

**Internship Report on
Project Management at Singularity Limited**



**ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION**



Submitted to:

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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 the release of my final report to any reader upon request.

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**Internship Report on
“Project Management at Singularity Limited”**



LETTER OF TRANSMITTAL

Date: 04 May 2023

Farjana Nasrin

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Department of Business & Technology Management (BTM),

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Dhaka, Bangladesh.

Subject: Submission of Internship Report on “Project Management at Singularity Limited”.

Dear Ma’am,

With all due respect, I would like to say that it is a pleasure for me to present my internship report after working for Singularity Limited for three months as a project management intern. During this tenure, I have worked in the Project Management department. I found this report to be very useful since it reflects my hands-on experiences and knowledge of Project Management. It brings me great pleasure to offer this report on "Project Management" I have done my best to incorporate as much pertinent data and specifics as I could and have carefully followed your instructions. My goal was to make this summary as informative as possible.

This experience has provided me with valuable insights and practical knowledge about project management practices in a real-world IT environment. The continuous direction, encouragement, and support you gave me allowed me to complete this report, and I want to express my gratitude for all of that. I gave it my all and was fully committed to producing a report that would improve my job.

Sincerely yours,

Sabrin Sultana

ID: 180061140

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DECLARATION

I, Sabrin Sultana, a student in the Islamic University of Technology's Department of Business and Technology Management, hereby certify that I prepared my internship report on "Project Management at Singularity Limited" independently under the supervision of Farjana Nasrin, an assistant professor in the same department. I have not intentionally infringed on any copyright. To the best of my knowledge, the work is genuine. I further certify that the report was not given to any other person or organization in exchange for a certificate of any kind.

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ACKNOWLEDGMENT

First and foremost, I want to thank Allah for giving me the skills I needed to finish my internship. This report about my internship is organized as part of my undergraduate program at the Islamic University of Technology.

I am sincerely grateful for the chance to finish my internship with the company, Singularity Limited, and the project management team. I would like to extend a special thanks to Ziaur Reza Joy, and Nusrat Alam Mim for their guidance, support, and assistance throughout my internship. Their dedication was essential in assisting me in expanding my own expertise and understanding in this area. I am grateful for their mentorship and the impact they have had on my personal and professional growth. Thank you for making my internship experience a meaningful and rewarding one.

I am also ecstatic to express my thanks to Farjana Nasrin, my supervisor, for helping me through my internship. She was a great mentor for me and helped me get through some difficult times.

In all humility and heartfelt gratitude to the following people who assisted and encouraged me to intern on this wonderful topic "Project Management", which allowed me to conduct extensive research as well as a bunch of new information.

Finally, I need to convey my heartfelt pleasure for their unwavering support and inspiration during my years of education.

EXECUTIVE SUMMARY

This report provides an overview of my internship experience at Singularity Limited as a project management intern. Singularity Limited is a leading IT company that specializes in digital content development, commercial software and mobile application development, and experiential marketing projects.

I had the chance to collaborate directly with project managers throughout my internship and aid them in organizing, planning, and carrying out tasks. I was also involved in coordinating project meetings, documenting project requirements and scope, and identifying and mitigating project risks. I contributed to Six different successful projects. I assisted in creating and updating project plans, tracking project progress, and communicating with stakeholders. I also assisted the group in recognizing and addressing potential problems and risks. My attention to detail and organizational skills helped to keep the project on track, and I provided regular updates to the team on progress and issues that required attention. Additionally, I was always eager to learn and take on new tasks, which helped to bring fresh ideas and energy to the team. Overall, my contribution as an intern helped to support the project management team in achieving their goals and delivering a successful project.

I learned about the importance of project planning and how to create detailed project plans that help ensure the project stays on track. I also learned how to manage project risks and communicate effectively with stakeholders. I also learned the value of cooperation and teamwork in project management as well as the significance of flexibility and adaptability in a fast-paced setting. My experience as an intern in a Project Management team provided me with a solid foundation of skills and knowledge that I can apply to future roles in the field. I would highly recommend Singularity Limited as an excellent destination for anyone seeking to build digital products and gain hands-on experience in the industry.

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Chapter 01

Introduction

1.1 Basic Information:

Singularity Limited is an IT company founded in 2012 with headquarters located in Dhaka, Bangladesh. The company specializes in digital content development, commercial software and mobile application development, and experiential marketing projects. Singularity Limited's focus is on using the newest technological stacks to design its products meticulously, enabling it to tackle complicated, difficult situations effectively. Singularity Limited has a team of highly skilled professionals who are committed to providing innovative and high-quality products and services that meet the unique needs of its clients. The company has diversified its revenue stream in recent years while maintaining a core focus on digital content development and commercial software and mobile application development. Singularity Limited's mission is to innovate and create, and its core values include a commitment to excellence, innovation, and serving the common good. The company provides equal growth opportunities to its people and invests in developing their skillsets, creating a culture of excellence and innovation. Overall, Singularity Limited is a leading IT company in Bangladesh, known for its innovative and high-quality products and services, commitment to excellence and innovation, and focus on serving the common good.

1.2 Purpose of the study:

The report will examine how Singularity Limited approaches project management, including the methods and tools used to plan, execute, and monitor projects. It will evaluate the effectiveness of the project management processes and practices, identifying areas of strength and areas where improvements could be made. The report will also explore the impact of project management on the organization's overall performance, including its ability to deliver projects on time, within budget, and to the required quality standards. It will identify key success factors and challenges in project management at Singularity Limited and provide recommendations for how the organization can improve its project management practices to achieve better outcomes.

Overall, the purpose of the study of the report on project management at Singularity Limited is to provide insights and recommendations that can help the organization to optimize its project management processes and practices, improve its performance, and achieve its strategic objectives.

1.3 Scope of The Study:

The scope of the study for the report on project management at Singularity Limited is focused on the organization's project management processes and practices. The study will cover the following areas:

- **Project Initiation:** This includes how projects are identified, evaluated, and selected for execution, including the criteria and process for project selection.
- **Project Planning:** The creation of project plans, which comprise the WBS, project scope, timeline, budget, resource allocation, risk management plan, and quality plan, is included in this.
- **Project Execution:** This covers all aspects of project execution, including resource allocation, task assignment, progress monitoring, and change management.
- **Project Monitoring and Control:** This covers the tracking of progress against the project plan, scope, quality, risk, and issue management, as well as the monitoring and control of projects.
- **Project Closure:** This includes how projects are closed out, including the process for conducting project reviews, capturing lessons learned, and archiving project documentation.

The study will focus on projects across Singularity Limited's various SBUs, including digital content development, commercial software and mobile application development, and experiential marketing projects. It will examine both successful and unsuccessful projects and identify key success factors and challenges in project management at Singularity Limited. The overall goal of the investigation for the report on project management at Singularity Limited is to present a thorough evaluation of the company's project management procedures and practices, including their advantages and disadvantages as well as room for development.

1.4 Singularity Project Management Department:

Singularity Limited has a dedicated Project Management Department that is responsible for managing projects across the organization's various SBUs, including digital content development, commercial software and mobile application development, and experiential marketing projects. The Project Management Department is headed by a Director of Project Management who oversees a team of project managers, coordinators, and analysts. The team works closely with stakeholders across the organization, including clients, internal teams, and external vendors, to ensure that projects are delivered on time, within budget, and to the required quality standards. The department follows a standardized project management methodology, which includes processes for project initiation, planning, execution, monitoring and control, and closure. The methodology is designed to ensure consistency in project management practices across the organization and to support the delivery of high-quality projects. The Project Management Department also uses a range of project management tools and software, including project management software, collaboration tools, and communication tools. These tools help the team to plan and manage projects, collaborate with stakeholders, and track project progress. In addition, the Project Management Department is responsible for conducting regular project reviews and capturing lessons learned to support ongoing process improvement. The team works closely with stakeholders to identify areas where processes can be improved and to develop and implement process improvement initiatives.

Overall, the Project Management Department at Singularity Limited plays a critical role in ensuring that projects are delivered successfully and that the organization's strategic objectives are achieved. The department's standardized methodology, tools, and processes, combined with its focus on continuous improvement, help to ensure that projects are delivered efficiently and effectively.

1.4.1 Project Management:

Project management is the process of planning, organizing, and overseeing resources to achieve specific goals within a defined timeline and budget. It involves identifying project objectives, creating a project plan, managing project resources, and monitoring progress to ensure that the

project is completed successfully. Project management includes various activities such as defining project goals, developing a project timeline, creating a project budget, identifying and allocating resources, selecting team members, managing project risks, tracking project progress, and communicating with stakeholders. Effective project management is crucial to the success of any project. It helps to ensure that projects are completed on time, within budget, and to the satisfaction of all stakeholders involved. Project management is widely used in a variety of industries, including construction, engineering, software development, marketing, and many others.

Chapter 02

Company Overview

2.1 Brief History of Singularity Limited:

In 2012, Singularity was founded with a simple mission, to innovate & create. Since then, it has expanded, yet never given up on its mission to build products to improve digital footprints. It is one of the finest destinations to build digital products. It takes pride in being of the top IT companies in the industry. Singularity creates products using the newest technological stacks and meticulously designs them to tackle complicated, difficult situations. The shared principles and beliefs that underpin Singularity's culture enable it to serve the common good. Singularity, a company, aspires to create a culture of pleasure for every resource and thinks that everyone should be free to move and achieve their ambitions.

Singularity is primarily a digital company that has grown as a tree with many branches around. Their expertise lies in the area of content development. It works with visual content like motion graphics, static images, corporate av, product explainers, campaigns, and related spinoffs. It also has an SBU that focuses on commercial software and mobile application development for large enterprises. It has started a new SBU focusing on experiential marketing projects which include the use of AR, VR, MR & gaming platforms in the field of marketing. Singularity focuses on making impacts through technology. It provides equal growth opportunities to its people and invests further in developing their skillset. In the last few years, it has diversified its revenue stream, pivoted its business model and currently ran with a core objective of being a brand with execution excellence and innovation in its products.

2.2 Departments of Singularity Limited:

The company has different departments or functional areas. Here is the name of some departments that the company has:

- **Business Development Unit:** In order to expand a company's business, they find new clientele and business possibilities, find new goods and services to offer, and create marketing and sales plans.
- **Client Service Unit:** The customer service staff serves as a conduit between a business and its clients. Customers serve as the organization's public face. And the person in charge of this team is a client services manager. They are in charge of raising this team's production.

- **Human Resource Management Unit:** HR team responsible for Planning, coordinating, and supervising the employment of new employees.
- **Tech Development Unit:** Throughout the course of the project, planning, testing, analysis, programming, and many other tasks are performed by members of the development team.
- **Project Management:** responsible for controlling the production of the required deliverables. both project management and planning. utilizing any project assurance and delegation responsibilities and following established reporting structures. Plans for the project, the stage, and the exception should be made and updated as necessary.

2.3 Contacts and Mailing Address:

- Email address: info@singularitybd.com
- Official Website: <https://singularitybd.com/about/>
- Location: Level 5, House 147, Lane 1, Baridhara DOHS, Dhaka 1206, Bangladesh

2.4 Operation Sector:

The operational sector encompasses the various departments and teams responsible for delivering digital marketing services and solutions to clients. Here are some of the key operational sectors of the company;

- **Account Management:** The account management team is in charge of handling customer interactions, guaranteeing client satisfaction, and acting as the client's main point of contact with the business.
- **Creative Team:** The creative team is responsible for developing innovative and engaging creative concepts and designs for various digital marketing campaigns and projects. This includes designing visual elements such as graphics, images, and videos.
- **Digital Marketing:** For numerous platforms, including social media, search engines, and email marketing, the digital marketing team is in charge of creating and implementing digital marketing plans. Keyword research, search engine optimization (SEO), and sponsored advertising efforts fall under this category.

- **Web Development:** For clients, websites and online applications must be created and maintained by the web development team. This includes tasks such as designing the user interface, developing code, and ensuring the website is responsive and optimized for mobile devices.
- **Analytics and Data:** The analytics and data team is responsible for providing insights and analysis on digital marketing campaigns and client data to inform decision-making. This includes activities such as web analytics, data mining, and predictive modeling.
- **Quality Assurance:** The quality assurance team is responsible for ensuring that all digital marketing solutions and services provided by the company meet high-quality standards. This includes activities such as testing, debugging, and identifying areas for improvement.
- **Project Management:** The project management team is in charge of making sure that all projects are finished on schedule, within budget, and to the satisfaction of the client. Project planning, resource allotment, and risk management are a few examples of this.

2.5 Offered Services:

Singularity Limited provides a number of services to assist companies in enhancing their internet presence and connecting with their target market. Here are a few of the most popular services they provide:

2.5.1 Software:

Software for the singularity is the highest level of technology, which is what it stands for. Creates tools that help clients automate and go digital;

- **Web Services:** Offers browser-dependent solutions with intricate business structures
- **Mobile Development:** Provide customers with both Android and iOS mobile programming services, whether native or hybrid.
- **Online Self-Banking:** Offers banks and other financial institutions user-friendly online banking options.
- **Trade Marketing Automation:** By capturing the appropriate market pulse at the appropriate moment, a powerful TMR tool has assisted our clients in achieving higher ROI.

- **Online News Companies:** Our service has increased reader loyalty on well-known news-sharing sites.
- **E-Commerce Platform:** We offer a variety of services under the e-commerce service category that has been carefully chosen for various company sizes.

2.5.2 Singularity Studio:

Singularity Studios is a committed group of video editors, animators, 3D asset builders, motion graphics designers, and creative visualizers who are prepared to tell gripping stories for businesses;

- **Corporate Video:** Produces non-advertising video material for businesses, corporations, and other organizations.
- **Explainer Video:** Assists in the creation of incredible films that better showcase the company's goods or services.
- **Character Animation:** Helps to give context to ideas, brings any concept to life, and graphically represents abstract ideas.
- **Visual Effects:** uses video to tell a more interesting and effective tale. To elevate the material, it can be added to the brand or the message.
- **TVC & DVC:** ready to offer ideas of the highest caliber to develop a brilliant visual experience for the company.
- **Digital Post:** Create a clever and original digital post to boost consumer engagement for your company.

2.5.3 Singularity Xperience:

Singularity Xperience offers virtual, augmented, and mixed reality as well as an engaging gameplay world.

- **Augmented Reality:** To create a special experience, overlay virtual objects, data, or content in the actual world.
- **Virtual Reality:** Create memorable encounters that completely engross customers and leave them with a lasting impression.

- **Mixed Reality:** Adds virtual elements to the physical world and gives viewers a special viewing experience for your merchandise.
- **Game Development:** uses a precise, efficient design method to create various games according to business requirements.
- **Interactive Holography:** make various on-site activations and goods on display at events more intriguing and engaging.
- **MR Portal:** Step into the next big MR and AR program to experience the virtual world inside the real world.

2.6 Customer Segmentation:

For Singularity Limited, customer segmentation involves identifying groups of customers with similar needs, challenges, or interests related to the company's offered services. This can assist the business in better understanding the preferences of their clients and adjusting their marketing and sales methods as necessary. For example, if Singularity Limited offers augmented reality solutions, they may segment their customers by industry (such as healthcare, education, or retail) or by the type of AR solution they are interested in (such as training, marketing, or entertainment). By using customer segmentation, Singularity Limited can develop targeted marketing and sales campaigns that resonate with each group of customers, improve customer satisfaction, and ultimately increase revenue and profitability. Some of the customer segments are;

- **Small Business Owners:** These customers typically have limited budgets and need cost-effective solutions for their digital marketing needs.
- **E-commerce Businesses:** To increase traffic to their online stores, these consumers need specialist services like search engine optimization, social media marketing, and email marketing.
- **Startups:** These customers are often looking for a full range of digital services to establish their online presence and build brand awareness.
- **Enterprise Businesses:** These customers require more sophisticated digital solutions such as custom web development, enterprise-level SEO, and data analytics.
- **Non-profit Organizations:** These clients need specific digital marketing services that will enable them to connect with their target market and promote their cause.

- **Local Businesses:** These customers need local SEO services and location-based digital marketing campaigns to attract customers in their area.

2.7 Company Operation:

The activities and services offered by Singularity Limited are often diverse and intended to assist clients in enhancing their online presence, expanding their consumer base, and achieving their marketing objectives. Here are a few typical operations;

- **Strategy Development:** They will collaborate with customers to create a unique digital marketing plan that fits their goals and those of their target market.
- **Website Design and Development:** They offer services for responsive design, search engine optimization, and e-commerce integration in addition to website design and development.
- **Search Engine Optimization (SEO):** In order to assist clients, become more visible in search engine results pages (SERPs), they offer SEO services. This can enhance traffic and conversions.
- **Pay-per-click (PPC) Advertising:** They help clients set up and manage PPC advertising campaigns on platforms such as Google Ads or social media platforms.
- **Social Media Marketing:** To reach their target audience and build brand awareness, they assist customers with the creation and execution of social media marketing campaigns.
- **Email Marketing:** They help clients develop and execute email marketing campaigns to nurture leads, increase customer engagement, and drive sales.
- **Content Marketing:** In order to reach and engage their target audience, they assist clients in producing and disseminating high-quality material such as blog posts, videos, infographics, and eBooks.
- **Analytics and Reporting:** They offer regular reports and analytics to clients so they may monitor the success of their digital marketing efforts and take informed decisions.

Some of the special works done by Singularity Limited are;

- **Spaces for virtual events:** One of the most prestigious student competitions, Battle of brains (BOM), seeks out the brightest young business brains from around the world. Attracting the

interest of bright, aspirant minds is an intriguing creative challenge. For the first time, Spaces created a digital solution to host this event online.

- **Havana: A photorealistic reality:** Project Havana is a fully immersive, dynamic, and 3D video experience created with cutting-edge tools and programs. With the help of a VR headset, our audience was able to observe, listen, and interact with the 360-degree video's atmosphere about a particular location.
- **Revamping the Digital Identity of Nagad:** On March 26, 2019, Bangladesh Post Office launched Nagad, one of the most forward-thinking and promising digital banking services, and it has since enjoyed great success. In just two and a half years since its inception, Nagad has financially incorporated about 5.5 crore individuals.
- **Vaseline Meet the Amazing Girls:** The women's national cricket squad has been in the news for its incredible victories abroad. Vaseline wanted to spread the word about the squad and its accomplishments since it is the official sponsor of the women's cricket team.
- **BanglaIskool:** Children can have joy while learning Bangla thanks to the interactive game Bagadoolia that BanglaIskool has released. centered on the NRB children in particular, who have little access to literature and instruction in Bangla.
- **IDLC Purnota:** With a June 2015 formal launch date, IDLC Purnota has a wide range of options for female entrepreneurs. For women-owned companies, IDLC Purnota is a comprehensive solution that offers both financial and non-financial services.
- **IDLC Website Revamp:** The largest financial institution in Bangladesh, IDLC Finance, wished to maintain its lead in the market by offering its clients competitive service and a cutting-edge user experience. They, therefore, desired to update their digital presence with a contemporary appearance and offer services online to improve efficiency.
- **Square Nokshi Katha:** A Nakshi Katha tale. The distinctive tales have shaped Bangladesh's territory stitch by stitch. Throughout the past few decades, Bangladesh's industries have grown considerably.
- **Pepsodent Germinator:** In a virtual reality game, players can enter a simulation of their mouth and use Pepsodent to eliminate all the bacteria there in a fierce race against time.
- **Walton EHS Corporate Video:** Through their comprehensive Environment, Health, and Safety strategy, Walton promises sustainable production and operational principles that cater

toward a better Bangladesh for tomorrow, ensuring a safer and healthier future for the generations to come. Written, shot, and edited by our Singularity team using creative post-production techniques.

2.8 Organization Chart

Endeavors of Singularity the dynamic duo, recognized by Forbes Asia as 30 under 30. Brightest in their pack Mir Sharukh Islam and Zafir Shafiee Chowdhury were acknowledged with various local and global awards in their ramble. There are mainly three team leaders. The number of employees is 50. The organization's chart looks like this;

CEO/Managing Director

- oversees the company's overall strategy and direction.
- Provides leadership and guidance to senior management.

Senior Management Team

- includes roles like the chief operating officer, the chief marketing officer, and the chief financial officer.
- Directs the company's overall strategy and oversees day-to-day operations.

Account Management Team

- Includes positions such as Account Director and Account Manager.
- Manages client relationships, ensuring the delivery of high-quality services and maintaining client satisfaction.

Creative Team

- Includes positions such as Creative Director, Art Director, and Graphic Designer.
- Develops creative concepts and designs for various digital marketing campaigns and projects.

Digital Marketing Team

- includes jobs like social media manager, digital marketing manager, and SEO/SEM specialist.
- Creates and carries out digital marketing plans for a variety of platforms, including social media, search engines, and email marketing.

Web Development Team:

- This group includes jobs like "web developer," "front-end developer," and "back-end developer."
- Develops and maintains websites and web applications for clients.

Analytics and Data Team

- Includes positions such as Data Analyst and Web Analytics Specialist.
- Provides insights and analysis on digital marketing campaigns and client data to inform decision-making.

Human Resources and Administration

- Includes positions such as HR Manager and Office Administrator.
- Handles recruitment, employee relations, and general administration for the company.

2.9 Company Analysis (SWOT, Porter's five factor, PESTOL, & Others):

A company analysis typically involves analyzing various aspects of a company, including its financial performance, competitive landscape, industry trends, management team, and overall strategy. Here are some key areas that can be examined in a company analysis of Singularity Limited Bangladesh:

2.9.1 SWOT Analysis

An organization's internal and external influences can be analyzed using a framework called a SWOT analysis. Strengths, Weaknesses, Opportunities, and Threats is referred to by the acronym SWOT. Below is a SWOT analysis of Singularity Limited.

Strengths

- Strong digital marketing knowledge and a competent team of experts.
- Established reputation and a loyal client base.
- Strong financial position and access to resources to support growth.
- Advanced technological infrastructure that allows for innovative solutions and services.

Weaknesses

- Over-reliance on a few key clients or markets.
- Limited geographical presence that may hinder the company's ability to tap into new markets.
- Inadequate employee engagement and retention strategies that may affect team morale and productivity.

Opportunities

- Growing demand for digital marketing services across industries.
- The emergence of new technologies, such as machine learning and artificial intelligence, which may present the business with new opportunity to innovate and grow its services.
- Increasing importance of data analytics and customer insights, which the company can leverage to offer more personalized solutions to clients.
- Growing interest in sustainable and socially responsible marketing practices, which may offer new opportunities for the company to differentiate itself in the market.

Threats:

- Competition from established and new players in the digital marketing industry.
- Rapidly changing digital landscape and evolving consumer preferences, which may require the company to constantly adapt and update its strategies.
- Potential economic downturns or shifts in consumer behavior that may affect the company's revenue and growth.
- Growing worries about data security and privacy, which can necessitate that the business makes investments in new technologies and procedures to address these worries.

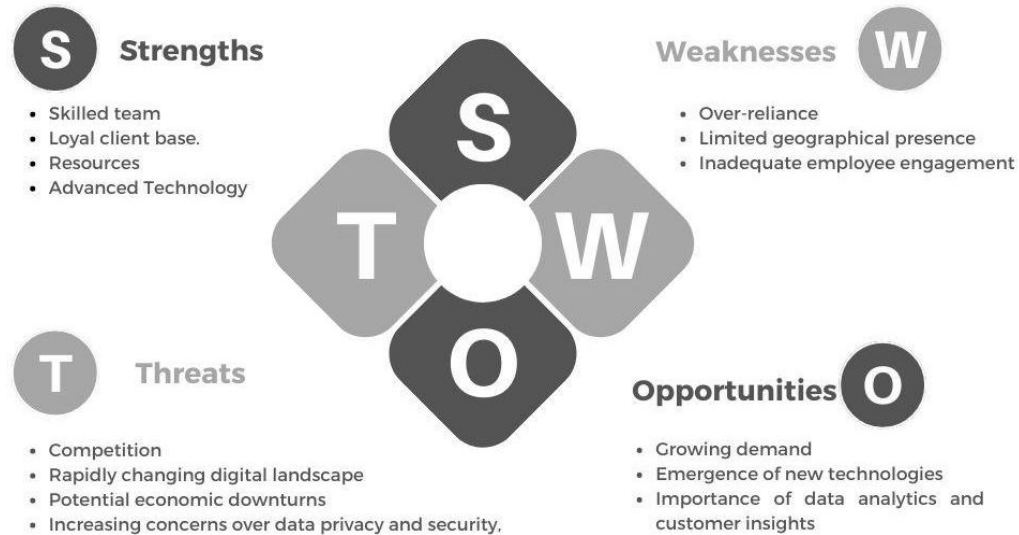


Figure 1: SWOT Analysis of Singularity Limited

2.9.2 Porter's Five Forces Analysis:

The following is an analysis of the Singularity Limited using Porter's Five Forces;

- **Threat of New Entrants:** The digital marketing sector is extremely cutthroat and has a low entry threshold. It is simple for new businesses to enter the market and compete with established ones. Nevertheless, it takes time and money to establish a solid clientele.
- **Bargaining Power of Buyers:** In the world of digital marketing, buyers have a lot of negotiating power. Due to the large number of businesses providing comparable services, consumers can readily compare rates and select the business that provides the most value for their money. This means that businesses must put in a lot of effort to set themselves apart from their rivals and offer clients exceptional service.
- **Bargaining Power of Suppliers:** The bargaining power of suppliers in the digital marketing industry is relatively low. There are many suppliers of website development tools, marketing automation software, and other services that companies use to deliver their services. However, companies need to be careful to choose suppliers that provide high-quality tools and services to ensure the best possible outcomes for their clients.
- **Threat of Substitutes:** Services for digital marketing might be replaced in several ways. For example, businesses can hire in-house marketing teams or use freelancers to deliver digital

marketing services. This means that companies need to work hard to demonstrate their value to their clients and show that their services are worth the investment.

- **Competitive Rivalry:** Competition in the IT industry is intense. Many companies are offering similar services, and the market is becoming increasingly crowded company need to work hard to differentiate themselves from their competitors and provide exceptional service to their clients to succeed in this highly competitive industry. To build a "Digital Bangladesh," numerous IT firms have been developed over a long period, and initiatives are coming here. Bangladesh's IT industry is growing quickly, and IT firms have pledged to serve both domestic and international customers' needs. The Bangladeshi government is now making significant financial investments to grow the IT industry. The firm that provides similar services to Singularity Limited is given below;

→ **TigerIT Bangladesh LTD:** Ten years have passed since Tiger It began working in the software industry. The Automatic Fingerprint Identification System (AFIS) was built by one of the best software development companies in Bangladesh. In 2008, Tiger Software produced a comprehensive program for the Bangladesh general election's voter registration and national ID project. Tiger has 500id management servers and 20,000 employees.

→ **Datasoft Systems BD ltd:** The first CMMI Level 5 software development business in Bangladesh, Data Soft, is well known. Data Soft provided consumers with creative and economical technology services in the corporate and governmental sectors. It has made a considerable contribution to Bangladesh's digitization in terms of design and creation projects.

→ **Magnito Digital Limited:** The largest digital company in Bangladesh, Magnito Digital, employs over 70 workers. Magneto digital works with the biggest clients in Bangladesh and uses innovative tactics, data, and technology to address problems. Magnito Digital is named "Campaign Asia-Pacific" under the "Rest of South Asia" heading. They are confident that they will fuel the innovation and technology's long-term growth.

→ **Newscred:** The goal of Newscred is to rethink marketing for all customers. They value trust above all else because it is the foundation of their principles. They value having a tight-knit group and love working together. Employers provide solutions to problems and encourage, motivate, and help their staff members.

2.9.3 PESTEL Analysis:

PESTLE analysis is a strategic framework that aids firms in evaluating the outside variables that may have an impact on their operation. Political, Economic, Sociocultural, Technological, Legal, and Environmental issues are all encapsulated in this acronym. Each of these variables can be examined separately to see how it might impact the company's operations, financial health, and future growth. Below is a PESTLE analysis of Singularity Limited;

- **Political:** Political stability often benefits the digital sector since it ensures a stable economic climate. The digital industry is susceptible to changes in governmental legislation or policies, notably those governing data security and privacy.
- **Economic:** The digital industry is generally seen as a growth industry, which can lead to increased demand for digital services. Economic downturns can lead to reduced spending on digital services, particularly in industries that are hit the hardest. The cost of technology and software can impact the profitability of digital companies, particularly smaller companies.
- **Sociocultural:** Changing consumer behaviors and preferences can affect the demand for certain digital services, such as the rise of social media and mobile-first web design. There is an increasing focus on diversity and inclusion in the industry, which can impact how companies approach their hiring and creative processes.
- **Technological:** Technology is at the core of the digital industry, and companies need to stay up-to-date with the latest technological trends and advancements to remain competitive. Rapid technological advancements can lead to the need for continuous learning and upskilling, particularly for technical roles.
- **Legal:** The digital industry is subject to various legal requirements, particularly around data privacy and security. The use of third-party software and tools can lead to licensing and intellectual property issues.
- **Environmental:** The digital industry generally has a low environmental impact compared to other industries, but there is an increasing focus on sustainability and carbon footprint reduction. Digital companies can take steps to reduce their impact, such as using energy-efficient equipment and adopting remote work policies.

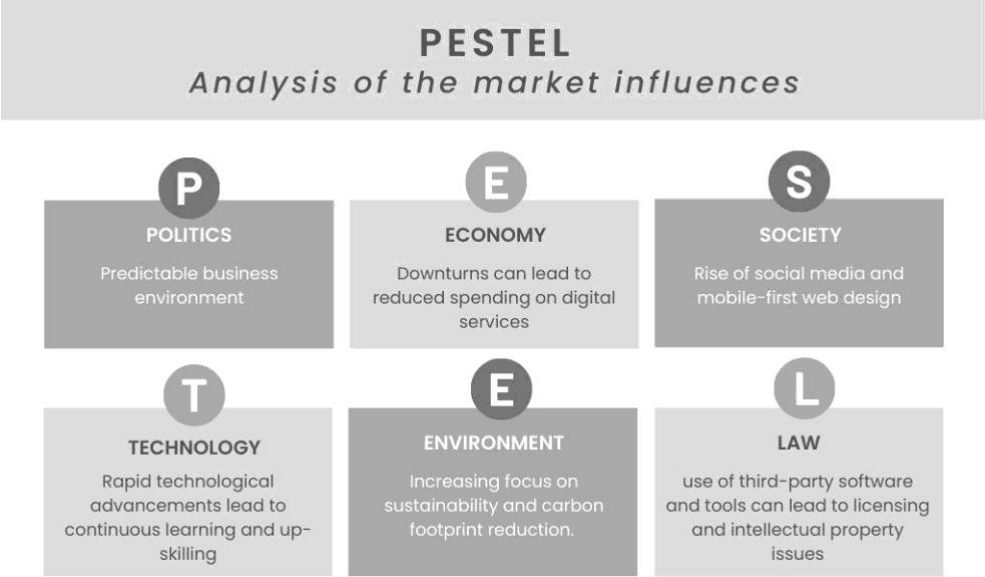


Figure 2: PESTEL Analysis of Singularity Limited

In general, the PESTLE study identifies a few outside variables that may have an effect on the digital business you worked for. The business can change its strategy and operations to stay competitive and satisfy the evolving needs of its customers by keeping these aspects in mind.

Chapter 03

Industry Analysis

3.1 Industry Size and Growth Trends

According to a report published by the Bangladesh Association of Software and Information Services (BASIS), the size of the IT industry in Bangladesh was approximately \$1.5 billion in 2020. The industry is growing at a rate of around 25% per year, driven by a growing demand for software development, IT outsourcing, and other related services. The IT industry in Bangladesh is primarily focused on software development, including web development, mobile application development, and enterprise software development. Other areas of growth include e-commerce, digital marketing, and IT outsourcing services.

Despite the challenges posed by the COVID-19 pandemic, the IT industry in Bangladesh has shown resilience and continued to grow. The government of Bangladesh has also taken several initiatives to promote the development of the IT industry in the country, including providing tax incentives and establishing IT parks and training programs. Overall, the IT industry in Bangladesh is poised for further growth in the coming years, driven by a large and growing pool of skilled IT professionals, a supportive government, and a favorable business environment. The IT industry in Bangladesh has been growing steadily in recent years, with a focus on software development, IT outsourcing, and related services. The industry is driven by a growing demand for digital solutions, as well as the availability of a large pool of skilled IT professionals in the country.

The government of Bangladesh has also taken several initiatives to promote the development of the IT industry, including providing tax incentives, establishing IT parks, and supporting training programs for IT professionals. These initiatives have helped to create a favorable business environment for IT companies in Bangladesh. In addition, the COVID-19 pandemic has accelerated the adoption of digital technologies, leading to an increased demand for digital solutions and services. This has further boosted the growth of the IT industry in Bangladesh. Overall, the IT industry in Bangladesh is poised for continued growth in the coming years, driven by a combination of government support, a skilled workforce, and increasing demand for digital solutions.

3.2 Maturity of the IT Industry in Bangladesh

The IT industry in Bangladesh is still considered relatively young and developing, although it has made significant progress in recent years. The industry faces several challenges to reaching maturity. One of the biggest challenges for the IT industry in Bangladesh is the lack of a skilled workforce. While there are a large number of IT graduates in the country, many of them lack the practical skills and experience required by employers. This skills gap can limit the growth of the industry in the long term. Another challenge facing the IT industry in Bangladesh is a heavy reliance on outsourcing. Many companies in the industry rely on contracts from foreign clients, which can make the industry vulnerable to changes in global market conditions and economic downturns. However, the government of Bangladesh has taken several initiatives to promote the development of the IT industry and address these challenges. These include providing tax incentives, establishing IT parks, and supporting training programs for IT professionals. These initiatives are aimed at creating a more favorable business environment for IT companies, as well as developing a skilled and experienced workforce. In addition, the IT industry in Bangladesh has demonstrated its potential for growth, driven by a growing demand for digital solutions and services, and an increasing pool of skilled IT professionals. With continued government support and investment in infrastructure and training, the IT industry in Bangladesh has the potential to reach maturity and become a significant contributor to the country's economy.

3.3 The Impact of External Economic Factors on the IT Industry

In Bangladesh is affected by a range of external economic factors, which can have both positive and negative effects on the industry. One of the most significant external economic factors affecting the IT industry in Bangladesh is the global economic environment. Changes in global economic conditions, such as recessions or changes in consumer behavior, can impact the demand for IT services and may lead to changes in outsourcing patterns. Another external economic factor that can impact the IT industry in Bangladesh is changes in the exchange rate. A devaluation of the Bangladeshi Taka against other currencies, such as the US dollar, can make outsourcing services from Bangladesh more attractive to foreign clients, leading to an increase in demand for IT services. The availability of investment and financing options is another factor that can affect the IT industry in Bangladesh. If investors and lenders perceive the IT industry as a risky

investment, they may be less likely to invest or lend money to IT companies, which can limit the growth of the industry.

Finally, government policies and regulations can also impact the IT industry in Bangladesh. Policies that support the development of the IT industry, such as tax incentives and investment in infrastructure, can help the industry to grow. Conversely, policies that restrict the flow of capital or talent, or that impose heavy regulations, can limit the growth of the industry. Overall, the IT industry in Bangladesh is influenced by a complex range of external economic factors, which can impact the industry in both positive and negative ways. To maximize the potential of the industry, it is essential to understand and manage these external factors effectively.

3.4 Seasonality

The seasonality of an IT company in Bangladesh can vary depending on the specific services or products offered by the company. Some IT companies may experience a more consistent demand throughout the year, while others may experience fluctuations in demand due to seasonal trends. For example, companies that provide software development or IT outsourcing services may experience a more consistent demand throughout the year, as these services are typically required by clients regardless of the season. However, there may still be slight variations in demand based on factors such as holidays or seasonal business trends. On the other hand, companies that provide e-commerce or online retail services may experience more significant seasonality in demand. For example, the demand for e-commerce services may increase during the holiday season, as people tend to do more shopping online during this time. Similarly, companies that provide digital marketing services may also experience seasonality in demand, as some industries may have specific marketing campaigns or promotions tied to certain seasons or holidays.

Overall, while the seasonality of an IT company in Bangladesh can vary depending on the specific services or products offered, companies need to understand and anticipate any seasonal fluctuations in demand to effectively manage their resources and plan for growth.

3.5 Technological Factors

The IT industry in Bangladesh is heavily influenced by technological factors, which can have a significant impact on the operations, competitiveness, and growth of IT companies in the country. Some of the key technological factors that can affect an IT company in Bangladesh include:

3.5.1 Technological Advancements

The pace of technological change in the IT industry is rapid and companies that fail to keep up with the latest trends and technologies risk falling behind their competitors. IT companies in Bangladesh must invest in research and development, and continuously update their knowledge and skills to stay competitive.

3.5.2 Infrastructure

The availability and quality of technology infrastructure, including internet connectivity, power supply, and hardware, can also impact the operations and competitiveness of IT companies in Bangladesh. The government and private sector are investing in improving infrastructure in the country, which is expected to benefit the IT industry.

3.5.3 Cybersecurity

As more business activities and services move online, cybersecurity is becoming increasingly important for IT companies in Bangladesh. Companies must invest in robust cybersecurity measures to protect their systems and data, as well as their clients' information.

3.5.4 Cloud Computing

Cloud computing is rapidly gaining popularity in Bangladesh, and many IT companies are adopting cloud-based solutions to provide services to clients. This trend is expected to continue, as cloud computing offers many benefits, including flexibility, scalability, and cost-effectiveness.

3.5.5 Mobile Technology

With the increasing use of mobile devices, mobile technology has become a key factor for IT companies in Bangladesh. Companies that offer mobile-friendly solutions and services are likely to have a competitive advantage.

Overall, technological factors play a critical role in the success of IT companies in Bangladesh. Companies that keep up with the latest trends and technologies, invest in infrastructure, and prioritize cybersecurity and mobile technology are likely to thrive in this fast-growing industry.

3.6 Regulatory, Political, and Legal Concerns

IT companies in Bangladesh face a range of regulatory, political, and legal concerns that can impact their operations, growth, and profitability. Some of the key concerns include:

3.6.1 Regulatory compliance

IT companies in Bangladesh must comply with a range of regulations and laws, including those related to data protection, intellectual property, and taxation. Failure to comply with these regulations can result in fines, legal action, and damage to the company's reputation.

3.6.2 Political instability

Bangladesh has a history of political instability, which can impact the business environment and create uncertainty for companies. Political unrest, protests, and strikes can disrupt operations and affect the supply chain.

3.6.3 Intellectual property protection:

Protecting intellectual property is a concern for IT companies in Bangladesh, as piracy and copyright infringement are prevalent in the country. Companies must take measures to protect their intellectual property and ensure that their rights are respected.

3.6.4 Corruption:

Corruption is a challenge in Bangladesh, and IT companies must be vigilant in ensuring that their business dealings are transparent and compliant with anti-corruption laws.

3.6.5 Cybercrime:

Cybercrime is a growing concern in Bangladesh, and IT companies must take measures to protect their systems and data from cyber-attacks. Companies that fail to do so risk reputational damage, financial losses, and legal action. Overall, regulatory, political, and legal concerns pose a significant challenge for IT companies in Bangladesh. Companies that prioritize compliance, transparency, and cybersecurity are likely to be better equipped to navigate these challenges and succeed in the country's fast-growing IT industry.

3.7 Competitive Environment and Changes of Singularity Limited

The competitive environment of an IT company in Bangladesh is influenced by various factors, including market trends, consumer preferences, and technological advancements. The changes in these factors can lead to changes in the competitive environment of an IT company in Bangladesh. One of the key factors affecting the competitive environment of IT companies in Bangladesh is the availability of skilled professionals. Talent competition is intense in the IT industry, and companies that can attract and retain skilled professionals are likely to have a competitive advantage. As the demand for IT professionals continues to grow in Bangladesh, companies may face increased competition for talent, which could lead to higher wages and increased recruitment costs. Another factor affecting the competitive environment of IT companies in Bangladesh is technological advancements. Companies that can stay up to date with the latest trends and technologies, and offer innovative solutions and services, are likely to have a competitive advantage. The rise of cloud computing, mobile technology, and artificial intelligence is creating new opportunities for IT companies in Bangladesh, but it is also increasing competition.

Finally, changes in the regulatory and legal environment can also impact the competitive environment of IT companies in Bangladesh. New regulations, tax laws, and other legal changes can create challenges for companies, particularly smaller players in the market. Companies that can adapt quickly to these changes are likely to have a competitive advantage. Overall, the competitive environment of IT companies in Bangladesh is dynamic and constantly evolving. Companies that can stay ahead of the curve and adapt to changes in the market are likely to be successful in this fast-growing industry.

3.8 Sister Concerns of the Singularity Limited

Singularity Limited is a team of highly driven professionals partnering with businesses, they believe in and create lasting value for our entity. Their sister concern companies are;

- **Bondstein Technologies Ltd:** Bondstein is an IOT business where we create and manufacture sensor-equipped smart devices. In the age of the fourth industrial revolution, our goal is to enable connectivity by utilizing IoT. We specialize in tracking and security activities.
- **Spellbound Leo-Burnett:** Spellbound has founded on the tenet that a brand's life is powerful when the brand moves with life. Since we started on this journey in 2007, a revolution in ideas has always existed in our thoughts. It is time for Bangladesh's 160 million citizens to rise up and for Spellbound to work with other companies globally to participate in the evolution of the advertising industry to change these human behaviors through the power of creativity to create a better Bangladesh and to market Bangladesh internationally.
- **Monochrome Limited:** A video production company that makes the idea come to life. Together with our devoted team, we strive to give our customers the best results. Being a new production business in Bangladesh, we have high hopes for creating high-caliber content that has never been seen in Bangladesh.

3.9 5C Analysis of Singularity Limited:

The 5C analysis framework examines five key areas that can impact a company's success: company, customers, competitors, collaborators, and context. Here is an overview of each of the 5Cs for Singularity Limited Bangladesh;

3.9.1 Company

Singularity Limited Bangladesh is an IT company that provides software development, data analytics, and IT consulting services to clients in Bangladesh and other countries. The company's strengths include its experienced team of professionals, its focus on innovation and quality, and its ability to deliver customized solutions to meet clients' needs. However, the company may face

challenges such as attracting and retaining top talent, managing costs, and maintaining a strong reputation in the highly competitive IT industry.

3.9.2 Customers

Singularity Limited Bangladesh's customers include businesses in a variety of industries, such as finance, healthcare, and e-commerce. The company's strengths include its ability to understand customers' needs and deliver customized solutions, as well as its reputation for quality and reliability. However, the company may face challenges such as increasing competition from other IT companies, changing customer preferences and demands, and economic instability in some of its target markets.

3.9.3 Competitors

Singularity Limited Bangladesh faces competition from other IT companies in Bangladesh and other countries. The company's strengths include its focus on innovation and quality, as well as its ability to deliver customized solutions to meet clients' needs. However, the company may face challenges such as increasing competition from new and established players, the need to continuously improve its offerings and services, and the need to maintain competitive pricing.

3.9.4 Collaborators

Singularity Limited Bangladesh collaborates with a range of partners and stakeholders, including technology vendors, service providers, and industry associations. The company's strengths include its ability to form strong partnerships and alliances, as well as its reputation for quality and reliability. However, the company may face challenges such as managing and maintaining relationships with partners, balancing the interests of different stakeholders, and adapting to changing collaboration needs and opportunities.

3.9.5 Context

Singularity Limited Bangladesh operates in a dynamic and evolving context, which includes factors such as economic trends, regulatory changes, and technological advancements. The company's strengths include its ability to stay up to date with the latest trends and technologies, as

well as its ability to adapt to changing market conditions. However, the company may face challenges such as dealing with economic instability, managing regulatory compliance, and staying ahead of the curve in terms of technology and innovation.

Overall, Singularity Limited Bangladesh has strengths and weaknesses in each of the 5Cs, and will need to continuously assess and adapt to the changing market conditions and competitive landscape to maintain its success in the IT industry.

3.10 Market Analysis of Singularity Limited

The market analysis examines the industry trends, market size, and growth, customer segments, competition, and regulatory environment in which the company operates.

3.10.1 Industry Trends

The IT industry in Bangladesh has been growing steadily in recent years, driven by factors such as increased digitization, the growth of e-commerce, and government initiatives to promote the industry. The industry is expected to continue to grow in the coming years, with a focus on emerging technologies such as AI, blockchain, and IoT.

3.10.2 Market Size and Growth

The market size for IT services in Bangladesh was valued at \$1.2 billion in 2020 and is expected to grow at a CAGR of around 10% from 2021-2026. The growth is being driven by increasing demand for IT services in various industries, as well as the country's young and tech-savvy population.

3.10.3 Customer Segments

Singularity Limited Bangladesh provides IT services to clients in various industries, including finance, healthcare, and e-commerce. The company's target customers are typically medium to large-sized businesses that require customized IT solutions to meet their specific needs.

3.10.4 Competition

The IT industry in Bangladesh is highly competitive, with many local and international players offering a range of services. Singularity Limited Bangladesh competes with other IT companies in Bangladesh and other countries, such as India and the Philippines. The company's key competitors include companies such as Grameenphone IT, DataSoft, and Technohaven.

3.10.5 Regulatory Environment

The regulatory environment for the IT industry in Bangladesh is relatively favorable, with government initiatives to promote the industry and attract foreign investment. However, the industry is subject to various regulations, such as data privacy laws and labor laws, that companies must comply with.

Overall, the market for IT services in Bangladesh is growing and highly competitive, presenting both opportunities and challenges for Singularity Limited Bangladesh. To succeed in the market, the company will need to continue to focus on innovation and quality, build strong relationships with clients, and stay up to date with the latest technology trends and regulatory changes.

3.11 Market Growth of Singularity Limited

Bangladesh's market growth depends on several factors, including the demand for its IT services, its ability to deliver high-quality services, and its competitive position in the market. Singularity Limited is successful in meeting the needs of its clients and maintaining a strong competitive position. For this, it is experiencing market growth through increased revenue and profits. The growth may also lead to the expansion of its service offerings, the acquisition of new clients, and the opening of new offices in different locations.

3.11.1 Concentration Strategy

Singularity Limited's concentration strategy is focused on building expertise in digital content development, commercial software and mobile application development, and experiential marketing projects. The company has diversified its revenue stream in recent years while maintaining a core focus on these areas. Singularity Limited's concentration strategy is centered

on developing products using the newest technological stacks and designing them meticulously to tackle complicated, difficult situations. Singularity Limited's focus on experiential marketing projects, which includes the use of AR, VR, MR, and gaming platforms in the field of marketing, highlights its efforts to stay at the forefront of emerging technologies and trends.

Overall, Singularity Limited's concentration strategy is focused on being a brand with execution excellence and innovation in its products, with a core focus on digital content development and commercial software and mobile application development. This strategy has allowed Singularity Limited to become a leading name in the IT industry and continues to drive its growth and success.

3.11.2 Competitive Strategy:

Differentiation is a key component of Singularity Limited's competitive strategy. The business sets itself apart from its rivals by offering distinctive, premium goods and services that cater to the needs of its customers. Singularity Limited achieves differentiation through its expertise in digital content development, commercial software and mobile application development, and experiential marketing projects. The company uses the newest technological stacks to design its products meticulously, enabling it to tackle complicated, difficult situations effectively. This approach allows Singularity Limited to provide high-quality products and services that are innovative and unique. Furthermore, Singularity Limited's focus on providing equal growth opportunities to its people and investing in their skillset development is another way it differentiates itself from its competitors. By focusing on the growth and development of its employees, the company creates a culture of excellence and innovation, which translates into better products and services for its clients.

Overall, Singularity Limited's competitive strategy of differentiation has enabled it to become a leading name in the IT industry, allowing it to attract and retain clients who are seeking innovative, high-quality products and services that meet their unique needs.

3.12 Singularity Limited's Recognitions

It has achieved prestigious awards for outstanding work. Some of them are;

- **Commwards:** COMMWARD is an initiative by Bangladesh Brand Forum (BBF) to recognize and reward the efforts of local creative companies in the industry. Singularity achieved eight of them.
- **National Ict Award:** The sole national and top honor in Bangladesh's information and communication technology industry is the National Information and Communication Technology Awards. Since 2017, the award has been presented. Singularity was attained.
- **Digital Marketing Awards:** A jury panel made up of notable business and marketing professionals from all sectors of the nation selects the best marketing efforts each year in a number of categories at the Bangladesh Brand Forum's Digital Marketing Awards.

Chapter 04

Breakdown of Activities

4.1 Working Period

The three-month internship at Singularity is a full-time program. Due to this, I must work as an intern from Saturday through Thursday from 10 a.m. to 6 p.m., and on occasion, I must put in extended hours.

4.2 The Topics Covered During the Internship

The main topics covered during the internship at Singularity include;

- Project management processes, tools, and documentation.
- Understanding client requirements and project feedback processes.
- Website development planning and content management.
- User flow diagrams and acceptance criteria for various applications.
- Client meetings and communication
- Creating user manuals and feedback sheets.
- Content listing and data management.
- Wireframe building

Overall, the internship at Singularity has provided me with a diverse set of skills and experiences related to project management and website development.

4.3 Project Management Processes, Tools, And Documentation

Project management processes, tools, and documentation refer to the practices and techniques used by project managers to plan, execute, monitor, and control projects. Project management processes typically include the following phases:

- **Initiation:** The project's goals, deliverables, and scope are all defined during this period. It also involves identifying the stakeholders and determining their requirements.
- **Planning:** In this phase, project managers create a detailed project plan that includes the project schedule, budget, resource allocation, and risk management plan.

- **Execution:** This phase entails putting the project plan into action and carrying out the project's real work.
- **Monitoring and Control:** During this phase, the project manager keeps an eye on the project's development, identifies and reduces risks, and modifies the project plan as necessary.
- **Closure:** Project managers complete the project at this stage, assess its success, and compile any lessons learned.

Software programs called project management tools are used by project managers to oversee and manage their initiatives. Project management software like Asana, Trello, and ClickUp, Gantt charts, time-tracking tools, and communication systems like Slack and Microsoft Teams are a few examples of project management tools. Project management documentation includes all the records, reports, and other documents created during the project. Some common project management documentation includes project charters, project plans, progress reports, risk management plans, and lessons learned reports. These documents help project managers communicate project status, track progress, and identify areas for improvement.

4.4 Client Requirements and Project Feedback Processes

Client requirements and project feedback processes are critical components of project management. They help ensure that projects are aligned with the clients' needs, and that feedback is incorporated into the project plan to meet those needs. Client requirements are the needs, goals, and objectives that a client has for a particular project. It is the responsibility of the project manager to understand these requirements and ensure that the project team is working to meet them. This can involve conducting interviews, surveys, and other types of research to gain a deep understanding of the client's needs. Through the course of the project's lifecycle, input is gathered from clients and other stakeholders. This feedback can be used to improve the project plan, ensure that it remains aligned with the client's needs, and identify areas where changes need to be made. The project manager is responsible for ensuring that feedback is collected, analyzed, and incorporated into the project plan in a timely manner. To manage client requirements and feedback, project managers use a variety of tools and documentation. These can include:

- **Project charter:** A statement of the goals, parameters, schedule, and participants of the project.
- **Requirements documentation:** a comprehensive breakdown of the client's requirements for the project, detailing all special demands as well as any features and functionality.
- **Change control plan:** A plan that outlines how changes to the project plan will be managed, including the process for obtaining client approval.
- **Communication plan:** A plan that outlines how communication with clients and other stakeholders will be managed throughout the project.
- **Project management software:** Project managers can keep track of projects, timeframes, and deadlines using tools like ClickUp, Trello, and Asana.
- **Feedback forms:** Documents used to collect feedback from clients and stakeholders, which can be used to make adjustments to the project plan.

Effective client requirements and project feedback procedures are essential to any project's success. Project managers can produce projects that meet or exceed client expectations by keeping the project plan in line with those demands and incorporating input throughout the project lifetime.

4.5 Website Design and Development Planning and Content Management

In project management, website development planning and content management are important aspects to ensure the successful completion of a website project. These activities involve a series of tasks and documentation that need to be managed effectively to ensure that the final product meets the client's requirements. Website development planning includes defining the scope of the project, identifying the project goals and objectives, determining the project timeline and budget, selecting the appropriate team members, and establishing the communication plan. This process typically involves the use of project management tools such as Gantt charts, project schedules, and resource allocation plans. Once the development planning is complete, content management becomes crucial. This involves the creation, organization, and publishing of content on the website. Content management includes identifying the types of content required, creating content guidelines, developing a content strategy, and selecting a content management system (CMS). A CMS is a software application used to create, manage, and publish website content. The selection

of a CMS is an important decision and should be based on the client's requirements and the project goals. Some of the popular CMS options include WordPress, Drupal, and Joomla. In addition to CMS, other website development tools and technologies should also be considered during the planning phase. This may include front-end development tools such as HTML, CSS, and JavaScript, as well as back-end development tools such as PHP and Ruby on Rails. Throughout the development process, documentation is critical to ensure that the project stays on track and that all stakeholders are kept informed. This may include documentation such as user stories, wireframes, site maps, and functional specifications.

In summary, website development planning and content management are integral parts of project management. Proper planning and documentation of these activities can help ensure a successful website project that meets the client's requirements and delivers value to the end users.

4.6 User Flow Diagrams and Acceptance Criteria for Various Applications

User flow diagrams and acceptance criteria are important tools in project management for designing and developing applications. An application's user flow diagram is a graphic representation of the steps a user takes to complete a particular task. It helps project managers and developers understand the user's journey and identify potential pain points and areas for improvement. User flow diagrams typically include screens or pages, actions that users take, and decision points. The main steps of creating a user flow diagram in project management are;

- **Identify The User Journey:** Determine the user journey you want to map out in the diagram. This could be the user journey through a website, mobile app, or any other product or service.
- **List The User Tasks:** Identify the tasks that the user needs to complete to achieve their goal. Make sure to break down tasks into smaller, more manageable steps.
- **Create a flowchart:** Create a flowchart that maps out the user journey and the tasks involved. Use symbols to represent each step in the process, such as rectangles for tasks, diamonds for decisions, and arrows to show the flow.
- **Add details:** Add details to the flowchart, such as the specific actions the user needs to take, the options they have at each decision point, and any feedback they receive along the way.

- **Review and refine:** Review the flowchart to ensure it accurately represents the user journey and tasks. Refine the flowchart as necessary to ensure it is clear, easy to follow, and accurately reflects the user journey.
- **Test the user flow:** Test the user flow with a group of users to ensure it is effective and easy to follow. Get feedback from them and make revisions as necessary.
- **Leverage the user flow:** Make sure that the user journey is optimized for the optimal user experience by using the user flow diagram to guide the development of the product or service.

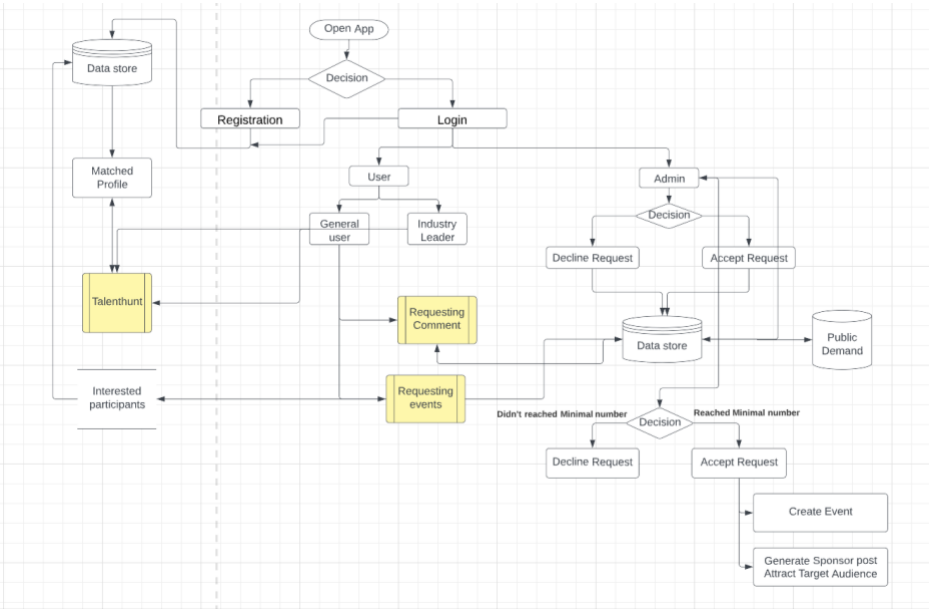


Figure 3: A Demo High-Level User Flow Diagram

Acceptance criteria, on the other hand, define the conditions that must be met for a feature or application to be considered complete and ready for deployment. They typically include functional requirements, performance requirements, and user experience requirements. Acceptance criteria offer a clear framework for testing and quality assurance while assisting project managers and developers in ensuring that the finished product fulfills the client's expectations.

- **Define The Project Scope:** Determine the boundaries of the project and identify what deliverables are expected from the project team.
- **Identify stakeholders:** Determine the stakeholders involved in the project and the expectations of each stakeholder.

- **Identify features and requirements:** Identify the features and requirements of the project deliverables, including functional and non-functional requirements.
- **Define acceptance criteria:** Define acceptance criteria for each feature and requirement, which specify the conditions that must be met for the feature or requirement to be considered complete.
- **Prioritize acceptance criteria:** Prioritize the acceptance criteria based on their importance to the project and the stakeholders.
- **Review and refine acceptance criteria:** Review and refine the acceptance criteria to ensure they are clear, concise, and measurable.
- **Obtain stakeholder agreement:** Obtain agreement from stakeholders on the acceptance criteria, ensuring that everyone understands and agrees on what needs to be delivered.
- **Communicate acceptance criteria:** Communicate the acceptance criteria to the project team, ensuring that everyone understands what is expected of them.
- **Monitor acceptance criteria:** Monitor the acceptance criteria throughout the project to ensure that they are being met, and adjust as necessary.
- **Accept deliverables:** Once the acceptance criteria have been met, accept the deliverables and close out the project

In website development planning, user flow diagrams and acceptance criteria are used to define the scope of the project, identify key features and functionalities, and outline the user experience. These technologies support project managers and developers in focusing on the requirements and objectives of the client, maintaining the project's direction, and reducing the possibility of misunderstandings or miscommunications.

4.7 Client meetings and communication

Meeting with clients and communicating with them are essential components of project management because they guarantee that the project is moving forward and that the needs and expectations of the client are being met. In project management, the following are some crucial considerations about client interactions and communication:

- **Arrange frequent meetings:** Arrange frequent meetings with clients to provide them an update on the project's status and to address any issues they may be experiencing. Meetings can be held weekly, biweekly, or monthly, depending on the scope and complexity of the project.
- **Use communication tools:** Use communication options to stay in touch with clients in between meetings, such as email, phone calls, or video conferencing. This will enable you to keep in touch with the client and quickly address any difficulties that may occur.
- **Create an agenda:** Plan the agenda for each meeting and provide the customer a copy in advance so they may prepare any questions or concerns.
- **Record discussions:** Keep a record of the conversations that occur during client meetings, as well as any choices or directives given. This will make it easier to make sure that everyone is aware of the meeting's conclusions and can use them as needed.
- **Be honest and open-minded:** Be honest and forthright with your clients about any problems or difficulties that may occur during the process. In order to develop answers, discuss any potential effects on the project's budget or schedule.
- **Control expectations:** By regularly updating clients on the status of the project and being forthright about any difficulties or delays, you can control their expectations. The client will be better able to manage their expectations if they are aware of the project's status and timeframe.

Overall, effective client meetings and communication are critical to project success. By maintaining open communication, managing expectations, and addressing any issues or concerns that arise, project managers can help ensure that clients are satisfied with the project's outcome.

4.8 Creating user manuals and feedback sheets

In project management, creating user manuals and feedback sheets is an important part of ensuring that the project meets the client's requirements and expectations. A user manual is a document that provides instructions and guidance on how to use a product or service. In the context of project management, a user manual is typically created for software applications or systems that are being developed for the client. The user manual should be clear, concise, and easy to understand, and

should provide step-by-step instructions on how to use the application or system. Here are the main steps of creating a user manual;

- **Define the purpose and scope of the manual:** Determine what tasks you want your users to be able to perform, what information they need to know, and what level of detail you should provide.
- **Identify your target audience:** Understand your users and their needs and expectations. Consider their level of technical expertise and any potential language barriers.
- **Outline the structure of the manual:** Create an outline of the manual that includes sections, subsections, and headings.
- **Write the content:** Use a clear and concise writing style, and use visuals like images and diagrams to help illustrate complex concepts. Use a consistent format throughout the manual, including headings, bullet points, and numbered lists.
- **Test the manual:** Have a group of users tests the manual to ensure it is easy to understand and follow. Get feedback from them and make revisions as necessary.
- **Publish and distribute the manual:** Once you have finalized the manual, publish it in a format that is accessible to your users, whether that be a PDF document, online help system, or printed booklet. Make sure to distribute it to all relevant parties and ensure it is easily accessible for future reference.

Feedback sheets, on the other hand, are documents used to collect feedback from stakeholders about a particular project. A feedback sheet's objective is to collect feedback and insights that can assist project managers in identifying areas for improvement and in making decisions about how to move forward. Feedback sheets can be used throughout the project lifecycle, from the initial planning and design phases to the final testing and deployment stages. The main steps of creating a feedback sheet in project management are;

- **Define the purpose of the feedback sheet:** Determine what you want to achieve with the feedback sheet. Is it to gather feedback on the project's progress, identify areas for improvement, or assess the project team's performance?

- **Identify the target audience:** Determine who will be providing feedback and tailor the feedback sheet to their needs. Consider their level of expertise and the type of feedback you want to gather.
- **Determine the questions to ask:** Create a list of questions that will provide the information you need to achieve the purpose of the feedback sheet. Make sure the questions are clear and concise and cover all the necessary areas.
- **Decide on the format:** Determine the best format for the feedback sheet. Will it be an online survey, a paper form, or a face-to-face interview? Make sure the format is convenient and easy to use for the target audience.
- **Test the feedback sheet:** Test the feedback sheet with a small group of people to ensure it is effective and easy to use. Make revisions as necessary.
- **Distribute the feedback sheet:** Distribute the feedback sheet to the target audience and make sure they know how to use it. Set a deadline for the feedback and follow up with reminders if necessary.
- **Gather and examine feedback:** Gather and evaluate feedback to spot trends and potential areas for improvement. Make modifications to the project or the project team's performance using the feedback.
- **Report the findings:** Share the feedback's findings with the project team and other interested parties. Utilize the findings to enhance the project and the project team's performance on future projects.

To make sure that the client's needs and expectations are satisfied, it is crucial to involve them and other stakeholders in the process of generating user guides and feedback forms. Stakeholders should test and review the user manual to make sure it is accurate and simple to use, and feedback forms should be frequently circulated and gathered from stakeholders to make sure the project is on track and meeting their needs. Overall, producing user guides and feedback forms is essential to project management because it ensures that the project is meeting the needs and expectations of the client and enables project managers to make defensible judgments about how to move forward.

4.9 Content Listing and Data Management

In project management, content listing, and data management refer to the process of organizing and managing the content and data that will be used in a project. This includes identifying the types of content and data needed, creating a plan for how it will be collected, stored, and managed, and ensuring that the content and data are accurate and up-to-date throughout the project. Content listing involves creating a list of all the different types of content that will be used in the project, such as text, images, videos, audio files, and documents. This list is used to ensure that all the necessary content is collected and that it is properly organized and stored.

Data management involves the collection, storage, and maintenance of project data, such as customer information, product details, and financial data. This includes identifying the data that needs to be collected, setting up systems to collect and store the data, and ensuring that the data is accurate and up-to-date. Effective content listing and data management are critical to the success of a project, as they ensure that all necessary information is available when it is needed and that the project is on track to meet its goals.

4.10 Wireframe Building

Wireframing is the process of creating a visual representation of a website or application's interface. It involves sketching out the basic layout and structure of the user interface, without including any design elements such as colors or graphics. The purpose of wireframing is to provide a clear, visual representation of how the interface will be organized and how users will interact with it. Wireframes can be created using a variety of tools, including pen and paper, whiteboards, or digital software such as Sketch, Figma, or Adobe XD. Some common elements of a wireframe include:

- **Basic layout:** The wireframe should show the overall layout of the page or screen, including the placement of headings, images, and text.
- **Navigation:** The wireframe should show how users will navigate through the website or application, including the placement of menus and links.

- **Functionality:** The wireframe should show how various features and functions will be integrated into the interface, such as forms, buttons, and interactive elements.
- **Content hierarchy:** The wireframe should show the relative importance of different types of content on the page, including headings, subheadings, and body text.

As they enable designers and developers to work together on the interface's structure and layout before devoting time and resources to creating the final product, wireframes are a crucial tool in the design and development process. Additionally, they can be used to get input from users and stakeholders and test the usability of the interface before it is fully developed.

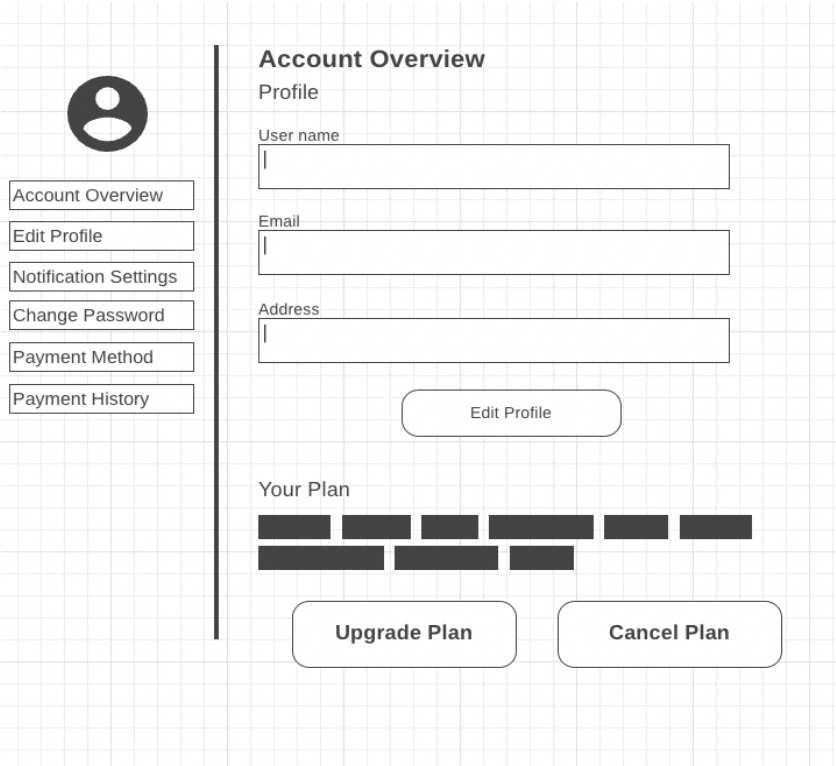


Figure 4: A Demo Wireframe for Application's User Account Overview

Chapter 05

Analysis

5.1 Company Level Analysis

Singularity is an IT consulting and software development company based in Dhaka, Bangladesh. Here is a company-level analysis of Singularity:

- **Vision and mission:** Singularity's vision is to become the leading software development and consulting company in Bangladesh, while its mission is to provide top-notch IT services to its clients by building innovative software solutions that enable them to achieve their business goals.
- **Services:** Services provided by Singularity include software development, web and mobile application development, UI/UX design, IT consulting, and digital marketing.
- **Target market:** The small and medium-sized businesses in Bangladesh and other nations are Singularity's main target market. The business has worked with clients in a range of sectors, including e-commerce, hotel, healthcare, and finance.
- **Competitive advantage:** Singularity's proficiency in cutting-edge technologies like artificial intelligence, machine learning, and blockchain, which it employs to develop cutting-edge solutions for its clients, gives it a competitive advantage. The business also places a lot of emphasis on user experience design to make sure that its software products are simple to use and understand.
- **Management and team:** The executive team of Singularity is made up of seasoned experts with expertise in IT, business, and finance. The business employs approximately 100 people, including software developers, designers, and project managers, who collaborate to provide its customers with high-quality IT services.
- **Financial performance:** Singularity has seen steady growth in revenue and profits over the past few years, driven by an increasing demand for IT services in Bangladesh and other countries. The company has also expanded its client base and diversified its services to reduce its reliance on any single market or client.

Company Level Analysis



Figure 5: Company Level Analysis of Singularity Limited

Overall, Singularity has established itself as a reputable IT consulting and software development company in Bangladesh, with a focus on innovation, user experience, and social responsibility.

5.2 Market Level Analysis

Market level analysis involves the study of market conditions and trends to determine the attractiveness and potential of a market. Here are some steps to conduct a market level analysis:

5.2.1 Define the Market

The market of an IT agency in Bangladesh refers to the group of individuals or organizations that the agency targets with its products or services. In Bangladesh, the market for IT services has been growing rapidly due to the increasing adoption of technology by businesses and individuals. The market can be segmented based on various factors such as industry, company size, geographic location, and customer needs. Some of the target industries for IT agencies in Bangladesh include banking and finance, healthcare, education, retail, telecommunications, and government. These industries require IT solutions to streamline their operations, enhance customer experience, and improve their overall performance. IT agencies can also target small and medium-sized businesses (SMBs) that may not have the resources to develop their own IT capabilities in-house. Geographic location can also play a role in market segmentation as certain regions may have a higher demand

for IT services compared to others. In terms of customer needs, IT agencies can target clients who require specific services such as software development, web design, digital marketing, cybersecurity, cloud computing, or IT consulting. Some clients may also require customized solutions that are tailored to their unique needs and preferences. Overall, the market for IT services in Bangladesh is diverse and offers many opportunities for IT agencies to specialize and differentiate themselves based on their expertise and target audience.

5.2.2 Analyze the Market Size and Growth

To determine the market size and growth of an IT agency in Bangladesh, one would need to consider several factors, including the size of the IT industry in Bangladesh, the agency's market share within that industry, and the growth rate of the industry and the agency itself. According to the Bangladesh Association of Software and Information Services (BASIS), the IT industry in Bangladesh has been growing at an annual rate of around 20% in recent years. In 2020, the IT industry in Bangladesh was estimated to be worth around \$1.5 billion, and it is expected to continue growing in the coming years. To estimate the market size of an IT agency, one would need to consider its revenue and market share within the industry. For example, if an IT agency has a revenue of \$10 million and a 5% market share within the industry, the total market size of the industry would be estimated to be around \$200 million. As for growth, an IT agency's growth rate would depend on its ability to acquire new customers, expand its services, and maintain high levels of customer satisfaction. Factors such as changes in technology, the emergence of new competitors, and shifts in customer preferences could also impact an IT agency's growth rate. Overall, the market size and growth of an IT agency in Bangladesh would depend on a variety of factors and would need to be assessed on a case-by-case basis.

5.2.3 Identify the Target Customers

The target customers of an IT agency in Bangladesh may vary depending on the specific services and products they offer. However, some potential target customers for an IT agency in Bangladesh could include:

- **Small and medium-sized businesses (SMBs):** These businesses often require IT solutions to manage their operations, such as accounting software, customer relationship management (CRM) systems, and website development.
- **Large enterprises:** large companies in Bangladesh may require more complex IT solutions, such as enterprise resource planning (ERP) systems, data analytics, and cloud-based solutions.
- **Government agencies:** Government agencies in Bangladesh may require IT solutions for various purposes, such as data management, e-governance, and cybersecurity.
- **Educational institutions:** Schools, colleges, and universities in Bangladesh may require IT solutions to manage student records, online learning platforms, and other educational technologies.
- **Non-profit organizations:** Non-profit organizations in Bangladesh may require IT solutions for managing donations, donor databases, and online fundraising platforms.
- **Individuals:** The executive team of Singularity is made up of seasoned experts with expertise in business, finance, and information technology. To provide its customers with high-quality IT services, the business employs a staff of over 100 people, including software developers, designers, and project managers.

5.2.4 Analyze the Competition

In Bangladesh, the IT industry is growing rapidly, and there is fierce competition among companies. Some of the major competitors of IT companies in Bangladesh are:

- **Grameenphone IT:** One of the top IT businesses in Bangladesh is called Grameenphone IT. The business provides several different IT products and services, such as software development, system integration, and online marketing.
- **Robi Axiata Limited:** Robi Axiata Limited is yet another significant player in Bangladesh's IT sector. The business provides a variety of IT solutions and services, such as e-commerce development, web design, and mobile application development.

- **DataSoft Systems Bangladesh Limited:** DataSoft Systems Bangladesh Limited is a well-known IT firm in Bangladesh that specializes in system integration, software development, and IT consulting services.
- **TechnoVista Limited:** A well-known provider of IT solutions and services in Bangladesh is TechnoVista Limited, which specializes in software development, web design, and e-commerce development.
- **Daffodil Software Limited:** Daffodil Software Limited is yet another significant participant in Bangladesh's IT sector. The business provides a variety of IT solutions and services, such as web design, mobile application development, and software development.

Overall, Bangladesh's IT market is extremely competitive, with a wide variety of businesses providing IT solutions and services. To keep ahead of the competition, businesses must stay current on the newest trends and technologies.

5.2.5 Assess the Market Trends

As of recent years, the IT industry in Bangladesh has been experiencing significant growth, and many local IT companies have been expanding their operations to cater to both domestic and international clients. Some of the market trends in the IT industry in Bangladesh include:

- **Rising Demand for IT Services:** With the increasing adoption of technology in various sectors, such as banking, healthcare, and e-commerce, the demand for IT services in Bangladesh has been steadily growing
- **Increased Focus on Digital Transformation:** Many businesses in Bangladesh are increasingly focusing on digital transformation initiatives to improve their operations and increase Efficiency
- **Growing popularity of outsourcing:** Bangladesh is becoming an increasingly popular outsourcing destination for international companies due to the availability of a large pool of skilled IT professionals at competitive rates.

- **Emergence of start-ups:** There have been more IT start-ups in Bangladesh in recent years, serving both domestic and international markets.
- **Greater emphasis on cybersecurity:** With the increasing reliance on technology, there is also a growing concern for cybersecurity. IT companies in Bangladesh are placing greater emphasis on providing cybersecurity solutions to their clients.

Overall, it is anticipated that Bangladesh's IT sector will expand over the next few years, creating new chances for local businesses to grow and engage in global competition.

5.2.4 Market Potential

This can help in making informed decisions about market entry, product development, and marketing strategies. The market potential for Singularity in Bangladesh is quite promising due to the country's increasing adoption of technology and digital transformation across various industries. Here are some factors that indicate the market potential of an Singularity Limited in Bangladesh:

- **Growing IT Industry:** The IT industry in Bangladesh has been growing steadily in recent years, with a CAGR of 20% over the past five years. The government has also introduced various policies and initiatives to promote the growth of the IT sector.
- **Increasing Digital Adoption:** The increasing availability of smartphones, affordable data plans, and digital payment options have resulted in a significant increase in the adoption of digital services, such as e-commerce, online banking, and digital content consumption.
- **Emerging Start-up Ecosystem:** Bangladesh has an emerging start-up ecosystem, with a growing number of start-ups in various sectors, including technology. This presents opportunities for IT companies to collaborate with and support start-ups.
- **Skilled Workforce:** Bangladesh has a large pool of skilled IT professionals, with many universities and training centers offering IT-related courses and programs. This can help IT companies to access a talented and cost-effective workforce.

- **Government Support:** The government of Bangladesh has been actively promoting the growth of the IT sector, with initiatives such as the "Digital Bangladesh" campaign, which aims to provide digital services to citizens across the country.

Overall, market level analysis is an ongoing process that requires regular updates to stay current with changing market conditions and trends.

5.3 Professional Level analysis

Professional level analysis is a type of analysis that focuses on assessing the skills, qualifications, and experience of individuals or organizations within a specific field or industry. This type of analysis is often used to evaluate the level of expertise of professionals, to identify areas for improvement or development, and to make informed decisions about recruitment, training, or career advancement. Professional level analysis can involve a range of methods, such as conducting interviews, reviewing resumes or portfolios, administering tests or assessments, or analyzing performance data.

Professional Level Analysis: Singularity Limited

5.3.1 Introduction

Leading Bangladeshi IT firm Singularity Limited provides a variety of services, including software development, web development, mobile application development, and IT consulting. The business has been functioning successfully in the sector for a number of years, and its goal is to offer clients both domestically and globally high-quality services.

5.3.2 Market Overview

The IT industry in Bangladesh is rapidly growing, with an increasing number of companies entering the market. The demand for IT services has increased due to the rise in e-commerce and digital marketing. Singularity Limited has positioned itself as a competitive player in this market by providing quality services and maintaining good relationships with its clients.

5.3.3 Target Customers

Singularity Limited's target customers include businesses of all sizes, including startups and established companies in various industries such as finance, healthcare, education, and retail. The company also provides services to international clients, including companies in the USA, Canada, and Europe.

5.3.4 Market Size and Growth

The IT industry in Bangladesh is estimated to reach a value of USD 2 billion by 2025, with a CAGR of 14.5%. The demand for IT services is increasing due to the government's focus on digitalization, the rise in e-commerce, and the growth of the mobile industry. Singularity Limited is well-positioned to capitalize on this growth due to its reputation for delivering high-quality services.

5.3.5 Competitors

Bangladesh's IT market is very crowded with both domestic and foreign businesses. Other well-established IT businesses in Bangladesh like Aamra Technologies Limited and Grameenphone IT are Singularity Limited's main rivals. Singularity Limited, on the other hand, stands out from its rivals thanks to its solid brand recognition and devoted customer base.

5.3.6 SWOT Analysis

SWOT analysis is a strategic planning tool that aids in determining an organization's Strengths, Weaknesses, Opportunities, and Threats. Here is Singularity Limited's SWOT analysis;

Strengths

- Established brand reputation
- Wide range of services offered
- Experienced and skilled team
- Strong relationships with clients

Weaknesses

- Limited marketing activities
- Reliance on a small number of key clients

Opportunities

- Growing demand for IT services in Bangladesh
- Expansion of services to international markets
- Focus on digital transformation and e-commerce

Threats

- Increasing competition in the industry
- Economic instability and political uncertainty in the country

A reputable IT business in Bangladesh with a long history of providing customers with top-notch services is Singularity Limited. The business is in a good position to take advantage of Bangladesh's rising demand for IT services and broaden its service base internationally. However, it must concentrate on marketing initiatives to expand its market share and lessen its reliance on a select group of important customers. The business must also invest in new technologies and follow industry trends in order to remain competitive.

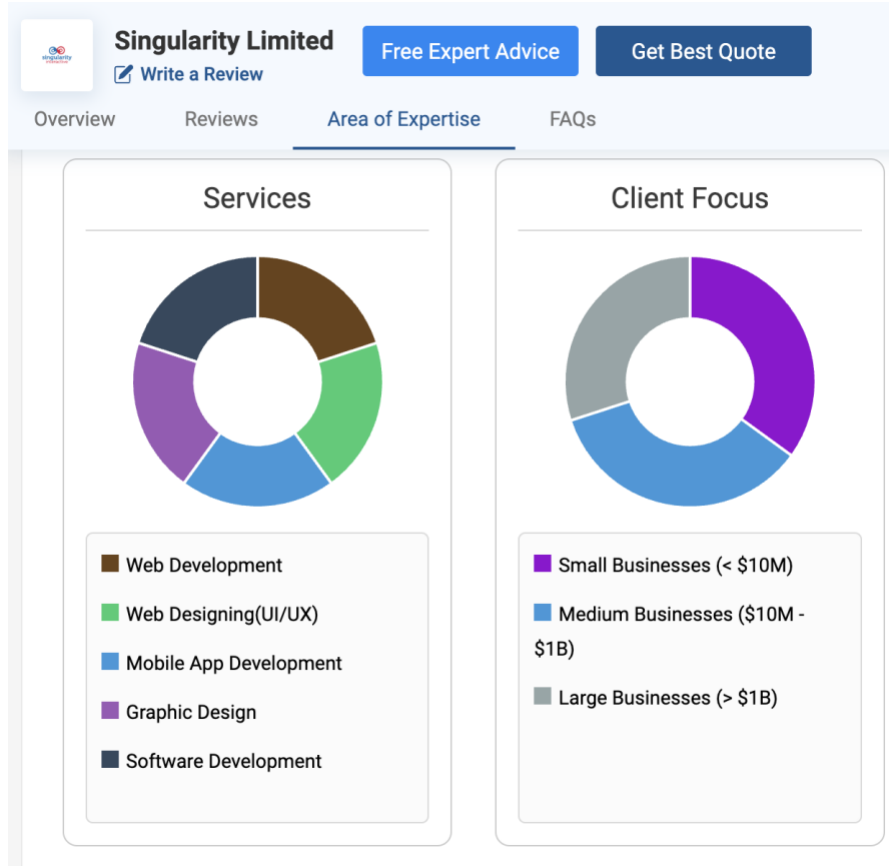


Figure 6: Singularity Limited's Area of Expertise from Software Suggest Website

SOFTWARE SUGGEST Categories Write a Review Search software

Home / Services / Web Design / Singularity Limited

Singularity Limited [Write a Review](#)
 Information Technology Company in Dhaka
[Free Expert Advice](#) [Get Best Quote](#)

Overview | Reviews | Area of Expertise | FAQs

Singularity Limited Overview

Singularity Limited is a Web Development company. It provides services like Web Development, Web Designing (UI/UX), Mobile App Development, Graphic Design, Software Development. The company was founded in 2011 and its head office is located in Dhaka. Their estimated employee size is around 10-49 employees.

Year Established:	2011	Headquarters:	Dhaka , Bangladesh
Employee Size:	10-49 employees	Avg Hourly Rate:	Undisclosed
Website:	VISIT WEBSITE		

Figure 7: Singularity Limited's Overview from Software Suggest Website

Singularity Limited reviews 2

Sort by: [date](#) [highest rated](#) [lowest rated](#) [most helpful](#)

Abu
09 December 2021 0:52

★★★★☆ They are a good development agency. Their specialty is website and application development. They provide end to end solution including UX/UI design to coding and hosting services. A team of young and energetic people try to manage all the expectations properly.

👍 0 🗨️ 0

Abdur
28 April 2021 14:15

★★★★★ Excellent place for learning and growing your career. Best working environment and friendly colleagues.

Figure 8: Reviews from Asiafirms page

Chapter 06

Recommendation & Conclusion

6.1 Recommendations

It is advised that Singularity Limited concentrate on the following areas to enhance its project management procedures in light of the study done in this report:

- **Strengthening the Project Management Department:** The company should invest in hiring and training experienced project managers to oversee projects effectively. By doing this, projects will be finished on schedule, within budget, and to a high standard.
- **Enhancing Client Feedback Processes:** To make sure that clients' requirements and expectations are satisfied, Singularity Limited has to enhance its client feedback procedures. Focus groups, feedback questionnaires, and routine meetings can all be used to accomplish this.
- **Improving Communication:** Communication between different departments within the company needs to be improved to ensure that project teams work together seamlessly. The company should also invest in effective communication tools to facilitate collaboration among team members.
- **Adopting Agile Methodologies:** Singularity Limited should consider adopting agile methodologies to improve its project management practices. Agile methodologies focus on iterative development, continuous improvement, and close collaboration between project teams and clients.

6.2 Conclusion

In conclusion, the report on project management at Singularity Limited highlights the company's strong project management framework and practices, which have enabled it to deliver high-quality IT projects to its clients in a timely and efficient manner. The company's emphasis on communication and collaboration with clients, use of modern project management tools and techniques, and commitment to continuous improvement are key factors that have contributed to

its success in this area. However, there is still room for improvement, particularly in the area of documentation management and stakeholder communication. The company should consider implementing more robust documentation and version control systems to ensure that project documentation is up-to-date and easily accessible to all stakeholders. Additionally, the company could benefit from improving its communication with stakeholders by providing more frequent and transparent project updates.

Overall, Singularity Limited has a solid foundation in project management, and with the implementation of some of the recommendations outlined in this report, the company can continue to improve and excel in this critical area of its business.

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Annexure
(Internship Weekly Report)