

Internship report on Eitekh ERP Limited



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION



Submitted to:

Islamic University of Technology

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

Submitted by:

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

Name: Prapti Mahzabin

ID: 180061123

Department of Business and Technology Management
Islamic University of Technology

Approved By:

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management
Islamic University of Technology



This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

Contents

Letter of Transmittal	4
Declaration.....	5
Acknowledgement.....	6
Executive Summary	7
Introduction	9
1.1 Background of the Report	10
1.2 Origin of the Internship Report	10
1.3 Aim of the Internship Program:	10
1.4 Objective of the Internship Report.....	11
1.5 Methodology Used and Data Source.....	11
1.6 Significance	13
1.7 Limitations	13
Company Overview.....	15
2.1 Introduction to Eitekh.....	15
2.2 Vision and Mission of Eitekh.....	16
2.3 Values of Eitekh	16
2.4 Management.....	18
2.4.1 Organizational Structure of Eitekh	18
2.4.2 Organizational Division of Eitekh.....	18
2.4.3 Organizational Leadership Style of Eitekh	20
2.4.4 HR Management Practices	21
2.4.5 Organizational Development and Employer Branding.....	22
2.5 Marketing Practices	24
2.5.1 Marketing Strategies	24
2.5.2 Targeting Strategies.....	24
2.5.3 Market Segmentation.....	25
2.5.4 Marketing Mix.....	26
2.6 Financial Performance and Accounting Practices	27
2.7 Operations Management and Information System Practices	28

2.8 Company Analysis of Eitekh.....	29
2.8.1 Porter’s Five Forces Analysis of Eitekh	29
2.8.2 SWOT Analysis of Eitekh	30
2.9 Tools used in SAP industry	32
3.1 Industry Size.....	35
3.2 Maturity of the industry	37
3.3 Competitive Environment.....	39
3.4 Key Industry and Growth Trends	42
3.5 Contribution of Eitekh ERP Limited in IT Industry in Bangladesh.....	44
Description of Main Duties	47
4.1 Internship Information	47
4.2 Interaction with Company’s Employees	48
4.3 Job roles and assigned tasks	49
4.4 Internship Outcomes	51
Analysis	56
5.1 Company Level Analysis.....	56
5.2 Market Level Analysis	58
5.3 Professional Level Analysis	59
Conclusion and Recommendation.....	62
6.1 Conclusion.....	62
6.2 Recommendations	62
References	64

Letter of Transmittal

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of “Internship report on Implementation of SAP MM Module for Omera Gas One by Eitekh ERP Limited”

Dear Sir,

As part of the internship program, I am pleased to submit an internship report titled "Analysis of SAP MM Modules at Eitekh ERP Limited". It was a great achievement for me to work under your direct guidance.

In preparing this report, I have done my best to reflect the state of the company and my personal experience with the company. The opportunity to work at Eitekh has opened doors for immense learning in corporate field operations and personal growth. It was a great experience working there and producing this report under your supervision.

I would be very grateful if you could accept this report and provide me with your expert opinion or feedback. Thank you very much for your patronage.

Sincerely yours,

Prapti Mahzabin

ID: 180061123

Declaration

I, Prapti Mahzabin, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared this report on Eitekh ERP Limited by myself with the guidance provided by my supervisor Mr. S. M. Rakibul Anwar, Assistant Professor, BTM. I have not intentionally infringed any copyright. The work is authentic to the best of my knowledge. I further declare that the report has not been submitted to any other party or organization for any certification.

Student's Full Name & Signature:

Prapti Mahzabin

ID: 180061123

Department of Business and Technology Management

Islamic University of Technology

Supervisor's Full Name & Signature:

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Acknowledgement

I would like to express my sincere gratitude to all those who have helped and guided me during my internship, enabling me to complete this report.

First and foremost, I am grateful to Allah for giving me the ability, patience and resilience to fulfill my duties as an intern at Eitekh ERP Limited, which is the focus of the report.

I would like to thank my Academic Advisor, Mr. S.M. Rakibul Anwar, and Assistant Professor at the Faculty of Technology and Business Management, who has supported, guided, and helped me apply theoretical knowledge in practice. He took the time to help me write this report despite his busy schedule, demonstrating great patience and comprehension. Additionally, I appreciate the entire BTM department's tireless efforts to make the internship successful.

Furthermore, I would like to express my gratitude to Eitekh ERP Limited for providing me with this chance to gain practical experience with the Materials Management module. Arafat Ali, my supervisor, was a great mentor to me and supported me throughout my internship with helpful information, suggestions, and feedback.

I would likewise want to thank the whole Eitekh group for their help and consolation, making my entry level positions a significant growth opportunity. I'm thankful for the potential chance to work with a team of capable and dedicated experts who are continuously able to impart their insight and knowledge to me.

At last, I would like to thank my loved ones for their encouragement, support and help during my internship. Their faithful help assisted me with beating different difficulties and complete this report.

Thank you all for your commitments to my internship experience and for assisting me with accomplishing my objectives.

Executive Summary

This internship report describes my experience and what I have learned from my experience as a Business Technology Analyst in the SAP MM module at Eitekh ERP Limited. The main objective of the internship is to acquire practical knowledge and skills in implementing and customizing SAP MM modules used for procurement, inventory management and material valuation.

This report provides a concise and comprehensive overview of the company including business processes, organizational structure and information systems. I was assigned to a project for Omera Gas One which included various tasks related to the SAP MM module such as: customizing materials, managing supplier master data, creating purchase orders.

During my internship, I worked closely with the SAP MM team and supported their efforts in managing the company's procurement and inventory management processes. Supporting the implementation of SAP MM modules like purchase orders, goods receipts, invoice validation, and purchase requisitions is part of this. In addition, it gave me experience in creating training materials for end users, analyzing data, and setting up master data.

As a result of my internship, I was able to improve my technical, analytical and communication skills and gained a deeper understanding of how large organizations work. In addition, it helped me gain a deeper understanding of the actual operation of the SAP MM module and its implications for corporate purchasing and supply chain management.

In conclusion, Eitekh ERP Limited's internship report emphasizes the valuable experience gained. I am confident that the knowledge and abilities I acquired during this internship will be beneficial to my future career as a SAP MM consultant.

CHAPTER: 1

INTRODUCTION

Introduction

This report is an essential component of my eighth-semester 4800 Internship course. I'd like to share my SAP MM module training experience as an intern at Eitekh ERP Limited. This nine-credit internship is a requirement for graduation from the Department of Business Management and Technology as a final-semester student. Through this course, I finished a three-month temporary internship in the Materials Management module of Eitekh ERP Restricted, a leading software development organization in Bangladesh.

Internships play a crucial role in completing our education and securing our future employment. It sheds light on how to earn a living, how the industry works, and what it takes to be successful. I learned about the intricacies of the IT industry's inner workings and the specific skills and routines required for each position during my internship.

The present business climate is quickly changing and organizations in all ventures are utilizing various procedures to remain cutthroat in this powerful world. To keep up with the pace and changes, many companies are adopting different ERP systems to improve the efficiency and effectiveness of their business operations. Some companies even implement business transformation programs to gain a competitive edge over their competitors. This report aims to provide an overview of SAP implementation at Omera Gas One, the project assigned to me, allowing me to explore the intricacies of integrating an ERP system into a large organization. and the challenges encountered in the process. He will also discuss the benefits and improvements seen since implementation and how this has helped Omera Gas One streamline its business processes and achieve high operational efficiency.

The report will focus on my duties and responsibilities as an intern of the SAP MM module, the lessons learned in the process, and the benefits of this internship to students. This internship allowed me to gain practical knowledge and prepared me for a career in the corporate world. It served as a stepping stone on my journey to professional growth and development.

1.1 Background of the Report

Established in 2013, Eitekh ERP Limited is a Toronto-based IT services and consulting company that specializes in SAP, ERP, IT advisory, and project management. Eitekh collaborate with their customers as reliable consultants to guide them through the SAP environment, enabling them to make knowledgeable choices regarding product selection and implementation tactics. It gives a start to finish ERP answer for the clients

This report means to portray my internship at Eitekh ERP Limited in the Material Management Module, where I worked for the Omera Gas One project for a long time. I'll try to summarize what I've learned from this experience and discuss how it will aid my future endeavors.

1.2 Origin of the Internship Report

Students at the Islamic University of Technology must participate in an internship program in order to earn an undergraduate degree in technology and business management. This program's primary objective is to familiarize the second batch of BTM graduates with the business and IT markets. The BTM department means to provide its students with the opportunity to gain exposure to practical and professional experiences, in addition to theoretical knowledge of the business world. Students can gain valuable professional experience and apply theoretical knowledge to real-world situations through the internship program. The challenge lies in having the option to relate hypothetical ideas to true circumstances.

1.3 Aim of the Internship Program:

In the next section, I will try to mention the key objectives of the internship program, which include the following:

- To provide students with hands-on experience in a real corporate environment.
- To help students understand the job market and its requirements.
- To bridge the knowledge gap between theory and experience in the real world.
- To gather comprehensive information regarding job roles and responsibilities.

- To meet BBA program prerequisites.

This report is the consequence of a three month internship at Eitekh ERP Ltd. It was created according to the guidelines of the Business and Technology Department of the Islamic Institute of Technology. It includes a description of the company and its services, as well as insight into the industries in which the company operates.

1.4 Objective of the Internship Report

Basic goals:

Understanding the inner workings of the company's MM module and how to pursue that objective was the primary focus of my three-month internship. The program can be compared to training undergraduates in the corporate world. This report describes the work I have done during my internship and helps to show my understanding of the work I have done and the knowledge I have acquired during the program. The purpose is to assess my learning outcomes in the organization by comparing my activity and learning.

Specific goals:

- Describe my duties and responsibilities as an intern.
- Present an overview of the company's position and performance in the local market.
- Gain knowledge and insight into a wide range of operations in the IT sector.

1.5 Methodology Used and Data Source

In preparing this internship report, we gathered information and perspectives from a variety of sources, including primary and secondary sources.

Primary source:

A crucial section of the report focuses on presenting key findings. Primary data and indispensable insights were collected primarily through face-to-face interviews with company employees and collaborators.

The sources for this internship report are:

- Full-time employees of the company
- Meeting minutes taken during the internship.

Secondary sources:

Although most of this report is based on primary research, a significant portion of the data contained in this report comes from secondary sources. A number of secondary sources were consulted to gather information for this report.

Main sources of information:

- Company website.
- Industry reports and publications
- Business and technology books and other publications
- Company social media platforms (LinkedIn, Twitter, etc.).
- Market research reports and analysis from trusted sources.
- Google search engine.
- Research papers on the IT industry.

1.6 Significance

This report provides a concise and informative summary of Eitekh's MM modules and the IT industry in which they operate. Above all, it sheds light on the employee's perspective and contains relevant data on the company's local market performance. Its purpose is to enlighten readers on the operational and analytical aspects of Bangladesh's e-commerce industry, making it a valuable resource for students in the BTM sector. It may serve as a valuable guide for students looking to enhance their industry experience and gain insight into industry opportunities.

1.7 Limitations

This internship had some limitations, but I tried to make the most of my learning experience. These limitations include:

- The length of my internship was short and it was difficult to fully understand all aspects of the company.
- Due to confidentiality agreements, certain company data and facts have not been included in this internship report.

CHAPTER: 2

COMPANY OVERVIEW

Company Overview

2.1 Introduction to Eitekh

Eitekh is a trusted advisor to companies navigating complex SAP landscapes. Eitekh's services are focused on helping clients make informed decisions about product selection and implementation strategies, covering the SAP project lifecycle from conception and design to archiving and retirement. It covers everything. Our team of experts keeps us up to date with the latest innovations in the field, ensuring our clients have access to the most advanced tools available.

At the heart of Eitekh's services are SAP advisories. It provides detailed analysis and recommendations to help customers navigate the complex SAP ecosystem. Our consultants work with the CIO, CFO, COO and their teams to provide guidance on product launches, project planning and strategy development to make the SAP journey to go live as smooth as possible. In addition to consulting services, Eitekh also offers SAP implementation services with experienced consultants who can handle all stages of SAP ERP implementation from configuration and development to testing. The company also provides maintenance and support services, performs upgrades, implements change requests, and provides general support services to help SAP customers save money.

Eitekh's official website is: <https://www.eitekh.com/>

As SAP continues the paradigm shift with his HANA in-memory database and cloud-based systems, Eitekh has been at the forefront of his IT evolution, providing experienced consultants in all these areas. By partnering with Eitekh, companies can rest assured that they are always on the cutting edge of SAP innovation and have access to the expertise they need to successfully navigate the SAP landscape.

2.2 Vision and Mission of Eitekh

Mission:

Eitekh's mission is to improve communities and society as a whole by making complex systems work, change, and evolve. We accomplish this by providing our clients with expert guidance and support as they navigate the capital markets, taxation, and economy in which businesses operate complexities. Our work expects to make these frameworks more available and useful to all by advancing straightforwardness, value, and maintainability.

Vision:

The vision of Eitekh is to become the most trusted source of expert guidance and support for examining the intricate frameworks that underpin contemporary culture.

Goal:

By promoting transparency, equity, and sustainability in the complex systems we support, Eitekh aims to have a positive impact on society. We are committed to providing our clients with the highest quality advice and support based on our knowledge of the systems we work with in order to accomplish this. All through our work , means to assist our clients with accomplishing their objectives while promoting common interests and contributing to a more just and just world.

2.3 Values of Eitekh

Values of the organization:

1. **Honesty:** In all of the interactions with customers, communities, and colleagues, Eitekh acts honestly and ethically. To build trust and confidence, Eitekh maintains high integrity standards.
2. **Excellence:** Eitekh is committed to excellence in everything they do and strive for quality and professionalism. Eitekh constantly strive to improve skills and knowledge in order to provide the customers with innovative solutions and added value.

3. Cooperation: Eitekh collaborates with our customers and colleagues and respect different perspectives and ideas. Eitekh believes that working together brings out the best in everyone and helps everyone achieve the goals more effectively.

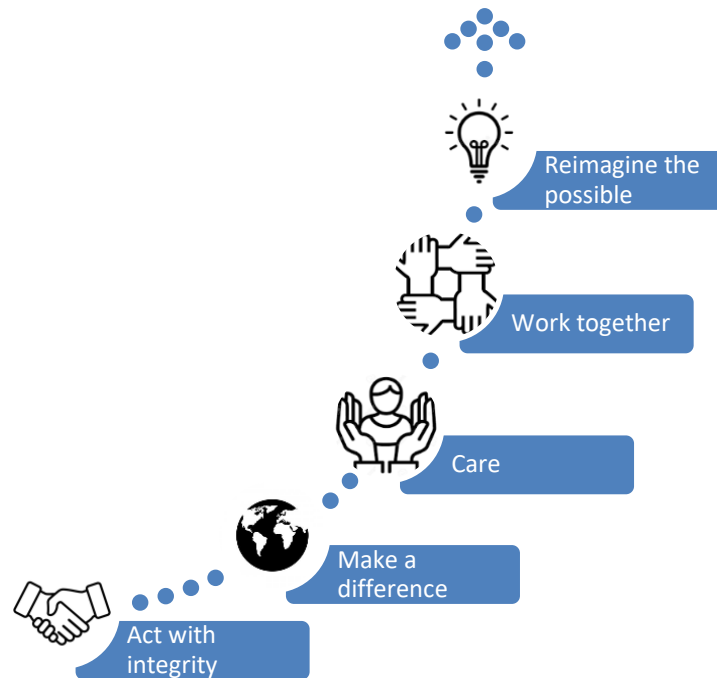


Figure 1: Values of Eitekh

4. Accountability: Eitekh is accountable for their actions and responsible for delivering on their promises. Eitekh communicates transparently and maintain an open dialogue with the stakeholders.

5. Diversity and inclusion: Eitekh believes diversity and inclusion are essential to their success. They foster an inclusive culture where everyone can thrive, regardless of background, race, gender, age or other characteristics.

These values guide Eitekh’s actions and inform their decisions as they work towards the goal of building trust in society and solving important problems.

2.4 Management

2.4.1 Organizational Structure of Eitekh

Organizational Structure of Eitekh ERP Ltd:

Eitekh ERP Ltd is a Canada based SAP consulting firm , which also has a subsidiary branch in Dhaka, Bangladesh.

CEO: Mr. Sami Afzal is the CEO of the company. He is also the founding member of the company. He founded this company in 2013.

SAP Manager: Tahmeed Zaman is the SAP manager of Eitekh ERP Ltd, overseeing all business units of Eitekh and making major decisions for the company. He is also the head of HCM module.

Senior SAP Consultant: MD. Owais Quruni Shuvo is the senior SAP consultant of Eitekh. He is the senior member of SAP basis team at Eitekh.

2.4.2 Organizational Division of Eitekh

The organizational structure of Eitekh ERP Limited includes:

1. CEO/Founder:

At the top of the org chart, the CEO/Founder oversees the overall direction and growth of the company, sets goals and objectives, and directs the leadership team.

2. Executive team:

The management team is responsible for various functional areas of the company such as sales, marketing, finance, human resources and operations.

3. Sales:

The sales department is responsible for identifying potential customers, servicing them, negotiating contracts and maintaining relationships with existing customers.

4. Consulting:

The counseling group is answerable for giving SAP counseling administrations to clients, including project management, programming customization, combination, and backing.

5. Technical:

SAP software solutions are developed, tested, and maintained by our technical team, which includes database administrators, system analysts, and software developers.

6. Support:

The maintenance, troubleshooting, and ongoing technical support that our clients receive is the responsibility of the support team.

7. Marketing:

The marketing division is liable for creating and executing advertising techniques to advance the organization's administrations and produce leads.

8. Finance:

The finance team is answerable for dealing with the organization's monetary activities, including planning, determining, bookkeeping, and detailing.

9. Human Resource:

Human Resources is in charge of managing employee benefits and compensation, as well as recruiting, hiring, training, and retaining workers.

2.4.3 Organizational Leadership Style of Eitekh

Eitekh ERP Limited places an emphasis on a leadership style that encourages creativity, teamwork, and adaptability. The company encourages open communication and shared decision-making rather than relying on rigid hierarchies and bureaucratic regulations. This kind of leadership styles recognize everyone's contributions and place an emphasis on team and individual empowerment. The following are some of this style's benefits:

- **Collaborative decision-making:**

The company's CEO and executives encourage teams to work together to make decisions. This creates a collaborative culture where everyone's contribution is valued and where different perspectives are accommodated. The goal of this leadership style is to build a team of professionals who can work seamlessly together to solve problems and achieve business goals.

- **Flat organizational structure:**

The company emphasizes a flat organizational structure with low hierarchical levels and frequent opportunities for employees to assume leadership roles. This can create a culture of innovation and agility where employees are encouraged to take risks and try new things. Leaders are more approachable and approachable, fostering an environment of trust and respect.

- **Employee empowerment:**

This company values its employees and encourages them to take responsibility for their work. Employees are empowered to make decisions and take initiative, fostering innovation and creativity. Leaders provide guidance and support, but ultimately trust subordinates to make the right decisions. This approach creates a sense of ownership and accountability that fosters a culture of excellence and continuous improvement.

2.4.4 HR Management Practices

For Eitekh ERP Limited, the HR division assumes a pivotal part in dealing with the welfare of its employees. The division is liable for administering different HR needs, for example, overseeing payroll, making and implementing arrangements and guidelines, and addressing any other related concerns. This accentuates the significance that Eitekh ERP Limited puts on the prosperity of its workforce.

- i. Flexible work schedules: To assist employees in achieving a work-life balance, Eitekh provides a variety of adaptable work options, including job sharing, telecommuting, and flexible scheduling.
- ii. Employee commitment programs: In order to foster a positive work environment and boost employee morale, Eitekh organizes regular programs for employee engagement, such as social events, team building activities, and employee recognition programs.
- iii. Programs for health and wellness: Eitekh gives wellbeing and health projects to advance the physical and mental prosperity of its representatives. Support for mental health, training on stress management, and access to gym memberships are all possible components of these programs.
- iv. Management of performance: Eitekh has a performance management system in place to regularly give and evaluate employee performance. Employees benefit from this system in understanding their objectives, determining areas for improvement, and receiving recognition for their accomplishments.
- v. Education and growth: Eitekh provides ongoing training and development opportunities to employees so that they can advance in their careers. This might include training on leadership, communication, and other soft skills as well as training on SAP itself.
- vi. Benefits and compensation that are competitive: To attract and retain top talent, Eitekh offers competitive compensation and benefits packages. This can incorporate health care coverage, retirement plans, and execution based rewards.

2.4.5 Organizational Development and Employer Branding

Organizational growth:

By cultivating a culture of learning and innovation, Eitekh ERP Limited is committed to continuously improving organizational development. Eitekh is trying to create a working environment where employees can freely exchange ideas and collaborate to develop novel customer solutions. This approach prompts steady improvement of the organization's administrations and permits Eitekh to convey excellent outcomes to the clients. In addition, Eitekh ERP Limited makes investments in programs for employee training and development in order to provide workers with the most recent information and abilities essential to their jobs.



Figure 2: Projects completed by Eitekh in Bangladesh



Figure 3: Projects completed by Eitekh in Canada



Figure 4: Projects completed by Eitekh in United States

Employer Brand:

Eitekh ERP Limited recognizes the significance of developing a strong employer brand in order to attract and retain top SAP consulting talent. They have an unmistakable representative incentive that features the advantages and open doors accessible to workers. Additionally, Eitekh

ERP Limited has implemented health and wellness programs, remote work options, and flexible working hours to help retain employees. Eitekh ERP Limited has become a preferred employer in the SAP consulting industry thanks to these initiatives. Eitekh also keeps a strong social media presence to show potential candidates the employer's brand and showcase our company culture.

2.5 Marketing Practices

2.5.1 Marketing Strategies

The goal of Eitekh ERP Limited's marketing strategy is to establish a strong online presence and generate industry thought leadership. They use multi-channel showcasing approaches; for example, email promoting, online entertainment advertising and content advertising.

The email marketing campaigns run by Eitekh are based on the interests and requirements of our subscribers and offer up-to-date information about Eitekh's products and services. Likewise, Eitekh abreast of the latest advances in SAP technology and invest accordingly in the training of employees. This enables to offer the customers innovative new solutions and services and to make a position as an innovative and future-oriented partner in the SAP consulting industry.

The goal of Eitekh ERP Limited's content marketing strategy is to produce high-quality, useful content that highlights SAP consulting expertise, such as blog posts, case studies, and white papers. Additionally, Eitekh uses subject matter experts to establish themselves as industry leaders and provide thought leadership to the sector.

In general, Eitekh ERP Limited's marketing strategy aims to build strong relationships with its target audience, establish its brand as a leader in the SAP consulting industry, and provide subscribers and followers with relevant and useful content.

2.5.2 Targeting Strategies

Eitekh ERP Limited employs specific strategies for targeting customers and industries. They have developed expertise in providing SAP implementation and consulting services to retail, healthcare, and manufacturing sectors. Because of this, Eitekh is able to comprehend the distinct

difficulties and needs of each customer and offer individualized solutions that satisfy those requirements.

One more focusing on technique utilized by Eitekh is to zero in on specialty markets and new advances. Eitekh invest appropriately in employee training to keep up with the most recent developments in SAP technology. This enables Eitekh to position themselves as an innovative and forward-thinking SAP consulting partner and to provide innovative solutions and services to our clients.

In addition, Eitekh places a strong emphasis on cultivating long-term relationships with its clients through personalized service and value. Eitekh places a high value on customer satisfaction and collaborate closely with the clients to comprehend their business objectives and guarantee that the products and services meet their requirements. These methodologies assist Eitekh with building a devoted client base and rehash the business through sure suggestions and criticism.

2.5.3 Market Segmentation

The following criteria have been used to segment the market by Eitekh ERP Limited:

1. Industry:

Eitekh ERP provides SAP consulting services to different ventures including government, medical care, training and monetary administrations. Each industry has interesting necessities and difficulties, and Eitekh ERP tailors its answers and administrations likewise.

2. Size of business:

Eitekh ERP is suitable for businesses of all sizes, including large corporations and small and medium-sized businesses (SMEs). Based on the specific requirements and budget of each business, Eitekh offers individualized solutions.

3. Geographic location:

Eitekh ERP is based in various parts of Bangladesh and provides customers with site-specific solutions. They comprehend that business conditions and necessities can change from one locale to another and adjust their answers likewise.

4. Solution type:

Eitekh ERP offers ERP, CRM, HCM, and BI, among other SAP solutions. They section the market in view of the kind of arrangement that clients need.

5. Customer Behavior:

The market is split up by Eitekh ERP based on how customers behave, such as: Attitudes, preferences, and purchasing patterns Eitekh utilizes this data to tailor the showcasing and deals systems to reach and draw in the main target audience.

2.5.4 Marketing Mix

Organizations use the marketing mix to put effective marketing strategies into action. It combines a variety of marketing strategies to accomplish the company's marketing objectives. The marketing mix is an essential tool for assessing the promotional activities in your marketing plan's effectiveness. The marketing mix used by Eitekh ERP Limited Bangladesh is briefly discussed in this context. This includes any and all marketing strategies that could be used to reach the company's marketing objectives.

- a) **Product:** The Company provides a wide range of SAP consulting services, including SAP system implementation, customization, and upkeep. Eitekh also offers support and training to help our customers get the most out of their SAP investments.
- b) **Price:** Pricing strategies are determined on an individual basis and are dependent on the project's scope and complexity. The organization endeavors to offer cutthroat costs that mirror the worth of its administrations.

- c) Place: The Company's administrations are given both on the web and disconnected. In addition to having physical offices in Bangladesh's major cities, the online platform lets us provide remote services.
- d) Financial Assistance: The Organization utilizes an assortment of publicizing techniques including computerized showcasing, content promoting, and figured initiative to arrive at its ideal interest group. Eitekh additionally goes to industry occasions and gatherings to showcase expertise and organization with possible clients.
- e) People: The Organization utilizes a group of experienced SAP specialists and consultants fit for giving quality answers for its clients. Eitekh likewise offers continuous preparation and advancement projects to stay up with the latest with the most recent in his SAP innovation.
- f) Procedure: From project scope to implementation and ongoing support, the company's process for providing SAP consulting services is well-defined. They adhere to industry standards and collaborate closely with customers to meet their requirements throughout the process.
- g) Physical proof: Customers and employees will find a welcoming and professional atmosphere in the company's physical offices.

2.6 Financial Performance and Accounting Practices

With a compound annual growth rate (CAGR) of 12% and 18%, respectively, Eitekh ERP Limited, one of Bangladesh's leading ERP solution providers, has maintained steady growth in revenue and net profit over time. The company's focus on providing customers with high-quality ERP solutions, its diverse product portfolio, and cost management practices are to be mentioned for this expansion. The business was able to grow at this rate while maintaining a sound balance sheet and a capital structure that was primarily funded by equity.

Eitekh ERP has a powerful monetary detailing framework that consents to worldwide bookkeeping principles and best practices. Eitekh ERP Limited's financial statements are audited on a regular basis by outside auditors in accordance with regulations. It demonstrated the

company's strong financial position and market reputation by raising capital from domestic and international sources.

Eitekh ERP Restricted has had the option to successfully deal with its expenses while giving top notch ERP solutions for its clients, through nonstop improvement of business cycles and spotlight on esteem creation. Eitekh ERP Limited is well-positioned to continue expanding in the ERP solutions industry in Bangladesh thanks to its commitment to providing exceptional customer service, solid financial standing, and track record of steady expansion.

2.7 Operations Management and Information System Practices

One of the key operations management practices utilized by Eitekh is an emphasis on process improvement and enhancement. They use methods like Lean Six Sigma to find and get rid of waste, make workflows easier, and make their operations more efficient. Eitekh is able to complete projects on time, within budget, and to high quality standards thanks to this strategy.

Eitekh employs cutting-edge technologies in their information system practices to improve their operations and offer value to their customers. They influence SAP's set-up of programming arrangements, including SAP S/4HANA, to work on their own inner cycles and deal state of the art solutions for their clients. In addition, they have implemented robust cyber security measures to guarantee compliance with regulatory requirements and safeguard sensitive data.

Eitekh also stresses the significance of making decisions based on data. They make sure that their business decisions are based on real-world data by utilizing data analytics tools to gather insights. They are able to spot patterns, foresee outcomes in the future, and make strategic choices that propel their company forward with this method.

In general, Eitekh's operations management and information system practices are centered on driving proficiency, upgrading quality, and using innovation to convey worth to their clients.

2.8 Company Analysis of Eitekh

The assessment of the market structure involves a comprehension of the participants involved in the industry, the availability of alternative products, the level of difficulty for new entrants, and the bargaining power of customers and suppliers. In order to evaluate Eitekh ERP Limited's industry structure, this information will be presented later. By examining the market structure, we can recognize the key contenders, the presence of substitute items, the entry barriers, and the overall dealing force of customers and suppliers. In the following sections, we will elaborate on these aspects to provide a deeper comprehension of Eitekh ERP Limited's industry structure.

2.8.1 Porter's Five Forces Analysis of Eitekh

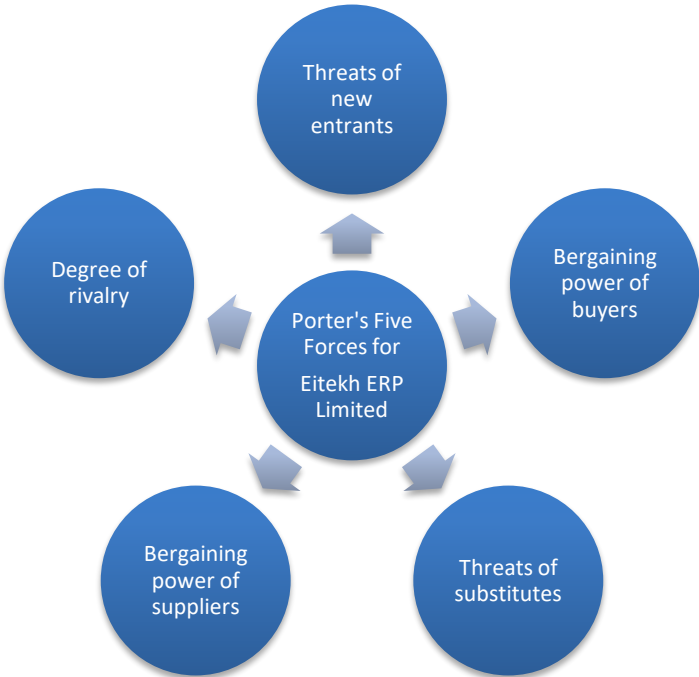


Figure 5: Porter's Five Forces of Eitekh

1. Threat of new entrants: Due to the need for specialized skills and expertise, significant capital investment, and strong brand recognition, the consulting industry has a high

barrier to entry. In any case, new contestants with imaginative plans of action or technology-based solutions might actually disturb the business.

2. **Supplier bargaining power:** Eitekh has solid haggling control over its providers because of its size and market predominance. However, it's possible that suppliers of specialized software solutions or technology have more leverage in certain areas.
3. **Buyer bargaining power:** Clients of Eitekh, especially huge endeavors, have critical bargaining power because of their capacity to browse an assortment of consulting firms and arrange contracts. However, Eitekh's reputation for quality and expertise gives it an advantage in negotiations.
4. **Threat of substitutes:** The consulting industry faces the threat of substitutes from internal consulting departments, in-house teams, and self-service technology solutions. However, Eitekh's range of services and expertise makes it difficult for these substitutes to fully replace its services.
5. **Rivalry among competitors:** The consulting industry is highly competitive, with many established firms and new entrants competing for market share. Eitekh faces intense competition from other large consulting firms such as Accenture and Eitekh ERP Limited, as well as smaller niche firms. However, Eitekh 's strong brand reputation and expertise give it an advantage in the marketplace.

2.8.2 SWOT Analysis of Eitekh

A SWOT analysis evaluates a company's strengths, weaknesses, opportunities, and threats (SWOT) by analyzing its marketing tactics and products either as a whole or by specific departments. It helps a company make better decisions and achieve greater success in its overall endeavors. Below is the SWOT analysis of Eitekh ERP Limited:

Strengths:

- Strong reputation and brand recognition in the market
- Extensive experience and expertise in SAP solutions and services

- Robust network of industry partnerships and collaborations
- Diverse portfolio of clients across various industries
- Effective project management and delivery capabilities

Weaknesses:

- Heavy reliance on a few key clients for a significant portion of revenue
- Limited geographic reach and market penetration
- Limited diversity in the types of SAP solutions and services offered
- Difficulty in attracting and retaining top talent due to intense competition in the industry

Opportunities:

- Growing demand for SAP solutions and services in emerging markets
- Expansion into new geographic regions and industries
- Development of new and innovative SAP solutions and services
- Strategic acquisitions and partnerships to enhance offerings and capabilities

Threats:

- Intense competition from other SAP consulting firms and technology companies
- Economic downturns and market fluctuations affecting client spending on SAP solutions
- Rapid advancements in technology leading to potential obsolescence of current offerings
- Security and privacy concerns related to SAP solutions and services

Overall, Eitekh has a strong reputation and expertise in the SAP consulting industry, but faces challenges such as intense competition and the need to keep up with rapidly changing technology. The company has opportunities for growth through diversification and expanding into new markets, but also faces threats from economic disruptions and cyber security risks.

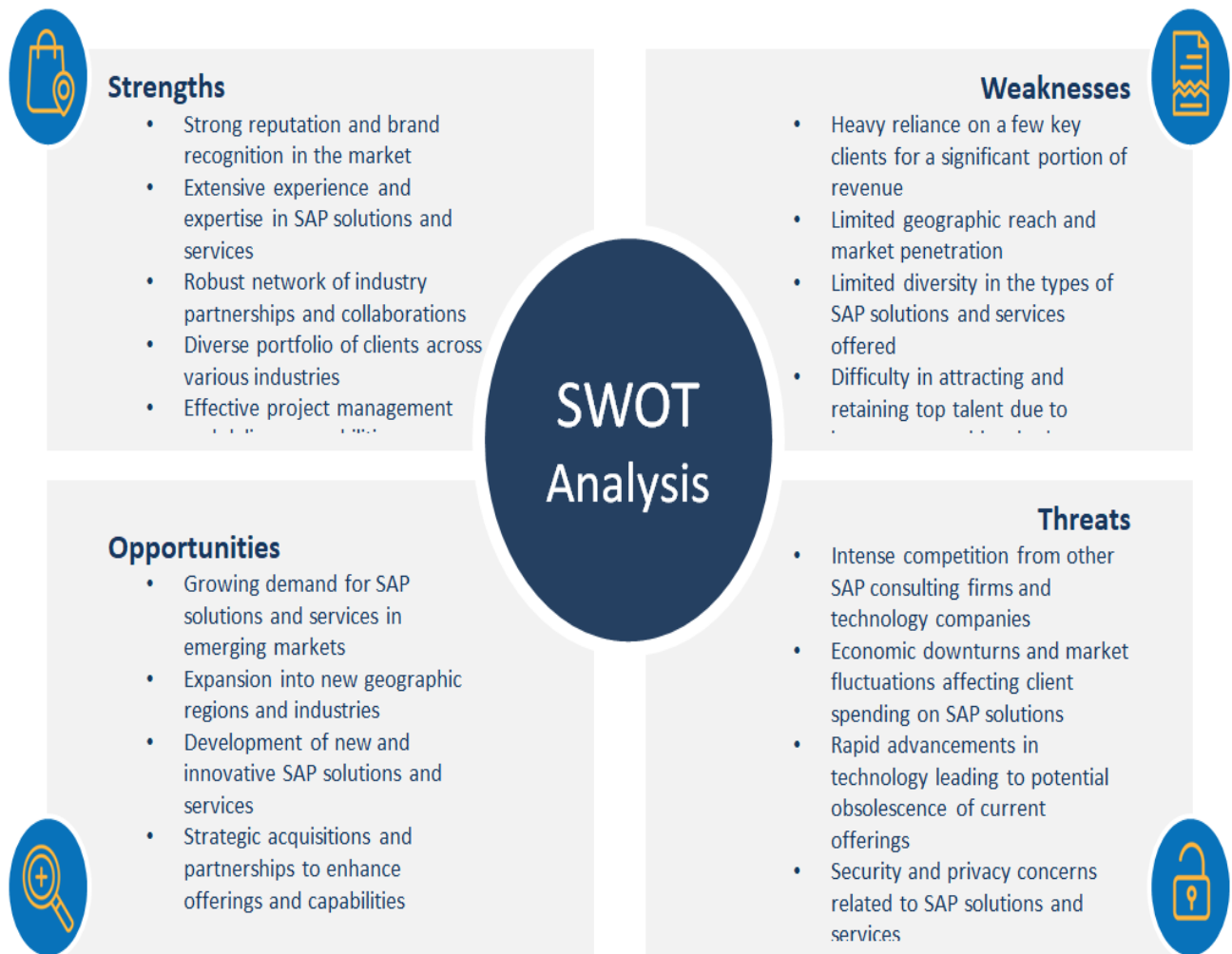


Figure 6: SWOT Analysis of Eitekh

2.9 Tools used in SAP industry

As an SAP consultant, one has access to a variety of technical tools, depending on which area of SAP you specialize in. Here are some commonly used technical tools:

- SAP ERP: It is SAP's core product, a suite of integrated business applications that support various functions such as finance, logistics, sales, and distribution.
- SAP S/4HANA: This is the latest version of SAP ERP software running on SAP HANA database. Designed to streamline business processes and provide real-time insights for decision making.
- SAP Business Intelligence (BI): It is a set of analytical tools that provide data visualization, reporting, and analysis capabilities. SAP BI includes tools such as SAP Lumira, SAP Crystal Reports, and SAP Business Objects Web Intelligence.
- SAP Customer Relationship Management (CRM): It is software applications that manages customer interactions and helps organizations improve customer relationships. It includes features such as sales automation, marketing automation, and customer service management.
- SAP Supply Chain Management (SCM): It is a software application that helps companies manage supply chain operations such as procurement, production planning, inventory management, and logistics.
- Safana: An in-memory database platform that can process large amounts of data in real time. Used to support various SAP applications such as SAP S/4HANA and SAP Business Warehouse (BW).
- SAP Fiori: It is a user interface (UI) technology that provides a consistent and modern user experience across different SAP applications. It comes with a set of pre-built UI elements and templates that you can use to create custom SAP applications.

These are just a few examples of the technical tools available to SAP consultants. The specific tools used will depend on the consultant's area of expertise and the needs of the organization they are working with.

CHAPTER: 3

INDUSTRY ANALYSIS

Industry Analysis

3.1 Industry Size

Information and Communication Technology (ICT) and computer services in Bangladesh have maintained double-digit compound annual growth rates (CAGR) over the past decade. In addition, domestic IT/ITES (Information Technology Support Services) companies are rapidly increasing their domestic market share, reducing dependence on imports.

IT/ITES sector in Bangladesh is much smaller than world leading foreign companies like the Philippines and India, but has the highest growth rate with huge domestic and exports.

In line with the Bangladesh government's digital vision, the information and communication technology and outsourcing industry generated revenue of \$1.7 billion and created some 940,000 jobs in the last financial year. The domestic industry is expected to reach US\$4.6 billion to US\$4.8 billion by 2025, nearly fivefold. This drives the overall growth forecast for established peer-to-peer locations like India (10-13 GR in 2017-2020) or newer peer-to-peer locations like Vietnam (12-15 GR in 2017). According to BASIS, the leading professional association of software and IT services companies, custom software generates 60% of revenue, with IT services contributing the rest to the business.

The domestic market demand is dominated by the public sector as the Bangladeshi government plans to invest heavily in large-scale technology projects such as smart grid projects, digital connectivity projects, etc. smart city project, airport digitization project and some other projects with combined value (Nearly 6 billion USD). Several IT-ITES vendors such as Wipro, IBM, TCS and Augmedix have established distribution centers to exploit this opportunity.

USAID's comprehensive Private Sector Assessment (PSA), published on 5 November, identified a number of potential areas for private sector participation and investment in Bangladesh beyond the RMG sector. The sector is expected to reach total revenue of more than 60 billion USD by 2023. The six sectors are agro-industry (food processing), healthcare, information and communication technology and outsourcing, light engineering, pharmaceuticals and tourism to

be some of the more promising sectors. ” outside the ready-to-wear (RMG) sector. At the conclusion of the assessment, USAID stated that these six sectors were recognized as key sectors to support sustainable economic growth in Bangladesh and for future USAID intervention.

The six selected sectors together contribute about 10% of the country's GDP while also creating about 3.5 million jobs. The United States, through the United States Agency for International Development (USAID), is working with the Government of Bangladesh and the private sector of Bangladesh to help diversify the economy and foster new streams of economic growth.

Bangladesh Investment Development Authority (BIDA) Executive Chairman Md Sirazul Islam, USAID Deputy Director Bonnie Glick, Deputy Chief of the US Dhaka Delegation JoAnne Wagner and USAID Bangladesh Mission Director Derrick Brown attended the launching ceremony held in the city on 5 November at a show of bilateral support to strengthen Bangladesh's economy through diversification. PSA, conducted from October 2018 to July 2019 by Inspira Advocacy and Consultancy Ltd., a private consulting firm from Bangladesh, looked at a total of 16 emerging sectors, including ceramics, business, leather and leather goods, medical equipment, plastics, renewable energy and energy efficiency, shipbuilding, fishing, telecommunications and vehicle assembly. The assessment does not include a number of traditional industries, including the energy sector in general.

The APS findings support the Government of Bangladesh's economic diversification reform initiative and help the private sector strengthen its commitment to the government and other stakeholders to further promote economic growth of Bangladesh.

The U.S. Embassy in Bangladesh, through USAID and other Divisions, and in collaboration with the Government of Bangladesh, will analyze the priority areas identified in the PSA and explore specific strategies for investment.

As of 2023, the SAP consulting industry in Bangladesh has experienced significant growth due to the increasing adoption of SAP (Systems, Applications, and Products) software solutions by businesses in the country. SAP is a global leader in enterprise resource planning (ERP) software

and offers a wide range of solutions for managing various business processes, such as finance, human resources, supply chain management, and customer relationship management.

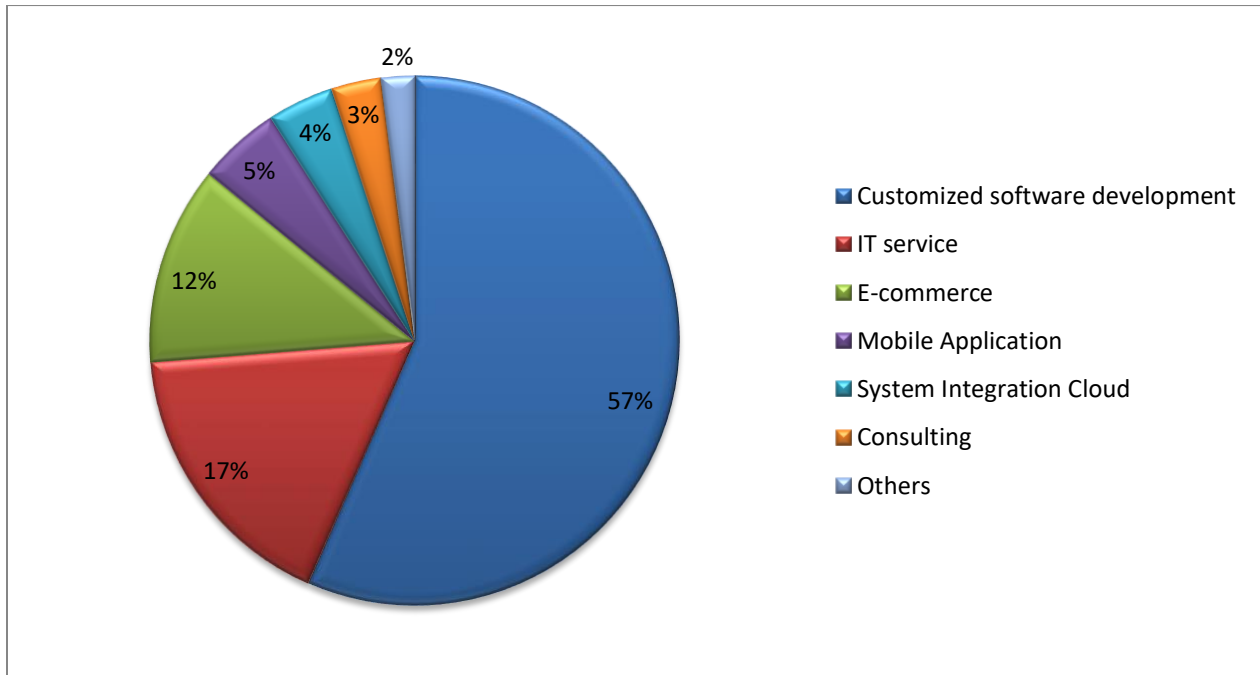


Figure 7 : Service group specialization of IT and IT firms.

3.2 Maturity of the industry

The IT industry in Bangladesh has grown and matured steadily over the years. In the context of SAP consulting firms, here are some points that demonstrate the maturity of the IT industry in Bangladesh:

- **Increased awareness:** Businesses in Bangladesh are increasingly aware of the benefits of using SAP software to streamline their operations and gain a competitive edge. This reflects the maturity of the IT industry in terms of companies understanding the value of SAP consulting services.
- **Growing talent pool:** The number of SAP certified consultants in Bangladesh has increased, indicating the availability of a pool of qualified talent. This reflects the

maturity of the IT industry in having professionals well trained in implementing and managing SAP solutions.

- **Wide range of fields:** SAP consulting firms in Bangladesh cater to a wide variety of industries, such as manufacturing, retail, financial services, telecommunications and government. This reflects the maturity of the information technology industry in terms of industry coverage and support for various verticals.
- **Increasing implementation projects:** The number of SAP implementations in Bangladesh is increasing, from small scale projects for SMEs to large scale projects for multinational companies and government agencies. This reflects the maturity of the IT industry in managing complex implementation projects and meeting diverse business needs.
- **International presence:** Many International consulting firms operating in Bangladesh provide SAP consulting services. This reflects the maturity of the IT industry in terms of attracting global players and establishing a presence in the global market.
- **Market demand:** The overall market demand for SAP consulting services in Bangladesh has been steadily increasing, due to factors such as globalization and digitization. This reflects the maturity of the IT industry in terms of market demand and recognition of the need for SAP consulting services.
- **Continuous growth:** While the size of the SAP consulting industry in Bangladesh may be relatively smaller than in some other countries, the continued growth and increasing adoption of SAP software by businesses reflect the maturity of the industry IT in Bangladesh.

In summary, the IT industry in Bangladesh has matured in the context of SAP consulting firms, with growing awareness, growing talent pool, diverse industry scope, growing implementation projects, global presence, market demand and continued growth. This reflects the evolving and evolving nature of the IT industry in Bangladesh in the context of SAP consulting services.

3.3 Competitive Environment

Eitekh ERP Limited faces rivalry from various other notable organizations in the market as one of the unmistakable SAP counseling firms in Bangladesh. For a couple of these organizations, here is a short breakdown of Eitekh ERP Limited:

1. Grameenphone IT :

One of Bangladesh's most well-known technology solution providers, Grameenphone IT is a subsidiary of Grameenphone, one of the country's largest telecommunications companies. Compared to Grameenphone IT, Eitekh ERP Limited focuses more on SAP consulting, which can be advantageous in terms of expertise.

2. Online Limited BDCOM:

In Bangladesh, BDCOM Online Restricted is a notable supplier of IT and broadcast communications arrangements. In terms of capacity and availability, Eitekh ERP Limited's larger pool of SAP specialists can be advantageous over BDCOM. SAP consulting services are provided by BDCOM.

3. PrismERP:

PrismERP is a local SAP partner in Bangladesh that provides services for SAP implementation, customization, and support. In contrast, Eitekh ERP Limited offers a wider range of SAP consulting services, including project management, process optimization, and training.

4. Bangladesh's IBCS-PRIMAX Programming Co., Ltd:

IBCS-PRIMAX, Bangladesh's most prominent software and IT services provider, provides SAP consulting among other services. Eitekh ERP Limited has a larger pool of certified SAP consultants, which can be an advantage in terms of expertise and competence, despite the fact that both businesses place a strong emphasis on SAP consulting.

5. TechnoVista Limited:

Another well-known IT consulting and software development firm in Bangladesh, TechnoVista offers SAP consulting among other services. Eitekh ERP Limited focuses more on SAP consulting and has a larger pool of certified SAP consultants, which can help with expertise and competence.

6. Bangladesh Limited NITS:

A wide range of services, including SAP consulting, are provided by NITS, one of Bangladesh's leading IT and engineering solution providers. While the two organizations have areas of strength for an on SAP counseling, Eitekh ERP Restricted has a bigger pool of confirmed SAP specialists, which can be a benefit concerning competency and skill.

7. AAMRA Innovation Organization Restricted:

AAMRA, which offers a wide range of services, including SAP consulting, is one of Bangladesh's leading IT and telecommunications solution providers. Eitekh ERP Limited focuses more on SAP consulting and has a larger pool of certified SAP consultants, which can help with expertise and competence.

8. eGeneration Corporation:

One of Bangladesh's leading IT consulting and software development firms, eGeneration offers SAP consulting among other services. Eitekh ERP Limited has a larger pool of certified SAP consultants, which can be an advantage in terms of expertise and competence, despite the fact that both businesses place a strong emphasis on SAP consulting.

9. Enosis Treatment:

Enosis Solutions is a local SAP partner in Bangladesh that offers support, customization, and implementation services for SAP. Eitekh ERP Limited, on the other hand, provides a wider range of SAP consulting services, such as project management, training, and process optimization.

10. Limited Brain Station 23:

Cerebrum Station 23 is a main programming improvement organization in Bangladesh, giving an extensive variety of IT arrangements including SAP counseling. While the two organizations have areas of strength for an on SAP counseling, Eitekh ERP Restricted has a more specific concentration and has a bigger pool of confirmed SAP specialists, which can be a benefit with regards to skill and capacities.

In a nutshell, the SAP consulting industry in Bangladesh is characterized by a dynamic and fiercely competitive environment in which firms compete based on expertise, service quality, industry focus, customer relationships, innovation, pricing, and brand reputation. It is possible for businesses to gain an advantage over their rivals in the market if they are able to differentiate themselves in these areas and offer value-added services to their clients.

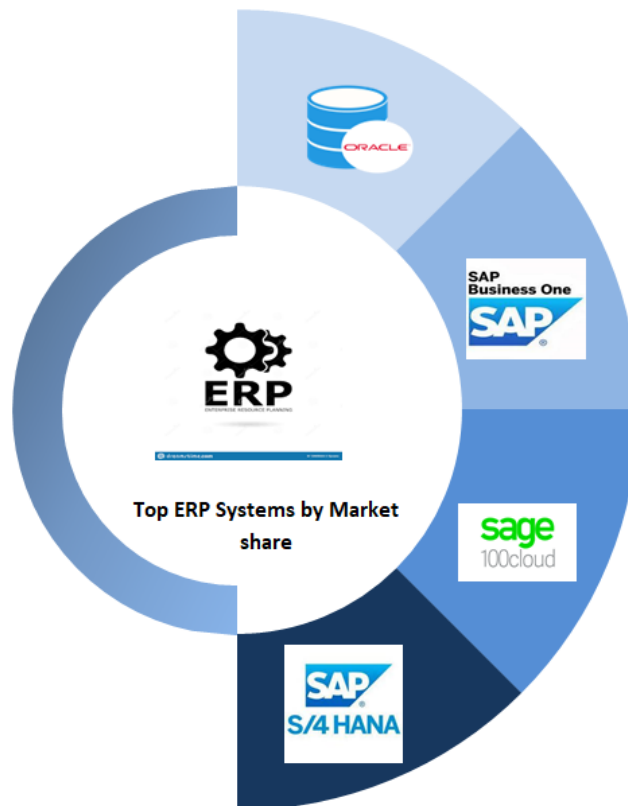


Figure 8: Top ERP systems by market share

3.4 Key Industry and Growth Trends

SAP consulting firms have been impacted by the significant growth and development of the information technology sector over the past few years. The following are some of the most important IT industries and growth trends that are related to SAP consulting firms:

1. Number conversion:

Businesses in all sectors now place a high priority on digital transformation. The adoption of digital technologies like cloud computing, big data analytics, artificial intelligence, and the Internet of Things is greatly aided by SAP consulting firms to streamline procedures, enhance customer service, and gain a competitive edge.

2. The use of the cloud:

In the IT sector, cloud computing has gained a lot of traction, and SAP consulting firms are actively helping businesses transition to the cloud. Due to their cost-effectiveness, scalability, and flexibility, cloud-based SAP solutions like SAP S/4HANA Cloud are gaining popularity. Companies can get help planning, migrating, and managing their SAP applications in the cloud from SAP consulting firms.

3. Industry-specific solutions:

To meet their particular requirements and challenges, businesses are increasingly looking for industry-specific solutions. SAP consulting firms specialize in manufacturing, retail, healthcare, and finance, among other sectors, and provide custom SAP solutions to meet customer requirements. Companies benefit from this sector-specific strategy to improve outcomes and propel growth.

4. Brilliant innovation:

Some shrewd advances are changing the IT business and the manner in which organizations work like machine learning (ML), artificial intelligence (AI), and robotic process automation (RPA). SAP counseling firms are utilizing these innovations to robotize redundant undertakings,

further develop independent direction, and work on functional proficiency for their clients. Companies can use this to improve the efficiency and competitiveness of their SAP systems and processes.

5. Focus on client experience:

The user experience is now a crucial factor in any IT solution's success. SAP counseling firms underscore the significance of client driven plan and user experience (UX) in their SAP execution. This includes creating an interface that is easy to understand and use, making complicated procedures simpler, and giving the end user a personalized experience. Further developed client experience prompts higher reception rates and better use of SAP frameworks, bringing about better business results.

6. Data-driven decision making:

SAP, a consulting firm, is assisting businesses in harnessing the power of data to make informed decisions. Data is becoming a strategic asset for businesses. Strong data analytics capabilities are provided by SAP solutions, and SAP consulting firms assist businesses in utilizing these capabilities to better comprehend, recognize patterns, and make data-driven decisions Whether. This incorporates setting up an information investigation structure, creating dashboards and reports, and carrying out cutting edge examination instruments so organizations get helpful bits of knowledge from their information.

7. Concentration on safety and compliance:

Security and compliance have emerged as major concerns for businesses in light of the increasing frequency and complexity of cyber threats. SAP counseling firms focus on security and consistence in their SAP executions by following prescribed procedures, carrying out safety efforts, and guaranteeing consistence with guidelines and principles current. This includes protecting sensitive data, implementing authorization and access control mechanisms to safeguard business information, and securing SAP systems from cyber attacks.

8. Focus on technology:

SAP consulting firms are encouraging businesses to embrace innovation in order to stay ahead of the competition because innovation has emerged as a significant growth driver in the IT sector. This incorporates investigating arising advances, testing new techniques, and driving innovation initiatives to open up new open doors and convey more prominent worth to clients. Additionally, SAP consulting firms collaborate with SAP and other technology partners to update their services with the most recent innovations.

In a nutshell, SAP consulting firms are responding to these trends by providing specialized services that make use of digital technology. The IT industry is undergoing significant change and growth.

3.5 Contribution of Eitekh ERP Limited in IT Industry in Bangladesh

Eitekh ERP Limited is a global professional consulting firm with a significant presence in Bangladesh. They can help the IT industry in a number of ways:

1. Technology advisory:

Businesses in Bangladesh can benefit from Eitekh ERP Limited's consulting services to adopt and implement the most recent digital technologies and solutions. This could include exhorting organizations on arising innovations, for example, artificial intelligence, block chain, and cloud computing, among others, and assisting them with distinguishing valuable opportunities; to make use of these technologies to propel growth and new ideas.

2. Securing the network:

By offering cyber security services to Bangladeshi businesses, Eitekh ERP Limited can help the IT sector. This can include assisting organizations with building secure IT foundation, deploying cyber security measures, conducting cyber security audits, , and giving preparation to organizations on security strategies.

3. Number conversion:

Eitekh ERP Restricted can assist organizations in Bangladesh on their advanced change with traveling. This may entail creating a roadmap for the digital transformation, locating areas in need of improvement, and putting digital solutions into place to optimize business procedures, enhance the customer experience, enhance the customer experience and products, and encourage innovation.

4. Talent enhancement:

By providing IT professionals in Bangladesh with training and development opportunities, Eitekh ERP Limited can help the sector. This can assist with building a gifted workforce that can drive computerized change and add to the development and improvement of the homegrown IT industry.

5. Political Advocacy:

By advocating for policies and initiatives that encourage the industry's growth and development, Eitekh ERP Limited can help the IT sector in Bangladesh. Engaging with policymakers and industry associations to identify challenges and opportunities and propose policy solutions to address them might be one way to accomplish this.

In general, Eitekh ERP Limited's contributions to Bangladesh's IT sector will be contingent on their specific activities, commitments, and impact. The local IT ecosystem can benefit from their global expertise and experience in digital transformation, cyber security, and technology consulting.

CHAPTER: 4

DESCRIPTION OF MAIN DUTIES

Description of Main Duties

4.1 Internship Information

The principal reason for this part is to give appropriate data with respect to my internship insight at Eitekh ERP Limited. I would like to highlight important details such as the duration of my internship, the specific company and department I worked for, my interactions with company employees, and the various responsibilities and duties assigned to me.

Period, Company, Department and Address

- ✚ I had an internship opportunity at Eitekh ERP Limited. Eitekh ERP Limited is a technology company specializing in providing enterprise resource planning (ERP) solutions to businesses.
- ✚ My department is the MM module, responsible for managing procurement and inventory management processes. I was assigned to Omera Gas One Project. My task was to assist in implementing MM module for them to optimize procurement process and inventory management for Omera Gas One, one of the main LPG (liquefied gas) suppliers in Bangladesh.



Figure 9 : OGL Project Kick off Session and Plant Visitation

- ✚ My joining date is January 1, 2023 and my work location was MOBIL HOUSE 13/A Gulshan Avenue, the head office of Omera Gas One. My internship period was for 3 months.
- ✚ In terms of working conditions, I had to work four days a week in the office and one day at home. My working hours were 9am to 6pm, for a total of nine hours a day.

- ✚ On Thursday I was allowed to work from home. But office hours were strictly maintained even within WFH.

4.2 Interaction with Company's Employees

Interacting among employees is a crucial part of my internship at the SAP consulting firm, where I have the opportunity to work with some of the top professionals in the industry. Here are the details of my interactions:

- My main supervisor is Mr. Arafat Ali, who oversees my day-to-day activities and guides me through the various projects. Additionally, I have two other supervisors, Mr. Abdullah Munsur and Ms. Tanzina Alam, who provide me with valuable insights and help me tackle complex problems.
- Ridah Khurshid, Ishrat Jahan, and Krishna Biswas, three of my coworkers, have been extremely supportive throughout my internship. We frequently communicate to discuss project progress and generate fresh ideas.
- I regularly cooperate with individuals from different groups, including the Quality Management (QM) and Business Intelligence (BI) groups. I have broadened my skill set and improved my comprehension of the various aspects of SAP consulting as a result of these interactions.
- We mostly talk to each other in person, but we also use online tools like Skype and Microsoft Teams to work together and talk about project-related issues.

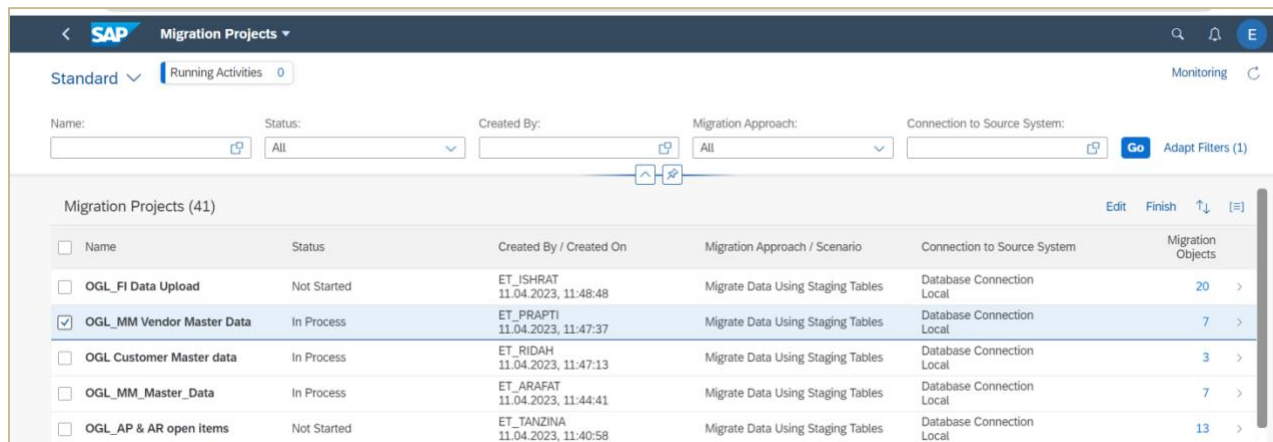
Overall, my internship has been an excellent learning experience, thanks to the support of my supervisors, colleagues, and other members of the team.

4.3 Job roles and assigned tasks

I have been selected as an intern in the MM (Material Management) module of Eitekh ERP Limited. I worked there for a few months and was assigned to the Omera Gas One project. Specific tasks are assigned to each intern for each module. However, my internship experience is not limited to these responsibilities. I gained knowledge about the different projects in my department, the importance of each assigned task, and I also learned about alternative solutions to overcome any challenges that may arise.

In the OGL project, I was responsible for following roles:

- Supporting SAP MM module deployment by performing data migration operations. I used migration cockpit of the Fiori APP to migrate master data like material master data and vendor master data.



The screenshot displays the SAP Fiori Migration Cockpit interface. At the top, there is a navigation bar with the SAP logo and 'Migration Projects' dropdown. Below this, there are search and filter options, including 'Standard', 'Running Activities 0', and 'Monitoring'. A search bar contains the text 'Name:'. Below the search bar, there are filters for 'Status: All', 'Created By: ET_JSHRAT', 'Migration Approach: All', and 'Connection to Source System: Database Connection Local'. A 'Go' button and 'Adapt Filters (1)' are also visible. The main area shows a table of migration projects with 41 items. The table has columns for Name, Status, Created By / Created On, Migration Approach / Scenario, Connection to Source System, and Migration Objects. The 'OGL_MM Vendor Master Data' project is selected and highlighted in blue.

<input type="checkbox"/>	Name	Status	Created By / Created On	Migration Approach / Scenario	Connection to Source System	Migration Objects
<input type="checkbox"/>	OGL_FI Data Upload	Not Started	ET_JSHRAT 11.04.2023, 11:48:48	Migrate Data Using Staging Tables	Database Connection Local	20 >
<input checked="" type="checkbox"/>	OGL_MM Vendor Master Data	In Process	ET_PRAPTI 11.04.2023, 11:47:37	Migrate Data Using Staging Tables	Database Connection Local	7 >
<input type="checkbox"/>	OGL Customer Master data	In Process	ET_RIDAH 11.04.2023, 11:47:13	Migrate Data Using Staging Tables	Database Connection Local	3 >
<input type="checkbox"/>	OGL_MM_Master_Data	In Process	ET_ARAFAT 11.04.2023, 11:44:41	Migrate Data Using Staging Tables	Database Connection Local	7 >
<input type="checkbox"/>	OGL_AP & AR open Items	Not Started	ET_TANZINA 11.04.2023, 11:40:58	Migrate Data Using Staging Tables	Database Connection Local	13 >

Figure 10: Fiori migration cockpit screen

- SAP MM module testing support by performing unit, integration, and acceptance testing.
- Developing and maintaining SAP MM module documentation including functional specifications, user manuals, and training materials. I have prepared URS, BPML, FDD, FSD, WRICEF list and many other documents with the guidance of my supervisor.

- Providing support to the project team throughout the project lifecycle by resolving system issues and identifying solutions.
- Performing data analysis and support data cleaning activities.
- Attending project meetings and report progress to project manager.
- Gaining a comprehensive understanding of the functionality of the SAP MM module and contributing to the development of innovative solutions to meet customer requirements.

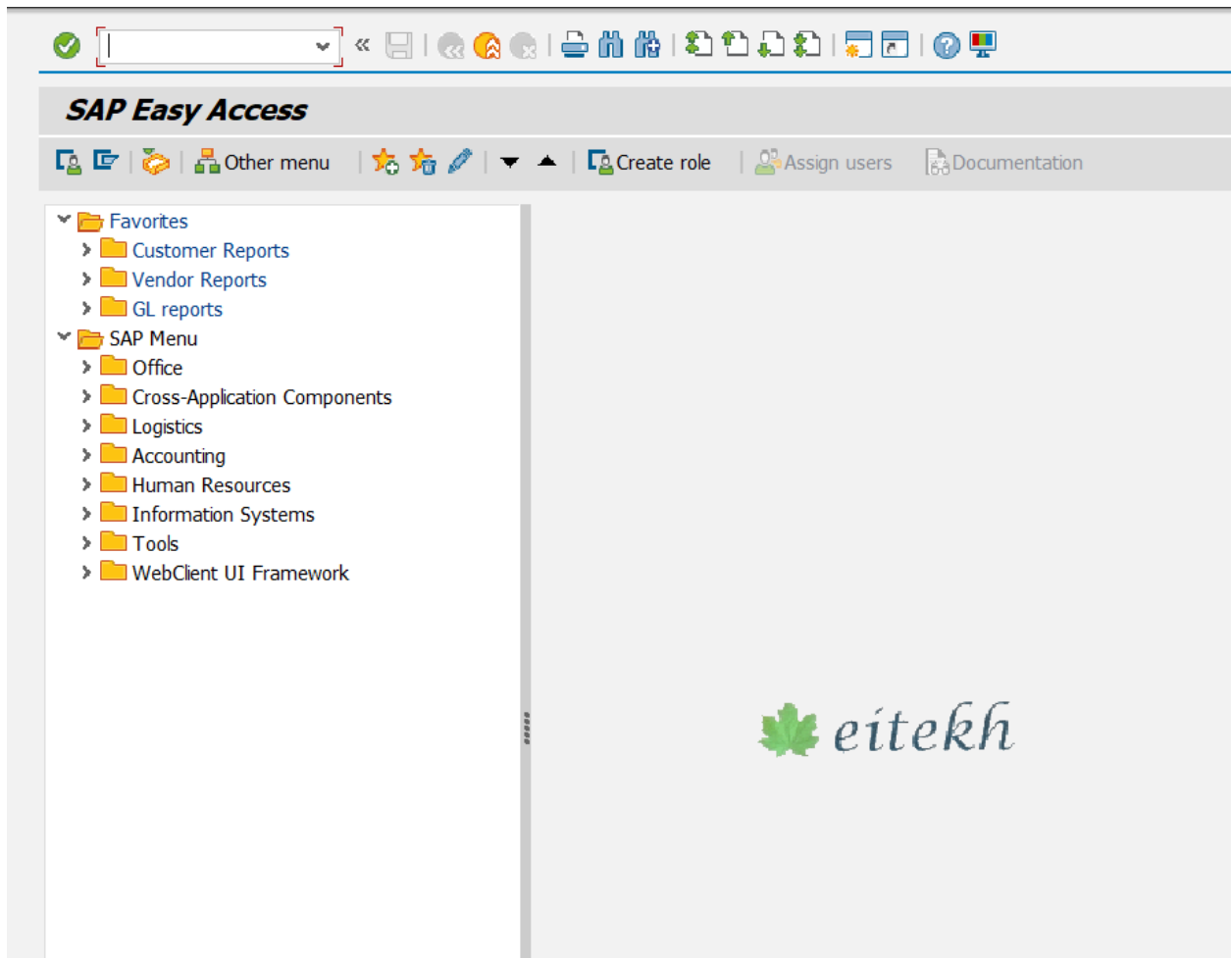


Figure 11: SAP IDES Server

- Collaborating with other SAP module consultants and gaining knowledge on SAP MM module integration with other modules.
- Identifying and reporting issues that may affect project progress and quality.
- Participating in SAP MM module training sessions and improve your overall understanding of the software.
- Staying up to date with the latest SAP MM Modules and trends.

- Supporting other tasks assigned by Project Manager.

Overall, my main role as a SAP MM module intern was to assist in implementing the SAP MM module and ensure its successful integration with other modules. It was also expected of me to develop a comprehensive understanding of software and contribute to the development of innovative solutions according to the customer requirements.

4.4 Internship Outcomes

The results of the internship at Eitekh ERP Limited are the focus of this chapter. I tried to discuss about my contribution to the company, the experiences I've had, and the challenges I faced during my internship here.

My Contribution to Eitekh

I am pleased to have made significant contributions to the organization during my time there. I was determined to learn as much as I could about the company's operations and how my position fit into the bigger picture from the beginning. I was able to quickly fit in with the team as a result of this.

I was given a variety of assignments during my internship, including process analysis and data entry. Through my work, I've been able to figure out where businesses can make improvements and come up with solutions that make processes more efficient and streamline them. This has been welcomed by the group and carried out in their everyday work.

I made an effort to actively assist coworkers as much as possible in addition to the work that was given to me. It helped me better comprehend their roles and the ways in which they contribute to the company's overall success. I can likewise investigate new business regions and have the chance to chip away at projects beyond my assigned responsibilities.

During my internship, I actively participated in group discussions and meetings, voicing my views on a variety of subjects. It permitted me to exhibit my insight into SAP and give significant experiences into the business dynamic interaction.

In general, I'm glad for my commitments as a MM module understudy at Eitekh ERP Restricted. The company has benefited from my hard work, dedication, and willingness to learn and I have gained invaluable experience that will be extremely beneficial to my career plans in the future.

Experiences I gained at Eitekh

I learned a lot about engineering while working as an MM module intern at Eitekh. From the very beginning, I had hands-on experience with the SAP MM module, which provided me with a more profound comprehension of the procurement process.

- During my time there, I was answerable for different technical tasks, for example, data entry, procurement process analysis, and purchase order generation. I was able to gain a deeper understanding of the MM module's various functions through these tasks, which included invoice verification, purchasing, inventory management, and master material data management.
- In expansion to the assigned errands, I'm ready to deal with live activities, which permitted me to apply my technical knowledge to real-life circumstances. It helped me get a better understanding of how to use the MM module in business processes and how it can be modified to meet specific needs.
- In addition, I was able to investigate additional modules like SD, FI, and PP, which improved my comprehension of how the SAP system as a whole operates. I can now see how the MM module integrates with other modules and how data moves between them thanks to this.
- I was able to keep up with the most recent SAP developments by attending seminars and training sessions. It assists me with growing my technical information and remain informed about new highlights and updates for the MM module.

From a technical point of view, my time as an MM module intern at this prestigious SAP consulting firm has been extremely rewarding. I was able to apply my knowledge to real-world

situations, learned about the various functions of the MM module, and gained valuable hands-on experience. I am appreciative of this opportunity and look forward to putting my technical knowledge to use in my next career move.

Challenges I faced during my internship

As a MM module intern, I confronted a few difficulties during my entry level position:

- One of the most concerning issues I faced was the precarious expectation to learn and adapt with the SAP framework. Understanding the various modules and their functions within SAP systems takes time and effort. I had to put in a lot of effort and time to learn everything I could about the MM module, including its many features and customization options.
- The pressure to deliver high-quality work within short deadlines was another obstacle I encountered. I was expected to contribute to live projects as an intern and offer the team valuable insight and support. I had to be very organized, work efficiently, and effectively because of this.
- Furthermore, communication was another challenge I had to face. The SAP consulting firm has a different group of specialists and I expected to speak with individuals from various backgrounds and cultures. Developing effective communication abilities like active listening, clear language, and an open mind were necessary for this. I also had to adjust to the new workplace culture and environment. The organization has its own work culture, strategies and techniques and it required me an investment to conform to these better approaches for working.
- Lastly, we encountered a number of technical issues, including data inconsistencies, system errors, and software crashes. I needed to quickly and effectively resolve these issues and troubleshoot them.

By and large, my experience as a MM module intern at this notable SAP counseling organization was testing; however difficult work, devotion and eagerness to learn permitted me to beat these troubles. I gained resilience, problem-solving skills, and adaptability from these challenges.

CHAPTER: 5

ANALYSIS

Analysis

5.1 Company Level Analysis

I have observed some particularly efficient and inefficient internal processes based on my internship experience. These observations are elaborated on in the following section.

Efficient process:

The SAP consulting company's project management procedure is an illustration of an effective internal procedure. Projects for SAP implementation can be complicated, requiring extensive planning, coordination, and stakeholder communication. Therefore, any reputable SAP consulting firm should have a well-defined project management process to ensure projects are completed on time, within budget and to the client's satisfaction. A project management process typically includes the following phases:

1. Planning:

During this phase, the project goals, scope, schedule, and resource requirements are defined. Project teams work with customers to gather requirements, identify risks, and prepare for contingencies.

2. Design:

During this phase, a solution design is created based on the project requirements. SAP consulting firms work with customers to develop solution designs that meet their specific needs.

3. Build:

This phase configures and customizes the SAP solution based on your design. Consulting firms work with customers to develop and test solutions in development environments.

4. Testing:

During this phase, the solution is validated against customer requirements and tested in a QA environment. The consulting firm works with the client to ensure that the solution meets all specified requirements.

5. Deploy:

During this phase, the company deploys the solution to production and ensures that it is stable and working as expected.

6. Support:

This phase includes ongoing support and maintenance of the solution after deployment. Consulting firms work with clients to provide training, solve problems, and implement improvements and upgrades as needed.

Inefficient process:

Eitekh ERP Limited sometimes faces internal inefficiencies when processing change requests during SAP implementation projects. Change requests are common in these projects and must be managed carefully to avoid delays, budget overruns and customer dissatisfaction. However, some consulting firms may struggle to manage change requests effectively due to a lack of clarity and transparency in their processes.

An inefficient change request management process can lead to confusion and misunderstanding among various teams and stakeholders. Poorly defined roles and responsibilities can delay decision-making and implementation. Poor management can lead to unnecessary changes and scope increases, leading to further delays and budget overruns.

Additionally, a lack of visibility into the project's progress and status can result from inadequate management of change requests. It can be challenging to determine the impact of change requests on budgets and schedules for projects if proper documentation and tracking are not in place. Client confidence in the consultancy firm's ability to successfully complete a project can suffer as a result of this, which can affect communication with clients.

Eitekh ERP Limited must establish a clearly defined change request management procedure that provides transparency and clarity to all stakeholders in order to overcome these inefficiencies. In order to prioritize and evaluate change requests, this procedure ought to include clearly defined roles and responsibilities, evaluation criteria, and solid management. Appropriate documentation and tracking enables decision making and client correspondence. Eitekh ERP Limited will be

able to improve project delivery, increase customer satisfaction, and enhance its industry reputation by addressing these inefficiencies.

5.2 Market Level Analysis

The competitive view in the SAP consulting industry in Bangladesh is vivacious and dynamic, with a few contenders competing for piece of the pie. Numerous consulting firms have opened in Bangladesh in response to the rising demand for SAP implementation, customization, and support services because SAP is one of the world's leading enterprise software providers. The competitive scene is formed by many variables, including a consulting company's expertise, experience, services provided, client connections, and brand notoriety.

The competitive landscape of SAP consulting firms in Bangladesh can be summarized in the following key ways:

1. Experience and education: Contenders separate themselves through SAP consulting skill and experience. This includes the consultant's knowledge and abilities, experience with successful implementations, and capacity to complete complex projects on time and within budget. Competitive advantage accrues to businesses that employ certified and experienced SAP consultants.

2. Services provided: A Bangladeshi SAP consulting firm provides a wide range of services, including SAP maintenance, customization, system integration, training, and implementation. The breadth and depth of services offered, as well as the ability to provide tailored solutions for different industries and business functions can be a key differentiator for companies in a competitive landscape.

3. Industry focus: Several SAP consulting firms in Bangladesh specialize in specific industries, such as manufacturing, retail, financial services, telecommunications, and government. These companies develop industry-specific expertise and solutions that enable them to meet the unique needs of businesses in these sectors and gain a competitive edge.

4. Customer relationship: Building and maintaining strong relationships with customers is very important for SAP consulting firms. Positive customer testimonials, case studies, and referrals from satisfied customers can be powerful differentiators in a competitive landscape. Companies that have established long-term relationships with loyal customers and have a solid reputation for providing value-added services are well positioned in the market.

5. Innovation and Technology: SAP is a rapidly evolving technology and companies that stay up to date with the latest advancements and trends will have a competitive advantage. Companies investing in research and development, innovation and cutting-edge technology such as SAP S/4HANA, cloud computing and analytics can differentiate themselves in the market and attract companies looking creative solutions.

6. Price and value proposition: Price is an important factor in the competitive SAP consulting environment in Bangladesh. Companies that offer competitive prices while providing high-quality services and value-added solutions can stand out in the market. The ability to clearly present their value proposition and demonstrate how their services can positively impact your business is also key to gaining a competitive advantage.

7. Brand reputation: Brand awareness plays an important role in the competitive environment of SAP consulting firms. Established companies with strong brand presence, positive market awareness and proven track record of delivering successful SAP projects are well positioned in the market. Brand reputation is built through consistent delivery of high-quality services, customer satisfaction, and positive word of mouth from satisfied customers.

5.3 Professional Level Analysis

An internship experience at a well-known consulting firm gave me valuable insight into various software and broadened my technical and data analysis skills. Therefore, Business Intelligence decided to pursue her career as an analyst. Various technologies such as SAP S/4HANA, SAP Fiori, and SAP Business Intelligence (BI) tools can be used to analyze customer complaints and gain knowledge, helping customers reduce costs and improve efficiency It helped me to

- During my internship, I also had the opportunity to work on various projects and help deliver innovative solutions to our customers. Courses taken in the BTM department such as Enterprise Resource Planning, Decision Support Systems, Management Information Systems, Computer Science and Technology II (Database Administration) helped me acquire new technical skills during my internship. Additionally, the Project Management and Operations Research course helped me develop my decision-making and project management skills.
- However, I had to overcome some challenges during my internship. The MM module department of a SAP firm relies heavily on software and requires extensive database knowledge. During my undergraduate years, I have had only one course in ERP, which initially made it difficult for me to develop existing skills. Therefore, if I could have studied more computer science-based courses, I would have performed better during my internship.

Overall, my internship experience was very beneficial and I look forward to pursuing a career as a Business Intelligence Analyst. The skills and knowledge I gained during my internship will definitely help me in the field of data analysis and consulting in the future.

CHAPTER: 6

CONCLUSION

Conclusion and Recommendation

6.1 Conclusion

In a nutshell, Eitekh ERP Limited is a respectable and inventive software development organization that gives world-class Enterprise Resource Planning (ERP) solutions for organizations across different ventures. I gained valuable insight into the world of ERP software development during my internship at Eitekh ERP Limited, including the skills and technical knowledge required to design, implement, and manage ERP systems.

During my internship, I worked on real projects and met professionals with experience. I have gained skills in technical communication, problem-solving, and hands-on experience.

Eitekh ERP Limited endeavors to furnish its clients with versatile ERP arrangements custom-made to their particular business needs. The organization's emphasis on development and consumer loyalty has assisted it with building a strong standing in the business, which has converted into a growing client base across industries.

Overall, my internship at Eitekh ERP Limited was extremely rewarding. I am extremely grateful for the chance to work for such a dynamic and innovative organization. Those who are interested in Eitekh ERP Limited's services and the ERP software development industry will hopefully find this internship report very helpful.

6.2 Recommendations

While working in a SAP consulting firm can be challenging, there are numerous opportunities to learn new skills and solve difficult issues. I was able to acquire a lot of expertise and knowledge as a result of my employment at Eitekh. Through my perceptions, I have recognized key regions where the business can improve, which permits me to make significant proposals for the organization.

- **Execute a performance-based incentive system:** To encourage employees to perform at their best, Eitekh should think about implementing a performance-based incentive

system. This might incorporate rewards, benefit sharing or investment opportunities in view of individual and group performance.

- **Create a structured work environment:** Eitekh can create a more structured work environment by establishing clear policies for work expectations, deadlines, and progress tracking. This keeps employees organized, motivated, and focused on their tasks.
- **Provide regular feedback and ratings:** Eitekh should provide regular feedback and evaluations to employees to show appreciation for their hard work and progress. This includes formal performance reviews, one-on-one meetings with managers, or public recognition in team meetings.
- **Provide professional development opportunities:** Eitekh can offer professional development opportunities such as training programs, mentoring, and job rotation programs. This helps employees develop new skills, stay motivated, and improve overall job satisfaction.
- **Foster a positive work culture:** Eitekh should promote a positive work culture that values collaboration, teamwork and open communication. This helps create a more supportive and enjoyable work environment for all employees.

Eitekh has the potential to cultivate a work environment that is more engaging and motivating, retain top talent, and position themselves for long-term success by implementing these suggestions.

References

- Roettig, E. (2016). *Inventory Management and Optimization in SAP ERP*. SAP Press.
- Hrbek, J. (2022). *Rock Your Role As a Salesforce Admin: Create Value, Calm the Chaos, and Supercharge Your Salesforce Career*. Herbivore Press.
- Information technology news, IT industry News, Latest News Indian Computer Technology industry, BPOs, outsourcing news. (n.d.). Retrieved from <https://www.businesstoday.in/industry/it>
- Zaidi, R., & Reed, J. (2015). *The Ultimate SAP User Guide: The Essential SAP Training Handbook for Consultants and Project Teams*. eCruiting Alternatives, Incorporated.
- Pedersen, T. (2005). HTTPS, Secure HTTPS. In H. C. A. Tilborg (Ed.), *Encyclopedia of Cryptography and Security* (pp. 268–269). New York, NY: Springer. doi:10.1007/0-387-23483-7_189
- Pedersen, T. (2005a). HTTPS, Secure HTTPS. In H. C. A. Tilborg (Ed.), *Encyclopedia of Cryptography and Security* (pp. 268–269). New York, NY: Springer. doi:10.1007/0-387-23483-7_189
- Chandraju, S. (2012). Studies on the implementation of System Application Product (SAP) Materials Management (MM Module) for financial support in Sugar cane cultivation. *IOSR Journal of Business and Management*, 3(5), 7–12. doi:10.9790/487x-0350712
- Caputo, M. V. (1984). *Stratigraphy, tectonics, paleoclimatology and paleogeography of northern basins of Brazil* (PhD dissertation, University of California). Retrieved from https://www.researchgate.net/publication/35842332_Stratigraphy_tectonics_paleoclimatology_and_paleogeography_of_northern_basins_of_Brazil
- Elgert, T., & Rudow, B. (2015). Fabriksteuerung in der Automobilindustrie/Production control in the automotive industry - IT project phases of a comprehensive report system. *wt Werkstattstechnik online*, 105(01-02), 61–64. doi:10.37544/1436-4980-2015-01-02-63
- Technology Information Forecasting and Assessment Council (India) (Ed.). (1997). *Techno-market survey report on polymer additives*. New Delhi: Technology Information, Forecasting, and Assessment Council, Dept. of Science & Technology.

Internship Report on Eitekh ERP Limited



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION



Submitted to:

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

Submitted by:

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

Name: Prapti Mahzabin

ID: 180061123

Department of Business and Technology Management
Islamic University of Technology

Approved by:

S.M. Rakibul Anwar
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

Letter of Transmittal

S.M. Rakibul Anwar
Assistant Professor

Department of Business and Technology Management
Islamic University of Technology

Subject: Submission of "Internship report on Implementation of SAP MM Module for Omera Gas One by Eitekh ERP Limited"

Dear Sir,

As part of the internship program, I am pleased to submit an internship report titled "Analysis of SAP MM Modules at Eitekh ERP Limited". It was a great achievement for me to work under your direct guidance.

In preparing this report, I have done my best to reflect the state of the company and my personal experience with the company. The opportunity to work at Eitekh has opened doors for immense learning in corporate field operations and personal growth. It was a great experience working there and producing this report under your supervision.

I would be very grateful if you could accept this report and provide me with your expert opinion or feedback. Thank you very much for your patronage.

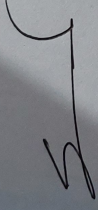
Sincerely yours,

Prapti Mahzabin
Prapti Mahzabin

ID: 180061123

Supervisor Certificate of Acceptance

Prapti Mahzabin, ID180061123 has accomplished an internship from January 1st, 2023 to March 31st, 2023 according to the regulations of internship for the degree program BBA in Technology Management under the Department of Business and Technology Management of Islamic University of Technology.



S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology