



**Internship Report on  
Digital Marketing of Bondstein Technologies Ltd.**



submitted to

**Islamic University of Technology**

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

**Submitted by:**

**I am aware that the BBA in Business and Technology Management program at the Islamic University of Technology will keep my final report as part of its archive. I therefore approve the dissemination of my final report to any interested reader upon written request.**

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## Letter of Transmittal

12 April, 2023

Dr. Mohammad Shamsu Uddin  
Assistant Professor  
Business and Technology Management  
Islamic University of Technology

Subject: Submission of Internship Report on “Digital Marketing of Bondstein Technologies”.

Dear Sir,

With due respect, I would like to state your permission to submit my internship report, which I have completed as a requirement for my academic program. The report includes a thorough evaluation on my internship experience and highlights the useful information and abilities I have gained during the course of the program.

The title of my report is “Digital Marketing of Bondstein Technologies”. The report includes a thorough examination of my duties and a thorough breakdown of how the department functions. The three-month program offered a wide variety of opportunities for experiential learning, and it has given me the information and skills I need to act as a stepping stone into the working world.

It would be very helpful if you give your valuable feedback about this report in the upcoming days.

Sincerely,

Jarin Tasnim Sneha

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## Declaration

I, Jarin Tasnim Sneha, a student at Islamic University of Technology's Business and Technology Management department, hereby declare that the report titled "Digital Marketing of Bondstein Technologies" was written by me under the supervision of Dr. Mohammad Shamsu Uddin, Assistant Professor at Islamic University of Technology's Business and Technology Management department. This report was not submitted to any other institution (school, college, or university) for any academic credit. It complies fully with the Islamic University of Technology's plagiarism and collusion policies.

Sincerely,

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## Acknowledgment

I would like to express my deepest gratitude to Almighty Allah for His boundless blessings and for guiding me through the successful completion of my internship report.

I would like to extend my sincere appreciation to my academic supervisor, Dr. Mohammad Shamsu Uddin, Assistant Professor at Islamic University of Technology's Business and Technology Management department, for his invaluable guidance and unwavering support throughout this internship journey. His meticulous feedbacks have been instrumental in shaping this report, and I am truly grateful for his patience and understanding.

In addition, I want to thank my professional mentor at Bondstein Technologies Ltd., Abir Mahmud Tasik, Manager, Sales & Operations, for his mentorship and for giving me an interesting internship experience. My knowledge and abilities in the field of marketing have significantly improved thanks to their advice and experience. My teammates at the firm deserve credit for their encouragement and support. I am really appreciative of their continuous support and their essential contributions to the development of this report.

Last but not least, I want to sincerely thank my family and friends for their unwavering support, inspiration, and compassion. I am fortunate to have them in my life, and their unshakable faith in me has served as a source of inspiration and drive.



## Executive Summary

During my time working as an intern at Bondstein Technologies Limited, I created the internship report that is presented below, which details my duties and experience. The internship began on December 26, 2022, and ended on March 30, 2023.

The internship report's objective is to assess the skills and knowledge acquired while serving as an intern at Bondstein Technologies Ltd., a pioneer in Bangladesh's IoT industry. The Marketing Department is highlighted because it is crucial to the success and long-term sustainability of the business. I developed a number of skills throughout my internship that will be helpful for my future job prospects. The study highlights the importance of innovation as well as the company's wide selection of goods and services that help customers save money and time. The intern made an attempt to use what they learned to help the business succeed.

I was able to hone current abilities and learn new ones during my internship in digital marketing at Bondstein Technologies Limited, which was helpful for both my personal and professional development. My internship report's main goal was to assess the effectiveness of the company's digital marketing procedures. A quick introduction to Bondstein and the Marketing department was followed by a thorough overview of my duties and projects in the report.

Furthermore, some areas that required improvement were provided as well in the study. Through my internship, I received useful experience working under pressure and discovered that success in the sector depends on having a good strategy, an entrepreneurial approach, and a focus on innovation.



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# Chapter 01: Introduction



This report is a key element of the internship 4800 course for the eighth semester. The purpose of this report is to share the insights I've gained from my three months as an intern at Bondstein Technologies Limited. The objective, scope, methods, and constraints I encountered while creating the report are all included in this section.

## **1.1 Background**

Bondstein Technologies Ltd. is a one of the leading software development and IT consultancy firm in Bangladesh. Custom software development, online and mobile application development, user interface and user experience design, AI, machine learning, cloud computing, and cybersecurity solutions are among the services offered by the firm. This research aims to understand the Digital Marketing and how it impact on real world towards Bondstein Technologies Ltd.

The research should be executed in order to put expertise into practice. It's the result of my three-month period as an "Intern" at Bondstien Technologies Ltd. This report contains information on the company's overview, a study of the industry under consideration, a description of the duties done during the internship, a detailed analysis of Bondstein's environment, and some final observations.

Here, I worked particularly on the company's new segment "BOND Smart home Appliances". My task was to promote this segment to other people through social media. I was also in charge of organizing meetings and site inspections.

## **1.2 The scope of the accomplished work**

A reader will acquire an understanding of Bondstein Technologies Limited and its company operations, services supplied, working conditions, market size, and overall industry picture. It will also provide some insights into the IoT industry as a whole, as well as provide a sense of my overall internship experience and the learnings garnered during the term.

## **1.3 Objectives**

The purpose of this internship was to get practical experience in the field of company growth, especially digital marketing. The report will be centered on the company's digital marketing strategies and how my significant graphic design work, meeting facilitation, and site visits helped to make them successful. The objectives of this report are fourfold,



- It attempts to give a thorough insight of Bondstein Technologies Ltd.'s marketing & digital marketing procedures and tactics. This will entail a thorough examination of the company's advertising goals, target market, and employed digital marketing platforms.
- The report will outline my responsibilities and position as the marketing team's business development intern. It will go through the duties I undertook, such as developing marketing materials for social media, websites, email newsletters, and online adverts, as well as carrying out market research and attending client meetings.
- The consequences of the digital marketing efforts I helped create will be assessed, and their efficiency in attaining the company's marketing objectives will be examined. Included in this will be a discussion of the success indicators, such as web traffic, click-through rates, and prospect creation.
- The skills I gained during my internship, such as graphic design, market research, interaction, and collaboration, will be highlighted in the report along with how they will help me in my future professional efforts.

## 1.4 Methodology

I took part in brainstorming sessions and team meetings. I also researched the company's rivals as well as the industry as a whole. For this I used the following two sources to compile all the material for my internship report:

- **Primary Sources:** The information was obtained via personal records, discussions with firm management, and routine interactions with current workers of the business.
- **Secondary Sources:** Information from the company's assessment report, the internet, the website, and past internship reports.

## 1.5 Limitations

While I gained valuable experience in these areas, there were certain restrictions on my research.

- One limitation was the limited exposure I had to other areas of company. While I was able to gain valuable experience in digital marketing in one segment, I did not have the opportunity to explore other areas such as their VTS (Vehicle Tracking System) segment. This may have limited my overall understanding of the company's operations and the industry as a whole.
- The range of my study was limited, which was a negative aspect. My study was restricted to secondary sources like web articles and reports, even though I also looked into the



company's rivals and the industry as a whole. My research's depth and accuracy may have been constrained as a result.

- My internship's time restrictions may have hindered my study. I had a limited amount of time as an intern to do research and learn about the business and sector. This could have constrained the size and complexity of the study overall.



# Chapter 02: Company Overview



## 2.1 History

Bondstein Technologies Ltd. is a software development and IT consulting company based in Bangladesh. The company provides various services such as custom software development, web and mobile application development, UI/UX design, cloud computing, artificial intelligence, machine learning, and cybersecurity solutions.

A group of young businesspeople established Bondstein Technologies Ltd. back in 2014 with a vision of offering clients all around the world creative and dependable IT solutions. Since its founding, the business has provided clients in a range of sectors, including healthcare, banking, education, e-commerce, and logistics, with high-quality services.

## 2.2 Mission

The mission of the business is to expand the internet of things' (IoT) usefulness and provide everyone access to technology.

Bondstein Technologies Ltd is committed to providing state-of-the-art technical solutions that assist companies and organizations in improving operations, increasing productivity, and achieving their goals. They put a lot of effort into offering first-rate services that go above and above for our clients and support their long-term success.

## 2.3 Vision

The company's vision is to create a network of linked gadgets that can be safely monitored and managed from any location on World.

Our goal is to become the industry leader in the delivery of technical solutions, known for our commitment to excellence, innovation, and satisfied customers. We continuously seek to improve our capabilities and experience in order to satisfy the evolving needs of our clients and create new opportunities for development. We are committed to following our basic principles of honesty, transparency, and social responsibility in all of our business efforts.

Bondstein is working patiently towards its vision and they are estimating that within 2025, they will establish a strong market in Bangladesh. Bondstein Technologies Ltd's aim and approach are centered on providing creative and dependable technology solutions to assist organizations in achieving their digitization goals while cultivating a culture of inventiveness, growth of talent, and social responsibility.

## 2.4 Goals

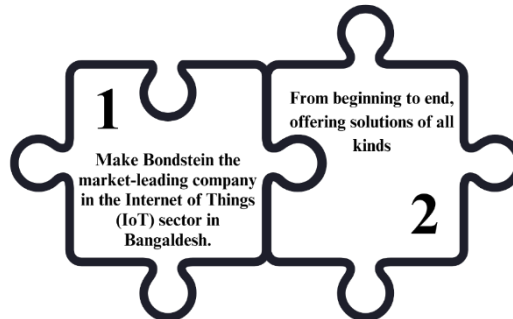


Figure 2. 1: Goals of Bondstein

## 2.5 Values



Integrity as the basis of any relationship



Innovation at the core of every service



High performance is what we strive for permanently



Quality in our solutions & products



Sustainable Growth to ensure long term impact

Figure 2. 2: Values of Bondstein

## 2.6 Products

The company has a team of experienced professionals who use modern technologies and methodologies to provide efficient and effective solutions to clients. They have two segments, one is VTS (vehicle tracking system) and another is Non-VTS.



### 2.6.1 VTS (vehicle tracking system)

Track My Vehicle is their iconic product and the first product they have launched in their timeline. They have other products such as Remote Monitoring Solution, Halkhata, and Drivemark.

- **Track My Vehicle**

To address local issues, Track My Vehicle offers the most complete vehicle tracking system with all cutting-edge control capabilities now accessible in the telematics sector. Customers may use this product to view the location of their cars via a dashboard created for both a web and mobile application. The user may also see previous movement information on a map, remotely deactivate the vehicle's engine by activating a function on the control panel, and access over thirty analytical reports that include information on mileage, location, and alerts on the dashboard. Any user can more easily understand driving trends by to their panel's visual graphics.

Benefits:

- I. One Tap Track Location,
- II. Disarm the engine by remote,
- III. Analytical report,
- IV. Cost saving.



Figure 2. 3: Track My Vehicle Logo

- **Remote Monitoring Solution**

Clients may remotely monitor their generators' load consumption due to the remote power generation monitoring system. It gives them a crystal-clear view of their business activities. They offer load statistics, voltage parameters, and current flow information via this service over a secure cloud network. This remedy is frequently used to rental generators. Giving the clients a clear invoicing schedule is also beneficial. Additionally, it monitors generator vibration and can offer information on preventive maintenance based on generator vibration. Now that they can link the generators to the internet, the customers can easily access it.

Benefits:

- I. Tracking activities,
- II. Cloud Monitor,
- III. Analytical Reports,
- IV. Operation cost savings.



Figure 2. 4: Remote monitoring Solution

- **Halkhata**

A business solution called Halkhata can offer effective internal office management features. It enables the organizational personnel's Quotation, Invoice, the payment process, Purchase Order, Orders & Assignments and makes it easier for managers & management to monitor the employees' actions. The integrated business intelligence tools in Halkhata may be used as an operational report by managers of employees to gather data and improve productivity. The integrated Halkhata systems have the capacity to expand an extensive data base for a company's customers, vendors, suppliers, and other stakeholders. This cutting-edge technology, which is reasonably priced, might be financially ideal for startups & small and medium-sized enterprises.

Benefits:

- I. Easy report,
- II. Financial Trend,
- III. Invoicing Tool,
- IV. Cloud Managed.

- **Drivemark**

DriveMark is the company's main product, and Bondstein is dedicated to making our roads safer. It utilizes the telematics dataset to assess driving trends in real time. It produces informed notifications and records each driver's driving score. DriveMark can recognize abrupt acceleration, abrupt braking, abrupt turning, and abrupt lane alterations in real time. DriveMark with Excessive horns, seatbelt tracking, and real-time overspeed alarm within the car are further features that may be enabled by advanced telematics solutions. DriveMark serves as an illustration of how IOT data as well as points may be used to improve road safety.

Benefits:

- I. Driver Scorecard,



- II. Intelligent Alerts,
- III. Trend Analysis,
- IV. Make Roads Safer.

## 2.6.2 Non VTS

The Non-VTS department of Bondstein, called “BOND Smart Home Appliances”. This brand is directly working with retail customers and providing the best products to the market. They are providing the best smart home appliances from 2022. In this section, there are many products, such as-

- Smart Door lock,
- Smart Curtain Robot,
- Smart switch,
- Motion sensor light,
- Smart Door Bell,
- Smart Geysers Switch.



Figure 2. 5: Bond Logo

## 2.7 Services

For companies that employ equipment covered by managed service agreements for maintenance, replacement, and distribution, Bondstein develops customized, practical, and creative solutions. Bondstein assists companies in being more effective and sustainable by placing a strong emphasis on practicality over extravagant expenditure and effectiveness in day-to-day operations. They provide unique services, such as-

### 2.7.1 API Services:

For the purpose of mapping communities, Bondstein offers a for-profit API. In addition to regularly accessible API, we also provide customized API for clients as needed. Commercial APIs that include traffic metrics, mapping data, and more are available from us. Leading mapping companies both locally and globally use these APIs.

Benefits:

- Traffic Analytics,
- Dynamic Route,
- Noise Filter,
- Historical Research.



### 2.7.2 IOT R&D Services:

Innovation is something that everyone strive at Bondstein. Whether it's a design or production duty, they assist clients with the ideal bespoke hardware unit so they may concentrate on using the advantages of linked gadgets whenever and wherever they are. For local and international clients, including one who represents a Fortune 500 company, they take pride in creating commercial IOT hardware. For the benefit of our clients, they offer research and development as a service having patent ownership to help them unleash their future..

Benefits:

- Custom Requirements
- Solution Design
- Design Engineers
- Partner Approach

### 2.7.3 PCB Contract Manufacturing:

Bondstein provides design, fabrication, and assembly of printed circuit boards and associated electronic subassemblies using a range of highly accurate & standardized manufacturing processes, ensuring flexibility, decreased costs, time savings, and precision. For our clients, our meticulous attention to detail, original approach to a problem, and practical talents translate into results. We specialize in producing reliable IOT gear that can capture and manage various data points at any scale. We have expertise creating hardware based on microcontrollers, such as sensor-based triggers, communication modules, and power systems for electronics.

Benefits:

- I. Advanced Machineries,
- II. Design Engineers,
- III. Soldering Stations,
- IV. Packaging Partners.

### 2.7.4 Smart Box:

The greatest public test in Bangladesh is the first-year medical entrance test for MBBS students. Thousands of students sign up for the exam every year in an effort to achieve their dreams. A total of 100,000 + students take the exam at 55 + places spread out across the whole country. However, a syndicated group of miscreants has been leaking medical examination questions on a regular basis. Dreams of diligent and deserving students were being auctioned off, and when widespread demonstrations erupted and questioned the authority, a national crisis developed. How can a national problem that has persisted for seven years be resolved? That was resolved in just 7 days. The company created a unique Internet of Things (IoT) gadget that could transmit alarms if the boxes containing questions from the day before were unlawfully accessed, making



the boxes intelligent. This is an illustration of how IOT can be used to address a national emergency.

Benefits:

- I. Intelligence Alert,
- II. Live Monitoring,
- III. Visual Map,
- IV. Managed Cloud.

## 2.8 Technologies used by Bondstein

Table 2. 1:List of technology used by Bondstein

<b>BLE</b>	<b>MQTT</b>	<b>UDT</b>	<b>ZIGBEE</b>	<b>NB-IOT</b>	<b>LORA</b>
<b>RFID</b>	<b>IBM Watson</b>	<b>Nvidia</b>	<b>Intel IOT</b>	<b>Raspberry Pi</b>	<b>ARM</b>
<b>Google IOT</b>	<b>Tuya</b>	<b>MQTT</b>	<b>AWS Lamda</b>	<b>Kubernetes</b>	<b>5G</b>
<b>sPHIP</b>	<b>LPWAN</b>	<b>Tensorflow</b>	<b>BLE</b>	<b>Jetson</b>	<b>Sigfox</b>
<b>MongoDB</b>	<b>TCP/IP</b>	<b>Arduino</b>	<b>SIMCOM</b>	<b>Azure IOT</b>	<b>HTTPS</b>

## 2.9 Clients

### 2.9.1 International Clients

Table 2. 2: International clients

<b>Telenor</b>	<b>UNESCO</b>	<b>Lafarge</b>
<b>Google</b>	<b>Mark &amp; Spencer</b>	<b>World Bank</b>
<b>Coats</b>	<b>Strategic Securities</b>	<b>KINY</b>



## 2.9.2 Local Clients

Table 2. 3: Local clients

<b>SKS</b>	<b>Trust</b>	<b>Unilever</b>	<b>United</b>	<b>IDLC</b>	<b>Robi</b>
<b>Polar</b>	<b>Igloo</b>	<b>Grameenphone</b>	<b>Runner</b>	<b>Lafarge</b>	<b>Pran</b>
<b>Toma</b>	<b>Meghna</b>	<b>Bashundhara</b>	<b>DNCC</b>	<b>Globe</b>	<b>UCB</b>
<b>Partex</b>	<b>Healthcare</b>	<b>Raddison</b>	<b>Nourish</b>	<b>Brac Bank</b>	<b>ACI</b>
<b>Orion</b>	<b>Padma Bridge</b>	<b>IHG</b>	<b>Beximco</b>	<b>FedEx</b>	<b>Anwar Group</b>
<b>BSRM</b>	<b>Max Group</b>	<b>Pathao</b>	<b>SEL</b>	<b>AIUB</b>	<b>IMS</b>
<b>Gazi Group</b>	<b>G4S</b>	<b>AIUB</b>	<b>Labaid</b>	<b>GoBD</b>	<b>Metrocem</b>
<b>Navana</b>	<b>Edotco</b>	<b>bdjobs</b>	<b>Rangs</b>	<b>Rancom</b>	<b>Designtex</b>

## 2.10 Impacts

The development of software, digital marketing, & IT consulting are just a few of the services offered by Bangladesh-based Bondstein Technologies Limited. Since the beginning of 2014, the business has operated in Bangladesh, working with both domestic and foreign clients. The Bangladeshi technological sector has been significantly impacted by Bondstein Technologies. The business has received several accolades for its work and has been commended for its creative approach to software development. Bondstein has also contributed to the expansion of Bangladesh's technology industry and helped to open up work possibilities for local IT specialists.

- More than 3000 customers have received service.
- Bondstein has an impact on more than 20000 linked IoT Devices and 50 billion+ transactions in data on the IoT Cloud.
- They have been safeguarding questions and stopping question breaches in national examinations for the last six years.
- Long Term Relationship with multi national and global companies.
- More than 300 stolen cars have been found.



## 2.11 Achievements

Bondstein has won several awards for its outstanding performance. All of the successes, whether corporate or with a project related to the incredible construct it has generated, are focused on customers. Because of those that collaborate with our company as partners, our team has able to establish our unique identity in the industry as a prosperous location for developing digital goods.

- National ICT Awards 2020,
- Asia Pacific IOT Champion (APICTA) 2019-Winner,
- BASIS National ICT Award 2019-2<sup>nd</sup> Runner Up,
- ISO Certified 9001:2015,
- BTRC Licensed Category “A” Operator,
- Top 100 Startup ECHELON’S 2015- People’s Choice Award,
- Tax Exempted Company,
- Best Covid 19 Response Campaign: Commward 2021- Bronze,
- Best Social Campaign: Commward 2021- Bronze.

## 2.12 Overview of Marketing Department, Bondstein

The marketing department of Bondstein is in charge of advertising products and services of a business as well as raising brand recognition among its target audience. Here are some of the key tasks of our marketing department-

- **Market research:** The department of marketing performs market research to determine client demands and preferences as well as to obtain information about market trends, competition, and sector improvements.
- **Branding:** The company's brand individuality, which includes its name, logo, and other visual components, is created and managed by the marketing division.
- **Advertising and promotion:** To reach the target audience and increase awareness of the company's products or services, the marketing department develops and implements advertising campaigns and promotional activities.
- **Digital marketing:** To reach and engage consumers and prospects, the marketing department makes use of digital platforms including social media, email, and search engine optimization.
- **Sales support:** Sales teams are given the training, sales materials, and product knowledge they require from the marketing department in order to make efficient sales.



# Chapter 03: Industry Analysis





### 3.1 IoT industry over the World

With new scenarios and software applications appearing on a regular basis, the IoT industry is a sector that is both developing quickly and adapting. The network of physical objects, vehicles, and other things that are equipped with software, sensors, electronics, and connections to networks in order to gather and share data is referred to as the Internet of Things (IoT) industry. The proliferation of inexpensive sensors & wireless communication innovations, together with developments in data analytics & cloud computing, have all contributed to the IoT's expansion.

The IoT industry is a rapidly growing and evolving sector, with new use cases and applications emerging all the time. Some of the key areas where IoT is making an impact include:

Table 3. 1: IoT Industry

Industry Name	Company Name
Smart Homes	Google LLC (Nest), Amazon Inc. (Echo), Apple HomeKit, Samsung, SmartThings Hub, ABB Ltd, LG Electronics (LG ThinQ), Control4 home automation, Savant Systems LLC.
Healthcare	AliveCor, Proteus, CrossChx, Neurotech, Sensely, Pear Therapeutics, Clover Health, Babylon Health.
Industrial Automation	Alphabet, Amazon, SAP, Ocado, HollySys Automation, Harmonic Drive, Nippon Ceramic, KUKA.
Smart Cities	Staker Parson, Aro Homes, Tridel and The Jones Company
Agriculture	CropIn, Cainthus, Fancom, Connecterra, Moocall, PrognostiX, EmbediVet, Intello Labs, GramworkX

### Attractive Opportunities in the IoT Market



Source: Investor Presentation, Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

Report Metric	Details
Market size value for 2021	US \$300.3 billion
Market size value for 2026	US \$650.5 billion
CAGR Growth Rate	16.7%
Largest Market	North America
Largest Market Component	Software Solutions
Market Size available for years	2015-2026
Base Year Considered	2020
Forecast period	2021-2026
Forecast Unit	Value(USD)
Segments Covered	Component, Organization Size, Focus Area, and Region
IoT Market Drivers	<ul style="list-style-type: none"> <li>• Access to low-cost, low-power sensor technology</li> <li>• Availability of high-speed connectivity</li> <li>• Increase in cloud adoption</li> <li>• Increasing use of data processing and analytics</li> </ul>
IoT Market Opportunities	<ul style="list-style-type: none"> <li>• Increase in smart city initiatives worldwide</li> <li>• Increase in connected devices to drive the growth of IoT</li> <li>• Emerging 5G technology to help IoT adoption, globally</li> </ul>

Figure 3. 1: The Landscape of IoT Worldwide

### 3.2 IoT in Bangladesh

Although Bangladesh's IoT market is still in its early stages, it has enormous potential to revolutionize a wide range of sectors and raise people's standards of living. IoT in Bangladesh is getting popular among industry and it is revolutionary for us. Not to mention, each sector is getting ahead, For instance,

- Bangladeshi healthcare is able to improved with the help of IoT devices like wearables and connected medical equipment. For instance, remote monitoring devices can let physicians keep an eye on patients' health information and vital signs in real-time, enabling more individualized and proactive care. By making it possible for better administration of medical supplies and equipment, IoT may also be utilized to increase the effectiveness of healthcare systems.



Bangladeshi Healthtech Startups

Figure 3. 2: Bangladesh Health tech (IoT) Startups



- IoT devices are being utilized to track the moisture in the soil, the temperature, and various other environmental conditions, allowing farmers to improve crop yields and lower waste. Agriculture is a significant industry in Bangladesh. Precision agriculture is another application of IoT that enables farmers to target certain sections of their land for inputs like irrigation, fertilizer, and other inputs.

The Bangladeshi firm Aqualink has created an IoT gateway called "Sensometer" that, through reducing operational expenses, has the potential to revolutionize both the industrial and agricultural sectors of the nation.

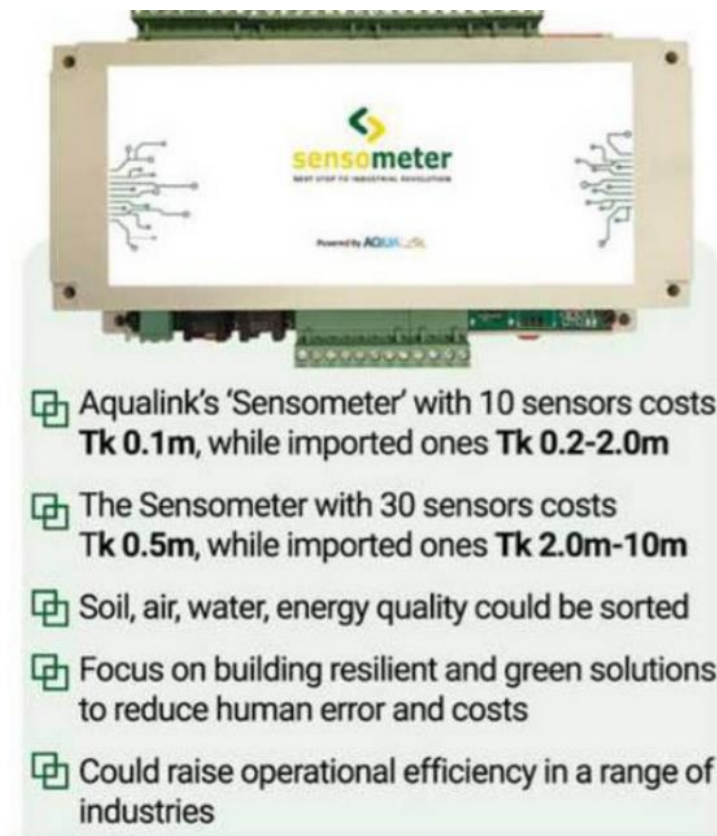


Figure 3. 3: Aqualink's "sensometer"

- IoT is utilized to boost Bangladesh's transportation networks' effectiveness and security. IoT devices, for instance, may be used to adjust traffic signals and monitor traffic flow, which will ease congestion and increase safety. IoT may be applied to fleet management to improve vehicle management and save maintenance expenses. In this sector, Bondstein introduced Track My vehicle at Bangladesh in 2014.



### 3.3 Challenges

Other technologies like artificial intelligence (AI), edge computing, and 5G networks are expanding as a result of the IoT industry. With better performance, security, and scalability, these technologies are allowing IoT systems that are more sophisticated and advanced. But still people are facing challenges against IoT,

#### Challenges in Global:

- Security is one of the major challenges the IoT sector in now a days. The risk of cyberattacks and data breaches is rising with the number of connected devices. Manufacturers of Internet of Things (IoT) devices are putting more effort into enhancing security protocols including encryption, authentication, and access control.
- The need for standardization and interoperability adds another challenge. It might be challenging to make sure that every device and protocol functions in unison given the variety of devices and protocols available.

#### Challenges in Bangladesh:

The lack of infrastructure and skilled workforce, as well as issues related to cybersecurity and privacy. The government and private sector are working to address these challenges, through initiatives such as the Digital Bangladesh program, which aims to promote the use of digital technologies in various sectors.

### 3.4 Competitors in Bangladesh

Bondstein Technologies Limited offers a range of services including IoT (Internet of Things) solutions and services. There are a number of businesses in Bangladesh that Bondstein Technologies may compete with in the IoT market. For Instance:



Figure 3. 4:Competitors in Bangladesh

### 3.5 SWOT Analysis



Figure 3. 5: SWOT Analysis of Bondstein

### 3.6 PESTEL Analysis

#### Political Factors:

- Government policies: Bondstein Technologies' actions may be influenced by Bangladeshi government laws and regulations, particularly those pertaining to data security and privacy.
- Stability in Nation : Bangladesh's political stability may have an influence on the broader economic climate, especially the technological industry in which Bondstein Technologies works.



### **Economic Factors:**

- Economic expansion: Bondstein Technologies will have additional opportunities to expand its business and clients as Bangladesh's economy advances.
- Exchange rates: Exchange rate variations may have an impact on the Bondstein's profitability if it has clients or activities in a different nation.

### **Sociocultural Factors:**

- Demographics: The need for technology in the demographic region where services and products may be impacted by Bangladesh's high population, particularly popular sectors like education and healthcare.
- Cultural norms: Bangladesh is highly maintain culture norms in today's world. Cultural norms and attitudes may have an impact on the types of technical services and goods that are popular in Bangladesh.

### **Technological Factors:**

- Emerging technologies: Bondstein Technologies has the chance to create cutting-edge products and services, thanks to emerging technologies like blockchain and artificial intelligence.
- Rapid technological change: Bondstein Technologies may find it challenging to stay on top of new trends and technologies given how quickly the technological world is changing.

### **Environmental Factors:**

- Environmental laws: Bangladeshi environmental laws may have an influence on the business' operations, notably in the data center and cloud services sectors.
- Climate change: This issue has the potential to have an influence on all aspects of business, including Bondstein Technologies' industry.

### **Legal Factors:**

- Intellectual property regulations: The capacity of the corporation to safeguard its exclusive technological solutions and services may be impacted by intellectual property laws in Bangladesh.
- Contractual responsibilities: The company's interactions with its clients and partners may be impacted by legal and contractual duties.



### 3.7 Porter's Five Forces Analysis

- **Threat of new entrants (Higher):**

The threat caused by new competitors in Bangladesh's technology sector is comparatively strong. Low entrance requirements and the industry's quick expansion have attracted new participants. However, the intense competition and the requirement for sizable investments in R&D to stay one step ahead of the pack may deter new entrants. For instance, Bondstein Technologies may face competition from other technological firms in Bangladesh like Sheba Technologies, Therap BD, Grameenphone's GP Accelerator, and other international players like Microsoft, IBM, and Oracle. However, the intense competition and the requirement for sizable investments in R&D to stay one step ahead of the pack may deter new entrants.
- **Bargaining power of suppliers (Moderate):**

Vendors of technology products and services have limited bargaining leverage. For instance, businesses like Bondstein Technologies have access to a wide range of suppliers who supply both the software and the hardware products that are required for providing clients with solutions and services. Additionally, the standardization of technology services and products lowers the bargaining power of suppliers.
- **Bargaining power of buyers (High):**

The bargaining power of buyers for technology solutions and services is high. For instance, there are several possibilities available to NGOs, government organizations, and commercial businesses, among other businesses and organizations in Bangladesh. In addition, consumers who are dissatisfied with Bondstein Technologies' services or solutions can quickly transfer to other providers due to the minimal switching fees for clients.
- **Threat of substitutes (Low):**

The threat of substitutes for technology solutions and services is relatively low. In fact, there aren't many alternatives to technological products and services, especially in sectors like software development and digital marketing. The market for Bondstein Technologies' services, however, can decline if customers decide to build their own solutions in-house or outsource work to foreign nations.
- **Intensity of competitive rivalry (High):**

The intensity of competitive rivalry in the technology industry in Bangladesh is high. Numerous local and foreign competitors are competing for market share in the industry. Additionally, the market is changing quickly, and players are always coming up with new ideas and offering new products and services to stay ahead of the competition.





# Chapter 04: Description of Main Duties



## 4.1 Job Position

Bondstein Technologies is a dynamic platform and I am glad to join in this team as “Intern”. I assist in the development, implementation, and management of marketing campaigns to promote our products and services. I worked closely with the Marketing team to execute various digital marketing strategies.

## 4.2 Working Hours

Work Days: Sunday to Thursday.

Time: 09:00 AM to 06:00 PM.

Meals and Refreshment: Free lunch along with tea.

Transportation: Free.

## 4.3 Key Responsibilities

- Create and monitor all the social media accounts.
- Lead the graphic designing team.
- Make task schedule for each month.
- Create content for the marketing advertisement for the digital marketing.
- Assist the marketing team in identifying and pursuing new business opportunities.
- Learn about the company’s products & services and researching potential clients and markets.
- Learn to identify and evaluate potential leads, for instance how to approach and engage with clients, and how to negotiate and close deals.
- Attend the meetings with the marketing team.
- Research about the other competitors of this company.
- Gather the data on the current market trends, competitive landscape and potential target customers for their new product “Commando”.
- Help to create business pitch.
- Give presentation on weekly tasks to the team.
- Attend meeting with the stakeholders.
- Assist to make marketing material.
- Learn and Create UX/UI design.
- Solve customers requirements.



## 4.4 Overview of My Activities

- **BOND’s Product Analysis:** My first task was to learn about the products of Bond. I’m working with the Non-VTS department of Bondstein, called “BOND Smart Home Appliances”. This brand is directly working with retail customers and providing the best products to the market. Bond smart home appliances have different products like Smart door lock, Smart motion sensor LED light, Smart fan switch, Smart switches, Smart Geyser switch and many more. They are working with the smart devices which are controlled by Wi-Fi, mobile app, fingerprint, and RFID.



Figure 3. 6: Bond’s Product and Analysis

- **Schedule:** I have made a schedule for each month and divided the additional works and time according to the tasks.
- **Content Creating:** Creating contents for a new segment was quite challenging for me. In this short period of my internship, I have created many contents, for instance-

*Smart Door lock Reviewed by Professional:* With my direction and editing, I launched a video of a professional using our product and reviewed it. I successfully shared this video on the social media in order to engage more customers in the social media.





Figure 4. 1: Smart Door lock Reviewed by Professional

*Smart Door Lock reviewed by a Mother:* I create an emotional content to engage the household personnel by taking interviews to a mother who is using the product of Bondstein.



Figure 4. 2: Smart Door Lock reviewed by a Mother



- **Videos:** I have made some videos explaining the usage and features of their products.

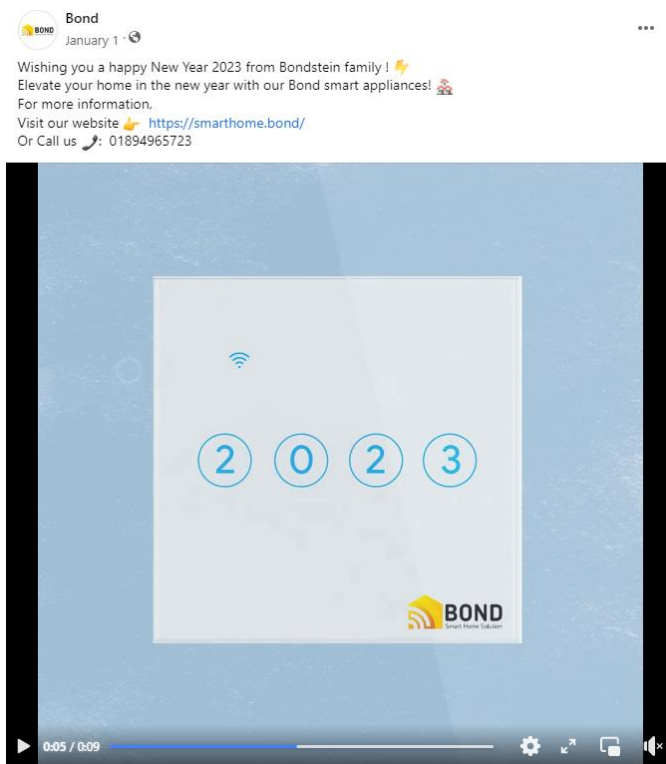


Figure 4. 3: Facebook Content Videos



- **Facebook Campaigns:**



Figure 4. 4: Facebook Campaign Post

- **Graphic Designing:**

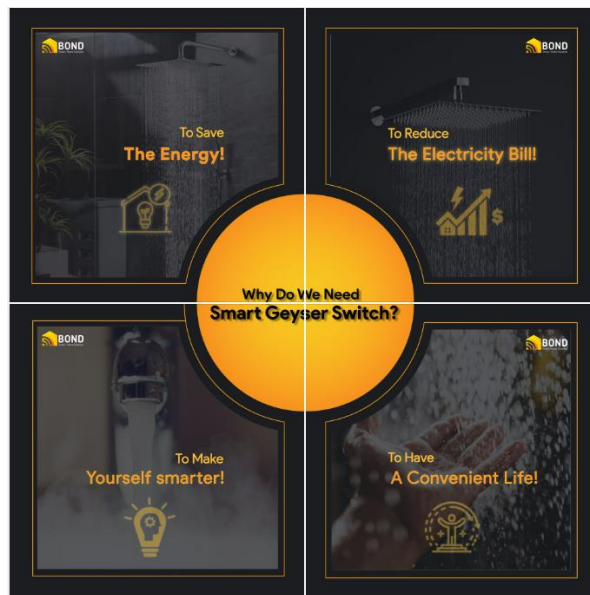




Figure 4. 5:Graphic Designing



- **Commando:**

Bondstein soon will release their new product "COMMANDO", a device which can detect any gas existing in the area and detect motions when no one is around. It is a game changing device and it could protect like no one ever imagined. It is a security device that protects from the thieves and protect the place without having any fire. I was so glad to be a part of the team and designed the logo and other designing.



Figure 4. 6: Bondstein's New Product "Commando"





• **Administrative works:**

**Bondstein Technologies Ltd.**  
138/1, Tejgaon I/A, Dhaka – 1208, Bangladesh  
Contact: +880-963-9595959  
Web: tmvbd.com

### Sales Quote

#### Track My Vehicle

#### Overview of Product

- Track Location**  
With advanced tracking device the user can access the real-time location of the vehicle from anywhere.
- Track Expense**  
With route analytics, users can keep track of the actual expenses incurred throughout the trip and plan it accordingly.
- Track Distance**  
Users can track the route of the journey along with the distance for better management and maintenance.
- Monitor Driving**  
The user can view the detailed driving data which includes harsh brakes, over speed, harsh turns with visual charts and graphs.
- Remote Engine Disarm**  
Whenever there is an emergency or the vehicle is reported stolen, the user can turn off the engine remotely from anywhere with proper authorization.
- Security Alerts**  
The user can set different parameters which will trigger the system to give notification. Default parameters include engine status, over speed, harsh turns etc.
- Control Sub-Admins**  
There can be different users in a single panel with restricted access depending on the user. Sub-admins will have controlled access throughout the platform to manage it efficiently.
- After Sales Service**  
\*24/7 Customer Support.  
\*Nationwide Service Points.  
\*Free Installation Support.  
\*Dedicated (KAM).

November 18, January 2023

Ref: PA/BOS/18/1/2023/01

To,  
The Concern

**Sub: Price Quotation for Vehicle Tracking System(VTS).**

Greetings from Bondstein Technologies Limited. We are very glad to inform you that **Bondstein Technologies Limited (known as Track My Vehicle) sister concern of RUNNER GROUP**

We are introducing Vehicle/Vessel/Motorbike/CNG/Construction related Vehicle Equipment and all short of vehicle tracking systems in Bangladesh. Our earnest aim is to provide full – proof & customized solutions through continuous innovation for Vehicle/Vessel/CNG/ Motorbike users/Owners in Bangladesh.

**Device Price Details (BDT):**

Device	RP	MSP	Offer Price	Offer MSP
Regular Device	4,200.00	420.00	<b>3,800.00</b>	<b>380.00</b>
Bike Device	3,150.00	315.00	<b>2,600.00</b>	<b>280.00</b>

\*\*Monthly Subscription Price (MSP)  
\*\*Regular Price (RP)

**Offered Price Break Down (BDT):**

Device	Unit	Total Price	Total MSP
Regular Device	10.00	<b>38,000.00</b>	<b>3,800.00</b>
Bike Device	50.00	<b>1,30,000.00</b>	<b>14,000.00</b>

**Note:**  
\*\*7.5% Vat has already been included with the above prices.  
\*\*The mentioned offer is valid for 45 days  
\*\*Bike Device Warranty 1 year.  
\*\*Regular Device Warranty 3 years.  
\*\*PO is required for confirmation of order.

For Further Query please let us know then we will align accordingly.

**The mentioned Quotation is submitted by:**  
**A. S. M. Jahid Hossain**  
Sales Executive  
01847214738  
hossain@bondstein.com

Figure 4. 7: Sales Quote "Track my Vehicle"



- **ERP Project:**

My first project in Bondstein was ERP in SME's. In this project, a client who was interested in implementing an Enterprise Resource Planning (ERP) system in his small business.

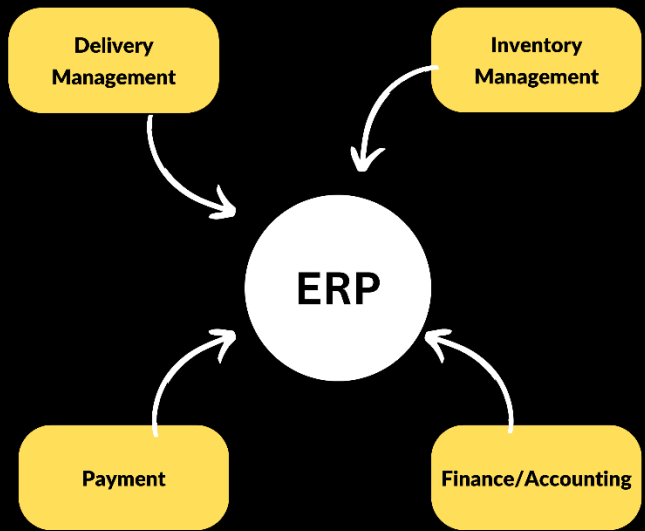
**ERP SYSTEM  
IN SME'S**

**Customer Requirements**

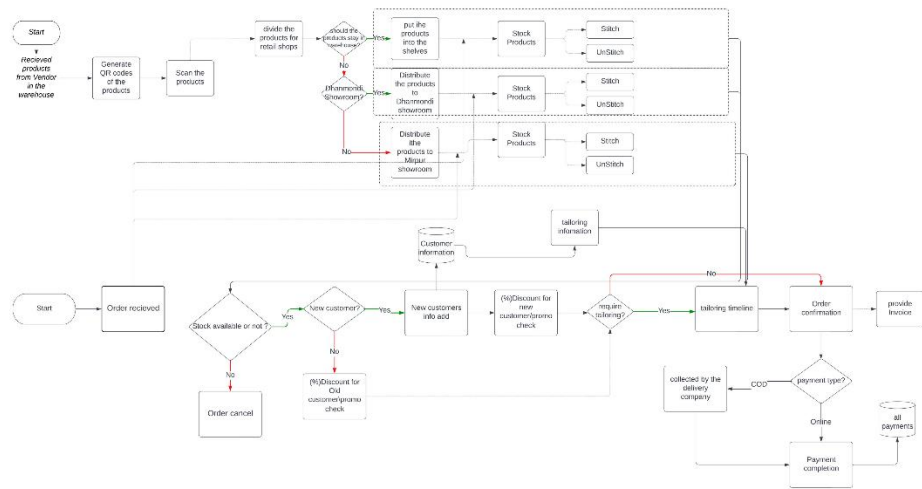
Customer wants a platform where admin panel can control their inventories, Orders, Payments, deliveries.



We will connect Operational and Financial processes with a central database in a software system



Flowchart of the overall process



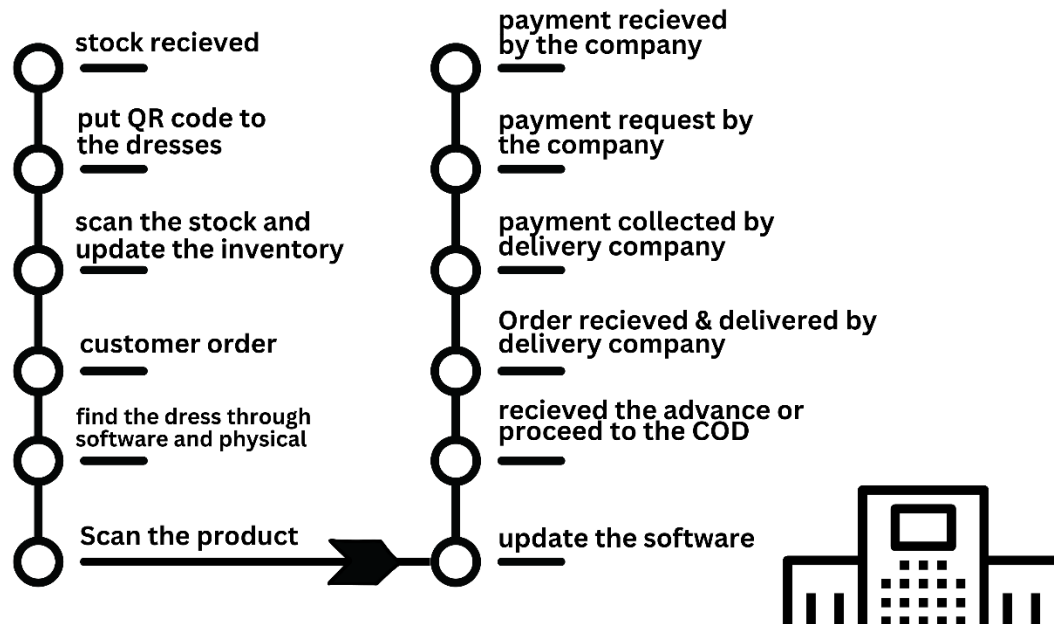
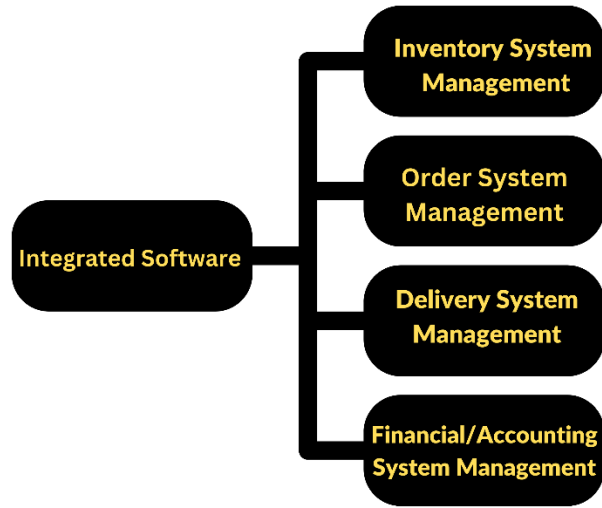
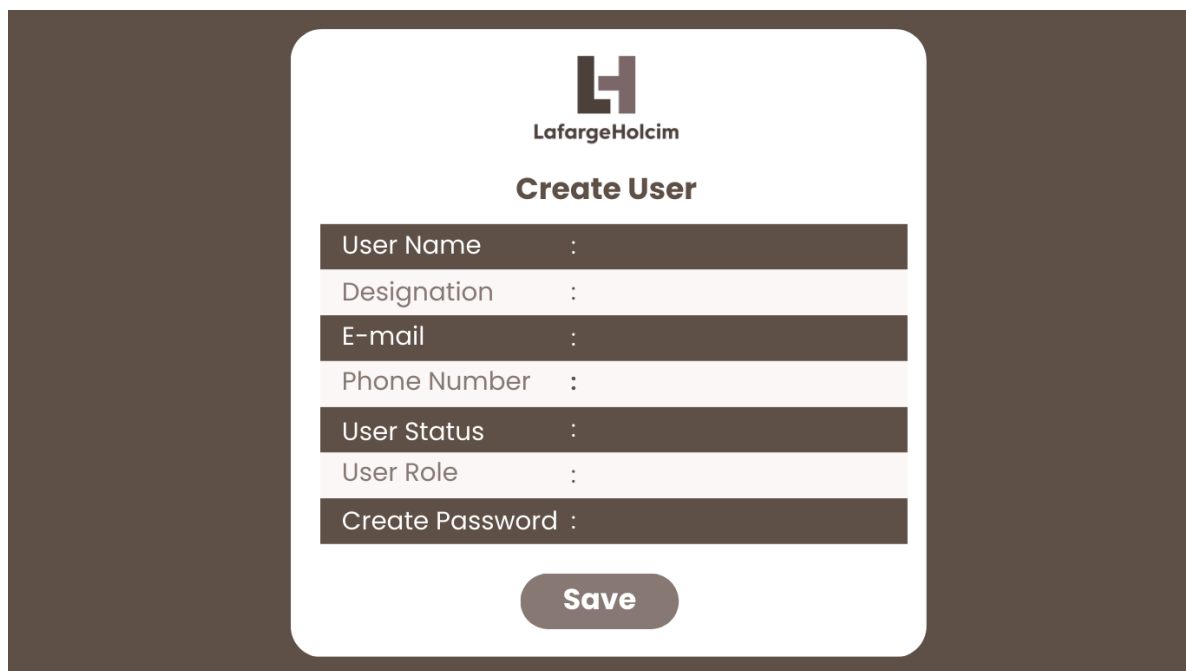
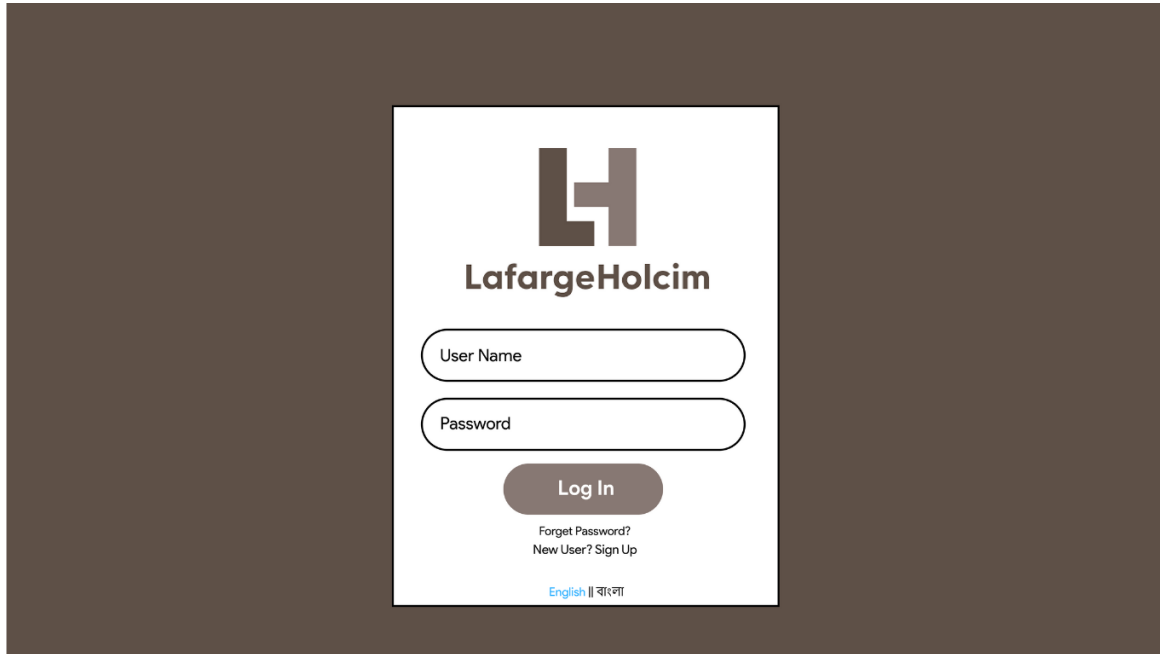


Figure 4. 8: ERP in SME's



- **UI design for Lafarge Holcim company project:**

Lafarge Holcim company was interested in developing E-auction management system for their company. My role was to create UI/UX design for them.





**LafargeHolcim**

Admin Panel

Dashboad

- Manage User
- Create Roles
- Manage Partner
- Manage Master Data
- Manage RFQ
- Manage Auction

Good Morning, Jarin

বাংলা | En

The dashboard features several data visualization components:
 

- Top Left:** A line chart comparing 'Bid Activity' (red) and 'Bidding Activity' (blue) over time, with a 'Last 30 Days' filter.
- Top Right:** A bar chart showing 'Bid Activity (B)', 'Bidding Activity (B)', 'Canceled Cuts (P)', and 'Canceled Amount' over time.
- Middle Right:** A line chart showing two data series (red and blue) over months from Jan to Nov.
- Bottom Right:** A 'Partner Update' section with two user profile icons and dotted lines for names.
- Center:** A large rectangular area with five horizontal bars, likely representing a list of items or categories.

**LafargeHolcim**

Admin Panel

Dashboad

- Manage User
- Create Roles
- Manage Partner
- Manage Master Data
- Manage RFQ
- Manage Auction
  - Create Auction
  - Update Auction

Good Morning, Jarin

বাংলা | En

**Save**

Auction Code :  
 Requirement :  
 From Date, To Date :  
 From Time, To Time, :  
 Minimum Quantity :  
 Base value :  
 Reopen / Grace Time :  
 Minimum Bid Amount :  
 Time Interval between bids :  
 Display Position tick box :  
 Display the lowest value :  
 Attachment :

Figure 4. 9: UI design of E-Auction Management System



- **SoftExpo 2023 & GreenExpo 2023:**

SoftExpo 2023 event was the biggest tech congress in South Asia that showcased the latest innovations in software technology. Bondstein had a stall at the event, and I was responsible for engaging with visitors and promoting our products and services. During the event, I had the opportunity to meet with a lot of potential customers & stakeholders and pitch them about our products. I also gave them information about the company and tackled their questions.

Being a part of such a international event was an incredible experience for me that allowed me to demonstrate my communication and marketing talents as well as my knowledge about the company. It was also a amazing learning opportunity for me since I got to study other firms' marketing and communication strategies and understand about the current tech world.

In addition to SoftExpo, I also attended another event, GreenExpo 2023, which focused on promoting environment-friendly products and reducing waste. This event was a great opportunity for me to learn about the importance of sustainability in today's world and how companies are adopting eco-friendly practices to reduce their carbon footprint. While attending the event, I also had the chance to network with other professionals in the industry and learn about new trends in the sustainability space. This experience was highly informative and gave me a new perspective on the importance of being environmentally responsible.



## **Chapter 05: Analysis of Internship Activities**





## 5.1 Academic Learning & Workplace Experience

I have the chance to get practical knowledge about how a corporate works as a whole. My academic coursework, which I took while enrolled in the Department of Business and Technology Management, assisted me in my daily duties as an intern for the Marketing division of Bondstein. These courses included Marketing ,Marketing Management, Research Methods, and CSE courses. I gave back to the team by sharing my marketing-related ideas and viewpoints, which I acquired through the courses I mentioned. My manager consistently complimented me on sharing my ideas, which aided the productivity of my team as a whole.

## 5.2 Company Level Analysis

- As I have participated in a variety of tasks as an intern at Bondstein Technologies that helped the company's promotional strategies flourish. The analysis of the internship activities that I participated in is provided below:
- I worked on the development and execution of several campaigns in digital marketing, such as those utilizing social media, email, and pay-per-click advertising. I helped to produce material for websites, social media, and email marketing on digital channels. My efforts helped to raise conversion rates, boost engagement, and raise brand exposure.
- I played an integral part in the development of user-focused designs for a range of Bondstein Technologies' products and services. I collaborated closely with the group to provide visually appealing and practical designs that improve user experience. My efforts helped boost client satisfaction and user engagement.
- I have contributed to the creation and execution of several ERP projects for clients. Having helped modify ERP systems to fit the particular requirements of clients. Your initiatives helped clients work more effectively and productively.
- In order to inform my marketing plans, I performed market research and competitors analysis. In order to find trends and patterns, I examined social media analytics. My work in research and analysis helped the organization establish data-driven marketing strategies that allowed it to accomplish its marketing objectives.
- To achieve a consistent marketing approach, I engaged with various departments, including the sales, VTS, HR departments. To make sure that marketing initiatives are in line with the general aims and objectives of the organization, I carefully cooperated with these teams.



### 5.3 Market Level Analysis

Bondstein Technologies is a technology solutions provider that operates in a highly competitive market. The company faces competition from a range of players, including large global corporations, as well as smaller local and regional players. Despite this, the company has managed to forge a significant market presence because to its creative ideas, superior support, and dedication to client pleasure.

In my experience, Bondstein Technologies Ltd. distinguishes itself from other companies through a number of competitive advantages. Several of these are:

- **Technology Experience:** Bondstein Technologies employs a group of knowledgeable and qualified individuals with experience in a variety of technological fields, including software development, web development, mobile app development, and IoT solutions. This makes it possible for the business to provide customers in a variety of sectors a wide range of services.
- **New Technology Solutions:** Bondstein Technologies is dedicated to offering its customers cutting-edge technological solutions that support the achievement of their business objectives. The business creates unique solutions that are catered to the individual demands of each customer using the most recent tools, technologies, and techniques. I have seen client asking for a new system for them and Bondstein finds a immediate solution.
- **Quality Assurance:** Bondstein Technologies strongly emphasizes quality assurance in each and every project it works on. The business has an extensive testing procedure that makes sure all goods and services adhere to the highest standards of dependability and quality.
- **Customer Service:** Bondstein Technologies is dedicated to offering its customers top-notch customer service. The business works closely with customers to comprehend their wants and offer them solutions that satisfy their demands. Additionally, the business offers ongoing support to guarantee that customers benefit fully from their technological investments.
- **Social Responsibility:** Bondstein Technologies is dedicated to upholding moral standards in business. The business treats all of its employees fairly and runs in an environmentally sustainable manner. In order to give back to the society, the corporation also supports charitable causes and community activities.



## 5.4 Professional Level Analysis

This internship paved the way for me to succeed professionally and advance in my career. Through my internship at bondstein, I gained the expertise and skills in the marketing and technology sectors. My manager and my team members gave an example of how a market leader conducts marketing operations, completes tasks efficiently, and engages in business negotiations while retaining a professional demeanor. While I may have faced some challenges during my internship time at Bondstein Technologies, for instance micro management, adaptability, time constraints. These challenges likely helped me to grow and develop as a professional. Moreover, I have gained valuable experience in Bondstein.



## **Chapter 06: Recommendation & Conclusion**



## 6.1 Recommendations

Bondstein Technologies has made a name for itself in the industry as a pioneer of IoT-based solutions. We know there is always a room for improvement for everything, so here are some of my observations that can help Bondstein in the long run of their business.

- Bondstein has made a name for itself as a pioneer in IoT-based technology and solutions. It should keep putting an emphasis on innovation and investigating new technologies and solutions in order to preserve its place in the market.
- A trained and motivated staff may be developed for the business by making investments in employee development. Offering opportunities for training and development, giving frequent feedback, and creating chances for professional advancement inside the organization are a few examples of how to do this.
- It's vital for Bondstein to boost its brand recognition and position itself as an industry thought leader as the market for IoT-based solutions expands.

## 6.2 Conclusion

As an intern at Bondstein Technologies, I got the chance to work on a variety of projects and get useful practical experience in the industry. Through my work, I was able to learn about the opportunities and challenges that come with working in the quickly evolving field of IoT as well as the inner workings of a successful technology company. The value of innovation and remaining on the cutting edge is among the most important lessons I learned from my time at Bondstein. Bondstein, a pioneer in IoT-based solutions, is always looking into new technologies and solutions to satisfy the evolving demands of its clients. Through my participation in the company's ERP projects and other technology development initiatives, I had the opportunity to witness this firsthand. Strong client connections are essential, which is something that I discovered during my time at Bondstein. Bondstein is able to deliver great customer service and promptly and effectively handle customer problems because it places a major emphasis on developing long-lasting connections with its clients. Through my work in marketing and content creation, where I was able to convey the company's values and unique selling proposition to prospective customers, I had the chance to witness this in action. My experience at Bondstein not only taught me about the inner workings of a great technological firm, but also gave me the chance to hone important skills in marketing, content development, and UX/UI design. These abilities came in handy for a number of initiatives, such as providing website content, building user interfaces for the company's ERP systems, and producing marketing materials.

In general, all of my time spent as an intern with Bondstein Technologies was worthwhile and satisfying. I was able to learn about the IoT industry via my employment and acquire important skills that would help me in my future career. I am appreciative of the chance to have worked with such a creative and committed group, and I anticipate following Bondstein Technologies' future success.



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# Chapter 08: Appendices





## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1<sup>st</sup> week

Date: From 26th December to 5<sup>th</sup> January 2023

### List of activities with brief description:

I'm working with the Non-VTS department of Bondstein, called "BOND Smart Home Appliances". This brand is directly working with retail customers and providing the best products to the market. Currently, I'm in business development team and managing their digital marketing section. As a business development intern, my first week at my internship was filled with learning new things and getting accustomed to the company's work culture and business operations.

One of my primary responsibilities as a business development intern is to assist the business development team in identifying and pursuing new business opportunities. To that end, I spent a considerable amount of time during the first week learning about the company's products and services and researching potential clients and markets.

I also spent time learning about the company's business development process, including how to identify and evaluate potential leads, how to approach and engage with potential clients, and how to negotiate and close deals. I was also given the opportunity to attend meetings with the business development team and listen in on the client to get a better understanding of the company's business operations. Another key responsibility of mine is to assist the business development team in the preparation of presentations, proposals, and other marketing materials. During the first week, I spent time learning about the company's branding guidelines and worked on creating some basic marketing materials in social media.

Aside from my primary responsibilities, I also had the opportunity to learn about the various other departments within the company and how they function. For example, I spent some time learning about the company's sales process and how the sales team interacts with clients.

### Tasks Summary,

- **Product Analysis:** Bond smart home appliances have different products like Smart door lock, Smart motion sensor LED light, Smart fan switch, Smart switches, Smart Geyser switch and many more. They are working with the smart devices which are controlled by Wi-Fi, mobile app, fingerprint, and RFID.
- **Competitor Analysis:** I did some research on the internet about other competitors of this company. I've seen many brands inside and outside this country, and analyzed their products, strategies, marketing styles and positions.



- **Digital Marketing:** My main work is to create and monitor all the social media accounts. I've been assigned as an admin of the social media accounts of the company.
- **Graphic Designing:** Did some graphic designing in Adobe Illustrator and posted it into the social media.
- **Content Creating:** Created some content for the marketing advertisement for the digital marketing.
- **Scheduling:** I have made a schedule for the upcoming January session. Divided the additional works and time according to the tasks.

Overall, my first week as an intern was a great learning experience. I was able to get a good understanding of the company's business operations and the role of the business development team within the company. I am looking forward to continuing to learn and grow as an intern in the weeks ahead.

Company Supervisor  
Abir Mahmud Tasik  
Manager  
Bondstein Technologies Limited

Academic Supervisor



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2<sup>nd</sup> week

Date: From 8<sup>th</sup> to 12<sup>th</sup> January 2023


### **List of activities with brief description:**

During my second week as a business development intern at Bondstein Technologies Ltd, I was given the opportunity to work on several projects that helped me to further understand the company's business operations and the role of the business development team.

One of my main projects for the week was to assist the business development team in conducting market research for a new product line that Bondstein is planning to launch. I was responsible for gathering data on the current market trends, competitive landscape, and potential target customers for the new product. I also had to analyze the data and create a detailed report on the findings, which was presented to the team during a meeting. I also assisted the business development team in preparing a proposal for a potential client. This involved researching the client's business needs and creating a customized proposal that highlighted how Bondstein's products and services could meet their requirements. I also helped in creating a pitch deck for presentation to the client. This experience gave me a hands-on understanding of how the business development team creates and delivers proposals to clients, and helped me to understand the importance of tailoring proposals to the specific needs of individual clients. I also had the opportunity to attend several meetings with the business development team and other departments within the company. These meetings provided me with valuable insights into the company's overall strategy and how different departments work together to achieve common goals. In addition to working on specific projects, I also spent some time learning more about the company's sales process and the role of the sales team. I was able to observe a few sales calls and learn about the different techniques that the sales team uses to engage with potential clients and close deals.

Overall, my second week at Bondstein was a valuable learning experience. I was able to work on a variety of projects that helped me to understand the various aspects of the company's business operations and the role of the business development team. I'm looking forward to continuing to learn and grow as an intern in the weeks ahead.

  
\_\_\_\_\_  
Abir Mahmud Josik  
Company Supervisor  
Manager  
Bondstein Technologies Limited

  
\_\_\_\_\_  
Academic Supervisor



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2<sup>nd</sup> week  
5/22

Date: From 15<sup>th</sup> to 19<sup>th</sup> January 2023

### **List of activities with brief description:**

During my third week as a business development intern at Bondstein, I was given the opportunity to participate in a variety of activities. I was involved in during the week was attending meetings with the business development team and other departments within the company. These meetings provided me with valuable insights into the company's overall strategy and how different departments work together to achieve common goals. In addition to attending meetings, I also had the opportunity to contribute to the meetings by providing my own insights and ideas. Another important activity I was involved in was conducting product interviews. As part of this process, I was responsible for reaching out to existing customers and conducting in-depth interviews to understand their experience with Bondstein's products and services. I was able to gather valuable feedback on the company's products, which was later presented to the team during a meeting. This experience helped me to understand the importance of gathering customer feedback and how it can be used to improve the company's products and services. I was able to meet my daily tasks which was creating social media posts every week. I also assisted the business development team in creating a competitive analysis report. This involved researching the company's competitors and analyzing their strengths and weaknesses. I also helped in preparing a report that highlighted Bondstein's competitive advantage and how it could be leveraged to gain a competitive edge in the market. This experience helped me to understand the importance of understanding the competitive landscape and how to identify opportunities for growth. also had the opportunity to attend a few sales calls with the sales team. This gave me an understanding of the sales process and how the sales team interacts with clients. I also learned about the various techniques that the sales team uses to engage with potential clients and close deals.

Third week at Bondstein was a valuable learning experience. I was able to participate in a variety of activities that helped me to understand the various aspects of the company's business operations and the role of the business development team. I am looking forward to continuing to learn and grow as an intern in the weeks ahead.

  
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**Company Supervisor**  
**Abir Mahmud Tasik**  
**Manager**  
Bondstein Technologies Limited

  
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**Academic Supervisor**



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4<sup>th</sup> week

Date: From 22<sup>th</sup> to 26<sup>th</sup> January 2023

### List of activities with brief description:

During my fourth week as a business development intern at Bondstein, an IoT-based company, My one of the main activities involved during the week was attending meetings with other big companies like the United Group of Industries. These meetings provided me with valuable insights into how Bondstein can collaborate and partner with other companies in order to expand its reach and grow its business. I was able to observe the negotiation process and learn about the different strategies that Bondstein uses to establish partnerships with other companies. Another important activity I was involved in was creating testimonial videos of customers. I was responsible for reaching out to existing customers and conducting interviews to gather their feedback on Bondstein's products and services. I then edited the footage and created a series of testimonial videos that highlighted the positive experiences of Bondstein's customers. These videos were later used in the company's marketing materials and helped to build credibility and trust with potential customers. I also had the opportunity to work on graphics designing. I assisted the marketing team in creating various design elements like brochures, flyers, and social media graphics. I was able to learn about the company's branding guidelines and apply them in my design work. This experience helped me to understand the importance of creating visually appealing and effective marketing materials. In addition to these activities, I also spent some time learning more about the company's sales process and the role of the sales team. I was able to observe a few sales calls and learn about the different techniques that the sales team uses to engage with potential clients and close deals.

Bondstein soon will release their new product "COMMANDO", a device which can detect any gas existing in the area and detect motions when no one is around. It is a game changing device and it could protect like no one ever imagined. It is a security device that protects from the thieves and protect the place without having any fire. I was so glad to be a part of the team and designed the logo and other designing. It was very big for me. Overall, my fourth week at Bondstein was a valuable learning experience. I was able to participate in a variety of activities that helped me to understand the various aspects of the company's business operations and the role of the business development team. I also got the opportunity to learn about the process of creating testimonial videos, graphics designing and collaboration with other companies. I am looking forward to continuing to learn and grow as an intern in the weeks ahead.

  
26/01/23  
\_\_\_\_\_  
Company Supervisor

Abir Mahmud Tasik  
Manager  
Bondstein Technologies Limited

  
\_\_\_\_\_  
Academic Supervisor



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5<sup>th</sup> week

Date: From 29<sup>th</sup> January to 2<sup>nd</sup> February 2023

### **List of activities with brief description:**


The fifth week as a business development intern at Bondstein was pretty exciting, I was given the opportunity to take on a new challenge: working with a client who was interested in implementing an Enterprise Resource Planning (ERP) system in his small business. This was a unique opportunity for me to apply the skills and knowledge that I had acquired during my previous weeks of internship and my coursework. I was responsible for communicating with the client to gather information about his business needs and requirements. I spent a significant amount of time researching various ERP systems and analyzing the client's business to determine which solution would best meet his needs. Furthermore, I then worked with the technical team at Bondstein to develop a proposal for the client.

One of the most challenging tasks that I faced during this project was creating a presentation to pitch the ERP solution to the client. I had to make sure that the presentation was not only informative, but also engaging and easy to understand for someone who may not be familiar with ERP systems. I spent several hours creating slides and rehearsing my pitch to make sure that I was well-prepared for the presentation. The presentation went well, and the client was impressed with the proposal. He was particularly impressed with the level of detail and the attention to his specific needs that Bondstein had included in the proposal. The client gave few days to make the decision.

In addition to this project, I was also involved in a variety of other activities during the week. For example, I spent some time working on market research, graphic designing, attending a trade show. These activities helped me to further understand the company's business operations and the role of the business development team.

Overall, my fifth week at Bondstein was a significant turning point in my internship. I was able to apply my knowledge and skills to a real-world project, and I was able to see the impact of my work on the success of the company. I am grateful for the opportunity to work on this project, and I am excited to continue to learn and grow as an intern in the weeks ahead.

  
\_\_\_\_\_  
**Company Supervisor**  
**Abir Mahmud Tasik**  
**Manager**  
Bondstein Technologies Limited

  
\_\_\_\_\_  
**Academic Supervisor**



**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

Week: 6<sup>th</sup> week

Date: From 5<sup>th</sup> February to 9<sup>th</sup> February 2023

**List of activities with brief description:**

I was given the opportunity to work on a new project for Lafarge Holcim company interested in developing an E-auction management system. This was an exciting opportunity for me to work on a project for a large, well-known company.

My role in the project involved designing the User Interface (UI) and User Experience (UX) for the E-auction management system. My supervisor suggested me to do a research and learn how to do UI/UX design. It was a new thing for me. I spent a significant amount of time researching the user requirements and preferences for such a system, and then worked with the design team at Bondstein to create a prototype for the client.

My sixth week at Bondstein was a very rewarding experience. I was able to learn new things for a well-known company, and I was able to make significant contributions to the design of the system.

  
16/02/23

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**Company Supervisor**  
Abir Mahmud Tasik  
Manager  
Bondstein Technologies Limited

  
17.02.23

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**Academic Supervisor**



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7<sup>th</sup> week

Date: From 12<sup>th</sup> February to 16<sup>th</sup> February 2023

### **List of activities with brief description:**

During my last week at Bondstein, I was assigned to work on a new project for Lafarge Holcim company, who wanted to develop an E-auction management system. As part of my role, I was responsible for designing the User Interface (UI) and User Experience (UX) for the system. I worked closely with the design team and iterated several versions of the prototype based on feedback. Furthermore, I also worked with the technical team to ensure that the design was feasible from a technical standpoint. Once the design was finalized, I presented the prototype and the design to the client through e-mail.

In addition to my work on the E-auction management system, I was also involved in several other activities during the week. One of my daily tasks was to create graphics designs for the company's marketing materials, such as social media posts and X-banners. I attended the town hall meeting of Bondstein, where every employee discuss their tasks and future plan.

My 7th week at Bondstein was a busy and productive experience. I was able to work on an exciting project, and my contributions to the design were well received by the client. I also had the opportunity to work in digital marketing, such as creating graphics designs for marketing materials and attending meetings with the sales team. Likewise, I am looking forward to continuing my internship at Bondstein and gaining more experience in the coming weeks.

Company Supervisor

Abir Mahmud Tasik  
Manager  
Bondstein Technologies Limited

Academic Supervisor





ID: 180061133

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

Week: 8<sup>th</sup> week

Date: From 19<sup>th</sup> February to 23<sup>rd</sup> March 2023

**List of activities with brief description:**

During my eighth week as a business development intern at Bondstein, I had the opportunity to participate in two major events: SoftExpo 2023 and GreenExpo 2023. As part of my role, I was responsible for representing Bondstein at both events and promoting our products and services to potential clients.


The SoftExpo 2023 event was the biggest tech congress in South Asia that showcased the latest innovations in software technology. Bondstein had a stall at the event, and I was responsible for engaging with visitors and promoting our products and services. During the event, I had the opportunity to meet with a lot of potential customers & stakeholders and pitch them about our products. I also provided them with information about our company and answered queries they had. Being part of such a large event was an amazing experience, and it gave me an opportunity to showcase my communication and marketing skills. It was also a great learning experience for me, as I got to observe the marketing and communication strategies used by other companies and understand how they engaged with potential clients.

In addition to SoftExpo, I also attended another event, GreenExpo 2023, which focused on promoting environment-friendly products and reducing waste. This event was a great opportunity for me to learn about the importance of sustainability in today's world and how companies are adopting eco-friendly practices to reduce their carbon footprint.

While attending the event, I also had the chance to network with other professionals in the industry and learn about new trends in the sustainability space. This experience was highly informative and gave me a new perspective on the importance of being environmentally responsible.

Finally, I also spent some time during the week working on graphics designs for the company's marketing materials. This involved creating designs for social media posts, brochures, and other promotional materials. This task allowed me to further develop my design skills and contribute to the company's marketing efforts.

  
23/02/23  
\_\_\_\_\_  
**Company Supervisor**  
**Abir Mahmud Tasik**  
**Manager**  
Bondstein Technologies Limited

  
10.03.2023  
\_\_\_\_\_  
**Academic Supervisor**



ID: 180061133

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9<sup>th</sup> week

Date: From 26<sup>th</sup> February to 2<sup>nd</sup> March 2023

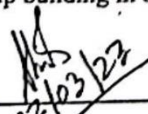
### List of activities with brief description:

I was given an exciting opportunity to create the brand guidelines for the company's new product, "Commando." This task involved creating logos, selecting color palettes, and creating guidelines for typography, imagery, and overall brand tone. To start the process, I researched the product's target audience, market trends, and the competition to better understand the direction for the brand. I then worked on creating a unique and memorable logo that would resonate with the target audience and reflect the product's key features and benefits.

Once the logo was finalized, I moved on to selecting the color palette and typography. I focused on selecting colors that were bold and powerful, while also being versatile enough to work across a range of marketing materials. I also chose a typography style that was modern and sleek, while also being easy to read and recognizable. Finally, I created the brand guidelines that included information on how to use the logo, typography, and color palette across different media channels. This document served as a reference for the company's marketing team and other stakeholders to ensure that the brand was represented consistently and accurately across all channels.

In addition to working on the Commando brand guidelines, I also attended meetings with clients for the company's next project. These meetings were focused on understanding the client's needs, discussing project timelines, and determining the scope of work. I was able to contribute to these meetings by providing insights into the company's capabilities and previous experiences, as well as answering any questions the clients had. Through these meetings, I was able to learn more about the importance of effective communication and building strong relationships with clients. I also gained insights into how to manage expectations and deliver projects on time and within budget.

My ninth week at Bondstein was a great learning experience. Creating the brand guidelines for Commando allowed me to showcase my creativity and design skills, while attending meetings with clients provided me with valuable insights into the importance of effective communication and relationship building in business development.

  
02/03/23  
\_\_\_\_\_  
Company Supervisor  
Abir Mahmud Tasik  
Manager  
Bondstein Technologies Limited

  
10-03-2023  
\_\_\_\_\_  
Academic Supervisor



ID: 180061133

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

Week: 10<sup>th</sup> week


Date: From 5<sup>th</sup> March to 9<sup>th</sup> March 2023

**List of activities with brief description:**


I had the opportunity to work on the company's social media accounts. This involved creating and scheduling posts, as well as developing strategies to increase engagement and reach on the different platforms.

To start, I analyzed the company's existing social media presence and identified areas where we could improve. I researched the latest trends and best practices in social media marketing and used this knowledge to develop a strategy for the company's accounts.

I began by creating a content calendar for the next few weeks, outlining the types of posts we would share and when. I worked on creating graphics and visuals that were engaging and on-brand, using tools such as Canva and Adobe Creative Suite to develop high-quality designs.

  
9/03/23  
\_\_\_\_\_  
**Company Supervisor**

Abu Mahmud Fasih  
Manager  
Creative Technologies Centre

  
31.03.23  
\_\_\_\_\_  
**Academic Supervisor**



ID: 180061133

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

Week: 11<sup>th</sup> week  
2023

Date: From 12<sup>th</sup> March to 16<sup>th</sup> March

**List of activities with brief description:**

As I have been creating and scheduling posts in the previous week, I researched the company's social media accounts for engagement and responded to comments and messages from followers in this week. I worked on developing a consistent voice and tone for the company's social media presence, and collaborated with other members of the marketing team to ensure that our messaging was aligned across all channels.

I also worked on developing campaigns to increase engagement and reach on the different platforms. This involved developing social media contests and giveaways, as well as collaborating with partners to promote the company's products and services.

Throughout the week, I also attended meetings with the marketing team to discuss social media metrics and brainstorm new ideas for content and campaigns. These meetings were a great opportunity to learn from others and gain insights into the company's marketing strategies.

**Company Supervisor**

16/03/23

Abu Mahmud Jassir  
Marketing  
bondstein

31.03.23  
**Academic Supervisor**



ID: 180061133

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

Week: 12<sup>th</sup> week  
2023

Date: From 26<sup>th</sup> March to 30<sup>th</sup> March

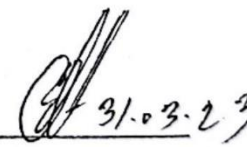
**List of activities with brief description:**

One of the highlights of my last week at Bondstein was presenting my work to the rest of the team. I had the opportunity to showcase the social media campaigns and graphics designing projects that I had worked on over the course of my internship. It was a great experience to receive feedback from my colleagues and to see how my work had contributed to the overall success of the company.

I worked on designing the user interface for a new software product that the company was developing which is "Commando". This involved working closely with the product development team to ensure that the design was user-friendly and aligned with the overall brand identity of the company. Also worked in the social media account of the company.

As my internship came to a close, I reflected on all that I had learned during my time at Bondstein. I had gained valuable skills in business development, social media marketing, and graphics designing, and had developed a deeper understanding of how a successful business operates. I was grateful for the opportunity to work with such a talented and supportive team, and felt confident that the skills and knowledge I had gained would serve me well in my future career.

  
30/03/23  
**Company Supervisor**  
Abu Mahmud Tabir  
Manager  
Marketing Technology Centre

  
31.03.23  
**Academic Supervisor**



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