overall experience gathered during the completion of the internship program as a product intern in the product department at Barikoi Technologies Limited. The report provides a full overview of the digital navigational solution and to its readers and how companies within this industry operate as well as the potential of this industry for Bangladesh. The report has been divided into four major parts and each of them adds value and meaning to the report and are organized in such a way so that the readers can understand the report properly. The first part of the report is focused on analyzing the company where I have completed my internship program. The main goal of this section was to understand the company and the ideas behind the start of this business and how the business operates. This section also included different parts of the company and its hierarchy of employees. The next part focuses on the analyzing of the industry where the company operates. This section helps to understand the overall environment of the organization and the different factors that affect the industry. The third part focuses on the main duties I have performed during my internship period. This is a descriptive part where each task was mentioned alongside the learnings and work environment. The last chapter has been developed to focus on the analyzing part of the internship tasks and understanding how each task has contributed in developing myself and gathering various skills that are important for my future career. After completing all the four major parts, there were some brief recommendations mentioned at the end of the report which was a result of the practical experience I have gained during my internship tenure.

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# **Chapter 1: Introduction**

## **1.1. Introduction**

The purpose of this internship report is to reflect on the learnings that have been obtained from the completed tasks and analysis of the whole process during the internship period. The goal of this report is to identify the set of skills that have been obtained and developed throughout the internship program of three months. I have completed my internship as a 'Product Intern' at Barikoi Technologies Limited. Barikoi technologies Limited is an IT based business that seeks to provide reliable location data and organized information to the businesses, government and consumers.

The company aims to provide a reliable location experience for the businesses and governments of the country with their map-based solutions. The company has been working on introducing new products in the market and as a product intern, I also had to work on a new product idea as per the requirement of my internship program. Alongside that, I also had to perform other responsibilities that were related to the business dealings of the company. New product offering ideas work as a means of growing the business and attain more awareness from clients from various sectors. As it is an IT based company, the product department plays a critical part as the department is tasked with the idea generation, launching and management of the product while communicating with the clients regarding the products and services being offered. So, the product department always had to work with both the clients and the IT team regarding the needs that are associated with the offered product and services. I worked in this department for three months and during this period I have been able to develop different set of skills which would help me with my future career. While I have been learning the skills and obtaining the experience, I have tried my best to apply the gathered academic knowledge to create an impact in the company. The responsibilities I have carried out during my internship period have definitely helped me to learn more new skills and sharpen the skills I already had which would allow me to grow both personally, professionally and help me in my future career path.

## **Chapter 2: Company Overview**

## 2.1. Background of the Company

Barikoi Technologies Limited started its journey as a full stack location data platform in 2018 with a vision of providing reliable and exact location data for the country, Bangladesh. The company collects local location data, formats and organizes it through mapping urban areas and collaborates with various projects of city authorities to continue with the operation effectively. The company provides a better location experience to several companies in order to improve the companies' location-based services, enhance their user experience, automate their logistics, hastens their verifying KYC platform and so on. Alongside the B2B market, Barikoi Technologies Limited helps the city authorities in increasing their revenue and city monitoring capability and make the system more efficient. To continue with the operations, Barikoi consists of three departments currently which are the IT department, the Business department and the Operations department. The IT department oversees all the initiation, development and maintenance of all the technological solutions. The operations department is tasked with the overseeing of the day-to-day activities and the management of the surveyors and the services. The business department includes the management, admin, development and the product team. Barikoi currently offers its products and services to several renowned B2B platforms of Bangladesh namely HungryNaki, The City Bank Limited, OBhai, Sheba.xyz, Ajkerdeal, Kludio, Maya.inc, Landknock Limited, 10 Minute School, Shikho, TruckLagbe, GoZayaan, Rapido Deliveries, Now Delivery etc. Additionally, the company provides its services for the B2G and NGO platforms as well where the service takers are the Dhaka North City Corporation (DNCC), Save the Children respectively.

## 2.2. Company Profile

- **Company Name:** Barikoi Technologies Limited
- **Origin:** Bangladesh
- **Mailing Adress:** Level-13, Barikoi Office, Wasi Tower, House 572/K, Matikata Main Road, Matikata, Dhaka Cantonment, Dhaka.
- **Email:** hello@barikoi.com

- **Website:** <https://www.barikoi.com>
- **Date of Founding:** March 2017
- **Date of Incorporation:** 27 September, 2018
- **Business Type:** Information Technology (IT)
- **Primary Line of Business:** Location (geospatial) data, Maps data, Verification
- **Primary Audience:** Ride-Hailing, Logistics, Government, E-Commerce, Location-Based Service Companies, Banks and Financial Institutions
- **Status:** Private Limited Company

### **2.2.1. Vision**

To enable reliable location experience in Bangladesh for everyone.

### **2.2.2. Mission**

Make cities smart and searchable with reliable and organized location data.

### **2.2.3. Purpose**

Create an efficient root level digital infrastructure in Bangladesh.

### **2.2.4. Core Value**

Reliable and organized information should be available at the right time for the right people.

### **2.2.5. Goal**

Build highly precise and reliable maps for the country.

## **2.3. Operating Sectors of Barikoi Technologies Limited**

The company is able to operate and provide for several sectors with its offered products and services. The versatility in their offerings makes the experience more reliable and effective for the players in those sectors. Currently, the company is operating only in the local sectors and have not gone for worldwide service. The sectors the company operates in are described in the following,

- **Banking and Financial Organizations**

Barikoi has a good amount of current and potential business consumers for this sector. The company introduced a unique service with technological inclusion powered by its digital solution named ‘Verify’. This service lets its consumers manage its loan or credit management with ease and saves up a huge amount of time in its management.

- **GovTech (Smart City):**

Barikoi deals in the B2G platform as well with their recently launched product named as ‘UrbanEngine’ that helps the governmental organizations in dealing with issues such as Holding Tax Collection, Trade License Management effectively. The solution even helps the city authorities in road management and waste management which helps the city authorities in making their projected smart cities.

- **Transportation**

The company is currently working on a new product in order to make an entry in this sector and make life less hassling and save more time for the people of Bangladesh. The product will help its consumers to better manage the transportation system of the country.

- **Ride-sharing**

Barikoi provides its ‘Map’ and ‘Location API’ products for the companies that are working in this sector. The solutions are more reliable than other service providers and more cost effective. The key consumer in this sector is OBhai, Sheba.xyz and

furthermore, Pathao used to be their client as well.

- **Delivery**

Barikoi built up a good amount of presence in the delivery sector with its 'Location API' product. The company has several clients in this sector that uses this product such as HungryNaki, Rapido Deliveries, TruckLagbe, ShopUp etc.

- **Retail**

Barikoi launched a new product named 'Trace' in order to provide for the retail market that helps in tracing and keeping record of the key retail players. The product helps the companies which are dealing in this sector with this offering that contains the technological support through its mapping solution. The key clients in this sector are ShopUp, Lalmai Group.

## 2.4. Products and Services Offered

### 2.4.1. Products

- **Location API**

This product provides high accurate location data of Dhaka City and other local regions of Bangladesh. The company is working on extending the service to the whole country. Relevant services under this product are,

- **Search and Geocoding:** Free text search and geocoding helps the people to look for any kind of address in Bangladesh.
- **Reverse Geocoding:** This service transforms the machine-readable location coordinate into human readable location data.
- **Rupantor:** This is an AI-enabled Geocoder that fixes a bad or unreadable address into an understandable one.
- **Routing:** This service sets directions, provides routing, makes distance matrix and so on based on the need of the users.

- **Snap to Road:** This service provides a visualization of the road with a road view of a particular route.
  
- **Urban Engine**

This is a digital solution for the City Corporations, Towns and Union Council to unify and monitor all their services using one map-based solution. This product helps them to manage the road, waste and helps in collecting holding taxes as well.
  
- **Barikoi 360**

This service provides the street view specially developed for Bangladesh and is a great alternative to Google street view.
  
- **Trace**

This is a first real-time tracking platform for businesses to track anything on the go for their businesses.

#### **2.4.2. Services**

- **Verify**

This is a tech-enabled Contact Point Verification (CPV) service to provide time-saving and cost-effective advantage to potential clients.

### **2.5. Current Users and Clients**

Barikoi Technologies Limited holds a good number of clients in the B2B and B2G platforms with their offerings. Their map product is free of cost for all the people of Bangladesh. The list of current users and clients in the B2B and B2G platform are listed below,



## **Consumer Internet Companies**

- Sheba.XYZ
- Maya inc
- HungryNaki.com
- Kludio.com
- Shikho.com
- Handymama(verify)
- Ajkerdeal.com
- 10 Minute School
- Kotha.app
- GoZayaan
- OBhai

## **B2B Internet Companies**

- Landknock limited
- EasyTrax Vehicle Tracking Solution
- Rapido Deliveries
- ShopUp(verify, Logistics)
- Accigone
- Loop Logistics
- TruckLagbe
- StartIt
- MudiHat
- Walletmix
- Digicon

## **Government Organizations**

- 333 - Call center (DNCC Ward Zone Detection)
- Dhaka North City Corporation

- Bangladesh Post Office

### **Bank and Financial Organizations**

- The City Bank

### **Retail & FMCG Companies**

- Lalmai Group
- Steeltech

### **NGO**

- Save the Children

### **Pipeline Customers**

Dhaka South City Corporation, Narayanganj City Corporation, Mymensingh City Corporation, Unilever Bangladesh, Bangladesh Post Office, PepsiCo Bangladesh, Midland bank, AB Bank, Prime Bank, Paperfly.

## **2.6. Organogram**

Barikoi Technologies Limited currently contains 39 employees of which 33 employees are permanent and 6 employees are recruited on a contractual/temporary basis. MD. Al Amin Sarker is the Managing Director and CEO of the company. The department wise employee distribution in the company is,

Tech: 16

Operations: 15

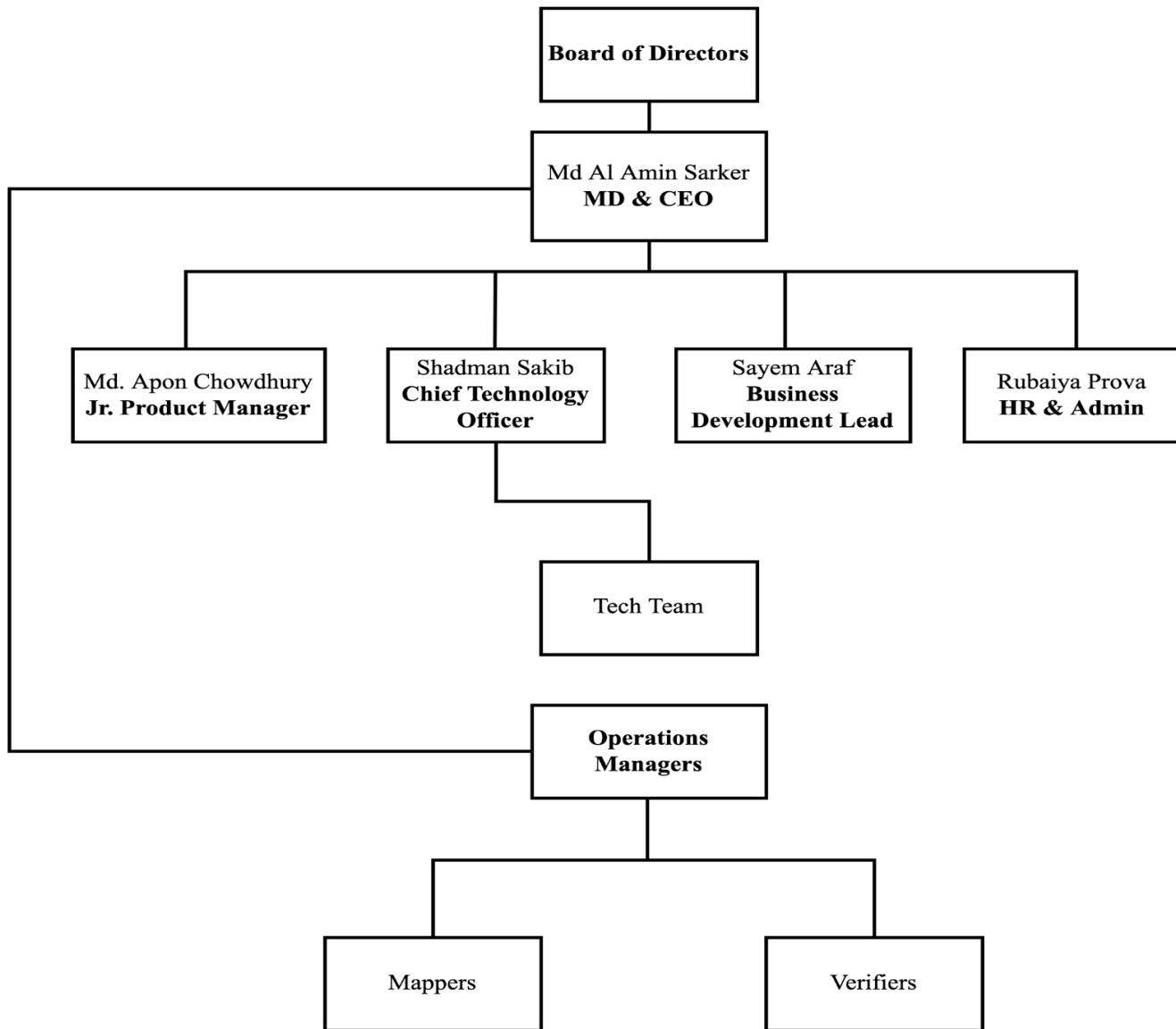
Admin: 1

Business: 1

Contractual: 3

Interns: 3

The organogram (see Figure 2.1) which resembles the corporate structure of Barikoi is attached in the following,



*Figure 2. 1.: Organogram of Barikoi Technologies Limited*

## **2.7. Major Areas Regarding the Business Idea of the Company**

### **2.7.1. Location Mapping**

Location mapping is a vital aspect for any business who are dealing in the related area. Proper location data from the mapping provides a person with an opportunity to make the best data-driven solution to support the planning process effectively. Location mapping is the process of creating a visual representation of geospatial information related to the objects and spaces within our surroundings such as information related to lands, cities, natural resources, water, buildings etc.

### **2.7.2. Need for Location Information**

Technological revolution of recent times has changed the direction of human life and their behavior. People are always looking for innovative and effective ways to reduce the hassle, time and effort to do various tasks. The technological adoption rate is increasing in an immense rate and is making the life of every human easier than ever and they are now able to make more data driven decisions. Location mapping is also a part of this new need where people and businesses are always looking for accurate and reliable location information for themselves and their businesses. Thus, the location information is now gathered and organized in a single digital platform in order to meet the information needs of people around the whole world.

### **2.7.3. API**

Application Programming Interface (API) is a mechanism of connecting certain one user to a server of a certain service provider. The gateway or the number of application servers can be many based on the requirement of the user and then it helps to communicate among those different application servers and generate the requested output for the user. For

instance, we use Maps almost frequently now in order to check for available routes for a certain destination. When we set our route and hit the go button, an API call is made in the back-end and all the possible routes to the destination are shown as requested. This works for the search engines and others as well and every time we encounter such a scenario and look for a certain output, an API call is made.

#### **2.7.4. Comparison between Google Maps and Barikoi**

Google Maps is a renowned product of Google which started its journey in 2005 and now is a big market player in the digital navigational industry around the whole world. It provides location data and services to the whole world using the information collected through different services related to Google and now serves millions of people around the world who need location data. On the other hand, Barikoi is a local location data provider who is on a mission to make the accessibility of location data for its country more accurate, easier, hassle free and reliable. The accuracy of Barikoi location information is more accurate than the Google Maps services. Some key comparison (See Table 2.1) between these two are included in the following,

<b>Points of Difference</b>	<b>Barikoi Maps</b>	<b>Google Maps</b>
Service Area	B2B, B2G platforms	B2B, B2C and B2G platforms
Area Coverage	Local area of Bangladesh	Global
Cost	Saves BDT 39,500 per 1000K API call (Initially 30,000 free API calls available and more pricing plan based on the need)	\$700 to be paid per 100K API call and the prices remains same for other services
Business Model	API based business model	Advertisement based business model
Customization	API can be customized based on the need	No customization available
Data Collection Method	Completely human-based data collection method by hiring surveyors who are called mappers	Road sensors, user contributions and local transports
Accuracy of Data	High	Less accurate than Barikoi
Number of Services	Total of 6 active services	Around 273 active services
Payment System	Local MFS payment, Bank payment and Credit Card Payment	Credit Card payment option available only

*Table 2. 1.: Barikoi Maps & Google Maps comparison*

According to the comparisons, it is easy to imply that the solutions provided by Barikoi have more cost-effective advantages and more accurate data advantages for the local businesses and this will even provide a boost for the MSMEs and start-up businesses as well. So, the API product of Barikoi is able to obtain a good number of clients based on these characteristics.

## 2.8. SWOT Analysis of Barikoi Technologies Limited

The SWOT analysis of the company reveals the internal strengths and weaknesses it contains along with the external opportunities and threats of it. The analysis (see Figure 2.2) is described in the following with a figure attached as well,

### Strengths

- Monopoly in local mapping for Bangladesh
- Massive collection of local data
- Collaboration with government projects

### Weaknesses

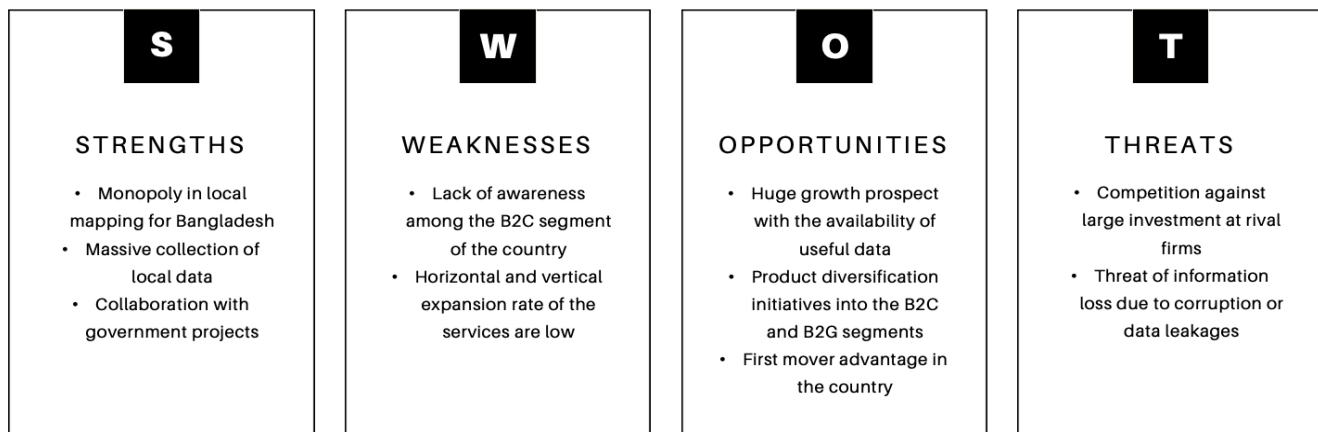
- Lack of awareness among the B2C segment of the country
- Horizontal and vertical expansion rate of the services are low

### Opportunities

- Huge growth prospect with the availability of useful data
- Product diversification initiatives into the B2C and B2G segments
- First mover advantage in the country

### Threats

- Competition against large investment at rival firms
- Threat of information loss due to the corruption or data leakages



*Figure 2. 2.: SWOT analysis of Barikoi Technologies Limited*

## **2.9. Porter's Five Forces Analysis of Barikoi Technologies Limited**

The following analysis (see Figure 2.3) identifies five competitive forces that shape the company's competitive position within its industry and helps to formulate better business strategy to conduct its business proficiently and be more competitive.

### **Competition in the industry: Moderately strong**

- Monopolistic business in the local mapping industry.
- Limited global customers and a small number of mapping companies with seamless map solutions available such as Google, TomTom.

### **Bargaining power of suppliers: Very Weak**

- Supplier needs are localized as the company adopted the technology with ease.
- Less laborious for the company to manage the technology due to the technological evolution.
- Easiness in the local law and regulations.

### **Bargaining power of buyers: Moderately weak**

- More expertise solutions available such as Google, TomTom but these are costlier.
- Free of cost for the local consumers to use the Barikoi Map.
- A good number of B2B and B2G consumers are available to use the company's tech-based products.
- The bargaining power might reduce due to the growing importance of local mapping technology as it may attract more global buyers later on.

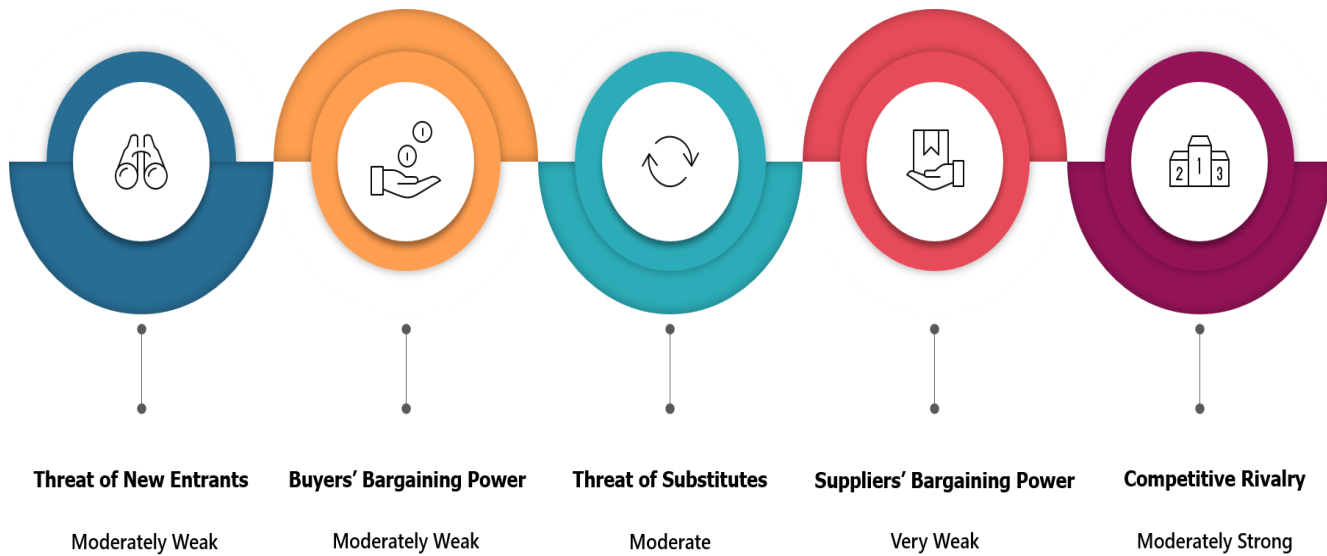
### **Threat of substitute products: Moderate**

- No other local mapping company in the country
- The company provides cost effective solutions than other worldwide used mapping solutions.
- The other mapping companies have more experience in the business.



### Threat of new entrants: Moderately Weak

- A new company will need a good amount of supplier base, technological ability to create a new local mapping platform.
- Fair amount of resources is required to maintain the seamless experience and operational sustainability of the map which may feel difficult for a newcomer.



*Figure 2. 3.: Porter's Five Forces Analysis of Barikoi Technologies Limited*

## **Chapter 3: Industry Analysis**

### **3.1. Industry Size and Growth Trends**

The technological adaptability is increasing every day and currently the world is experiencing the benefits of technological evolution and are realizing their complete need for it. The number of internet users are rising rapidly around the whole world and the demand for clean and reliable data is also increasing with it. Due to the demand for clean, reliable location information with the availability of proper internet services, the digital navigational industry is growing rapidly globally. According to a statistics of industry size in 2021, the industry size of digital navigational industry stood at US \$19.2 Billion globally with an anticipated CAGR of 15% over the next five years period which is 2021-2026. This goes to show how much the demand for location information is increasing and works as an attractive indicator for the investors. This popularity of digital navigational industry had started from the inception of Google Maps by Google LLC back in 2005. The service started gaining more popularity over the time and started introducing new features within it and opportunities for businesses to tap into. Now with the ease of access to the internet, consumers started to realize the need of having location data for efficient business operations and have more growth. Google was able to realize this and have set out a pricing plan for the businesses with their API product and advertisement product and are generating revenue through them until now.

Even though Google Maps is able to operate globally, they cannot provide proper and reliable location information around the whole world as they are not operating physically in every country and because of the difference in exchange rates and their high pricing plan, the cost of using their product for some country is really costly. Some local entrepreneurs found the strategic gap of where Google Maps cannot provide accurate and reliable location information to everyone, they took it to their hand in order to better serve their country with accurate location information through a local mapping system. Although not every mapping companies realized the gap after Google started its business. There are other mapping companies in other countries that started their business before Google Maps did such as MapmyIndia in India, TomTom in Netherlands, Yandex Maps in Russia etc. In Bangladesh, the idea of providing accurate location information to businesses, governments were in demand and Barikoi started the journey of providing it in 2017. There

was no significant operation of digital navigational industry before 2017 and since the inception of the company, the company has grown overtime as a reliable location service provider in Bangladesh. The company now is valued at around BDT 18.0 crore and the digital navigation industry in Bangladesh is worth BDT 3.0 Billion, so Barikoi already covers 6% market share in the industry and are planning to grow more to grab more market share in the country. The technological revolution is still working its impact in this region of the world and the people of the country are getting more tech savvy as they days are going by. The businesses are realizing the need of accurate and reliable location data for their business and as the company has a more attainable pricing plan than Google Maps, the company is able to grab more companies that are dealing with location information such as ride-sharing services, trucking services, food delivery services etc. The company did not have much of growth until recently as they were still in the process of data feeding in their BMaps system and after they were completely done, the company started to stabilize its business operation and started introducing more products and services offerings through the mapping system to attract local service takers in various sector to generate its revenue and grab market share. The company is still in the growth process and they are working on to introduce more map-based products and services in order to serve the businesses and governments more efficiently. The yearly review (see Figure 3.1) of Barikoi during the fiscal year 2020-21 is included as a figure in the following which explains the overall activities and achievements of the company until the last year.



*Figure 3. 1.: Barikoi Yearly Review in F.Y. 2020-21*

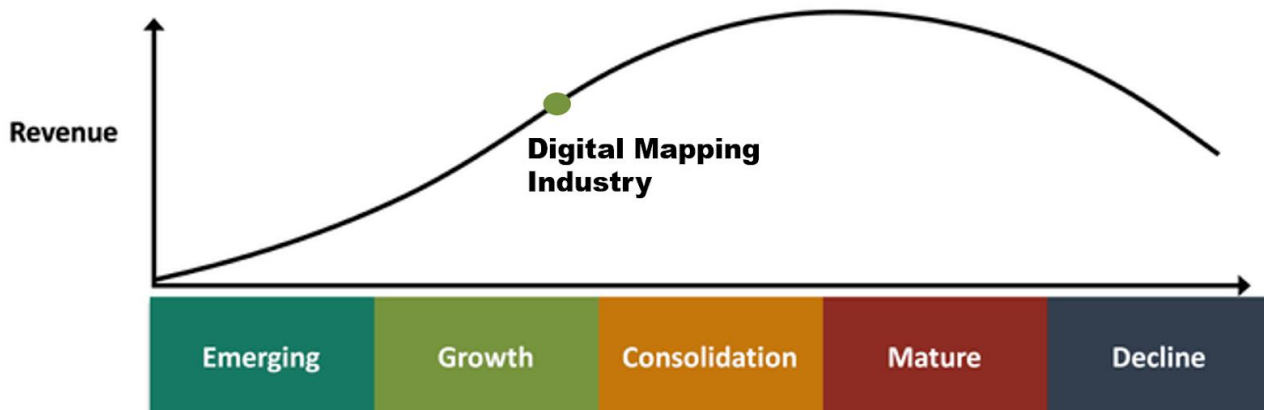
### 3.2. Maturity of the Industry

The digital navigational map industry is booming with more potentiality than it had when the idea was first generated. The growth is increasing mainly due to the number of business opportunities it is creating within the country and thus improving the economy alongside it. The once emerging industry is already now in its growth phase due to its increasing demand and the evolution of technology. Through the evolution of technology, the supplier needs for a company becomes localized and makes it less laborious for the company to conduct its operation and for these reasons, more startups are coming into the market. The digital mapping industry started its journey a long time ago globally. Eventually, people

started using it and after some time the businesses started embracing the technology. Now, with the help of this solution, businesses such as the SMEs and logistics businesses are able to operate more efficiently than they could before. It is imperative to say that the digital mapping industry paved a way for new businesses such as the ride sharing businesses, food delivery businesses, trucking businesses and so on. The same happened for this country when the need for a digital mapping solution was first recognized. The recent pandemic even provided a boost for the industry as businesses felt the need of a mapping solution even more than before. Within the last five years, the industry gradually started to climb through the phases of industry life cycle and it got promoted to the growth phase from the emerging phase a while back. Now, the industry is worth around BDT 3.0 billion in Bangladesh. The reasons for its immense growth can be:

- The ease of technological use and its evolution.
- The increasing demand of the new business opportunities opening up.
- Able to carry out certain governmental projects efficiently and make life easier for the people.
- Growing importance of mapping technology.
- The time saving ability of all the businesses and people which are helping in the growth of the economy.
- The cost effectiveness compared to Google, TomTom etc.
- Less amount of tightness in the local law and regulations.

The digital mapping industry has more services in mind that it can offer and it still needs a good amount of time and revenue growth to improve its position in the industry life cycle. With how things are still going on in the country, the industry will see more growth in the future and will take time to reach the maturity of it.



*Figure 3. 2.: Industry Life Cycle of Barikoi Technologies Limited*

### **3.3. External Economic Factors and Their Effect on the Industry**

External economic factors are the factors that applies their influence on the consumer buying behavior which ultimately affects the overall business performance of a company and normally the companies do not have any control over these factors. So, they work on improving their performance by meeting the demand of their clients with top notch service and remain competitive in the market. Key factors that are related to environment of digital navigational industry are explained in the following:

- **Existing Market Share**

In 2021, the digital mapping business surpassed US \$4.17 billion in revenue, and it is predicted to continue to increase more in the upcoming years due to increasing demand of reliable location information by the local businesses and governments. The API market currently is dominated by Google Maps, with roughly 60.59% of the market share, but other competitors have slowly begun to gain market share in this business. Google has accumulated a lot of experience and popularity in the market due to their lengthier tenure, more strategic planning and their reach of the whole world compared to other existing competitors such as Mapbox, OneMap, Baidu, and others. As the companies in other countries are realizing the opportunity of providing accurate and reliable location information, they may be able to capture a significant portion of the market share in the

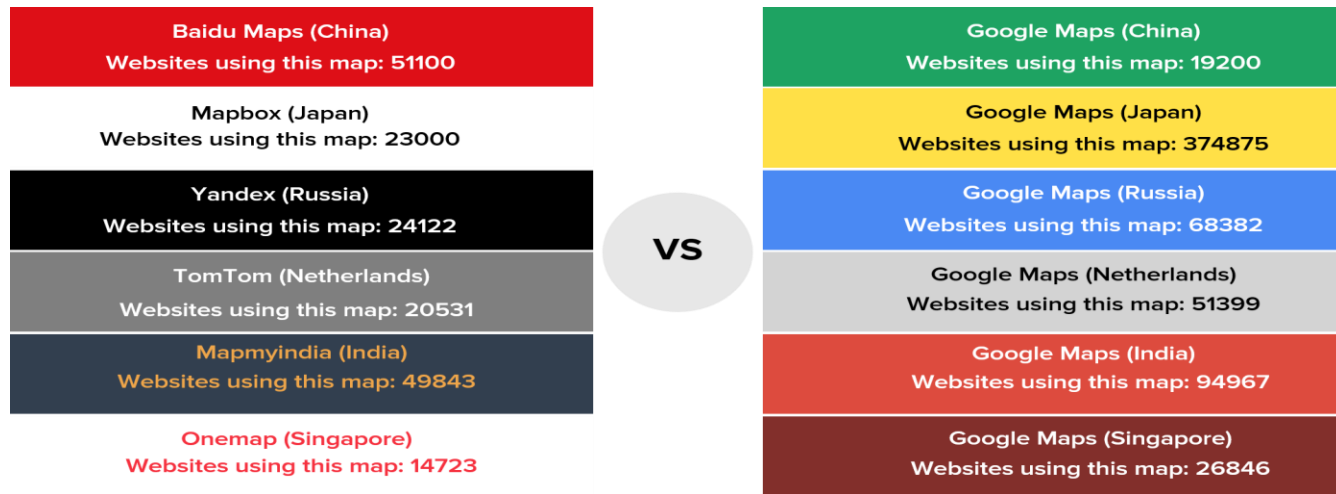
API market. But the scenario of Google dominating the digital navigational industry in another market has started to change in the developing and developed nations. For example, in Bangladesh, Barikoi has begun to give similar services to Google in a more exact manner with its self-developed mapping services, which are purely based on locations around Bangladesh. But the obtained location information through their service is more accurate and more reliable and more cost-effective than Google Maps. As a result of the increased popularity of local mapping and its lower costs, Google is losing part of its market share to regional competitors.

- **Competition within the Industry**

For the digital navigational industry, competition is a critical economic factor in order to thrive within the industry. It motivates them to produce high-quality products and services in order to remain competitive and have a competitive edge against the other service providers. Even a little divergence from expected quality standards in the service business can prompt a customer to move to another service provider. As a result, it encourages the sector to retain a culture of continuous improvement and innovation and to provide for the businesses and meet their needs. Within the digital navigational industry, companies such as Mapbox, HERE technologies, MapmyIndia, baidu and others are competing with Google Maps, which has the largest market share in the whole world and within the countries of mentioned local mapping services. Meanwhile, over the last few years, local and regional service providers have begun to draw consumers and businesses to their own mapping services and the increasing technology adoption rate is helping them to do so. In Bangladesh, for example, Barikoi has launched its own mapping services for the B2B and B2G parts of the market as Google Maps were not able to provide reliable and accurate location information for the local businesses which leaves these areas untapped. There was another company that realized this issue and opportunity named Dingi Technologies Limited and started developed similar services and is Barikoi's only local competition in the market. Due to their efficiency in services and decrease in service prices, these companies have begun to flourish within the sector, attracting local companies as well as the government to establish a scalable economy with access to important location data for effective company operation. Because of the local mapping companies' competitive edge, their reliability in location information, their innovativeness, their cost-



effectiveness, the businesses have started to embrace their services more than Google Maps which are helping the local businesses to grow more alongside the digital navigational industry. With the ever-increasing demand for such information, the location mapping industry is anticipated to grow even faster in the near future. The amount of business using their own local mapping services compared to Google Maps in the recent years is included in the figure (see Figure 3.3) that is mentioned in the following,



*Figure 3. 3.: Comparison Statistics Between Google Maps and the Local Maps*

- **Reliability of the distribution of location information**

Another key feature that contributes to the appeal of the local navigational sector among its users is the reliable distribution of the location information. Businesses and governments usually subscribe on a monthly, quarterly or yearly basis to attain the service of such companies. But if the service provider is located far away from its service takers' location and are not operating physically within that region, the service taker obtains a little control on the quality of information that are being received. The distant company may have more recognition in their business, but they cannot provide updated and accurate data when it comes to location information as it is subjected to change due to various reasons. As a result, the data's trustworthiness and delivery to users may be jeopardized in some way. But in the case of local service providers, however, the problem appears to be non-existent as they concentrate on a micro-domain and the data is collected by the local

surveyors to ensure that the quality of information does not deteriorate and that service takers receive accurate and reliable location data. Because of their geospatial focal point on the host site, local industries are more accountable to their users. On the other hand, the businesses in the local area gets more cost-effective advantage than they did while taking their service from the distant service provider. As a result, local mapping companies have a higher level of trust than worldwide mapping sectors.

- **Confidence of the Consumers**

When consumers are confident in their own financial situation as well as the broader state of the economy, they will buy more goods or services. With the economic development of its goods on the market, digital mapping services will gain more appeal among its users. Consumers, corporations, and governments have begun to leverage services from the digital mapping industry to address their ever-increasing requirements for location information as internet usage has increased the rate of technology adoption among users. Google's popularity has grown as a result of its ability to provide consumers with accurate traffic statistics and efficient location information and producing various types of map-based product. As a result of their global presence in the marketplace and value-added offerings, users began to acquire trust the service Google Maps started to provide. So, confidence in the consumers also affects the business and the growth of a business.

### **3.4. Seasonality**

Seasonality is about the pattern in which businesses generate the majority of their income streams within a particular period of time which indicates their best season to do business and these usually portray some form of predictability in its nature. Although, the digital navigational industry does not portray any kind of patterns directly that indicate to its season of doing the best business due to the nature of its business dealings. The companies within this industry earn their revenue based on the products and services that are powered through the mapping system. So, the companies' core focus is the location information they hold and the location information do not have any characteristic that leads to it having a

seasonality factor. Although the maps generate different seasonal search trends which depends solely on the geography and the needs of the consumers throughout the year. For instance, a ride-sharing business will always have its need of API product in order to set the destination and the route, visualize the route, estimated time and the business will need this throughout the whole year unless major issues occur such as the pandemic of recent time. So, demand for API product will always remain close to constant throughout the year and therefore, it would be imperative to say that the navigational industry do not have any certain seasonality in their business dealing.

### **3.5. Competitive Environment and the Changes in it**

Before long, people were not really accustomed with the idea of using digital navigational system on the go but as the technological revolution took place and the people became more tech savvy, the growth of this sector has been immense so far and will continue to do so in the upcoming years. Google Maps is now the top market leader in the global industry of digital navigation system and there are other mapping services as well such as TomTom, MapmyIndia, Mapbox, Here technologies, Yandex Maps etc. who are competing for the market leader position in this industry. The companies started operating in their local domain at first just like Google Maps did and now are trying to achieve the market leader position within their own region. Some companies were able to do so such as Baidu Maps in China, Yandex Maps in Russia. These companies are continuously working on strategies in order to attain the highest position within their market and spread their business. Meanwhile, Barikoi also started its journey to compete with the Google Maps business within the local domain of Bangladesh and have already been able to acquire a bit of market share in the industry. The company is providing reliable navigational service using various tools and technologies such as machine learning to assist the businesses in the local market and are trying to achieve the recognition they are planning to. The impact is already there in the navigational industry in Bangladesh and it will grow even more as the company is working to serve their consumers efficiently and introduce more new products and services to tap into other business sectors as well.

## **Chapter 4: Description of Main Duties**

## **4.1. Designated Role**

It is a requirement to complete an internship program as part of our degree as it provides us a platform to gain real-world job experience and a place to apply the institutional learnings we have obtained so far. So, to complete my internship program, I got the opportunity to work as a '**Product Intern**' for the period of 3 months at Barikoi Technologies Limited. During these three months, I had to work with my supervisor who is the Managing Director and Chief Executive Officer of the company and sometimes with my product manager too on various tasks such as working and researching on new product offering, attending meetings, performing various research-based analysis, preparing documents for new projects as per the requirements of the company. So, my tasks were not limited to product related, rather I had to work on different tasks at different times.

## **4.2. Major Responsibilities**

I had to participate and perform in different types of tasks during the whole period of my internship as per the need of my company. Some of these tasks were recurring such as preparing documents for projects, market visits and research. I worked on all the tasks that were asked of me and after carrying out all these responsibilities I have been able to obtain a good amount of learning experience along the way. The major responsibilities that were bestowed upon me during my internship period are described in the following:

- **Contribution in new product offering:**

I was assigned to work on a new product that Barikoi was planning to launch in order to experience growth of the company and more awareness of the people and the businesses. The product's objective, goal, functions and final outcome were cleared out to me by my supervisor and I was tasked to prepare a proper planning and make a prototype of the product if possible. To do this task efficiently, I performed some activities which are explained in the following:

- Decided on the proper approach of carrying out this responsibility and while I was at it, I was able to decide on the unique selling point of the product with a precise target customer with the help of my supervisor.
- Researched on the current need of the product in the market which showed a positive sign and mapped out the value proposition according to the product's features and its USP.
- Started working on the features that could be added in the product and was working on ways to make the product look more attractive to the consumers. I started learning Figma in order to create a designed prototype for the product and submit it to my supervisor for further operation.

- **Research and Analysis**

I was assigned to work on the retail industry of Bangladesh, a core focus area of Barikoi where the company is planning to expand their verticals. To carry out my work in this task, I have performed some research-based analysis as per the requirement from my product manager in the following areas:

- Provided a list of distributors that are operating in the retail chain in the country to the product manager. The list included around 50 companies that are operating in the country and it was done in order to provide a list of clients where the company could approach in order to introduce their new product related to the distribution system.
- Performed a comparative analysis on the strategy of two different companies on their approach to introducing two products and how the other one missed the opportunity to experience a large profit and learnt about the strategies one companies took to become profitable. The companies were Square Food and Beverage Limited and Lalmai Food Products Ltd.
- Performed a comparative analysis on the DMS (Distribution Management System) of Ekkbaz, sManager, Tallykhata, Sokrio, Mokam and Supplyline based on the available resources found from internet to understand the features they have and the level of consumer engagement in Bangladesh.

- Explored and researched on different tech-enabled industries of Bangladesh which includes the retail industry, Trucking industry and Real Estate industry of the country in order to find out the current industry growth trends due to pandemic and technological revolution and report its attractiveness to Barikoi for engaging in prospective business opportunities.

- **Market Survey**

I was assigned to perform a market survey of a few retail market areas in Dhaka city along with two other intern associates. The purpose of this survey was to communicate with the existing retail markets and understand the retail owners' experience in using mobile app services such as Mokam, Tallykhata, ekkBaz etc. and find out the gaps they have in their service. I performed the following tasks for this survey:

- Prepared a well formatted questionnaire according to the criteria that was set by our product manager to inquire the retail owners about their situations and experiences and get the idea of how that retail market area is doing.
- I have visited 4 areas during this market survey and the first market I visited was in Nikunja-2, Khilkhet, Dhaka where I managed to get the data from a total of 31 major retail shops along with my team.
- My next market to visit was the retail market of Manikdi and Balughat Bazar located in Dhaka Cantonment. I surveyed 37 retail stores there along with my team.
- To conclude my market survey, I visited Paikpara Bazar, Mirpur-1, Dhaka where I surveyed 25 major retail stores to understand their experience regarding the use of mobile app services that were designed for them and the state they are in right now compared to pre-pandemic phase.

- **Documentations for Projects**

The company takes on several number of projects from the B2G platform in order to continue with their providing of reliable location service and I was tasked with several

documentation regarding that and alongside that I had to do documentation on keeping track of one of their product's data. The tasks are discussed in the following,

- Had to prepare the Form 5A2, 5A6 and 5A8 that represents the Team consultant, Team Composition and Task Assignment and Curriculum Vitae of individuals responsible for the project respectively. I had to select the number of candidates feasible for different tasks in the project and complete the documentation in order to proceed. I have worked with three projects during my internship period where two of them were from Digicon Technologies Ltd. and the other one was about the Land Management Automation System from the Land Office of Bangladesh.
- Had to perform a research on the needs of resources to continue with one of the projects and prepared the technical specifications of resources regarding the required resources in order to make use of the available resources on hand and avail the other required resources to carry out the project efficiently.
- Updated the profile of Barikoi Technologies Ltd. to use the updated profile as a brochure for the upcoming projects and to keep the information within the company more available at hand.
- Stored the findings of the market survey data in a spreadsheet and generated required graphs and charts in order to report the summary of findings with proper visualization.
- Stored a summary of some retail store data from a database of around 3500 shops that has been collected by the field operations team. I used the spreadsheet tool to enter the shop data according to the given criteria based on our requirement.

- **Slide Preparation**

I prepared some slides based on the requirement of my supervisor to represent the company in front of the governmental authorities to gain more recognition. I prepared the following slides during my internship period of 3 months:



- Designed a value proposition diagram focusing on the benefits of using bus tracking systems in the BRTC buses and its utility to the BRTC authority.
- Slides for Bangladesh Computer Council about the need of local mapping service within Bangladesh and how the country will be benefited through this service.

- **Attend Meetings**

I have attended several meetings as a requirement in order to carry out my tasks and the meetings include:

- **Regular Meetings**

I attended meetings with my supervisor and the product manager of Barikoi on a regular basis based on what my assignment should be for that particular day. The meeting included short discussion regarding the need of assignment and how it can be performed and what should be presented to my supervisor.

- **Online Meetings**

I attended some online meetings with my assigned supervisor during the work from home tenure in December, 2021. We used to do these meetings through the use of team calls during that period.

- **Year-in-review meeting**

I was fortunate to attend the year-in-review meeting of Barikoi in January, 2022 which included the performance of last year and the objective and goal of the new year that needs to be achieved.

- **Project Contributions**

I worked in various projects alongside the assignments of product management in order to make sure the company gets their hands on those projects and generates their revenue through that. The projects that I used to work on are discussed in the following:

- The company was asked to participate in two joint ventures in order to carry out two projects alongside Digicon Technologies Limited and I took part in all kinds of documentation and setting strategies for the projects.

- The company availed another offer of performing a Land Management Automation System and I had to provide the Request for Expression of Interest document in order to avail the project completely.
- Visited a nearby market to in order to test the ‘retail trace’ app by taking snaps of specific retail outlets in order to test the Geofencing feature of the app and took a pause of approximately 2 minutes at each store that I have snapped earlier to test if the Geofence feature is functioning properly and it was actually functioning properly and was ready to be used for the project.

### **4.3. Learning Experiences**

I had the opportunity of working at Barikoi Technologies Ltd. for 3 months and throughout these 3 months period I was able to gather a substantial amount of knowledge and I feel fortunate enough to be able to gather these learnings. I was able to make the most use of my time here in Barikoi and the learnings I have gathered throughout this internship program are mentioned in the following:

- Was able to comprehend the importance of clean data in the digital mapping industry and how it can play a major role for businesses of modern times.
- Was able to learn about how the mapping works and the layers that are attached within it and the functionality of the mobile and web applications that are being used in the digital navigational sector.
- Was able to experience how the business team and the IT team interacts with each other in order to carry out a collaborative project and earn their profit and help the company to grow more.
- Was able to learn how the introduction of a product in the market takes time and how much it needs to go through before taking part as an offering for the clients of the company.
- Learned how to carry out formal presentations and attend business meetings and prepare required documents for project proposals.
- Was able to gain knowledge on how the retail industry of Bangladesh is doing and how it has become a major prospect for technological adaptation, the role of Sales

Representatives and Distributors within the industry and their lacking in serving the retail market which creates a definite need for sales force automation in order to attain efficiency in the business of the retail market.

- Learned about the business needs of various sectors that includes the retail sector, real estate sector and the trucking sector and their attractiveness as a business prospect of Barikoi.
- Was able to learn and experience about how a small business can operate with their smooth operations and business dealings in this competitive market of Bangladesh.

#### **4.4. Working Conditions**

When I joined the company in November, 2021, the workdays within the company consisted of 6 days starting from Saturday to Thursday. The office hours at that time started from 10 AM and ended at 6 PM. But with their constant evolution, their growth and the demands of the employees, the company decided on a new policy of 5 days of work week that starts from Sunday and ends on Tuesday and the working hours were set to 10 AM to 7PM. This policy took place in January, 2022. The employees of the office are asked to be present within 10:15 AM in order to attend the stand-up meetings that started taking place from January, 2022. The five-day work week lets the employees be happier and more productive within the company and they get to have a sufficient amount of time off on weekends. The company also gives days off on government holidays.

The employees usually try to complete their work within the stipulated work time for a day but they do stay even after the stipulated time if they feel like they want to work more or complete the assignment they were working on. Sometimes during the project development and delivery, there seems to be a lot of workload going on over the permanent employees in order to meet the deadlines or the client's requirements and so they are asked to stay in the office longer than the usual working hours. As an intern, I did take some extra hours after the usual working hours for some days in order to finish the daywork. Other than that, I did not have that much extra workload and was able to leave the office as per the usual

working hours policy of the company. In December, 2021, every employee had to work from home for a week due to the renovation of the Barikoi Office.

Alongside the official work, I performed a few market visits on behalf of my company to understand and collect data from several retail markets of Dhaka as per the instruction of my supervisor. The areas for this survey were Nikunja 2, Manikdi Bazar and Balughat Bazar of Dhaka Cantonment and Paikpara market of Mirpur-1.

#### **4.5. Difficulties and Challenges**

This was my first job of my life and that too as a student, so obviously I had a good amount of challenges that I had to overcome. Being a fresher in any kind of new environment can be difficult but the warming attitude of all the employees, the CEO put me in comfort. The first days in an organization are never easy as it sets out the tone for the rest of one's tenure within the organization. I was kind of overwhelmed by the presence and workload of everyone on my first day but the warm welcome of everyone and their behavior towards me really put me at ease. The CEO explained and made the explanation very easy for me to understand the expectation of them of me and how I should approach the tasks that I will be assigned. The infrastructure of Barikoi is completely IT based and the IT team plays a crucial role in the service development area. But as a student of BTM, it stopped being a struggle to cope up with the environment once I got used to everything and understood the work that was being carried out. It took me some time to get to know all the employees after joining as an intern but once I got to know everyone the work requirements got easier, the morale of mine got higher and I really was able to enjoy my work time there in the end. The IT team is like the backbone of this company, so I had to communicate with the team a lot and it was difficult at first for me to understand the instructions at one go as I did not know the terminologies properly yet regarding the navigational solution. But continuous communication with them led me to learn more about the digital mapping industry and the terms that are commonly used for communication purposes. I had to learn some things from scratch in order to complete my tasks as per the requirement such as Figma, Studio Mapbox. Since I was dealing with the product portion of the company, I had to have a

decent amount of learning in the designing portion in order to convey the ideas, so Figma and Studio Mapbox helped me a lot in overcoming these kinds of challenges.

#### **4.6. Frequency and Mode of Communication**

The company contains a good work culture within it where the employees have a huge scope to speak up their minds about new ideas or new issues frequently and more directly than others. The employees are always allowed to come up with new ideas regarding the business, the workplace and the superiors always welcome them with warm behavior. The frequency and mode of communication at Barikoi is mentioned in the following based on my observation:

- **Frequency of Communication:** My tasks were mostly directed by our Managing Director and Chief Executive Officer, MD Al Amin Sarker Tayef. Alongside that, some of the tasks were also directed by the product manager of the company. I used to communicate frequently with the employees of the company regarding the tasks that required them to be involved or to get their opinion on it. After the completion of the assigned tasks, I reported the final report to my supervisors and sometimes to the product manager based on the tasks that were assigned.
- **Mode of Communication:** The communication modes that are available to the company are the point-to-point communication and the online communication. For online communication mode, Microsoft Teams was used among ourselves and the permanent employees. This online mode served the purpose of taking attendance, instant meeting and instant one-to-one or group communication. The important announcements were also made from this communication mode. My supervisor used to assign the tasks for me through this mode of communication and I also communicated with him through this tool for further clarification regarding my task. Other than that, we mostly used the point-to-point communication mode when we were at the office and when my supervisor was not busy with the meetings.

## **4.7. Working Tools Used**

For regular working purposes, I mostly used different tools such as Google doc, slide and spreadsheet. These tools allowed me to work online and also share the work with my supervisor at the same time to keep him updated with the work and attain further clarification regarding the task. I also used Figma in order to design a prototype for a new product that I was working on and alongside that I also learnt a bit of Studio Mapbox to further work on the product. During an assignment, I used the retail trace web-based application which was designed and developed by Barikoi in order to analyze and record some key retail market data of Dhaka city. During the market survey, I also used the trace mobile-based app for android to enter detailed imagery data in the trace database and test the feature of the tracking service offered by the company.

## **Chapter 5: Analysis of the Internship Activities**

## **5.1. Company Level Analysis**

Barikoi Technologies Limited is an IT based company and the company has been trying its level best to live up-to the merit of its business type. The company incorporates different kinds of processes in order to make their business and IT operations efficient and reach a competitive edge in the market. The IT team is the backbone of the company and the business team bridges the gap between the business dealings of the company with the clients and the product that are built and managed by the IT team. So, the communication processes between the IT team and the business team has struck me as a high effective process. A brief explanation of the effective processes carried out by the company is given below:

- **Communication Process**

For a company to run its operation effectively, communication is a must and Barikoi takes the communication process very seriously to make sure that their business process run efficiently. Everyone regardless of their roles are able to communicate with each other to mention their needs and the communication can be carried out instantly using any kind of communication mode. I have seen the IT team to communicate with the product manager through the Microsoft Teams tool regarding a necessity mentioned by one of their clients. As the business place is compact, the communication becomes more easier to carry out. The CEO, CTO are also open to communicate about various issues and findings from the employees' side. There is monthly meeting named 'Townhall Meeting' carried out for the IT team to give them the scope to communicate their overall needs and their work so far and their performances is also measured in these meetings. Their communication and relationship with the clients are top notch as well due to their flexibility in reaching out any kind of needs from the clients' side.

- **Efficient Use of Available Resources**

Barikoi contains enough amount of resources needed to carry out their business operations and the roles are distributed effectively to all the employees. The company



makes sure that every employee gets whatever they need to work on their projects, developing new products and services, maintaining the operations of the projects and products. Employees can also seek out advices or suggestions from their supervisor in order to carry out their responsibilities effectively.

- **Proper strictness within the company and proper disbursement of payroll process**

Barikoi makes sure that all the permanent employees of the company maintain all the policies set out by the HR and the CEO to maintain the business operation efficiency. Although the company is flexible with the various needs of each employees and the CEO takes the decision that serves the best outcome for both the company and the employees. The disbursement of payroll process is carried out efficiently to maintain the high morale within the employees. They even created a strategic partnership with another company to carry out their payroll policies efficiently so that the employees can also obtain control of their salaries and can cash out based on their need through a digital platform. This made the disbursement of payroll process more efficient for the company as they can save their time in dealings with the disbursement and the employees also gain a bit of control over their salaries.

- **High Networking Capability**

As a startup, a company needs to have a good amount of networking capability in order to thrive in the market and grow their business. Barikoi has a good connection with different individuals who are connected with them either as a client or as an investor or as an advisor. The networking process makes the business dealings of the company more efficient as they can grab a certain number of clients through them based on their feedback or advise from them and modify their strategies to make the process even more efficient.

## **5.2. Market level analysis**

Barikoi is a reliable location service provider in the local region of Bangladesh and are serving a vast number of clients with their products and services to make the clients' businesses more efficient in the market. The company has been offering various kinds of products and services solutions through their mapping solutions to the clients. They are also incorporating various processes which will increase their business dealings and operational efficiency and will help the company to grow within the digital navigational industry. The growth of the company will also provide credibility of its business dealings to the clients. Barikoi tries their level best to meet all the needs of their clients and mitigate the issues they face while using their service as soon as possible. They test out every product they have before launching in the market and I performed some duties regarding the testing of the products and services offered by the company such as the 'Barikoi Trace App'. The company makes sure that the product is operating properly and then they deliver the product to the clients so that the clients can run their business using the product effectively.

I have been able to observe the business dealings to some extent as I was associated with the product management of the company alongside other activities. My responsibilities allowed me to communicate with different clients regarding various projects and provide necessary documents to them in order to carry out the project. I have been able to observe that the company has been able to add more than 600,000 point of interest, more than 269,000 holdings and implemented their landmark on every district in the country. Currently, the company does not have any significant competitors in the local market but do have some big competitors such as Google Maps, Mapbox etc. that are operating in the digital navigational industry. To gain competitive advantage against them, Barikoi has been working relentlessly to provide accurate, reliable location information for everyone and save their time and money. As a result, the company has been able to meet their yearly objectives and surpass them in the last operating years and are experiencing more growth within the industry. So, the company will be able to attain more growth within the market and also has a first efficient mover advantage that will help the company to have more

competitive advantage. The following figure (see Figure 5.1) summarizes the data point Barikoi has been able to acquire so far from the local market:



*Figure 5. 1.: Data Point Summary of Barikoi Technologies until 2021*

### **5.3. Professional level analysis**

I have completed my three-month internship program at Barikoi Technologies Limited and I feel really fortunate to be able to have this opportunity and tried my level best to capitalize on this opportunity. I have been assigned to complete different tasks alongside the tasks related to the product management and through that I have been able to develop many skills and use the academic skills I obtained from my degree which will help me in overcoming future challenges and achieve my career plan properly. The obtained skills gathered from this experience are described in the following:

- **Product Management**

My core responsibility was to work on a new product that the company is planning to introduce in the market. My supervisor provided me with a clear idea of what the product will be and what the product will require in order for it to be launched in the market. This task allowed me to go through the stages regarding the initiation of a product idea and the 7 steps acquainted with the development of a product and I was able to create a strategy based on the steps. I have been always communicating with my supervisor regarding the product and its strategy which gave me further insights regarding the development of a

product for a market. Although the tenure of my internship program was short, I was able to go through several steps of the product plan so that it can be carried out further.

- **Productivity and Efficiency**

Productivity and efficiency is a must have skill in the modern time. Barikoi provided me with a great opportunity to increase my productivity and efficiency in doing the required tasks. The regular work flows have allowed me to increase the productivity in order to reach the maximum output regarding the assignment. I realized that without improving my productivity, I would not be able to meet the expected output of the assignment I was assigned to and I sought out the advice from my seniors in order to complete the tasks efficiently. Eventually, I was able to meet the deadlines in a sound manner and stopped seeking out insights for the recurring tasks which gave me immense pleasure in my finished work.

- **Market Research**

As a business graduate, market research is a must if an individual wants to thrive in the competitive market as it allows the individual to obtain. I was tasked with various market research such as the research of supply chain and business strategy efficiency of two major retail products provider, research of various business prospects for the Barikoi company such as the retail industry, trucking industry and the real estate industry. I was also allowed to do a field market research in order to understand the situation of current retail industry and their needs and if their needs are met by other service providers. This provided me with enough experience regarding market research to seek out the exact information that would work for the task, to gain knowledge regarding various industries and prospective industries, to figure out the strategic gap within other service providers.

- **Business Communication**

My responsibilities during my internship period included the communication process with many individuals both internal and external to the company. I had to communicate with the employees regarding my assigned task and obtain insights and understanding in order to complete the task. This has given me a great opportunity to increase my professional communication skill. Alongside the internal communication, I was also assigned to communicate with external clients and partners in order to provide the necessary documents that were asked for certain projects and listened to their need in order to complete the initiation of the project. This has allowed me to further develop my communication skill in business dealings with the important parties which would not have been possible if I were not given the opportunity to do the task.

- **Time Management**

Time management is a must have skill for any business graduate. All the responsibilities I had to carry out during my internship program had some sort of deadlines attached with them and it was expected of me that I would meet all the deadlines and present my work to my supervisors. I had to manage my time effectively in order to carry out the tasks and this helped me develop my time management skills.

- **Building Networking Capability**

Networking is an important skill for a business graduate as in the modern world, it is important to maintain good connection with people. My internship program has allowed me with an opportunity to develop my networking skill and increase my network with different individuals within the company. I was able to increase my connections while dealing with other business partners while working on the projects. This helped me to learn new ways of communicating with new people and stay connected with them even after my internship program has ended.

I am quite sure all of these mentioned skills will help to progress through my professional career and obtaining these skills would not be possible without completing the internship program which is a part of our degree. At the start of my internship program, I was experiencing difficulties in continuing with my work which felt challenging to me at first but eventually with the help from my seniors and supervisor, I was able to develop my knowledge and confidence in completing the tasks. While continuing to complete my duties, I was also able to further develop other soft skills such as problem-solving, decision making etc. and I intend to make use of all these learned and developed skills and knowledge in my future career effectively. The academic knowledge I have obtained from my BBA program has also helped me to complete the asked tasks and helped me to furnish the knowledge. I have applied different techniques in some cases that I have learnt as a student. For instance, I have used the product development theory in order to work on the product that I was asked to during my internship tenure. Product development theory is a great theory to work with and should be followed in order to work on a new product idea. The theory of Kaizen was also used in my work at the company where my supervisor has provided me with feedbacks regarding certain responsibilities so that I could improve the outcome from the completed activities effectively.

## **Chapter 6: Recommendations & Conclusion**

## **6.1. Recommendations**

Barikoi Technologies Limited has provided me with a great learning platform and I have learned a lot after completing my internship here. So, without any doubt, I can say this is a great place to work for any individual who has the passion to be in the business market while dealing with IT based solutions and wants to face new challenges. However, I still want to make a few suggestions for the company which will be listed in the following:

- As the business is growing, the company should look to increase their office space as it may become more compact when there will be need for new employees to oversee the new operations developed by the company. The company is already planning to start their operations in other cities, so they should also think about setting up local offices there in order to oversee the operations and manage the surveyors.
- The company should incorporate a marketing team in order to develop marketing strategies to attract new clients for their business and obtain new governmental projects to work on. A marketing team can help the company to reach the full potential of its products and services as they will have more awareness and will help the company to grow further.



## **6.2. Conclusion**

Barikoi Technologies Limited has served as a great platform for learning and gaining real-life job experience for me and after the successful completion of my internship tenure in the product department, I have successfully learned how the dealings of offered products and services occur between the company and the clients. Both the business team and the product team play a crucial role in the development of a new product for clients. The navigational industry of Bangladesh is still experiencing its growth and Barikoi should continue to thrive in this industry with their unique product and service offerings that are powered through their reliable and accurate mapping solution.

Until the internship program, I was only able to learn the theoretical knowledge behind the product management but with the help of this program, I have successfully understood the practical knowledge. Through this, I have been able to align the theoretical knowledge with real-life job scenario. The people of Barikoi was really friendly and have provided me with a lot of insights that helped me to carry out the responsibilities I was assigned to. The work culture and the environment were extraordinary here which also helped me in completing my tasks effectively.

I have tried my hardest to reflect upon the responsibilities I have carried out during my internship program and the learnings and the experience I have acquired. This program has helped me to realize new set of skills and develop the skills I already had before joining and I will forever be grateful for that. So, I think I have completed my internship program with the learnings of a lifetime and the experience which will ultimately help me both in my personal and professional life throughout my future career.

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