

**Internship Report On
Business Development Strategies and Tactics:
A Study of Battery Low Interactive Ltd.**

An internship report submitted to the Department of Business and Technology Management in partial fulfillment of the requirements for the degree of BBA in Technology Management (BTM)



الجامعة الإسلامية للتكنولوجيا
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**Department of Business and Technology Management
Islamic University of Technology**

I understand that this report will become a part of the permanent collection of BBA in Technology Management (BTM) program at Islamic University of Technology. My credential below authorizes my final report to any reader upon request.

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Date of Submission: 4th May, 2023

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Dedication

My sister- Dr. Farah Diba Kristy and my father- SM Omar Faruque who have been unwavering sources of support throughout my academic and personal journey. Their guidance, encouragement and love have been crucial to my success. I am forever grateful for their presence in my life. This report is a testament to their unwavering commitment to my growth and development, and I dedicate it to them with immense appreciation and admiration.



Logo of Battery Low Interactive Ltd

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

Letter of Transmittal

May 4, 2023

Farjana Nasrin
Assistant Professor,
Department of Business and Technology Management
Islamic University of Technology

Subject: Regarding submission of Internship Report of Battery Low Interactive Ltd.

Respected Mam,

It is my honor to submit my Report of my internship for your approval.

The title of my Report is “Business Development Strategies and Tactics of Battery Low Interactives Ltd.” This Report is primarily focused on my daily tasks and activities during my internship period in the Business Development department of Battery Low Interactive Ltd. The study also portrays an in-depth analysis of my responsibilities which provides an overview of how the said department functions. This 3-month program was filled with learning opportunities and experiences that will work as a stepping stone in the professional world.

I would be delighted to hear your feedback about this Report anytime in the future.

Kind regards,

Alim Al Razi Sayem Kushal
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Declaration

I, Alim Al Razi Sayem Kushal, student of Business and Technology Management (BTM) department at Islamic University of Technology, Gazipur, Bangladesh, hereby declare that the Report titled “Business Development Strategies and Tactics of Battery Low Interactives Ltd.” is an original piece of article composed by myself under the supervision of Farjana Nasrin, Assistant Professor of Business and Technology Management (BTM) department, at Islamic University of Technology, Gazipur, Bangladesh.

This report has never been submitted to any other institution (school/college/university) for any academic qualification and it fully satisfies the rules and regulations of Islamic University of Technology, Gazipur, Bangladesh regarding plagiarism and collusion.

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Acknowledgement

I would like to thank Almighty Allah who blessed me to complete the internship despite my severe struggle with blood cancer. Then I would say that I am definitely grateful to my advisor and teacher Farjana Nasrin, Assistant Professor, Islamic University of Technology for her valuable guidance and support throughout my internship. Her insightful feedback and advice were very insightful in my learning experience and I am very fortunate to have the opportunity of working under her supervision.

I would also like to thank my internship supervisor, Afia Adiba, Business Development Executive at Battery Low Interactive Limited, for providing me with the necessary resources and support to carry out my duties as a business development intern. Her helpful mentorship and feedback were very effective which allowed me to learn and grow during my time at the company.

I am also indebted to my amazing team members at Battery Low Interactive Limited who made my internship journey an unforgettable experience. Their continuous support and encouragement were very important for my success, and I am very grateful for having the opportunity to work alongside such talented and dedicated professionals.

I consider myself very fortunate for the support of these amazing people and enjoyed every bit of their company thoroughly while working on the report.

Throughout my entire internship, my family and friends were extremely supportive without whom it would have been impossible to complete my internship smoothly, specially given my health condition. I have been battling blood cancer and I am proud of myself that I have eventually completed the report.

Executive Summary




The following report presents an analysis of the business development strategies and tactics implemented by Battery Low Interactive Limited, a leading mobile game and application development company. While working as an intern in the business development department, I learnt a lot about how the company functions and operates and also learnt different methods which are used to increase growth and result in more profit.

The report begins with an overview of the mobile game and application development industry, highlighting key trends and factors driving growth. Next, the report looks closely at the company's current business development strategies and methods which include selling and marketing methods of their products. Then the report suggests ways for the company to improve its market positioning and thus ensure more generation of revenues.

An important aspect of the report is the analysis of customer behavior and preferences which helps to identify potential opportunities for growth and market expansion. Additionally, the report explores the impact of emerging technologies and trends on the mobile game and application development industry and makes necessary recommendations for the company to stay ahead of the competitions in the market.

The report looks closely at how Battery Low Interactive Limited tries to grow its business, and gives helpful advice on how the company can do better and make more money. The suggestions in the report are easy to understand and can be used by the company to reach its goals.

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Chapter:1

Introduction

1.1 Basic Information

The internship report was created as part of the Internship course BTM 4800 which is a requirement for the Business and Technology Management (BTM) program at the Islamic University of Technology (IUT) in Gazipur, Bangladesh. The report focuses on the business development activities of Battery Low Interactive Ltd., a mobile gaming and application development industry company where I am doing my internship as an business development intern in the business development department. The internship started on February 15th, 2023 and will end on May 31st, 2023.

1.2 Purpose of the Study

The main purpose of the study is to make analysis of the business development strategies and tactics of Battery Low Interactive Ltd. and identify areas for improvement and revenue growth. This report is mandatory for every 8th semester student of BTM department in order to learn practically and also to complete the graduation. This report is intended to provide a detailed analysis of the sales and marketing approaches of the company for the overall business development.

1.3 Scope of the Study

The study mainly focused on the business development sector of Battery Low Interactive Ltd. and analyzed the strategies and tactics of the company to find ways for its further expansion and growth. The scope of the study is limited to strategies and tactics used by the business development department. The primary objective of this study is to evaluate the current business development function of the company and make recommendations for its growth and development.

1.4 Battery Low Interactive Ltd.'s Business Development Department

In the field of mobile game and application development, Battery Low Interactive Ltd. is a Bangladeshi upgrowing company. It has a business development department which is responsible for finding new opportunities of generating more revenues and managing a good relationship between the company and its clients. The department mainly deals with the objective of increasing the revenue of the company and ensuring long-term growth in the future.



Chapter 2:

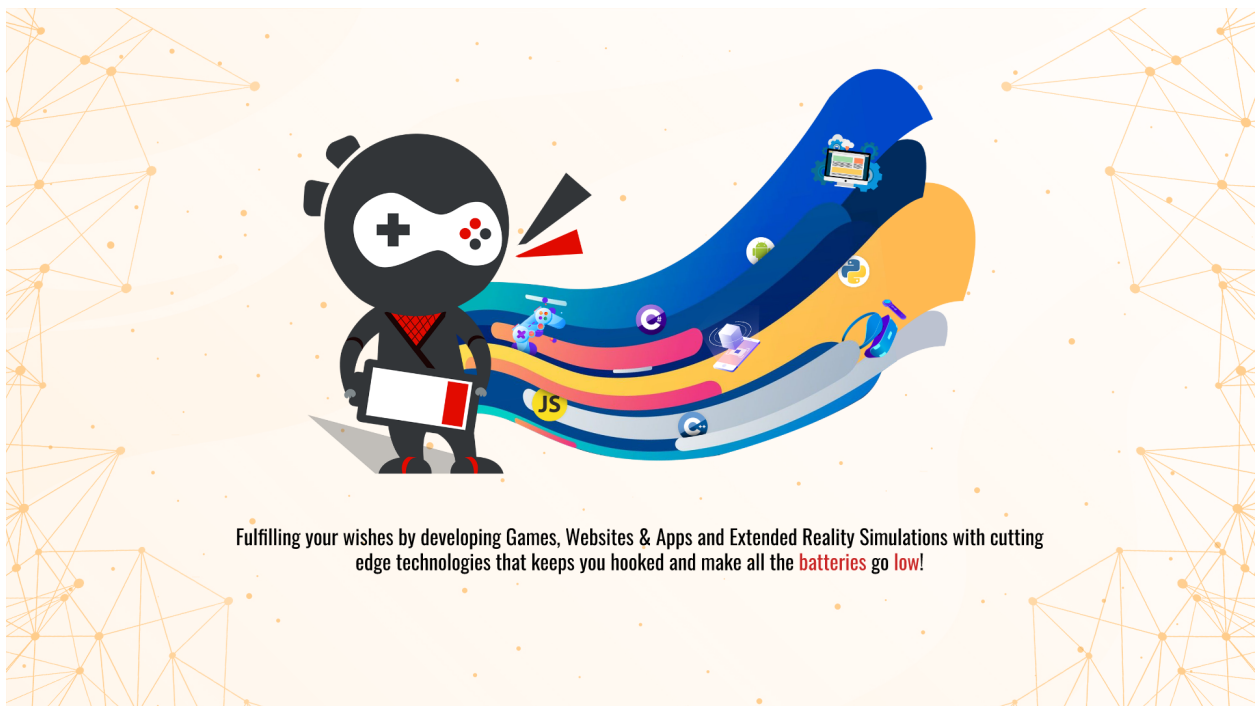
Company Overview

Battery Low Interactive Limited is a Bangladeshi mobile game and application development company, founded in 2014. Its headquarter is located at House - 8, Road - 2, Block - J, Baridhara 1212 Dhaka, Dhaka Division, Bangladesh, and can be contacted via email at contact@batterylowinteractive.com. The company's website, <https://batterylowinteractive.com/>, provides information on the products and services of the company, as well as a blog that covers topics related to mobile app development. The company operates in the technology sector and primarily develops mobile games and applications for iOS and Android platforms.

2.1 Logo and Motto

The logo of Battery Low Interactive shows that our games and other activities are so fun, entertaining and interactive that you might forget to charge your device and run out of battery while playing

The tagline, “Fulfilling your wishes by developing games, websites & apps and extended reality simulations with cutting edge technologies that keeps you hooked and make all the batteries go low”



Logo and Motto of Battery Low Interactive Ltd.

2.2 Sector of Operation

Battery Low Interactive operates in the software development sector, with a particular focus on mobile game and application development. The company's mission is to create innovative and engaging mobile apps that provide value to its customers and end-users.

2.3 Products and Services

Battery Low Interactive Limited offers a variety of mobile app development services like game development, custom app development and app design etc. Many popular mobile games like "Jumper Jam" and "Geometry Glider." have been already developed by the company. It has also created many productivity and utility apps.

2.4 Customers

Companies and private consumers both can use the mobile app development services offered by Battery Low Interactive. They offer their services to industries such as gaming, education, healthcare and finance. They also work closely with businesses to create custom apps that can improve their daily operations and boost their productivity.

2.5 Global Operations

Although Battery Low Interactive Limited is based in Bangladesh, it operates internationally. The company has worked on projects for clients located in different countries such as the United States, Canada, and Australia.

2.6 Organization Chart and Number of Employees

Battery Low Interactive has a solid organizational structure which focuses on collaboration and teamwork. The company's organizational chart includes the following departments:

- Business Development
- Design and User Experience
- Engineering and Development
- Quality Assurance and Testing

As of 2023, the company has approximately 50 employees and is looking forward to expanding its workforce in the near future.

2.7 SWOT Analysis

<p>S</p> <p>Strengths</p>	<ul style="list-style-type: none"> -Limited resources compared to larger competitors -Relies heavily on the mobile app market, which can be unpredictable and change quickly. -Relatively new to the market, with less established brand recognition 	<p>O</p> <p>Oppotunities</p>	<ul style="list-style-type: none"> -Competition from larger and more established companies in the mobile app market -Rapidly evolving technology that requires constant adaptation and innovation -Economic downturns or other external factors that could impact consumer spending on mobile apps
<ul style="list-style-type: none"> -Strong focus on mobile app development -An enriched portfolio of successful mobile games and apps -Experienced and skilled team of developers and designers -Strong organizational structure -On growing reputation and recognition in the industry 	<p>W</p> <p>Weaknesses</p>	<ul style="list-style-type: none"> -Expansion into new markets and industries -Collaboration with larger companies for joint ventures and partnerships -Continued growth in the mobile app market -Development of new and innovative mobile app technologies 	<p>T</p> <p>Threats</p>

SWOT Analysis

2.7.1 Strengths

- Strong focus on mobile app development
- An enriched portfolio of successful mobile games and apps
- Experienced and skilled team of developers and designers
- Strong organizational structure
- On growing reputation and recognition in the industry

2.7.2 Weaknesses

- Limited resources compared to larger competitors
- Relies heavily on the mobile app market, which can be unpredictable and change quickly.
- Relatively new to the market, with less established brand recognition

2.7.3 Opportunities

- Expansion into new markets and industries
- Collaboration with larger companies for joint ventures and partnerships
- Continued growth in the mobile app market
- Development of new and innovative mobile app technologies

2.7.4 Threats:

- Competition from larger and more established companies in the mobile app market
- Rapidly evolving technology that requires constant adaptation and innovation
- Economic downturns or other external factors that could impact consumer spending on mobile apps

2.8 Porter's Five Forces Analysis

2.8.1 Threat of New Entrants

The mobile gaming industry is very competitive and new companies can easily join the market every now and then. But Battery Low Interactive has already made a name for itself and has many loyal customers making it tough for new companies to gain popularity over it. Also, Battery Low Interactive has spent a lot of time and money on research and development which can make it challenging for new companies to enter the market.

2.8.2 Bargaining Power of Suppliers

In the mobile gaming industry, popular companies like Apple, Samsung, and Google provide platforms for game developers. These companies hold significant power because of their size, capacity, capability and popularity. They have the ability to set rules for the companies that use or want to use their platforms. This can make it hard for Battery Low Interactive to get good deals or control the prices of their games.

2.8.3 Bargaining Power of Buyers

The end-users are the ones who buy and play games, and they have a number of alternative options. If they are dissatisfied with the game they are now playing, they may quickly shift to another. As a result, they have considerable power in the mobile gaming sector and may demand lower prices. This implies that firms like Battery Low Interactive must constantly develop new and engaging games and concepts in order to keep their clients satisfied and to retain them.

2.8.4 Threat of Substitutes

The mobile gaming industry has many competitors and alternatives and so the market threat is comparatively higher. To sustain in the market it is necessary for companies like Battery Low Interactive to create unique features for standing out.

2.8.5 Intensity of Competitive Rivalry

Battery Low Interactive faces competition from big and new entrant companies who may lower prices or offer cheap prices or increase advertisements. But Battery Low Interactive is a sustainable player in the market with lots of loyal customers and new game ideas.



Chapter 3: Industry Analysis

To analyze the industry of Battery Low Interactive, we need to consider the global industry with additional information about regional factors, if applicable.

3.1 Industry Size and Growth Trends

The industry that Battery Low Interactive operates in has seen significant growth over the years. The worldwide video game industry was worth \$152 billion in 2019. It is expected to grow to \$293 billion by 2027. This growth shows the increasing popularity of video games among people of all ages and the rise of mobile gaming.

3.2 Maturity of the Industry

The video game industry is still in its infancy stage and is expanding rapidly. Even though some parts of the industry are more developed than the others, the gaming industry as a whole is still in its early stage

3.3 External Economic Factors and their Effect on the Industry

The video game industry is influenced by external economic factors such as the consumer disposable income and the overall economic conditions.. During a recession, people may not have enough disposable income to spend on entertainment like video games. However, the video game industry has seen an increase in revenue as people spend more time at home, seeking entertainment during the COVID-19 pandemic.

3.4 Seasonality

Seasonality affects the video game industry. The holidays are the peak sales times. New games are scheduled to release often in the holidays when people are more likely to buy gifts for themselves or others.

3.5 Technological Factors

Video games are gradually getting way better with time because of new modern technologies. As it's easy and fun, many people now play games on their phones. There are also new technologies like virtual reality and augmented reality that let people feel like they're really inside the game. These things are making video games even more exciting and popular.

3.6 Regulatory, Political, and Legal concerns

Rules and laws apply to video games to make sure they're okay for people to play. These rules can be about how old you need to be to play a game or what kind of stuff is in the game. There are also things like taxes and trade agreements that can change how well video game companies do.

3.7 Competitive Environment and Changes in the Competitive Environment

From big ones to small ones, a lot of different companies make video games. It's really hard to be successful because there's so much competition. New technology and ideas come out all the time, and sometimes competition can come from companies we never expected.

The world of video games is changing and continuously getting bigger. Lots of stuff can change how much money companies like Battery Low Interactive can make. Even though there's a lot of chance to do well, it's really important for the company to pay attention to what's happening in the industry and try hard to be better than other companies if they want to be successful.



Chapter 4:

Breakdown of Duties

In this part of the report, I will describe my main duties that I performed during my internship at Battery Low Interactive Ltd

4.1 Types of Recurring Tasks Completed

- Market research to identify potential clients
- Market research to identify new business opportunities
- Assistance to create presentations and proposals for potential clients
- Business development meetings with clients
- Competitor analysis and reports on industry trends
- Development of marketing materials (brochures and website content)

4.2 Working Conditions and Functions

- My typical working day was from 9 AM to 5 PM, Sunday to Thursday
- I occasionally had to work overtime to meet deadlines or attend events
- I attended a field trip to a client's office to gather information for better understanding their needs
- Initially I faced some difficulties to cope up with the company's work process and culture but later on it turned out to be very smooth for me

4.3 Internship Tasks Assigned to me and Gained Experiences

- Assisting the business development team in generating new leads and expanding the company's client base
- I learnt how to conduct market research, prepare proposals, and analyze industry trends
- Got to develop my communication and teamwork skills by working with other team members.

4.4 Work Interactions with Company Employees and Communication

- I frequently made interactions with the business development team, marketing team, and senior management
- Mostly the communications were done through email, phone calls, and in-person meetings.
- Regular feedback was provided on my work and my supervisor encouraged me to ask questions and seek guidance.

4.5 Working Tools Used

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Google Spreadsheet
- Google Doc



Chapter 5:

Analysis of Duties

During my internship at Battery Low Interactive Ltd, I had the opportunity to compare the theoretical concepts I learnt in my BBA program with the practical experiences I had while working at the company. Here is my analysis of the company at different levels:

5.1 Company level analysis:

One process that I found exceptionally efficient was the way the company organized and managed its projects. The project management process was streamlined and everyone involved in a project had a clear understanding of their roles and responsibilities. This contributed to projects being completed on time and within budget. The company's communication system was another efficient process. The employees used project management software, which allowed them to share information and collaborate on tasks in real time, resulting in quick and efficient communication between teams. The HR department's recruitment process, on the other hand, was inefficient in my opinion. There appeared to be a lack of clarity and transparency in the recruitment process, resulting in confusion and delay.

5.2 Market level analysis:

Battery Low Interactive Ltd in my opinion is doing extremely well in comparison to other companies. They are well-known in the industry and people like them. They sell a variety of options that are suitable for various types of customers. They are also very good at selling things online which helps them gain new customers and retain existing ones.

Another reason Battery Low Interactive Ltd is successful is that they employ extremely bright and creative individuals. This allows them to come up with new ideas and ways to improve their products and services. As a result, they stay ahead of the competition and succeed in the market.

5.3 Professional level analysis:

During my internship at Battery Low Interactive Ltd I gained really important experience that I can use in my future job. I learnt to work combinedly well with others in a team, use my time wisely, and handle tough situations in a good way. Alongside, the things I did during my internship were connected to things I learnt in university about how to manage projects, how people act in organizations, and how to sell things.

5.4 Challenges and Difficulties:

During my time at Battery Low Interactive Ltd, I faced some difficulties such as getting used to the company culture, learning new computer programs and softwares, and finishing tasks within deadline. But these challenges helped me learn new things and get better at my job.



Overall, my internship was a really good learning experience because I got to use what I learned in my university in a real life job. I know and believe that the things I learnt will help me in my future work too.



Chapter 6:

Conclusion and Recommendation

6.1 Conclusion:

During my internship at Battery Low Interactive Ltd, I had the opportunity to learn many practical skills that will be helpful in my future career. For example, I learnt how to work effectively in a team by communicating well and being respectful of others' opinions. I also learnt how to manage my time wisely by prioritizing tasks and meeting deadlines. Also, when faced with difficult situations I was able to handle them professionally by staying calm and finding the solutions. I gained a lot of practical skills during my internship and I was able to apply what I learned in university to real-life situations. For example- I used theories that I learned in my BBA program like project management, organizational behavior, and marketing to work on real projects. This helped me understand how these concepts are used in the real world which will benefit me in my future career. Overall my internship at Battery Low Interactive Ltd was a great learning experience for me and I am thankful for this amazing opportunity that I got. I believe that the skills and knowledge I gained will help me in my future professional career.

6.2 Recommendations:


Based on all the above mentioned findings in the report, I would like to make some recommendations to Battery Low Interactive Ltd which they may or may not take into consideration as per their business policies.

I would recommend that Battery Low Interactive Ltd invest in employee training and development programs to keep their workforce motivated and up to date. To increase customer engagement and retention, they should focus on improving their online presence and marketing strategies. Finally, in order to stay ahead of the competition, they should promote and implement innovative ideas by fostering a culture of creativity and experimentation, collaborating with industry experts and leaders, and staying updated on emerging trends and technologies. If the company implements these recommendations, it will be able to stay competitive and efficient in the market. The company will also be able to attract and retain more customers towards it.

References

1. Website: www.batterylowinteractive.com
2. Facebook Page: <https://www.facebook.com/batterylowinteractive>
3. Linked In Profile:
<https://www.linkedin.com/company/battery-low-interactive/mycompany/>
4. Portfolio:
https://docs.google.com/presentation/d/11Q294onAmBWkOS0HD-piiULm9gPmVGod_gp98Y54oPc/edit?usp=drivesdk

Annex

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