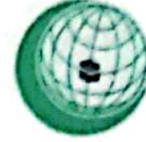


**Internship Report on Building Foundations for an e-Governance  
Sales and Marketing at Technohaven Company Ltd.**



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 my final Report to any reader upon request.

**Student details**

**Tahmid Hassan Bhuiyan**

**Student ID: 180061151**

**Department of Business and Technology Management (BTM)**

**Islamic University of Technology**

**Approved by:**

**Supervisor details**

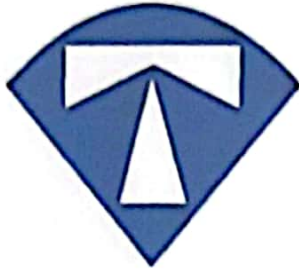
**Jahangir Alam**

**Lecturer**

**Department of Business and Technology Management (BTM)**

**Islamic University of Technology**

**Submission Date: 04 May 2023**



# Technohaven Company Limited

Enabling Digital Transportation

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

# Table of Contents

<b>Letter of Transmittal</b>	2
<b>Declaration</b>	3
<b>Acknowledgment</b>	4
<b>Executive Summary</b>	5
<b>Introduction</b>	7
1.1 Background of the Report	7
1.2 Origin of the Internship Report	8
1.3 Main Purpose of the Internship Program	8
1.4 Objective of the Internship Report	8
1.5 Methodology Used and Data Source	9
1.6 Significance	9
1.7 Limitations	10
<b>Company Overview</b>	12
2.1 Introduction to Technohaven Company Ltd.	12
2.2 Mission and Vision of Technohaven Company Limited	12
2.3 Values of Technohaven Company Ltd.	13
2.4 Management	13
2.4.1 Organizational Structure of Technohaven Company Ltd.	13
2.4.2 Organizational Divisions of Technohaven Company Ltd.	14
2.4.3 Organizational Leadership Style	14
2.4.4 Organizational Development and Employer Branding	15
2.5 Marketing Practices of Technohaven Company Limited	15
2.5.1 Marketing Strategies	16
2.5.2 Marketing Mix	16
2.6 Operations Management and Information System of Technohaven Company Limited	17
2.7 Company Analysis of Technohaven Company Limited	18
2.7.1 Porter's Five Forces Analysis	18
2.7.2 SWOT Analysis	20
<b>Industry Analysis</b>	23
3.1 ICT Industry	23
3.2 Industry Size	23
3.3 Covid-19 Impact Analysis	23
3.4 Key Industry and Growth Trends	24
3.5 Contribution of Technohaven in Bangladesh	25
<b>Description of Main Duties</b>	28
4.1 Internship Information	28
4.2 Internship Outcomes	29
<b>Analysis</b>	32
5.1 Company-Level Analysis	32
5.2 Market-Level Analysis	32
<b>Conclusion</b>	35
<b>Recommendations</b>	36
<b>References</b>	37

# Letter of Transmittal

Jahangir Alam  
Lecturer  
Department of Business and Technology Management,  
Islamic University of Technology


**Subject:** Submission of Internship Report on “Building Foundations for an Automated e-Governance” at Technohaven Company Limited.

Dear Sir,

It was my pleasure to work under your direct supervision. Your guidance and advice have been of tremendous help in helping me reach where I am right now. I am submitting the internship report titled "Building Foundations for an Automated e-Governance at Technohaven Company Limited," which is a part of the internship program. I hope the report satisfies all the queries.

While preparing this report, I have tried my best to portray the condition of the company and reflect on my personal experience at the organization. The opportunity to work at Technohaven Company Limited has opened many doors to huge possibilities for learning about corporate field operations and recent technologies. Overall, it was a great experience working with different people of various backgrounds.

Please accept my report, and I would appreciate any professional advice or comments you might have.



Sincerely yours,  
Tahmid Hassan Bhuiyan  
ID: 180061151

# Declaration

I, Tahmid Hassan Bhuiyan, a student of the Department of Business and Technology Management of the Islamic University of Technology, hereby declare that I have prepared this report on Technohaven Company Ltd. by myself with the guidance provided by my supervisor, Mr. Jahangir Alam, Lecturer, Business and Technology Management Department.

Note that I have not breached any copyrights purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of certification.

**Student's Full Name & Signature:**



---


**Tahmid Hassan Bhuiyan**

Student ID: 180061151

Department of Business and Technology Management

Islamic University of Technology

**Supervisor's Full Name & Signature**



---

**Jahangir Alam**

Lecturer

Department of Business and Technology Management

# Acknowledgment

This report was the result of many people's efforts and guidance. I am grateful to every one of them for providing me with the support and direction that enabled me to complete this report. Firstly, I would like to express my gratitude to Allah for providing me with the ability to do so, patience, and resilience to carry out my responsibilities as an intern at Technohaven Company Ltd., which is the focus of this report.

Secondly, I would like to express my gratitude to Mr. Jahangir Alam, Lecturer at the Business and Technology Management Department, for his unwavering support and advice throughout my internship. Sir has managed to assist me in drafting my report despite his hectic schedule and has been very patient throughout.

Thirdly, I am grateful to the entire BTM department for working tirelessly to make the internship program a success for myself and my classmates. They were the ones who ensured that theoretical knowledge and first-hand corporate experience could be combined.

Last but not least, I'd like to express my gratitude to my family for their assistance in keeping me healthy and strong throughout the entire time. Additionally, I would like to express my gratitude to my coworkers for motivating me and providing me with insightful suggestions, concepts, and recommendations. I must emphasize the welcoming and encouraging atmosphere, which helped me overcome numerous obstacles.

## **Executive Summary**

My time working as a Sales and Marketing Intern at Technohaven Company Limited is highlighted in the Internship Report. The purpose of this report is to provide a concise overview of the company, its various functional divisions, its primary responsibilities, its business practices, and my position within the company.

This study gathered data from a variety of primary and secondary sources, primarily my own perceptions and interactions with others daily. The organization's manual, website, and other relevant materials provided additional data.

I gained valuable experience and insight into the operations of a technology company, particularly in the areas of B2B sales, through my involvement in various software sales and tenders-related projects and tasks during the internship.

An overview of Technohaven Company Ltd.'s operations, including its history, mission and vision, organizational structure, and goods and services, are discussed in the report. It additionally talks about the particular ventures and errands that I have chipped away at during my entry-level position period, featuring the difficulties confronted, the strategies utilized, and the results accomplished.

In addition, a critical analysis of the internship experience is provided in the report, taking into account the organization's strengths and weaknesses, the effectiveness of its procedures, and any areas in need of improvement.

Overall, the internship at Technohaven Company Limited was a worthwhile educational opportunity that gave me the chance to put academic ideas into practice, build real-world skills and knowledge, and obtain a better understanding of how technology companies operate.

# **CHAPTER: 1**

# **INTRODUCTION**



# **Introduction**

The report is an integral part of the course, Internship 4800 for the 8th semester. The internship report is written to share the experiences that I have gathered while working for a software company, Technohaven Company Ltd. As a final-semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in completing my graduation successfully. Under this requirement, I completed a three-month internship in the Sales and Marketing Department of Technohaven Company Ltd.

The value of internships as a means of enhancing our education and safeguarding our future work is growing. They provide us valuable perspectives on what it's like to work for a livelihood, insight into the operation of our chosen industry, and what it takes to succeed, and they may show a future employer that we are sincere in our desire to be a successful employee. I will always remember my three-month internship at Technohaven Company Ltd. My exposure to the operations of a software firm with a basis in Bangladesh came about thanks to the internship program. It's allowed me to peek behind the curtain to get a feel of the particular expertise and routines that each role demands. I benefited from being able to observe competent experts complete tasks that I would have otherwise had to read about and from having the chance to try out the duties for myself.

Modern technology has completely changed the way we work, live, and communicate with one another. Because the technology industry is continually changing, there is an increasing need for qualified workers in this industry. In this regard, my internship program has given me helpful information and experience, as well as assisted me in honing abilities that I can use in practical situations.

The emphasis of the report will be on the organization's sales and marketing department, my responsibilities as an intern, and an analysis of the lessons I was able to acquire from the experience. The program helped me in a lot of different ways. My exposure to the business world as a result of the program will be the basis for my future learning and development. I think the experience will always be a stepping stone for me when I enter the corporate sector.

## **1.1 Background of the Report**

Established in 1986, Technohaven Company Limited is one of the industry pioneers in the software sector. Technohaven Company Ltd. offers both products and services to its clients. It is the first company in Bangladesh to integrate IT systems, build grocery e-commerce, and offer online reservations and ticketing for railway services.

In this internship report, I will try to explain my internship experience at Technohaven Company Limited. I have completed my three-month internship in the Sales and Marketing Department. I will try to summarize what I have learned from this internship experience and how it will benefit me in the future.

## **1.2 Origin of the Internship Report**

The internship program at the BTM Department is necessary for students to finish their undergraduate degrees. This program's main objective is to acquaint graduate students with the business world and the employment market. The BTM department wants to introduce its students to the real world of work and practical experience. The internship program was created to enable students to apply theory to real-world situations and obtain professional experience because they are already familiar with the theoretical notions of the business world. Applying theoretical knowledge to concepts and experiences from the actual world is the challenge at hand.

## **1.3 Main Purpose of the Internship Program**

The key purpose of the internship was to gather a hands-on experience of the theoretical knowledge that we have gathered during our four years at the BTM Department. Besides that there is also:

- To experience real-world corporate settings
- To be introduced to the job market
- To network with professionals on a field level
- To implement theories
- To complete the 9-credit academic course

The report is a result of a three months internship program at Technohaven Company Ltd. and is prepared by the BTM Department's requirements.

## **1.4 Objective of the Internship Report**

I have identified two types of objectives for the internship report:

- **Generic Objectives**  
To demonstrate my understanding of the task accomplished and the experience acquired throughout the internship program. To determine my learning yield inside the company, a comparison of activities and learning is made.
- **Specific Objectives**
  1. To outline duties and responsibilities as an intern

2. To depict the company's overall condition in the domestic market
3. To obtain information about the overall B2B sales and marketing scenario of a software company

## **1.5 Methodology Used and Data Source**

I have gathered information about Technohaven Company Ltd. from both direct and indirect sources while preparing this report.

- **Primary Source**

The majority of the major components and insights reported were obtained through face-to-face conversations with the company's employees and workers.

- **Secondary Source**

1. Company website
2. National news on Google
3. Company brochures and other documents

## **1.6 Significance**

The report provides an insightful and concise overview of the organization, the Sales and Marketing Department of Technohaven Company Ltd., and the industry in which the company operates. It primarily focuses on the employee perspective and provides specific statistics about the company's performance in the local markets. This report will educate readers on the operational and analytical activities of the software industry in Bangladesh.

This report is crucial for the BTM department students' quest to increase their knowledge. It will act as a guide to help you comprehend the possibilities of having industry experience.

## **1.7 Limitations**

Every field of work will have its frictions. The limitations of this report include:

- Three months is not enough time to understand a company's ins and outs.
- Due to the privacy policy and copyright issues, much of the company information could not be shared.

# **CHAPTER: 2**

## **COMPANY**

### **OVERVIEW**

# Company Overview

## 2.1 Introduction to Technohaven Company Ltd.

Technohaven Company Limited has been a software and IT services leader in South Asia for more than 36 years. It is known for its ethical values and business principles. Technohaven's goal is to use technology innovations that have been tried and tested in Bangladesh, the world's most densely populated country (aside from city-states like Singapore), to assist in resolving the major socioeconomic issues affecting the bottom half of the population. Technohaven has launched numerous software products and completed numerous large IT projects over the past three and a half decades.

Technohaven is a pioneer and standard-bearer in the field thanks to its involvement in Public Private Partnership (PPP) projects since the early 1990s. Technohaven is also CMMi Level 3 certified, making it one of the first waves of software exporters from Bangladesh to Asia, Europe, and the United States. Today, Technohaven focuses on providing solutions for tax compliance, workflow automation, IT project management consulting, and knowledge management services.

The official website of Technohaven Company Ltd. is [www.technohaven.com](http://www.technohaven.com).

Email: [mailbox@technohaven.com](mailto:mailbox@technohaven.com).

Address: House #169 (6th Floor), Road #03, Mohakhali DOHS, Dhaka 1206.

Some of Technohaven's valued clients include ADB, World Bank, IFC, Bangladesh Bank, Basic Bank Limited, Bangladesh Army, Blue Ocean, BRAC Bank, ECORYS, NOVARTIS, USAID, GIZ, etc.

## 2.2 Mission and Vision of Technohaven Company Limited

- **Mission**  
To help businesses flourish with digital solutions.
- **Vision**  
To help solve big socioeconomic problems facing the bottom half of the global population.

With these statements, Technohaven Company Ltd. demonstrates its dedication to serving its clients with high-end products and services, as well as its desire to dominate the industry and the country's economy.

## 2.3 Values of Technohaven Company Ltd.

Technohaven Company Ltd. bases all of its business decisions and activities on five core values. These five values have been implemented throughout all of the business units while delivering products and services. These are as follows:

- **Integrity:** Technohaven Company Ltd. operates with the utmost integrity toward its business partners, employees, customers, and the community as a whole.
- **Commitment to Customers:** Technohaven Company Ltd. devotes its time and energy to offering its clients products and services that effect change. Customers' satisfaction and complimentary remarks serve as the benchmark by which they assess their success.
- **Teamwork:** Everyone should have an ownership perspective, according to Technohaven Company Ltd., and the business wants its workers to positively impact the business overall by performing their duties successfully. Because there is honest and open communication inside the organization, they can do this.
- **Embrace Change:** Everyone who works at Technohaven Company Ltd. is certain of embracing technological changes and has adopted an attitude of accepting the changes with an open mind. You can see it in Technohaven's growth from its inception until now.
- **Social Responsibility:** Technohaven Company Ltd. is dedicated to improving the communities where it operates and giving back. Their brand includes sustainable business methods. When making decisions about their firm, they use a corporate strategy that considers the ethical, social, environmental, cultural, and economic domains.

## 2.4 Management

### 2.4.1 Organizational Structure of Technohaven Company Ltd.

About 45–50 people are employed at Technohaven Company Ltd. at its headquarters in Mohakhali DOHS, Dhaka. Another 40 to 50 workers are employed on a contractual basis at various project locations.

Habibullah N. Karim, the founder and Chief Executive Officer at Technohaven Company Ltd., oversees all of the company's business units and makes all the major decisions. Ruhul Amin, Showkath Ali, Rabiul Hasan, Delwar Hossian, and Tahmina Sharmin are respectively the Head of Customer Service, Head of Operations, Software Solutions (Team Lead), Senior Project Manager (Team Lead), and Head of Quality Assurance and Control.

#### **Brief Description**

The following is a brief description of the management team of Technohaven Company Limited. Most of the management team members of the company have been working in their respective

fields for more than a decade, their knowledge, skills, and experiences have brought Technohaven Company Limited where it is now.

- **Habibullah N. Karim (Founder and Chief Executive Officer):** Mr. Habibullah Neyamul Karim led Technohaven from being a startup IT solutions firm to being a pioneer of public-private partnership projects in Bangladesh. Mr. Karim was a full member of the Bangladesh Prime Minister's ICT Task Force between 2001-03 and 2008-10. He helped found the Bangladesh Association of Software & Information Services, where he served as founding secretary-general and was elected president twice. Mr. Karim was the Convener of the Working Group of the national ICT Policy Review Committee and is the principal author of the Bangladesh ICT Policy 2009. He is a columnist for the most popular English dailies and has co-authored a book titled "Going Digital – Realizing The Dreams of a Digital Bangladesh for All" published by the University Press Ltd in 2011. Mr. Karim has a BSEE degree from Yale University (USA) and attended an executive program at the Stanford University Graduate School of Business.
- **Ruhul Amin (Head of Customer Service):** Mr. Ruhul Amin has worked for Technohaven since the middle of the 1990s and has progressed through the implementation of systems, the design of software solutions, and e-commerce rollouts. His business applications information from ground-level tasks to key client support is a vital resource for the organization. Mr. Ruhul is a goal-oriented, self-motivated team leader who is always eager to contribute to the dynamics of customer service, the organization's core business objectives, which reward dependability and ethical behavior, and opportunities for professional development. He has extensive experience operating contact centers, providing customer support, and increasing profitability through efficiency.
- **Showkath Ali (Head of Operations):** Mr. Showkath Ali has worked in public sector sales, customer relations, business operations, and corporate affairs for more than 16 years. He has demonstrated remarkable adaptability to shifting skill requirements and market dynamics. He has demonstrated the importance of organizing undertakings over numerous inward divisions and outside offices to guarantee business objectives. He graduated from the University of Dhaka with an MBA.
- **Rabiul Hasan (Team Lead, Software Solutions):** Mr. Rabiul Hasan has worked in ERP implementation, business process reengineering (BPR), user experience (UX) design, software requirement specifications (SRS), test plans, and project plans for more than 20 years.
- **Delwar Hossain (Team Lead, Senior Project Manager):** Mr. Delwar Hossain has 11 years of balanced insight into project executions and in general IT arrangements conveyances including organizing, framework combination, business application improvement, and client preparation. He has the academic background and professional experience necessary to work at the highest technical levels. As a project manager with a

variety of projects under his belt, he is extremely focused and enthusiastic. He has a track record of providing high-quality services on time, within budget, and with incredible care. He holds a Bachelor of Science degree in CSE from Chittagong University and an MBA with a Finance & Banking concentration from IIUC.

- **Tahmina Sharmin (Head of Quality Assurance and Control):** Ms. Tahmina Sharmin has 8 years of involvement with planning and executing QA processes for IT administrations. She has cross-practical responsibilities regarding quality testing in all phases of the application programming lifecycle. She stood out due to her exceptional verbal and written communication abilities, ability to solve problems, and attention to detail. She exudes verve and joy to everyone she meets. She holds a master's degree from the University of Dhaka in information technology (IT).

Here is an organogram of the company's management structure. Each department has its own subdepartments along with several employees working on different projects.

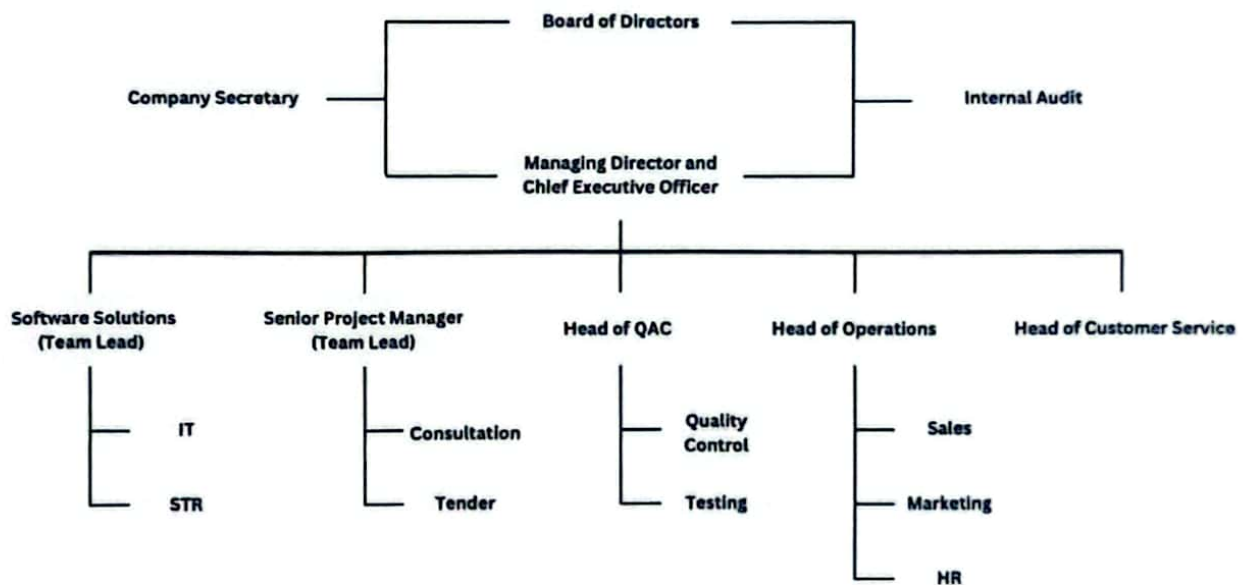


Figure: Organogram of Technohaven Company Limited

## 2.4.2 Organizational Divisions of Technohaven Company Ltd.

Each division within a company is essential, depending on the scope and complexity of the mission. The divisions strive to be competitive from their point of view in their strategy. To better achieve the organization's purpose, departments are staffed with diverse qualified people.

The main divisions of Technohaven are



<b>Departments</b>	<b>Number of Employees</b>
Software Solutions	56
Quality Assurance and Control	5
Sales and Marketing	6
Operations	4
Human Resource Management	3
Project Management	14

### **2.4.3 Organizational Leadership Style**

Technohaven's leadership relies on a clear chain of command, stringent rules, and staff compliance. Thus, Technohaven's leadership style is bureaucratic, in which a hierarchy of power establishes norms for administration and decision-making. The bureaucratic form of leadership at Technohaven Company Ltd. is continuously assisting the organization to reach new heights every day. Some of the benefits are highlighted below:

- **It centralizes duties and roles within a team**  
In the bureaucracy, managers like teams with well-defined roles. Even while individuals with the right skills are occasionally required to fill many tasks, the goal of this leadership approach is to create segmented experts. Each team member is responsible for a certain task. As a consequence, everyone—including the leader—can focus their efforts on doing what they do best, which is ensuring that all queries are answered by the appropriate people.
- **Hierarchy of Authority**  
The organization is hierarchical, with lower-level personnel reporting to and under the supervision of those in higher positions. In Technohaven Company Ltd., for instance, workers are supervised by their team supervisors and answer to their department managers. The department vice president has the last word in what the department heads do. The CEO, in turn, is accountable to the board of directors, and the vice president.

### **2.4.4 Organizational Development and Employer Branding**

A variety of tactics are used by Technohaven Company Limited to accomplish organizational growth and employer branding.

Office ergonomics-focused health seminars are often offered. In these training sessions, staff members learn how to utilize cues and reminders to encourage getting up from their desks and, if

feasible, taking a walk outside. Additionally, employees are encouraged to change their job activities frequently during the day so that they may alter their posture, as well as to walk to a colleague rather than emailing or phoning (where appropriate).

During this epidemic, Technohaven Company Ltd. also offered its remote workers the option of a free COVID-19 test.

Additionally, Technohaven Company Ltd. organizes interdepartmental sporting events. As a result of the mass participation and gathering, the employees' relationships are strengthened, their leadership and teamwork skills are enhanced, they show dedication to their individual departments, relationships with other departments are developed, and, most importantly, their boredom is relieved.

## **2.5 Marketing Practices of Technohaven Company Limited**

### **2.5.1 Marketing Strategies**

B2B marketing is different from traditional marketing. Moreover, when it comes to software sales in Bangladesh, the marketing plan's difficulty goes one step further. Technohaven Company Ltd. does its marketing in the following process:

- **Email Marketing:** B2B sales depend a lot on email marketing. The company tries to build relationships over emails and later serves other companies with their software needs.
- **In-person Branding:** Technohaven company limited has identified some market gaps and has built some valuable software around those problems, saving corporations hundreds and thousands of dollars. The company tries to identify potential corporations that might use their service to enhance their business and makes a physical appearance to promote the products and services.
- **Digital Presence:** Technohaven Company Ltd. is heavily invested in making a great digital presence on both search engines and social media.

### **2.5.2 Marketing Mix**

An organization's marketing strategy is implemented through the use of what is known as the marketing mix. A marketing mix is a tool used to assess the effectiveness of a marketing plan's promotional efforts. Here the marketing mix of Technohaven Company Ltd. will be described in brief, which is the all-possible marketing tactics combined to meet the company's marketing goal.

- **Product:** Technohaven Company Ltd. is a software company that provides both public and private corporations with software solutions. For example, VATPrompt is a VAT

automation software, approved by the National Board of Revenue (NBR), to automate the VAT process of private corporations with a minimum of five crores yearly turnover in the country.

Other products and services include

1. Project Management Consultancy
  2. Online Payment Solution
  3. Work Flow Automation
  4. Banking
- **Price:** Depending on several variables, the cost for each service changes. The software company withheld all pricing information for its many goods and services.
  - **Place:** Technohaven Company Ltd. is a software company; therefore, in other words, the company provides products and services over the Internet. Visit their website for more information: [www.technohaven.com](http://www.technohaven.com)
  - **Promotion:** Technohaven Company Ltd. makes its progress mostly online, through its Facebook page, website, and email advertising. To build a strong relationship with customers, they engage in several activities. Various articles about them have appeared in newspapers over time.

## **2.6 Operations Management and Information System of Technohaven Company Limited**

A company's data must be tracked and choices must be made on it. Management information systems, which comprise the people who use them as well as the technology and software they use, are in charge of doing this. Managers rely on information systems to collect, store, and combine crucial bits of company data for analysis, monitoring, or decision-making. Technohaven Company Ltd. focuses on computer-based information technologies to automate production processes. They also utilize these systems to place orders, keep track of inventories, manage bills, and collect payments from vendors. The bulk of consumer interactions includes information systems.

Technohaven is a technology company that specializes in developing and providing software solutions to clients across different industries. A technology business called Technohaven focuses on creating and offering software solutions to clients in various sectors. The organization has a specialized operations management staff that is in charge of making sure that everything runs smoothly and effectively.

The development process is one of the main topics on which the operations management team at Technohaven focuses. To guarantee that projects are completed on time, within budget, and to

the satisfaction of customers, the team makes sure the development process is simplified and adheres to best practices, such as agile methodology.

The operations management team is in charge of quality control procedures in addition to development. The software can be tested and verified to make sure it meets the company's quality standards and the needs of customers. Additionally, during the testing and implementation phases, the team keeps an eye on any issues and addresses them.

One more significant area of concentration for the activities supervisory group is the project of the executives. The team is in charge of making sure that the project's deadlines are met, that the right amount of resources is allocated and that risks are found and reduced. Guaranteeing that everyone is on the same page and working toward the same objectives, requires cooperating with a variety of teams, such as development, quality assurance, and client services.

Additionally, the operations management team is crucial in the upkeep and enhancement of the company's infrastructure. This includes taking care of the servers, databases, and other software and hardware systems that are necessary for the operation of the business. The team makes sure that these systems work well and that any problems are fixed quickly.

At long last, the activities supervisory group is liable for guaranteeing that the organization's arrangements and methods are modern and being followed. This entails keeping records, enforcing security measures, and making certain that employees are educated about the company's policies and procedures.

## **2.7 Company Analysis of Technohaven Company Limited**

The study of the market structure demonstrates the nature of the business's players, replacement goods, entry barriers, and customer and supplier relative strength. To examine Technohaven's industry structure, we will explain these later. The characteristics of the company's competitors, the kind of substitute goods, entry barriers, and the bargaining power of customers and suppliers are all revealed by the market structure analysis. In the sections that come after, we will go over these points in greater detail to assess the industry structure of Technohaven.

## 2.7.1 Porter's Five Forces Analysis



Figure: Porter's five forces analysis of Technohaven Company Limited

Here's a descriptive analysis:

- **The threat of New Entrants:** The danger of new contestants for Technohaven is moderate. Albeit the IT business is profoundly serious, Technohaven has a laid-out standing and a dependable client base, making it challenging for new participants to contend. In any case, the obstructions to the section are not extremely high in this industry, so the organization needs to continue to advance to remain in front of the opposition.
- **Bargaining Power of Suppliers:** Technohaven's suppliers have limited bargaining power. This is because Technohaven has the option of selecting from a variety of IT industry suppliers. Additionally, Technohaven has some leverage in negotiating favorable terms with suppliers due to its large customer base and favorable reputation.
- **Bargaining Power of Buyers:** Technohaven benefits from a strong buyer's negotiating position. This is because the IT business is exceptionally cutthroat, and purchasers have numerous choices to browse. Technohaven is under pressure to provide high-quality services at affordable prices as a result of customers' easy access to price and quality comparisons.

- **The threat of Substitutes:** Technohaven faces a moderate threat from substitutes. Technohaven has a strong reputation for providing high-quality services, which makes it difficult for substitutes to compete, even though there are some alternatives to IT services, such as outsourcing to other nations or employing in-house IT departments.
- **Competitive Rivalry:** Technohaven faces intense competition from other IT service providers due to the high level of competitive rivalry in the IT industry. Technohaven, on the other hand, has a competitive advantage due to its established reputation and devoted clientele. Also, the organization can separate itself by offering particular administrations and remaining in front of mechanical progressions.

### 2.7.2 SWOT Analysis

A company's strengths, weaknesses, opportunities, and threats are identified by doing a SWOT analysis of its marketing strategies and goods, either as a whole or by individual divisions. dangers (SWOT). Overall, it helps a corporation make wiser decisions and succeed more often in all of its undertakings. The following is a display of Technohaven Company Ltd.'s SWOT analysis:

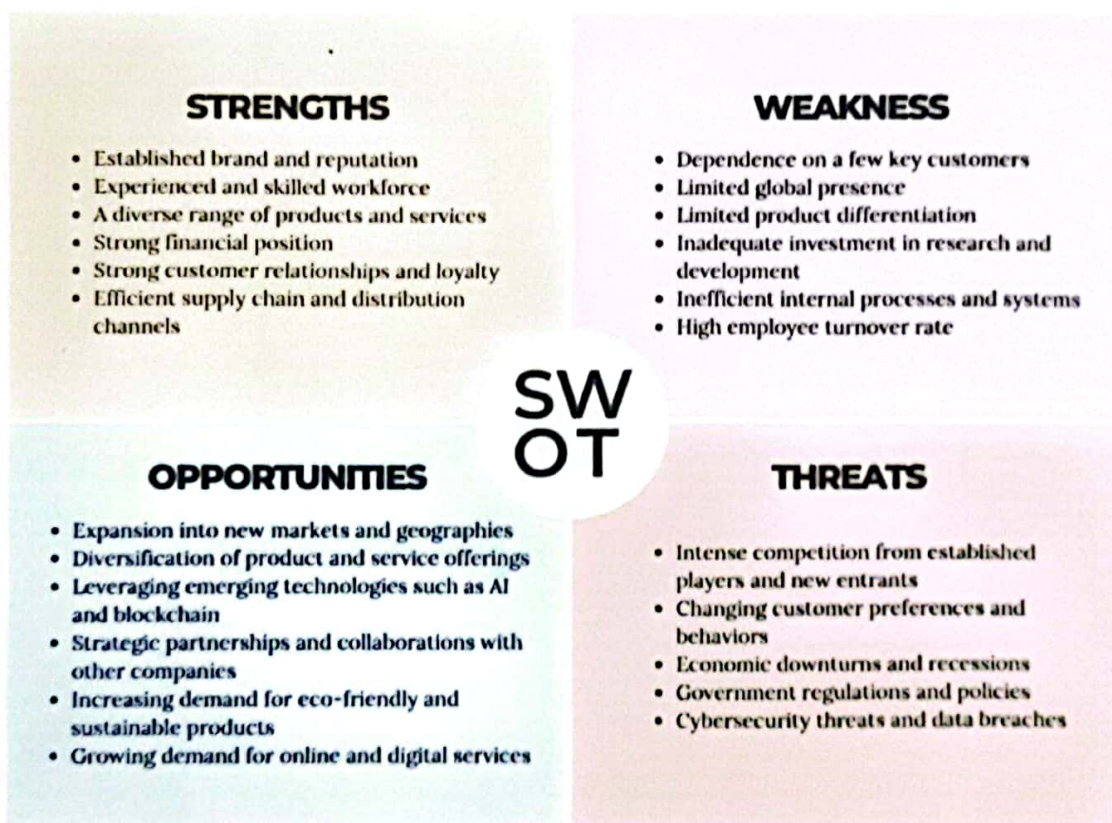


Figure: SWOT analysis of Technohaven Company Limited

In the upcoming years, Technohaven Company Ltd. still has a great chance to expand and win the majority of the market. The firm had to overcome a lot of challenges and failures to get

where it is now. It started as a rather modest unit and has since expanded to become a medium-sized company. To advance the software sector, firms should place a strong priority on delivering high-quality goods and services.

**CHAPTER: 3**  
**INDUSTRY**  
**ANALYSIS**



# Industry Analysis

## 3.1 ICT Industry

The resurrection of the ICT business occurred in 2008 when the State leader of Bangladesh pronounced the vision of a Digital Bangladesh. In the past six to seven years, this industry has experienced tremendous expansion. Only \$26 million was generated by exports in this sector in 2008. However, it now stands at \$1.4 billion. In addition, the number of businesses and employees keeps rising. At present, more than 1700 organizations are enlisted as ICT organizations, and more than 1 million individuals are working in those organizations. 40% of these businesses operate in both domestic and international markets. Only 9% of these businesses operate solely in the international market, while 48% of those businesses only operate in the local market. The ICT sector has contributed approximately 22.6% of GDP in recent years.

## 3.2 Industry Size

With its wide range of goods and services, the technology sector is one of the world's fastest-growing and most dynamic. Software, hardware, telecommunications, e-commerce, and online services are among the technology products and services developed, manufactured, distributed, and maintained by businesses in this sector.

As of late, the innovation business has encountered fast development and advancement, with numerous new players entering the market and upsetting customary plans of action. With emerging technologies like artificial intelligence, blockchain, and the Internet of Things (IoT) driving much of this growth, the global technology industry is currently valued at over \$5 trillion and is anticipated to continue expanding at a rapid rate.

It's important to remember that Technohaven Company Ltd. competes with a lot of established and new competitors for market share in a very competitive industry. Despite the competition, Technohaven has managed to establish itself as a reputable and dependable player in the sector, offering a wide range of goods and services to a large customer base.

## 3.3 Coved-19 Impact Analysis

The pandemic has had a significant impact on the global economy, including the technology industry. Technohaven may have been affected by the pandemic in the following important ways:

- **Disruptions in the Supply Chain:** Worldwide stock chains have been fundamentally disturbed by the pandemic, with numerous makers and providers encountering closures or diminished limits. Technohaven's capacity to get parts and materials for its labor and products might be prevented thus, which could bring about delays and inflated costs.

- **Changes in Customer Behavior:** Customers' habits have also changed significantly as a result of the pandemic, including an increase in their reliance on digital and online services. It's possible that Technohaven saw an increase in demand for its digital products and services, such as online collaboration tools and e-commerce platforms. However, it may have also experienced a decrease in demand for additional goods and services as a result of shifting customer priorities and budgets.
- **Remote Work and Digital Transformation:** The pandemic has made it easier for businesses to adopt new technologies and procedures that make it possible for remote collaboration and communication, accelerating the shift toward digital transformation and remote work. Technohaven might have seen expanded interest in its advanced items and administrations around here, for example, distributed computing, network safety, and video conferencing instruments.
- **Economic Uncertainty:** Numerous individuals and businesses are facing financial difficulties as a result of the pandemic's significant economic uncertainty. Customers may have lower budgets for technology products and services, which could affect Technohaven's sales and revenue.
- **Health and Safety Concerns:** Concerns about health and safety have also been raised by the pandemic, which may affect Technohaven's workforce and operations. To safeguard its employees, the business may have had to implement new safety policies and procedures, which may have resulted in increased expenses and operational difficulties.

### 3.4 Key Industry and Growth Trends

Technohaven's most important industry and growth trends include:

- **Cloud Computing:** The adoption of cloud-based operations solutions by more and more businesses is a growing trend in the technology sector. Technohaven has a chance to expand its cloud computing services and gain a larger share of this expanding market thanks to this trend.
- **Artificial Intelligence (AI) and Machine Learning (ML):** With a wide range of potential applications across industries, AI and machine learning (ML) are rapidly developing technological fields. Technohaven can gain from this pattern by growing new computer-based intelligence and ML items and administrations, as well as integrating these advancements into existing contributions.
- **Internet of Things (IoT):** With a growing number of connected devices and sensors, the Internet of Things (IoT) market is also expanding rapidly. By developing IoT products and services, such as smart home devices or industrial automation systems, Technohaven can capitalize on this trend.
- **Cybersecurity:** As the danger of digital assaults keeps on developing, organizations are progressively putting resources into network safety answers to safeguard their

information and frameworks. To meet this increasing demand, Technohaven can expand its cybersecurity services.

- **Remote Work:** The COVID-19 pandemic has accelerated the shift toward remote work and is likely to continue. Tools for video conferencing and remote collaboration platforms, for example, can be developed by Technohaven to support remote work.
- **Sustainability:** Customers and businesses alike are increasingly taking sustainability into account. By creating environmentally friendly packaging and energy-efficient devices, Technohaven can take advantage of this trend to its advantage.

Overall, Technohaven Company Ltd. can take advantage of several important industry and growth trends. As a business analyst, it's critical to keep an eye on these trends and spot potential opportunities for the company as well as potential threats and challenges. Technohaven can continue to innovate and expand in the rapidly changing technology industry by staying ahead of these trends.

### 3.5 Contribution of Technohaven in Bangladesh

Technohaven Company Limited is an innovation firm that works in giving creative solutions to organizations. Technohaven's initial focus was on providing services for software development to small and medium-sized businesses. The organization immediately acquired a standing for conveying great programming arrangements that were custom-made to the extraordinary necessities of every client.

Technohaven added web development, mobile app development, and IT consulting to its service offerings over time. In addition, the company began developing its proprietary software products, thereby strengthening its position as a leading technology company.

Among Technohaven's most significant contributions to Bangladesh are:

- **Job Creation:** Indirectly and directly, Technohaven has created numerous job opportunities in Bangladesh. Software development, project management, and customer service are just a few of the many skilled professionals employed by the company. Moreover, Technohaven's tasks set out circuitous work to open doors in regions, for example, operations and store network the executives.
- **Technology Innovation:** Technohaven is at the forefront of Bangladeshi technology innovation, creating cutting-edge digital products and software. These advancements can drive monetary development and work on the effectiveness of organizations the nation over.
- **Support for Small and Medium-sized Enterprises (SMEs):** Technohaven caters to software solutions and other services to Bangladesh's small and medium-sized businesses (SMEs). These businesses may benefit from this assistance in expanding and becoming

more competitive, which may in turn contribute to the development of the economy as a whole.

- **Corporate Social Responsibility (CSR):** With initiatives focusing on education, healthcare, and environmental sustainability, Technohaven has a strong commitment to corporate social responsibility. The communities in which Technohaven operates benefit from these initiatives in general.
- **Export Earnings:** Bangladesh receives foreign exchange earnings as a result of the export of software development and other technology services provided by Technohaven to customers all over the world. The country's overall balance of payments and economic expansion are both aided by this.

**CHAPTER: 4**  
**DESCRIPTION**  
**OF MAIN**  
**DUTIES**

# Description of Main Duties

## 4.1 Internship Information

This chapter primarily focuses on pertinent data associated with my internship at Technohaven Company Limited. In this section, I've attempted to emphasize the time frame, business, departmental specifics, interactions with staff members, and job titles and given tasks.

### Period, Company, Department, and Address

Technohaven Company Limited gave me the chance to complete my internship. With several significant technological conversions and implementations around the nation, Technohaven is a software pioneer in Bangladesh.

My specifics on the circumstances and duration of the job are as follows:

- The period of my internship was three months, which started on January 22, 2023, and concluded on April 22, 2023.
- I have worked 9 consecutive hours, starting at 9 a.m., five days a week, Sunday through Thursday.
- My internship workplace is situated at House #196, Road #3, Mohakhali DOHS, Dhaka.
- I have worked in the sales and marketing department.

### Interaction with the Company's Employees

An essential component of my internship was interacting with other employees. I attempt to describe how I communicate with the staff at Technohaven Company Ltd., how often we speak, and how we relate to one another:

- Technohaven Company Limited's Ms. Tahmina Sharmin, Head of QAC, and Mr. Showkath Ali, Head of Operations, are in charge of my internship. Their responsibilities now more heavily emphasize working with regional teams to share information and best practices, implement creative productivity and cost-cutting strategies, and develop business cases to back strategic and operational decisions.
- I was involved in VATPrompt, which is a VAT automation software powered by Technohaven Company Ltd., in my journey of learning and implementing the software I had to get acquainted with Mr. Shawon, take lessons from him, and engage clients.
- I have also worked closely with Mr. Rafiq on tender-related works.

### Job Roles and Assigned Tasks

I was appointed as a sales and marketing intern at Technohaven Company Ltd. I worked there for three months and was given specific responsibilities. Even though my core tasks were sales and marketing, my experience was not limited to that specific role. I learned about relevant works and worked on event management and customer experience.

My roles and tasks are as follows:

- Look for tenders on websites such as eGP, CPTU, ABD, etc., and identify potential ICT tenders that Technohaven Company Ltd. might be interested in working on.
- Making Expression of Interest (EOI) for tenders that Technohaven Company Ltd. is interested in working on.
- Learn about VATPrompt, and make necessary brochures, and documents to present the product to potential clients.
- Visit clients to promote VATPrompt. First, make cold calls, arrange a meeting, address issues that the company is facing regarding VAT, and let the potential clients know how VATPrompt could help. Finally, set up a demo date.
- Arranging Blockchain Olympiad Bangladesh 2023.

## **4.2 Internship Outcomes**

This chapter focuses on Technohaven Company Limited's internship results. Here, I attempted to talk about my contribution to the business, my experiences, and the challenges I encountered while doing the internship.

### **Contribution to The Company**

My entry-level position was with the Deals and Promoting Division, which is important for the Functional Office. My primary duty was to locate business opportunities for a product called VATPrompt. I have created Excel files based on industry information and categories, identified the VAT managers in those industries, and communicated with them via LinkedIn, phone calls, and email. At the point when I had a few positive reactions from different enterprises, I set up an actual gathering to examine the item and how its capabilities.

While dealing with VATPrompt, I spent a little while chipping away at government tenders. My first task was to look for tenders that fit our company's portfolio, and then I had to move the tender copy from table to table to make sure the company was interested. My responsibility was to write the Expression of Interest (EOI) once it was approved.

Other than that, I was chipping away at the Blockchain Olympiad Bangladesh 2023 occasion. My center's liability was to supervise the general administration of the occasion and ensure it was sent off without a hitch.

### **Experiences I've Gathered**

As an intern at Technohaven Company Limited, I gained some essential experience that will be a priceless asset for my future business career. I've attempted to highlight the most significant learnings I had throughout my internship at Technohaven Company Limited below. These are:

- Learned advanced Adobe Illustrator and Adobe Photoshop
- Got hands-on experience on how to manage a national event

- Learned how government tenders work, how to apply to them, and how to proceed
- Learned about VAT management, rules and regulations
- Learned how B2B sales work
- Learned how corporations do business and politics

### **Difficulties Faced During The Internship**

I occasionally ran into problems throughout this internship because of the unfamiliar atmosphere, the nature of the work, and other factors. Following is a list of some of them:

- Since I actively worked during campaign periods, the Sales and Marketing Department maintained a hectic and demanding work schedule. As a result, I sometimes have to work past the official work hours or even throughout the actual working days in order to help teams and departments.
- I had to adjust to working with seniors, even those over 50 years old, because I was the sole intern in the sales and marketing department.
- Additionally, the private firm does not want to divulge a lot of information, most notably its financial statement. As a result, a full examination of Technohaven Company Limited's financial situation was unable to be included in the study. When it came time to write my internship report, this left me in a dilemma.



# **CHAPTER: 5**

## **ANALYSIS**

# Analysis

## 5.1 Company-Level Analysis

During my internship, I observed a few internal procedures that were both incredibly effective and ineffective. I go into great detail about it here.

- **Efficient Process**

The procedures of data input, data analysis, and the decision matrix are great and effective at Technohaven Company Limited's Sales and Marketing Department. They have been carefully vetted to reduce waiting times and resolve more customer and technical support provider-related issues. To maintain the customers' happiness and loyalty, authorized refunds are also immediately given to them.

- **Inefficient Process**

In spite of being vigorous programming based and mechanically progressed organization, there was a greatly wasteful cycle for conclusive revealing at Technohaven Organization Restricted. Instead of digitally visualizing the path that sales and marketing would take, the department used a more conventional marketing approach. Preparation for such traditional reporting took a lot of time, and it was sometimes hard to predict what would happen next. As an understudy, I suggested that the division digitize this preparation and revealing cycle by utilizing Salesforce and Power BI. I then developed a dashboard with the help of the business intelligence team to display the daily number of cases resolved, the major payers of reimbursements, the causes of these issues, and a prediction section to anticipate future reimbursement issues. However, this dashboard is still in its infancy and requires additional attention to become a powerful analytical tool. As a result, Technohaven Company Limited's Sales and Marketing Department's efficient and inefficient internal processes are evident.

## 5.2 Market-Level Analysis

I was tasked with conducting some competitive analysis throughout the initial round of my internship with an emphasis on the client's behavioral viewpoints based on their claims regarding their involvement and purchase behavior. I can provide an example of a competitive analysis that is pertinent to my responsibilities at Technohaven Company Limited's sales and marketing division.

Here, I looked at other close rivals in the industry, Brainstation 23, Intelligent Machines, and Symphony, to learn their essential insights. From a market-level perspective, I go into great detail on the market-level analysis and findings:

- **Prioritizing the cost-effectiveness of the clients:** Following the examination of pricing comparison data from the business intelligence team, it can be concluded that Symphony and Technohaven Company Limited are both regarded as the most client-friendly and resource-efficient companies.
- **Projects of renowned brands:** Technohaven Company Limited has done an outstanding job of positioning itself in order to draw customers and government contracts. The significant projects that Technohaven has worked on thus far have provided a solid platform on which to grow its reputation over time.
- **After-sales monitoring and management:** Technohaven Company Limited has a great support team, ready to serve any minute of the day. The support team delivers in three professional manners.
  1. **Remote:** The team provides support to the clients over Zoom or Google Meet calls, using Microsoft Teams the support becomes more efficient in less time.
  2. **Phone Calls:** The support team handles small inconveniences of the clients over short phone calls.
  3. **In-person:** When none of the mentioned methods work to solve the client's problems, the support team goes to serve in person.
- **Rivalry in the market:** Technohaven Company Limited competes with Brainstation 23 and Intelligent Machines, two of its closest competitors, in a highly competitive market. To stay ahead of the competition, Technohaven must therefore continuously monitor and analyze market trends and competitor strategies.
- **Technologies and innovation:** Technohaven Company Limited must continually invest in new technologies and innovate its products and services in light of the growing emphasis on technological advancements and innovation. This can assist Technohaven with remaining significant on the lookout and drawing in additional clients.
- **Options for expansion:** Technohaven Company Limited has the chance to enter new markets and regions with its business operations. Technohaven can achieve long-term growth and success by expanding its customer base and revenue streams.
- **Promotional strategy:** Planning, carrying out, and controlling compelling customer communication are all aspects of promotional techniques. These tactics for Technohaven Company Limited on marketing, sales promotion, and special deals.
- **Promotional mix strategy:** Technohaven Company Limited in promotional aspect follows the promotional mix strategy. It basically covers the following factors:
  1. Product factor
  2. Market factor
  3. Client factor
  4. Marketing mix factor
  5. Environmental factor

# **CHAPTER: 6**

# **CONCLUSION**

## **Conclusion**

I have gained valuable insights into the operations and culture of Technohaven Company Limited as a result of my three months working in the sales and marketing department. During my temporary position, I had the chance to work with a gifted and committed group that exhibited an elevated degree of incredible skill and obligation to accomplish the organization's objectives.

I was able to contribute to a variety of projects and initiatives throughout my internship, including customer engagement, lead generation, and market research. The company's commitment to staying ahead of industry trends and its focus on innovation impressed me. I additionally valued the organization's accentuation on worker improvement, as shown by its interest in preparing and professional success potential open doors.

Although Technohaven Company Limited could do better in some areas, like streamlining some processes and making it easier for departments to communicate with one another, overall, I think the company is well-suited for continued success. I would be proud to work for this company in the future because of its strong leadership, dedicated workforce, and dedication to innovation.

In conclusion, I learned a lot during my internship at Technohaven Company Limited, which helped me gain a better understanding of the sales and marketing industries. I'd like to thank the company for providing me with this opportunity and my coworkers for their guidance and support throughout my internship.

## **Recommendations**

Working at such a diverse software company is usually difficult. There are always opportunities to develop new skills and solve new problems. During my tenure at Technohaven Company Limited, I got a wealth of expertise and knowledge. I was able to make some critical observations and will therefore be able to make some critical recommendations.

- Technohaven's time management needs to be improved in terms of event and work schedules.
- The firm's organizational structure should be more structured in order to be more efficient.
- The company's operations should use more upgrading, in terms of technology and resources.
- Even though Technohaven Company Limited is one of the finest tech firms in the country, there are several areas where it falls short. The company needs to identify those shortcomings and overcome them by any means possible.
- As a software firm Technohaven Company Limited needs to be more integrated into its work procedure.
- Since Technohaven Company Limited is a pioneer in its field, they need to think more about implementing new tech more often and guide the industry to the best possible future.
- In order to sustain the weight of the current agents, Technohaven Company Limited needs to hire more workers and develop efficient working practices for them.
- Finally, the company needs to work on its employer-employee relationships.

Technohaven Company Limited may strengthen its hold on Bangladesh's software market and maintain its position as a prominent player by heeding the advice given above.

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# Appendix



**Week: 1st week**  
**Date: 22 January 2023 to 26 January 2023**

**List of activities with brief description:**

**1. Understanding the Process of Creating a Corporate Mailing List:**

- I. Identify the target audience for the mailing list. This could include current and potential customers, industry professionals, or other stakeholders.
- II. Collect contact information for the target audience. This can be done through purchasing a mailing list, gathering information from existing customers, or acquiring contact information through other means such as trade shows or online forms.
- III. Verify the accuracy of the contact information. This may involve contacting the individuals on the list to confirm their contact information or using an email verification service to ensure that the email addresses are valid.
- IV. Organize the contact information into a spreadsheet or other database. This will make it easy to segment the list into different groups and to manage the list over time.
- V. Create a plan for using the mailing list. This might include sending out regular newsletters or promotional emails, or using the list for targeted marketing campaigns.
- VI. Implement the plan, sending out communications to the mailing list as scheduled. Make sure to track the success of the communications and adjust the plan accordingly.
- VII. Continuously update the mailing list, removing bounced emails and unsubscribes, and adding new contacts as you acquire them.

**2. Understanding Blockchain Technology from Banking Perspective:**

- I. Research the basics of blockchain technology and its potential use cases in the banking industry. This could include reading articles, watching videos, and attending webinars or conference to understand the concept of distributed ledger and its features like immutability and transparency.
- II. Learn about specific blockchain platforms and projects that are relevant to the banking industry. For example, understanding the difference between Bitcoin and Ethereum, and understanding how smart contract works.
- III. Study existing and potential use cases of blockchain technology in banking. This may include researching how blockchain technology is being used for cross-border payments, trade finance, and identity verification.
- IV. Evaluate the potential benefits and challenges of implementing blockchain technology in banking. This may include considering factors such as cost, security, scalability, and regulatory compliance.
- V. Explore the impact of blockchain technology on the banking industry as a whole, including the potential effects on competition, business models, and the role of traditional financial institutions.
- VI. Keep track of the latest developments and trends in blockchain technology and its adoption in the banking industry. This could involve following relevant news and

publications, joining industry groups or forums, and participating in networking events or conferences.

- VII. Identify potential pilot projects or partnerships to gain hands-on experience with blockchain technology in the banking industry.
- VIII. Continuously assess the results of these pilot projects, and evaluate the feasibility of fully implementing blockchain technology in the banking industry.

Company Supervisor: \_\_\_\_\_



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



**Week: 2nd week**  
**Date: 29 January 2023 to 02 February 2023**

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

**1. Creating draft DFD for a Digital Banking idea:**

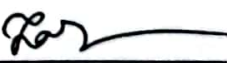
- 1) Identify the system boundaries: Determine the scope of the system to be modeled and define the boundaries of the system to be represented.
- 2) Define the processes: Identify the key processes within the system and describe what each process does.
- 3) Identify the data inputs and outputs: Determine what data enters and leaves each process and what the process does to it.
- 4) Identify data stores: Determine what data is stored by the system and where it is stored.
- 5) Draw the DFD: Using the information gathered in the previous steps, draw the DFD by creating a series of symbols to represent processes, data inputs and outputs, and data stores.
- 6) Validate the DFD: Review the DFD to ensure that it accurately represents the flow of data within the system and make any necessary changes.
- 7) Refine the DFD: Make any necessary changes to the DFD to improve its accuracy and readability.
- 8) Label the DFD: Label each process, data input, output, and store with a descriptive name to make the DFD easier to understand.

**2. Creating draft UI Designs for a Digital Banking idea:**

- 1) Set up a new project in Figma and create a new frame for the design.
- 2) Define the layout and grid system for the design, including the overall structure and placement of elements. This can be done using the "Layout Grid" feature in Figma.
- 3) Create wireframes for the design. This can be done by creating simple shapes and placeholders for content and arranging them to form the structure of the design.
- 4) Add typography and color to the design. This can be done using the text tool and color picker in Figma.
- 5) Use the prototyping feature in Figma to create interactive elements, links, and animations in the design.
- 6) Test the design by previewing it in the browser and making any necessary adjustments.

- 7) Once the design is finalized, share the design with stakeholders or team members for feedback and revisions.
- 8) Incorporate feedback, make revisions, and finalize the design.
- 9) Export the design assets in different formats, such as PNG, SVG, or PDF.
- 10) Document the design guidelines and share them with the development team to ensure that the design is implemented correctly.

Company Supervisor: 

Academic Supervisor: 

**Week: 3rd week**  
**Date: 05 February 2023 to 09 February 2023**

**List of activities with brief description:**

**I. Understanding VAT management system:**

- I. Familiarize yourself with VAT: Before you can understand a VAT management system, it is important to have a good understanding of VAT and how it works. This includes understanding the different VAT rates, the VAT registration process, and the VAT compliance requirements for businesses.
- II. Learn about the VAT management system: Familiarize yourself with the features and capabilities of the VAT management system you are using. This may include understanding how the system handles VAT calculation, VAT reporting, and VAT payment processes.
- III. Review system documentation: Read the documentation that comes with the VAT management system to get a complete understanding of how it works. This may include user manuals, guides, and help resources.
- IV. Explore the system's interface: Spend some time exploring the user interface of the VAT management system to get a feel for how it works and to see how it is laid out.
- V. Try out the system's features: Take advantage of any demo or trial versions of the VAT management system to test its features and see how they work in practice.
- VI. Talk to an expert: If you are still unsure about how the VAT management system works, consider speaking to an expert who has experience using the system. They can answer any questions you have and provide guidance on how to use the system effectively.

Company Supervisor: \_\_\_\_\_



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



**Week: 4th week**  
**Date: 12 February 2023 to 16 February 2023**

**List of activities with brief description:**

**1. Understanding the implementations and real-world implications of VAT management system:**

**Implementation Steps:**

- **Assessment of business needs:** The first step in implementing a VAT management system is to assess the specific VAT compliance needs of the business. This includes determining the type and level of VAT obligations, the volume of transactions, and the resources available for managing VAT.
- **Selection of a VAT management system:** Once the business needs have been assessed, a suitable VAT management system can be selected. This may involve evaluating various vendors, comparing features and costs, and seeking recommendations from other businesses.
- **Configuration and customization:** After selecting a VAT management system, the software should be configured and customized to the specific needs of the business. This may involve setting up tax codes, rates, and rules, as well as integrating with other business systems.
- **Testing and training:** Before implementing the VAT management system, thorough testing and training should be conducted to ensure that the software is functioning correctly and that users are familiar with its features and functionality.

**Real-World Implications:**

- **Improved VAT compliance:** A VAT management system can help businesses comply with VAT regulations by automating the calculation, reporting, and payment of VAT. This can reduce the risk of errors and penalties, as well as provide a record of VAT transactions that can be audited by tax authorities.
- **Increased efficiency:** Automating VAT management can save time and reduce the administrative burden on businesses. By reducing manual data entry, improving accuracy, and streamlining processes, businesses can focus on other areas of their operations.
- **Better cash flow management:** A VAT management system can help businesses manage their cash flow by providing real-time visibility into their VAT liabilities and refunds. This can help businesses make informed decisions about their financial resources and avoid unnecessary interest charges or penalties.
- **Competitive advantage:** By using a VAT management system, businesses can demonstrate their commitment to compliance and accuracy in financial reporting. This can help them stand out from competitors and enhance their reputation with customers, investors, and other stakeholders.

**2. Understanding how B2B sales work:**

- I. Prospecting
- II. Qualification
- III. Needs analysis
- IV. Solution presentation
- V. Objection handling
- VI. Closing the sale
- VII. Post-sale follow-up

**3. Preparing and presenting a sales pitch on a VAT management system.**

Company Supervisor: \_\_\_\_\_



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



**Week: 5th week**  
**Date: 19 February 2023 to 23 February 2023**

**List of activities with brief description:**

**1. Making Cold Calls:**

- I. Identify potential clients from the mail and LinkedIn responses, and getting the clients over a call for detailed discussion.
- II. Discussing the ins and outs of VAT and how VAT automation works to figure out how it can impact the client's company.
- III. Making appointments for a in-person sit-down.

**2. Assigning a freelance designer for SoftExpo and contacting Press:**

- I. Looked for a freelance designer to design some brochures for SoftExpo. And when the qualifications matched, assigned him the work.
- II. Timely checked up on his progress with effective feedbacks from senior colleagues to upgrade the quality of work.
- III. Contacting with the firm's contractual press to let them know about the upcoming work.
- IV. After receiving the necessary files from the designer, sending them to the press to get printed.
- V. Looked over the final items that was about to get printed.

Company Supervisor: \_\_\_\_\_



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





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

**Date: 26 February 2023 to 02 March 2023**

**List of activities with brief description:**

**1. Attending SoftExpo 2023:**

- A. Managed Technohaven Company Limited stall/booth with my co-workers.
- B. Discussed VAT, Project Management, Workflow Management with visitors and other company representatives.

**2. Site visit for sales:**

- A. Visited Max Group to let the company know about the VAT Automation product of Technohaven company limited.
- B. Visited Amin Mohammad Group for a second sales meeting.

**3. Contacted Committee Members of Blockchain Olympiad Bangladesh for a meeting:**


- A. Wrote an invitation mail to invite the Committee Members for a meeting.
- B. Contacted over the phone to remind them about the meeting.

**4. Wrote MoU and Partnership agreement for Blockchain Olympiad Bangladesh.**

Company Supervisor: \_\_\_\_\_



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



**Week: 7th week**  
**Date: 05 March 2023 to 9 March 2023**

**List of activities with brief description:**

**1. Helped Arrange and Participated in Blockchain Olympiad 2023 Committee Meeting:**

- I. Mailed, and called all the committee members to inform them about the meeting that was going to happen on the 4<sup>th</sup> of March, 2023. Later, reminded them to join physically or virtually.
- II. Sit through the whole discussion, taking notes on committee members opinions, facts, and options.

**2. Visited Multiple Companies for Sales Negotiation:**

- I. Visited manufacturing, trading, and some service-based companies on sales meetings.
- II. Negotiated a product demo date for a real estate company following the lead of our Business Development Executive.

**3. Had a Sponsorship Meeting with One of the Leading Banks for The Blockchain Olympiad 2023.**

Company Supervisor: \_\_\_\_\_



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



**Week: 8th week**  
**Date: 12 March 2023 to 16 March 2023**

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

**1. Made Meeting Minutes from the last BCOLBD Sponsorship Meeting:**

- 1) The note I took on the last BCOLBD meeting with the bank, made structured notes and minutes on who said what to discuss and analyze the whole meeting properly.
- 2) Send an updated PowerPoint presentation pdf to the bank management to look over our offerings of the partnership all over again.
- 3) Sent a follow-up email to remind them about the meeting we had, the discussion topics, and all the decisions that were made at the meeting.

**2. Went on a Sales Visit with one of my colleagues:**

- 1) Attended sales meetings at manufacturing, trade, and certain service-based businesses.
- 2) Following the guidance of our Business Development Executive, I negotiated a product demo date for a paper mill.

Company Supervisor: \_\_\_\_\_



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



**Week: 9th week**  
**Date: 19 March 2023 to 23 March 2023**

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

**1. Worked on Gathering Client Information from the Web:**

- 1) Surfing through the world wide web to collect potential clients' information.
- 2) In cases like the food chain industry, no management information was available on the Internet. I along with one of my coworkers Visited all the biggest restaurant chains in Dhaka and interviewed them personally.
- 3) Studied what our potential clients need, want, and demand. Understood how to approach them with a mining mentality, and how to get them on board.

**2. Made descriptive research on competitors in the automation market:**

- 1) To do so I first had to understand how the software and tech companies function.
- 2) Made a list of companies that work with automation and identified the fields they spend most of their time, resource, and finance on.
- 3) Made descriptive analysis and comparison to other tech firms with Technohaven Company Limited.

Company Supervisor: 

Academic Supervisor: 

**Week: 10th week**  
**Date: 27 March 2023 to 30 March 2023**

**List of activities with brief description:**

**1. Understanding How to Tenders Work:**

- I. Identifying websites nationally and internationally that publishes tenders.
- II. Identifying tenders that match Technohaven's portfolio and range of activities.
- III. Learning how to apply for Terms of Request (ToR), and how to write Expression of Interest (EoI) based on the procurements.

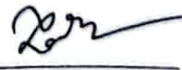
**2. Developing A Business Plan for a Car Dealership Project:**

- I. Researching how the industry works.
- II. Finding out business opportunities.
- III. Creating a Business Model Canvas based on the researched data.
- IV. Creating a revenue model, and test for feasibility.

Company Supervisor: \_\_\_\_\_



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



**Week: 11th week**  
**Date: 02 April 2023 to 06 April 2023**

**List of activities with brief description:**


**1. Finding Government Tenders:**

- I. Understanding what tenders to look for and where to look for.
- II. Getting used to Central Procurement Technical Unit.
- III. Collecting tenders from Asian Development Bank (ADB), and World Bank that are relevant to Technohaven's work history.

**2. Creating a Draft PowerPoint Proposal for a Car Dealership Business:**

- I. Researching market condition to analyze options and opportunities.
- II. Finding product market fit.
- III. Preparing a PowerPoint draft presentation to present the ideas.

Company Supervisor: 

Academic Supervisor: 

**Week: 12th week**  
**Date: 09 April 2023 to 13 April 2023**

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

**1. Understanding the REOI (Request for Expression of Interest) and Acting on it:**

- 1) Searched websites like CPTU, ADB, WB, etc. for REOI that goes along with our company objectives and portfolio.
- 2) Identified two potential tenders that Technohaven Company Limited might be interested to work on.
- 3) Submitted those tender descriptions and made draft EOI (Expression of Interest).

**2. Understanding Auction Sheet and Creating a List that Sells Car Auction Sheets:**

- 1) Understood what auction sheets are, and what values they provide.
- 2) Searched what Japanese corporations work with auction sheets, and made a list of top auction sheet providers.
- 3) Wrote a draft email that will be sent to the Japanese corporations for partnership with Technohaven's Car Dealership business or direct purchase of the service from them.

Company Supervisor: 

Academic Supervisor: 



January 19, 2023

Mr. Tahmid Hasan Bhuiyan  
D-1/4 BTCL Officers Colony  
Moghbar, Dhaka

**Subject: Job offer as Intern in SNM team**

Dear Mr. Bhuiyan,


We are delighted to extend this offer of employment for the position of Intern in SNM team with Technohaven Company Limited.

Your remuneration will be Tk.15,000.00 (Fifteen Thousand) per month during internship period (Three Months).

You will report to and work as per CMMi guideline under the supervision of Head of Operations and under overall guidance of the CEO. You will generally work in close collaboration with other members of SNM. The internship may lead to regular opportunities within Technohaven based on performance.

Congratulations!

Sincerely,

  
(Md. Showkath Ali)  
Head of Operations





May10, 2023

**TO WHOM IT MAY CONCERN**

This is to certify that Tahmid Hassan Bhuiyan, present and permanent address D-1/4 Moghbazar BTCL Officers' Colony, Dhaka-1217, was an employee of Technohaven Company Limited from January 22, 2023 to April 22, 2023. He worked here as a sales and marketing intern in the sales and marketing department.

I wish him every success in life.



Md. Showkath Ali  
Head of Operations  
Technohaven Company Limited

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