

**Internship Report**  
**on**  
**The Business Development Wing at**  
**Adorsho praniSeba Limited.**



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

Submitted by:

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

*Pervej*

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**Md Pervej Bhuiyan Emon**  
ID: 180061154  
Business & Technology Management (BTM)  
Islamic University of Technology (IUT)

Approved by:

*Jahangir Alam*

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**Jahangir Alam**  
Lecturer  
Business & Technology Management (BTM)  
Islamic University of Technology (IUT)

**May,2023**

**Internship Report On**  
**The Business Development Wing at**  
**Adorsho praniSeba Limited.**



**Adarsha Praniseba Limited**  
**Haque Tower (Level - 8),/ (Eighth Floor) H - 28/8/D**  
**Mohakhali C/A Dhaka - 1212, Bangladesh**

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

## Letter of Transmittal

4th May 2023

**Jahangir Alam**

Lecturer

Department Of Business & Technology management (BTM)

Islamic University of Technology (IUT)-OIC

BoardBazar, GAZipur-1704, Bangladesh

**Subject: Submission of Internship Report on “Adorsho praniSeba Limited”.**

Dear, Sir

It gives me great pleasure to submit my internship report following a three-month internship at Adorsho praniSeba Limited. I've done my best to make sure the report is insightful and effective by including the knowledge I gained throughout my internship. This report gave me a fantastic opportunity to consider the lessons I've learned about corporate life, the workplace, and organizational policy related to the role I was given. I have high hopes for the potential use of the learned information in my professional career in the future.

It was a pleasure for me to finish this report with your help, and I want to express my appreciation for all the help and direction you gave me during the process. I really hope that the errors I made in the report's creation will be accepted, and if required, I'm willing to clarify any section of it.

Your Obedient Student

*Pervej*

**Md Pervej Bhuiyan Emon**

ID:180061154

## **Acknowledgment**

All praise is to the All-Powerful Allah (SWT) who gave me the ability and chance to finish the internship program and the report on time. Although there have been a few difficulties with producing the internship report, I have been able to get through them with the help of my supervisors, and I am appreciative of all the support they have given me. I also want to express my thanks to all the people who helped me along the way, both personally and indirectly.

I would like to start by thanking my academic supervisor, Jahangir Alam, Lecturer, Department of Business & Technology Management, for always giving me valuable comments that has enabled me to easily complete the report. Without his intermittent recommendations and input, this report would not have developed into a meaningful one. I did my best to ensure that this report was error-free and perfect.

Additionally, I would like to express my gratitude to Md Hasan Ali, Senior Manager, Adorsho praniSeba Limited, who was my assigned supervisor at "Adorsho praniSeba Limited" and who took on all of my responsibilities while giving me his valuable time to hear about his experiences. Additionally, he gave me advice on various topics that would help me advance in my career. As a business student, the knowledge I've gained through the internship program run under his direction has helped me better comprehend the corporate workplace culture and organizational standards. I had a terrific time working with the Adorsho praniSeba Limited Team, and I want to express my gratitude to all the staff members who supported me and made the experience worthwhile for my future.

## **Executive Summary**

In this report, I make an effort to present a summary of the three-month internship program, which was designed to provide me real-world professional experience. This essay describes my internship at adorsho praniSeba Limited. Using IoT-based cow identification, wellbeing monitoring, insurance, access to capital, crowdfunding, online veterinary services, and support for forward market linkage, adorsho praniSheba Limited helps marginal cattle producers in Bangladesh. Google is a major participant in the worldwide market for digital mapping services, with a technological edge and access to location data for users everywhere. adorsho praniSeba has the innovative notion to provide trustworthy location data to Bangladeshi-based companies, an area where google is not concentrating.

As an intern of adorsho praniSeba Limited I got the opportunity to closely monitor how they operate their businesses. I could observe almost all the activities within the company and communicated with the existing employees for any specific detail. I was able to contribute to some projects undertaken by adorsho puniSheba for their piloting program. This internship enabled me to explore the corporate culture and become a part of it for 3 months. It broadened my experience of working in a corporate environment, which supported not only my professional development but also my personal growth. This has surely had a significant impact on my career plans. At the beginning of the report, I have given the company overview and industry analysis. After that I described my roles and responsibilities as an intern. Lastly, I have given an analysis at different levels of the company – company level, market level and professional level. Finally, I have given my concluding remarks and recommendations on the scopes of improvement both in adorsho praniSeba and our BTM courses.

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# **Chapter 1: Introduction**



# **1 Introduction**

This report is an integral part of the course –BTM 4800 for the 8th semester. This report is written with an aim to share the experiences that I have gathered while working as an intern for 3 months at Adorsho praniSheba Limited. This part will contain the purpose of the report, scope, methodology I have used and the limitations I faced while compiling the report.

## **1.1 The Purpose of the Report**

This Report is being prepared to introduce the 4th year students of the Business and Technology Management (BTM) department to the job market and the corporate world to gather professional experiences by applying academic knowledge in practice. It is the outcome of my 3-months long internship as a “Sales & Marketing Intern” at praniSheba . This report includes The Business Development Department is responsible for identifying new business opportunities and developing strategies to capitalize on them. The department works closely with sales, marketing, and product development teams to achieve revenue and growth targets. Key activities of the department include market research, product development, sales forecasting, and strategic planning.

## **1.2 Scope of the Work Completed**

A reader will be able to get an overview of Adorsho praniSheba Limited and its business operations, services offered, working conditions, market size and the overall idea of the organization. It will also deliver some insights about the digital AgroTech industry and digital shop as a whole and give an idea about my entire internship experience as well as the learnings obtained during the period.

## **1.3 Methodology**

I gathered all the required information for my internship report from the following two sources:

- **Primary Sources:** The data has been sourced from regular interaction with the existing employees of the company, personal records and chat with the MD of the company.
- **Secondary Sources:** Includes information from the internet, company website, company’s audit report and previous internship reports.

## 1.4 Limitations

The report contains the following limitations:

- Confidentiality of data: I could not include some information of the company since there are some privacy issues associated with the contents of the report.
- Lack of data sufficiency: There was a lack of sufficient information on the internet since adorsho praniSeba is a startup company and started generating their revenue just from 2020.
- Time: Three months is not sufficient for making a complete judgment about an organization as a whole. I could have added more information and gained more insights about adorsho praniSeba if I could have stayed a little more at Adorsho praniSheba Limited. to observe their work environment.

## **Chapter 2: Company Overview**

## 2 Company Overview

I will describe the overview of Adorsho praniSheba Limited in this section followed by some frequently asked questions.

### 2.1. Adorsho praniSheba Limited Background

Adorsho praniSheba Limited set out on its mission to deliver in 2018 leading Fintech and InsurTech outfit based in Dhaka, Bangladesh, putting in place long-term, sustainable strategies to improve finance access for the nation's marginal livestock enterprises putting in place long-term, sustainable strategies to improve finance access for the nation's marginal livestock enterprises. With the 4IR technology-based solutions, praniSheba is providing specialized lending, insurance, online veterinary consultations and forward market linkage services to marginal livestock farmers, a sector traditionally neglected by formal financial institutions in Bangladesh.

**Adorsho praniSheba has 5 projects.**



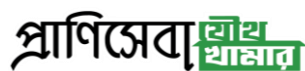
**praniSheba Financials** ([www.pranisheba.com.bd](http://www.pranisheba.com.bd)) - Through **Easy Pack**, one of our introductory technology platforms that employ AI and ML to identify individual cattle populations, provides cattle muzzle recognition access to insurance, low-cost lending, and well-being monitoring services.



**praniSheba Vet** ([www.pranishebavet.com.bd](http://www.pranishebavet.com.bd)) -An online telemedicine platform that provides 24/7 veterinary services. This online veterinary hospital promotes precision farming and the reduced use of antibiotics to combat the pressing problem of Antimicrobial Resistance (AMR). As an added value, the diets recommended by our expert veterinarians support climate-smart agriculture, which helps combat climate change by lowering emissions of greenhouse gasses like enteric methane.



**praniSheba Shop** ([www.pranishebashop.com.bd](http://www.pranishebashop.com.bd)) - E-Commerce platform that ensures forward market linkage to agricultural products of farmers.



**praniSheba Shared Farming** ([www.jouthokhamar.pranisheba.com.bd/en/](http://www.jouthokhamar.pranisheba.com.bd/en/)) - Crowdfunding platform that matches up urban investors with marginal farmers.



**praniSheba Prohori** ([www.iot.pranisheba.com.bd/](http://www.iot.pranisheba.com.bd/))- An IoT-based Remote Cowshed Monitoring System that provides 24/7 surveillance of cowsheds and sends out call-to-action messages whenever it detects high-risk conditions.

## 2.2 Company Profile

### MISSION, VISION, VALUES & TARGET CUSTOMERS

**1.Mission:** By enhancing the economy of rural Bangladesh by utilizing cutting-edge 4IR technologies in the cattle sector, such as artificial intelligence (AI), the internet of things (IoT), machine learning (ML), etc.

**2.Vision:** Our objective is to establish ourselves as a premier agrotech company that revolutionizes the agriculture industry by encouraging environmentally friendly farming practices and providing innovative solutions that benefit farmers, agribusinesses, and the environment.

**3. Values:** Responsible business, informed business solution backed by research and development, inclusive business growth.

- **Innovation:** We are committed to
  - developing innovative solutions that address the challenges faced by the agriculture industry.
  - **Sustainability:** We believe in promoting sustainable agriculture practices that protect the environment and benefit farmers.
  - **Quality:** We make an effort to offer our consumers high-quality goods and services that satisfy their demands, a commercial solution that is based on research and development.
  - **Customer Focus:** We are dedicated to comprehending the demands of our clients and offering specialized solutions that meet their unique problems.
  - **Collaboration:** We believe in collaborating with other stakeholders in the agriculture industry to promote sustainable agriculture practices and achieve our goals.

**4.Target Customers:** Marginal cattle farmers, Women entrepreneurs, E-commerce platforms, Cattle insurance company

## Adorsho PRANISHEBA'S FOOTPRINT

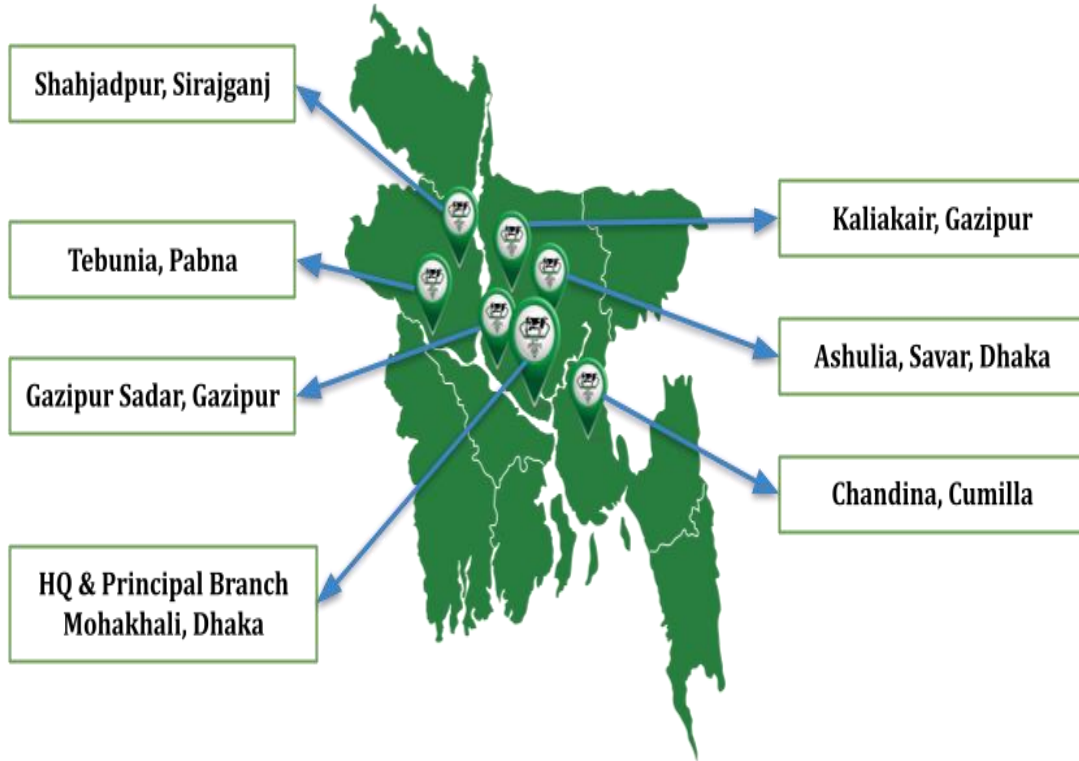


Figure 1: Company overview of Adorsho praniSeba

### Contact Information:

Origin: Bangladesh

Address: Haque Tower (Level-8), J-28/8/D, Mohakhali C/A Dhaka, 1212

Mobile: 09643207003

Website: [pranisheba.com.bd](http://pranisheba.com.bd)

Status: Private Limited Company

## 2.3 Industry sectors

Adorsho praniSeba is competent to operate and supply its provided goods and services to many industries. For the participants in such industries, the experience of their services is more dependable and effective due to their creativity's variety. The following are the industries that the firm serves:

**Financial and Banking Institutions:** There are plenty of present and future business customers for Adorsho praniSeba in this industry. The business debuted a special service with technology integration called "Loan Programme" that was driven by its digital solution. This service saves customers a significant amount of time in managing their loans or credit and enables them to do it easily.

**Crowdfunding:** Adorsho PraniSeba Fund will receive 40 crores in crowd funding through the "Praniseba CrowdFunding" app, and each investor will receive 10% of the profits. Praniseba Collective Farm app links urban investors with marginal farmers. a contemporary initiative to improve marginal farmers' economic engagement through micro investment. The effective application of modern technology has made investing simple for investors. Through the "Praniseba Crowdfunding" app, both domestic and international investors can contribute to the proposed fund for the Adarsh PraniSeba Lending Platform's operations. The lending company will manage the funds invested in this fund in compliance with the regulatory actions. The "Praniseba Joint Farm" software will actively participate in the creation of funds. The "Praniseba CrowdFunding" software allows both local and international investors to make investments. Through the lending app developed by Praniseva, the funds will be distributed as loans to farmers. At the conclusion of the investment period, the invested funds will be combined with investor funds to provide a loan to the farmers. 10% revenue will also be explained.

**Bundling Insurance Services with Loan:** Through Bank offices, Cattle Loans can be bundled with Insurance to keep the loan more secure. Insurance premium fees 3% per annum. But for a fattening project it costs only 1.5% for six months.

**CSR Fund to Shared Farming Platform as Investment:** Shared farming promotes linkage of smallholders to markets in circumstances where transaction costs of direct engagement with markets are high. It has enabled the use of technology and the integration of smallholders into an economy that embraces modernization and globalization. In shared farming, an adolescent bull aged between 24-30 months is bought and given to a smallholder livestock farmer in a cow rearing district in Bangladesh. For the next 6-12 months, the cow is reared. After 6-12 months of proper rearing and feeding, the cow is sold at the most profitable price to our designated vendors or local markets.

## **R&D PROJECTS**

### **BOLUS**

A biosensor called BOLUS RFID bolus is placed into the reticulum of the cow to measure temperature and detect movement. This bolus disseminates information about precise heat sensing, early illness warning, and calving by utilizing the benefits of the Internet of Things (IoT). In order for the farmers to take the proper action, early sickness detection (up to 24 to 36 hours before outward symptoms manifest), oestrus cycle data, and other information are given to them by SMS.

### **COWSHED MONITORING SYSTEM AT A DISTANCE**

A comprehensive sensor system for tracking environmental changes in your cowshed is the praniSheba Remote Cowshed Environment Monitoring System (RCMS). The instrument detects humidity, temperature, methane (CH<sub>4</sub>), ammonia (NH<sub>3</sub>), and smoke all at once. The general state of the farm's environment may be clearly understood by everyone. Through the praniSheba App and web dashboard, the user receives daily, monthly, or yearly data insight of his cowshed, assisting him in making the right decisions in his cowshed.

### **BASE STATION**

An Internet of Things device called praniSheba Base-Station collects data from all wireless distant IoT sensors. Because of its point-to-point (P2P) and point-to-multipoint (P2M) connection, it can connect to sensors at various locations. Once the Base Station receives confirmation from the server, each sensor initiates an automatic connection with the Base Station. It can prevent any unexpected data loss by storing three days' worth of data from 100 sensor nodes. From this smart server, users can update device credentials and configuration as well as check the device log. Users can remotely set data thresholds based on their preferences.



## Business Management Model

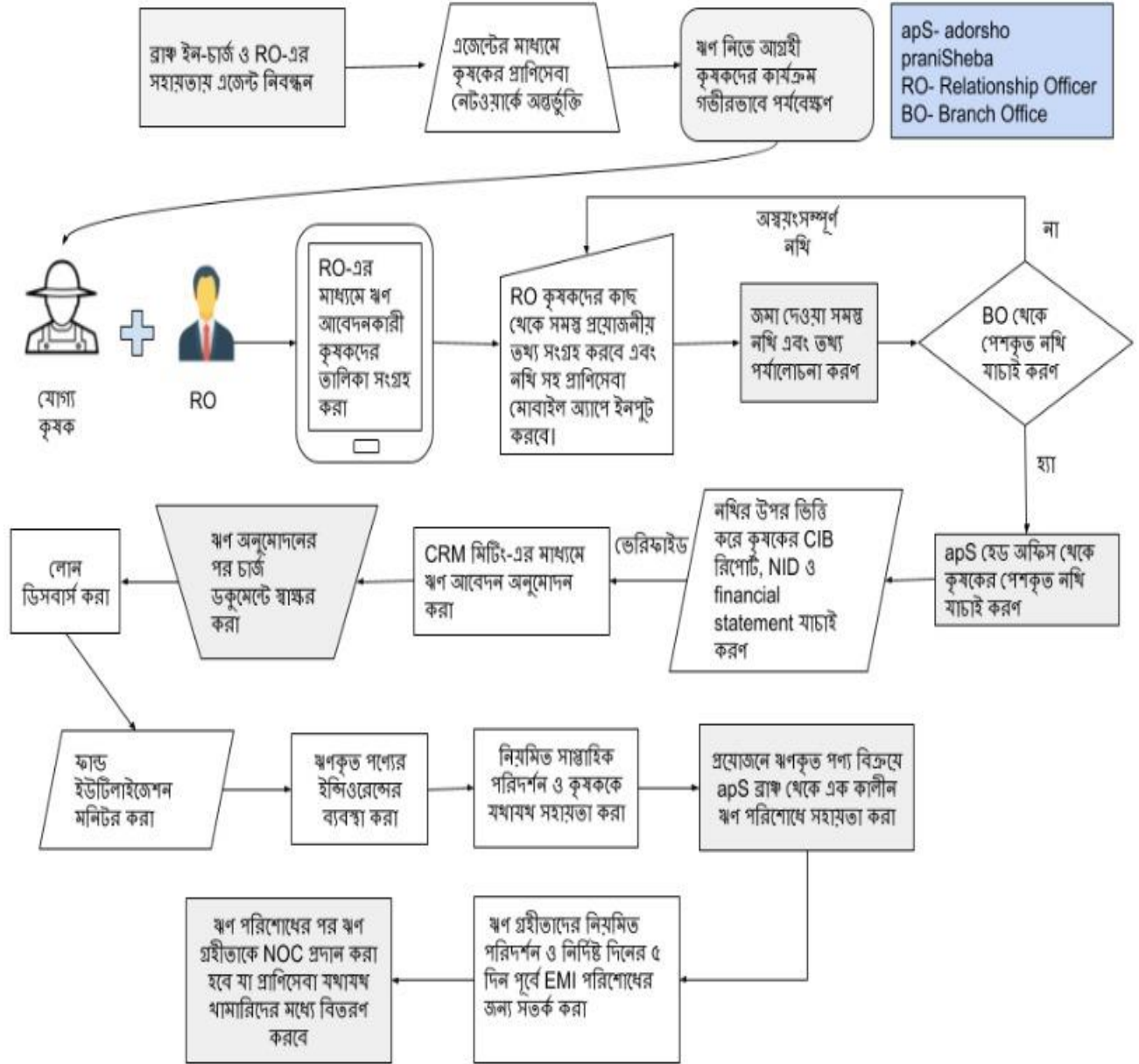


Figure 2: Continuity of Livelihood Credit Programme

## 2.4 Product & Services Offered by adorsho praniSeba

Adorsho praniSeba offers the following products and services to their target customers:

### 2.4.1 Products



**praniSheba Shop** ([www.pranishebashop.com.bd](http://www.pranishebashop.com.bd)) - E-Commerce platform that ensures forward market linkage to agricultural products of farmers.

- **Fresh Beef:** The company can sell fresh beef cuts such as steaks, roasts, and ground beef, which can be sold in grocery stores, supermarkets, or butcher shops.
- **Processed Beef:** The company can also sell processed beef products such as beef jerky, beef sausages, beef bacon, and beef hot dogs, which can be sold in convenience stores or specialty food stores.
- **Frozen Beef:** The company can also sell frozen beef products, such as beef patties, beef cubes, and beef strips, which can be sold in grocery stores and supermarkets.
- **Specialty Beef Products:** The company can also sell specialty beef products such as grass-fed beef, organic beef, and wagyu beef, which can be sold in specialty food stores, high-end restaurants, and online.
- **Beef By-products:** The company can also sell beef by-products, such as beef bones, beef liver, beef heart, and beef tongue, which can be sold to pet food manufacturers, pharmaceutical companies, or restaurants.

### 2.4.2 Services

Adarsh Praniseba through its loan disbursement program in the agriculture and livestock sector provide all the services to the customers:

- Providing low-cost loan services to farmers who are interested in taking loans.
- Improving the quality of life and mitigating the suffering of rural farmers through financial inclusion with the help of 4th Industrial Revolution technology.
- Facilitating loan servicing with the help of smartphones through digitization.
- Overseeing farmers' loaned products through a comprehensive monitoring service, ensuring product safety through insurance and veterinary services, ensuring proper utilization of funds, and early warning of loan repayment deadlines.
- Facilitating sale of loaned products at maximum price through forward market linkages.

- **Easy Package:** Praniseba Financials, a ground-breaking platform from Adorsho Praniseba Limited, provides livestock identification, health monitoring, insurance, and financing services at incredibly low costs can do the farmer and his cattle are brought under praniSeba through the Easy Package phase of praniSeba Financials.

#### Number of potential farmers under Easy Package

Fiscal year	Number of registered farmers	Providing registered cattle and vet services
2018-19	2,000	6,000
2020-21	3,500	9,000
2022-23	5,000	14,000
<b>total</b>	<b>10,500</b>	<b>29,000</b>

#### Possible number of super agents

Fiscal year	Number of super agents	Number of Easy Packages sold
2018-19	300	3,000
2020-21	500	5,000
2022-23	1,000	7,000
<b>total</b>	<b>1,800</b>	<b>15,000</b>

#### Potential Loan Disbursement Statistics (Adorsho praniSeba)

Fiscal year	Number of farmers taking loan	Loan Amount (in Rupees)	Insured (in Rs.)	Number of Cows Purchased (T)	Lenders organization
2018-19	500	10,00,00,000	10,00,00,000	1000	Ideal pet care
2020-21	750	15,00,00,000	15,00,00,000	1500	Ideal pet care
2022-23	1000	20,00,00,000	20,00,00,000	2000	Ideal pet care
<b>total</b>	<b>2250</b>	<b>45,00,00,000</b>	<b>45,00,00,000</b>	<b>4500</b>	

Figure 3: Statistics of providing service

## **2.5 Current Customers & Clients**

Consumer internet Companies

- Bengal Meat
- Foshol
- Siraj chuigoshto
- Woodhouse Grill
- Steak & Grill
- Royal Meat
- Farm Fresh
- Kazi Food Industries Limited
- AG Agro Foods Ltd
- Frozen Food Limited
- Eurasia Food Processing (BD)
- Apex Foods Limited (AFL).
- Paragon Agro Ltd.
- PRAN Foods
- Golden Harvest Agro Industries Ltd
- Northern Foods Limited

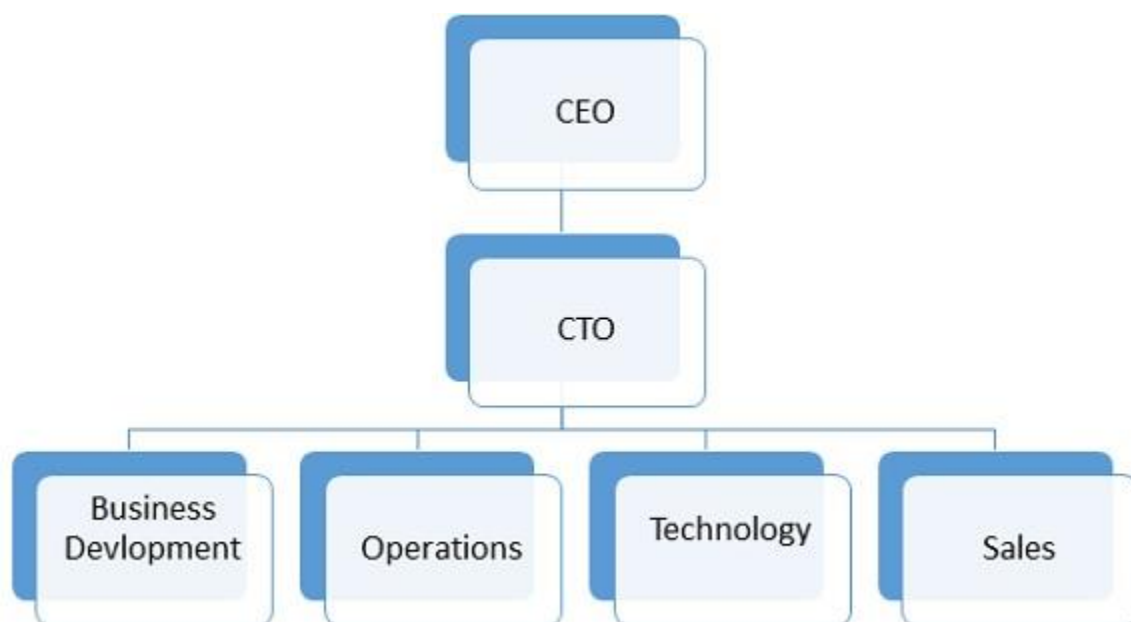
## **2.6 Pipeline Customers**

A huge number of restaurants are upcoming customers of adorsho praniSeba.

## **2.7 Organogram**

Resembles the corporate structure of Adorsho praniSeba. Total number of employees is 32, which consists of 26 permanent employees and 6 contractual/temporary employees. Md Fida Haque is the MD & CEO of Adorsho praniSeba. At present, department

- Tech - 18
- Veterinary Doctor - 1
- Admin - 3
- Business - 4
- Contractual - 3
- Interns - 3



**Figure 4: Company Structure of Board of Directors**

## 2.8 Frequently Asked Questions

- Under this service, will adorsho praniSeba pay for the medical outgoing of the insured cattle?  
**Ans:** No
- Will the production of milk & meat increase as a result of this service?  
**Ans:** Indirectly, yes. With this service you will be able to manage your farm more efficiently than before, which will indirectly increase your milk and meat production.
- Does adorsho praniSeba provide AI( Artificial intelligence) services?  
**Ans:** No
- Will setting up bolus cause any issues for the cattle?  
**Ans:** No
- Can the cattle be protected from disease by the service?  
**Ans:** Yes, indirectly. With the help of this service, you may dramatically lower the risk of sickness by receiving early notice of any approaching illnesses. Again, according to the vaccine schedule provided with the service, you can keep your cattle safe for longer than ever before.

## 2.9 Adorsho PraniSeba SWOT Analysis

The following analysis reveals the internal strengths and weaknesses along with the external opportunities and threats of Adorsho PraniSeba Limited:

SWOT analysis is a tool used to evaluate the strengths, weaknesses, opportunities, and threats of a business. Here is a SWOT analysis of a cow or bull business in a company:

### Strengths:

- **Steady demand:** Demand is steady for cow and bull products, providing them a reliable source of income.
- **Low maintenance:** Since cows and bulls require little maintenance, their upkeep costs are also low.
- **High-quality products:** A well-run cow or bull company can generate meat, milk, and other goods of high quality that can fetch a premium price on the market.

### Weaknesses:

- **High capital investment:** Starting a cow or bull company might involve a sizable financial outlay, particularly if you need to buy property, equipment, and cattle
- **Labor-intensive:** It takes a lot of work to run a cow or bull company, which may be expensive and time-consuming.
- **Disease susceptibility:** Cows and bulls are susceptible to a multitude of ailments, which might result in significant financial losses for the business.

### Opportunities:

- **Product line expansion:** Other goods besides meat and milk, including leather, fertilizer, or biogas, might be produced.
- **Diversification:** By introducing extra animals or crops to the farm, it is possible to diversify a cow or bull enterprise, which might lead to the formation of new revenue sources.
- **Growing demand for organic products:** Growing consumer interest in organic products has led to an increase in demand for organic commodities, including meat, milk, and other items.

### Threats:

- **Businesses that produce cows and bulls are in fierce rivalry with farms and organizations that provide comparable goods row cows and bulls.**
- **Economic upheaval Economic ambiguity:** The cost of cattle, feed, and other inputs might fluctuate, which could have an effect on how profitable a firm is.
- **Environmental specifications:** Companies that raise cattle and bulls may face additional expenses and prohibitions as a result of environmental rules.

## **Chapter 3: Industry Analysis**

### 3 Sector Analysis

The industry's size, development trajectory, level of maturity, and competitive climate have all been chronologically detailed in this section.

#### 3.1 Industry Size

1. The agrotech industry in Bangladesh has grown significantly in recent years as a result of a variety of causes, including government support, rising investment, and technical advancements. The Bangladeshi agrotech market is described here:
2. Government help: The Bangladeshi government has given the agrotech sector financing, tax breaks, and other kinds of support. These rules have prompted entrepreneurs and farmers to fund agrotech projects.
3. Investment growth: Recently, there has been a sharp increase in investment in the agrotech sector. This company is attracting interest from both domestic and international investors due to its growth potential. With this investment, research and development will happen, new technologies will be created, and manufacturing capacity will expand.
4. The advancement of technology Technology advancement: As a result of technical advancement, Bangladesh's agrotech industry has seen tremendous growth. Biotechnology, drone use, and precision agriculture are a few examples of technologies that have increased production, lowered costs, and increased yields.
5. Obstacles: The agrotech sector in Bangladesh confronts a variety of challenges despite its growing potential. The main problems are a lack of infrastructure, restricted financial access, and a labor shortage.
6. Possibilities: The agro-tech market in Bangladesh offers a wide range of opportunities for both domestic and international businesses. A large and growing population, productive agricultural land, and an enabling government all favor further economic expansion. Overall, Bangladesh's agrotech sector has the potential to significantly boost the economy of the nation. The sector can get over its obstacles and keep expanding in the years to come with the correct regulations, investments, and technology developments.



## 3.2 Growth Trend

In recent years, Bangladesh's agrotech industry has experienced substantial expansion. Government assistance, increasing investment, and technological breakthroughs are just a few of the elements that have helped these businesses grow.

In Bangladesh, numerous agrotech startups like adorsho praniSeba and established businesses are utilizing cutting-edge technologies to create ground-breaking solutions for farmers and other participants in the agricultural value chain. These technologies, which aim to boost crop yield, lower production costs, and boost overall efficiency, include precision farming, remote sensing, and agricultural drones, among others.

Additionally, the Bangladeshi government's programs, like subsidies, tax breaks, and loan facilities, have prompted businesspeople to invest in the agrotech sector. The development of agrotech businesses in the nation has also benefited from this backing.

The size of the nation's agrotech industry is predicted to increase at a CAGR of about 15% over the next five years, reaching a value of USD 1.5 billion by 2025, according to a report by the Bangladesh Agro-Processors' Association. Significant prospects for Bangladeshi agrotech enterprises are indicated by this growing trend.

In general, the government's backing, the growing demand for high-quality agricultural goods, and the adoption of sophisticated technology are all likely to contribute to the agrotech sector's growth in Bangladesh during the next few years.

### **The Direction of Agrotech**

Given the increase in revenue and technological expertise over the past few years, the popularity of agrotech is expected to continue for a very long time. But as with all modern technologies, there are some significant obstacles that must be overcome before this development can move forward.

1. Internet and network problems: The internet in rural areas is still subpar despite the recent improvement of the mobile network. As the amount of data produced by the systems increases, even the best systems will have difficulty operating in real time.

2. Smartphones: Since smartphones are now hard to come by, most information-based solutions for farmers require them. The corporations are forced to rely on SMS connectivity as a result, which limits their capacity to appreciate the difficulties encountered by farmers. This is insufficient given the vastness of our agricultural environment and Bangladesh's 41% smartphone penetration rate as of January 2020.

3. Behavioral Change: The majority of farmers continue to use conventional farming methods and usually have strong opinions. This makes customer conversion exceedingly tough for businesses and is troublesome for customer retention as well because agricultural methods depend on the weather and a variety of other factors.

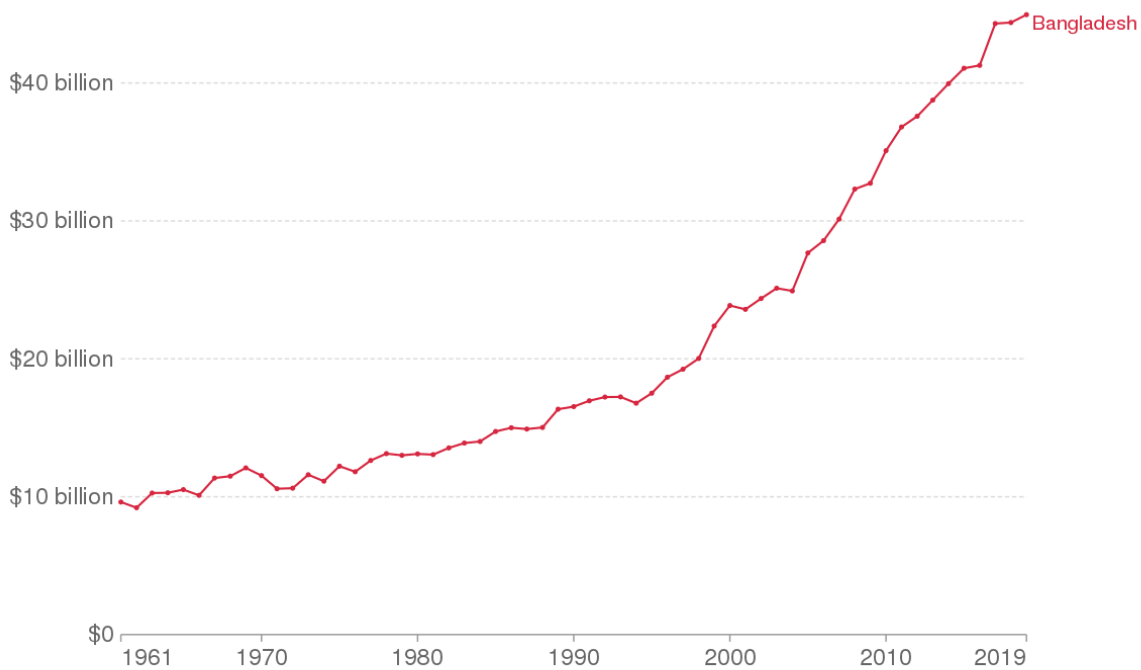
4.Costs: The bulk of cutting-edge agricultural methods need significant upfront investment. This entrance hurdle usually discourages farmers from undertaking these efforts.

Even though this can be partially resolved by loans and discounts from the vendors, the high prices will undoubtedly increase the customer's suspicion.

Numerous factors are impeding the proper development of this agrotech ecosystem, but businesses and platforms are still having an impact on many agricultural sectors. The profit prospects are also routinely attracting farmers and investors, which is extremely beneficial for this quickly expanding industry. Therefore, even if the current obstacles can be reduced to some extent in the future, there is still significant room for growth in this industry.

### Agricultural output, 1961 to 2019

Total agricultural output is the sum of crop and livestock products. It is measured in constant 2015 US\$, which means it adjusts for inflation.



Source: United States Department for Agriculture (USDA) Economic Research Service

**Figure 5: The Growth Of Agrotech Industries**

### 3.3 Maturity of the Industry

An agrotech firm is considered to have matured when it achieves a constant and sustainable growth rate, establishes a dominant market position, and creates a devoted customer base. Following are some crucial indicators of an agrotech company's maturity. The maturity of agricultural companies in Bangladesh is influenced by their size, age, and commercial focus. Some Bangladeshi agro companies are still in their formative years, but others have already established themselves as major players in the industry. Here are some key facts regarding the maturity level of Bangladesh agricultural companies.

1. Established companies: Some Bangladeshi agricultural companies have been in existence for many years and have become leaders in their specialized industries. These companies have a robust supply chain, distribution network, and customer base.

2. Expanding companies: There are several agribusiness companies in Bangladesh that are rapidly increasing their sales and earnings. These companies are expanding, introducing novel products and services, and investing in cutting-edge technology.

3. Entrepreneurs: An increasing number of agricultural entrepreneurs are also making an effort to present creative solutions to problems in Bangladesh's agricultural value chain. These businesses are still in the early stages of growth and are attempting to make a name for themselves in the sector.

4. Small and medium-sized enterprises (SMEs): Most agribusinesses in Bangladesh are SMEs, which frequently have lower sales and market shares. These businesses typically focus on certain agricultural goods or specific markets.

5. Revenue and earnings development: Over time, a mature agrotech company ought to see regular and typical revenue and profit growth. The income of a well-established business should be consistently consistent, demonstrating that it has a solid customer base and is not unduly reliant on outside resources.

6. Established competitive posture: A developed agrotech enterprise must have a solid market position and a strong brand presence. It should possess a distinct offering of goods or services, a superior distribution system, or some other competitive edge over its rivals.

7. Clientele: A reputable agrotech company should have a substantial and loyal clientele. It must have a history of offering top-notch products or services and strong client connections.

8. Research and development (R&D) and innovation: A mature agrotech company should continue to spend in R&D to improve its present products or services and develop new ones. It should also adopt new technology to maintain its competitive advantage.

Overall, many of Bangladesh's agricultural businesses are still in the process of growing or developing, while others are already established and mature. Nevertheless, it is anticipated that the industry will keep growing and that more companies will eventually mature as a result of increased investment, governmental support, and adoption of cutting-edge technologies.

### 3.4 The Impact of External Economic Factors on the Industry

External economic variables are those that affect a company's overall success through influencing customer purchasing decisions. Typically, businesses have no control over these variables. The following explanations provide key aspects influencing the environment of the digital mapping industry:

- **Existing market size**

The continuous expansion of the agrotech industry in Bangladesh throughout time has been driven by the need for agricultural products and services. Although there isn't any official data available, market analysts predict that Bangladesh's agrotech market will be worth \$7 billion by 2021.

The fact that many people are aware of how important technology is to modern agriculture helps to increase customer confidence in the agrotech industry. Customers are looking more and more for creative, long-term solutions that will improve the quality and output of agricultural goods while minimizing harmful environmental consequences.

The Digital Agriculture Project and the Agricultural Extension Support Activity are two government initiatives that support the use of technology in agriculture and improve farmers' quality of life, and they both benefit Bangladesh's agrotech industry.

Despite the bright future, Bangladesh's agrotech sector still faces challenges, such as limited access to financing, poor infrastructure, and a shortage of skilled labor. Nevertheless, it is anticipated that the industry will expand even further in the years to come with support from the government and increasing consumer demand, creating new business opportunities and fostering the expansion of the country's overall economy.

- **Competition**

The agrotech sector in Bangladesh is still expanding, but a number of businesses are fighting for farmers' business by providing innovative, long-term solutions. The major agrotech companies in Bangladesh are listed below, along with a brief overview of each:

1. irancho:Control the animals' access to and departure from the stalls;start the transactions;creation of beats and feeds;utilizing reading within the program and the system;Reports on consumption and closure.import assessments of genetic improvement initiatives;direct communications should be produced for registered improvement programs;Monitor the transmission of your communications;history of messages sent.
2. Kazi Farmhouse:When it comes to producing composted organic fertilizer, Kazi Farms is the industry leader. For farmers, this product offers a lot of advantages.It is created when aerobic bacteria decompose poultry dung, creating a natural fertilizer with a high organic matter content. Bangladesh has several soils with low levels of organic matter because of frequent plantations and excessive usage of chemical fertilizers.It lowers the cost of irrigation by

improving water retention in the soil by raising its organic content. Because of the rain, there is an increase in water retention as well as a decrease in the runoff of chemical fertilizers.

3. Lal Teer Livestock Ltd: It was established with the goal of leading the livestock sector by promoting environmentally friendly methods of raising animals for optimum output. Lal Teer Livestock Ltd. was established in 2009 and has an experienced management team with over thirty years of combined expertise. Through a dedicated research facility, the company will concentrate on sustainability as well as increased productivity.
4. Krishibid Group: After registering with the Registrar of Joint Stock Companies and Firms, the group began operations in 2001. The group's enterprise got its start with just \$30,000 in startup funds and a little farm that could only house about 3,000 chickens. It presently employs about 5000 people and is a well-known and well-known company with 33 sister companies as well as numerous other organizations and projects. Among the country's agricultural experts, this is the sole national business association. Since its founding, the KG has received Tk 2524 million in share capital from 6500 owners, against which an average dividend of 19% has been paid. This accomplishment is unparalleled. The stockholders have already received 3158 million taka in repayment, leaving them with 2955 million taka in remaining share capital. The group currently has assets of Tk 30 billion, which is about six times its liabilities. All of this is because to the Almighty's favor, the management's earnest and diligent work, and the upkeep of high standards for corporate ethics.
5. Arong Dairy: Although the dairy industry has grown, there is still a long way to go because only 9% of milk, UHT milk, or dairy products reach industrial processors, while the other 91% are marketed in a conventional or informal way. As a result, the industry is split into these two categories: formal and informal. In terms of marketing, there are 4 or 5 major businesses that control the industry, such as Milk Vita, which holds 40% of the market, or BRAC's Aarong and Pran, which hold around 24% of the market, respectively. Farm Fresh and other small producers would fill the remaining quota.

In Bangladesh's developing agro tech sector, which is being propelled by increased demand for innovative, sustainable agricultural techniques, these enterprises are engaged in severe rivalry.

### **3.5 Seasonality**

Adorsho Praniseba is a Bangladeshi agricultural technology company that offers a range of livestock related services and products such as credit insurance, boluses and face recognition in cow muzzles. Adorsho Praniseba's business is seasonal and depends on many factors, including:

Factors such as the breed of cattle being raised, the local climate, and the agricultural practices of the farmers all influence this.

Generally, in Bangladesh has 4 types of cows. Desi, Sahiwal, Holstein, Friesian. Milk, meat and other agricultural products are grown throughout the season, which usually lasts from December to November. The seasonality of Adorsho Praniseba's business is affected by these production

seasons as producers demand the company's products and services more frequently over time. Additional factors specific to local farming practices and climate in various parts of Bangladesh may affect Adorsho Praniseba's business.

### **3.6 Analysis of the Competitive Environment**

Market size, customer preferences, government policies and technological advancements are some of the factors that influence the level of competition of Bangladeshi agritech companies. The competitive landscape of Bangladesh agrotech industry is expected to include the following elements:

1. Industry scale: Bangladesh's agritech market is still relatively small, but is growing rapidly due to the growing demand for innovative and sustainable agricultural solutions. By offering differentiated and convenient goods and services, companies have the opportunity to increase their market share.
2. Consumer preferences: Farmers in Bangladesh are increasingly seeking technologically based solutions to raise their agricultural productivity and profitability. Businesses who can offer these services at fair prices will probably have an edge in the market.
3. Government activities: Through projects like the Agricultural Extension Support Activity and the Digital Agriculture Project, the Bangladeshi government has been actively promoting the use of technology in agriculture. This presents opportunities for companies that can align their goods with the government's aims.
4. Technological advancements: The agrotech industry depends largely on technology, so companies who can stay ahead of the curve by developing cutting-edge, environmentally friendly solutions will probably have an advantage over rivals.
5. The agrotech industry in Bangladesh is still fragmented, with several small and medium-sized companies contending for market supremacy. Larger companies with more resources and robust distribution networks may profit from being able to reach customers and boost their market presence.

Overall, the dynamic and shifting competitive climate facing Bangladesh's agrotech sector offers both potential and challenges. Businesses who can effectively navigate this climate by offering innovative and effective solutions, creating trustworthy connections, and adapting to evolving market conditions are predicted to succeed in the long run.

### **3.7 Analysis of the Five Forces by Seba Porter**

The study that follows finds five competitive factors that affect how the firm competes in its industry and aids in developing a stronger business plan to run its operations effectively and be more competitive.

**Industry competition: Moderately fierce.**

- Monopolistic business in the local cattling industry.
- Limited worldwide clients and a tiny number of agrotech enterprises using facial recognition cattles solutions.

**Threat from alternative technology: Moderate**

- No other local agrotech company in the country
- Threat of new entrants: There isn't a single homegrown agrotech business in the entire nation. The danger of new competitors in Bangladesh's agrotech business is relatively minimal because it requires a sizeable investment and specialized skills to enter the market. Adorsho Praniseba has developed a strong brand recognition and client base, while the other agrotech businesses have greater expertise in the industry, making it difficult for new rivals to compete.
- The other agrotech companies have more experience in the business.

**Bargaining power of suppliers: Very Strong**

1. Supplier negotiating power: Given that Adorsho Praniseba depends on suppliers for raw materials like fertilizer, seeds, and chemicals, the bargaining power of suppliers for the company may be moderate. However, because it can buy these materials in bulk and has established ties with important suppliers, the company may be able to negotiate a better price.

2. A good number of B2B and B2G consumers are available to use the company's tech based products.

**Buyer negotiating power: Very Strong**

Farmers in Bangladesh have access to a wide range of alternative providers of comparable agrotech services and goods, therefore buyer bargaining power for Adorsho Praniseba may be considerable. Adorsho Praniseba, on the other hand, has a solid reputation for its brand and provides distinctive and cutting-edge services, which can aid to limit the negotiating power of customers.

**Competitive rivalry: Moderate**

Given the number of other small and medium-sized businesses vying for market share, the competitive rivalry in Bangladesh's agrotech industry is modest. Adorsho Praniseba has amassed a solid client base, brand reputation, and distribution network, which could provide it a competitive edge over other market participants.

Adorsho Praniseba is a Bangladeshi agrotech business with a relatively strong competitive position, moderate to low risks from new entrants, suppliers, and substitutes, and high buyer bargaining power, according to the Porter's Five Forces analysis. The company may have a competitive edge over other market participants thanks to its well-known brand, distinctive and innovative offerings, and robust distribution network.

# **Chapter 4: Description of Main Duties**



## **4 Description of Primary Tasks**

At Adorsho Prani Seba Limited, I was hired as a "Sales & Marketing Intern" for a three-month stint. Working closely with the company's managing director, sales & marketing team to create documents, holding meetings, and carrying out various research-based analyses in accordance with the company's needs were all part of my duties.

### **4.1 Completed Tasks and Learning Experiences**

Over the course of my internship, I had to complete a variety of tasks. Some of them included ongoing duties like field trips and market analysis. The following explains the main tasks I completed and the experiences I had along the way:

#### **• Research and Analysis**

A person may have over the years carried out a variety of duties and responsibilities as a member of the sales and marketing team in a business that deals with cattle, including:

1. Researching the cattle industry's market to find potential clients, market trends, and competition activity.
2. Creating and putting into practice sales and marketing plans to sell the business's goods and services, such as cattle feed, breeding, and medical supplies.
3. Establishing and sustaining contacts with important clients, including farmers, ranchers, and veterinarians, through routine correspondence and visits.
4. Preparing and presenting sales presentations and product demos to prospective clients in order to highlight the advantages and features of the business's goods and services.
5. Coordinating with cross-functional teams to ensure that client needs are satisfied and problems are dealt with, such as supply chain, product development, and customer support.
6. Attending trade fairs and conferences in the business to network with possible clients and keep abreast of innovations and trends.
7. Tracking and analyzing sales data and market trends to find chances for growth and improvement in the company's sales and marketing operations.
8. Giving the management team input on market trends, consumer needs, and rival actions to help them make strategic decisions.

## ● **Market Survey**

1. Online surveys: To gather feedback from clients and potential clients, create online questionnaires using tools like SurveyMonkey or Google Forms. These questionnaires can be distributed via email, social media, or the business website.

2. Phone surveys: Call prospective or current consumers to inquire about their interactions with the business and their thoughts on the company's goods or services.

3. Focus groups: You can ask this customer group questions about their purchasing patterns, tastes, and perceptions of the company's goods and services.

4. Competitive analysis: Analyze the competition in the market by conducting research on them to learn about their goods, services, costs, and advertising tactics.

5. Social media listening: Social media listening is keeping an eye on online forums and groups for discussions on the company's goods or services, rivals, or market trends.

Market research can offer useful information on consumer preferences, opinions, and behavior as well as about rivalry and market trends. In order to better fulfill the requirements and preferences of target customers and achieve a competitive edge in the market, sales and marketing team members can conduct market surveys to acquire information that can guide strategic decision-making, product development, and marketing tactics.

## ● **Documentation**

Insurance supporting documents: The following supporting documents may be needed in order to insure a livestock business:

1. Proof of ownership: Records attesting to the company's ownership of the livestock and any other assets covered by the insurance.

2. Reports that offer a correct count of the animals and their worth, which are necessary for figuring premiums and coverage, are known as inventory and valuation reports.

3. Risk assessments: Written reports that describe the possible dangers that could arise in the cattle industry, such as disease outbreaks, natural disasters, or changes in the market.

● **Documentation for loan disbursements:** In order to get loans for cattle with the help of Bangladesh finance, Sena Kalyan Pvt. Ltd. Bangladesh Bank, Modhumoti Bank, Krishi Bank etc financial companies the following proof may be needed:

1. The breadth of the business, including the quantity of cattle, breeds, feeding regimens, and management procedures, is described in depth in the business plan.

2. Financial Reports Comprehensive financial status disclosures for the company, including cash flow, balance sheet, and profit and loss statements.

3. Collateral documentation: Records that show the value of items that might be pledged as security for a loan, such as the worth of livestock, real estate, or machinery.

4. Loan contract: a formal contract outlining the terms and conditions of the loan, including repayment periods and interest rates, between the lender and the company.

## **4.2 Learning Experiences**

Throughout the three months of my internship, I was able to gain a great deal of knowledge to supplement my studies while working at adorsho praniSeba. Listed here are some of the most important lessons I have learned so far:

- Got to see firsthand how business professionals and IT developers collaborate on projects.
- Has knowledge of how to respond to and complete the tasks in an unsupervised learning environment.

As a corporate intern, there are a lot of important things that the sales and marketing team taught me. Here are a few instances:

- Understanding the target audience: I have learned how to recognize and comprehend the company's target audience from the sales and marketing staff. Understanding consumer demands, preferences, demographics, and psychographics is necessary for this. Understanding my target market which will help me to develop marketing efforts that successfully reach consumers.
- Sales tactics: I can learn several sales strategies from the sales and marketing departments to help my complete business successfully. This might involve knowing how to pinpoint customers' problems, how to bargain, and how to follow up with leads.

## **4.3 Working Conditions**

- Usual Office Hours: When I joined adorsho praniSeba as an intern in March 2023, the regular office hour was 10.00 AM to 6.00 PM, 5 days a week (Sunday - Thursday)
- Overtime: In order to satisfy customer demands, and some investors meeting arrangements there are frequently heavy workloads placed on permanent personnel during the project development and delivery phases. As a result, they were required to work beyond the typical office hours. Since I was an intern, I was exempt from the added workload and allowed to leave the office at the regular time. However, I had to stay in the office a little bit longer than usual during some crucial

meetings or task completions so that I could attend the meetings or work on and complete the tasks I was given to complete.

- Work from Home: During the sickness and Holy Ramadan, I was forced to work from home for some days.
- Field trips: I made a few branch trips for my organization in order to comprehend and gather information from the Gazipur branch, Tebunia branch, Ashulia branch, Shahjampur branch.

#### **4.4 Difficulties and Challenges**

Engineers are essential to Adorsho PraniSeba infrastructure, which is entirely centered on the IT area for service growth. Being a BTM student, I had the bare minimum of technological knowledge, so adjusting to the Adorsho PraniSeba environment was not too difficult for me.

However, when I first started working there as an intern, I encountered some difficulties adjusting to the company culture. Below is a summary of these experiences from me:

Recognizing the atmosphere of the whole organization: After I joined as an intern, it took me some time to get to know each employee of the firm. I was a bit confused about the acceptance of my opinions to the existing people and the rules and regulations of the organization as a whole. Eventually, with time, I received a warm welcome from everyone that helped me to understand the things I should be doing as an intern within the organization.

#### **4.5 Key Working Tools Used**

I mostly used spreadsheets, slides, and Google Docs for work-related tasks. My supervisor and I agreed that I should inform him frequently on the progress of my task. I entered my workplace attendance using Microsoft Teams. I've created several interactive presentations for reporting reasons using Canva on occasion.

# **Chapter 5: Analysis**

## 5 Analysis

I'll break down the analytical portion into three separate levels: business, market, and professional. I'll concentrate on the ideas I've studied in-depth and make an effort to connect them to the observations I made while carrying out my workplace duties.

### 5.1 Company Level Analysis

Processes that are Effective: Due to adorsho praniSeba rapid growth, I was impressed by several of their task completion processes.

- **Goal-setting and task accountability:** Individual team members set their own goals at the start of each workday at standup meetings on a regular basis. They used to assign themselves their OKRs (Objective Key Responsibilities) in order to be held accountable and complete the duties in accordance with team planning.
- **Analysis at the corporate level entails looking at the resources, structures, and internal workings of the business.** Identification of the company's SWOT (strengths, weaknesses, opportunities, and threats) factors is crucial for its success. The SWOT analysis framework, which is used to evaluate a company's strategic position, is taught to BBA in technology management students. For instance, during my internship at the office, i have performed a SWOT analysis to pinpoint areas where the business might enhance its operations, including supply chain management optimization or customer experience improvement.
- **Utilizing tools to buy time:** Workers are skilled at using online tools for work-related purposes. They utilize Power BI for data visualization and decision-making, Canva to create interactive presentations, and Figma for prototyping. There are lots of resources available for the employees to use, saving them time and assuring the correctness of the duties they complete.

### 5.2 Market-level analysis:

This type of study entails evaluating the external environment in which a business works, including market competition, client preferences, and industry trends. Students that major in BBA technology management study market analysis techniques like Porter's Five Forces, which determines how appealing a given sector is. As an illustration, during my internship at the office, i may have utilized Porter's Five Forces to evaluate the danger posed by replacements or new competitors as well as the industry's competitive environment.

#### ● **Industry knowledge and experience:**

In the agrotech livestock sector, market level analysis entails evaluating the external environment in which businesses operate, including market rivalry, industry developments, and consumer

preferences. In conducting a market level analysis for the agrotech cattle sector, keep the following points in mind:

1. Industry developments: It's critical to keep abreast of the newest developments in the agrotech livestock sector. This might include changes in government regulations, new farming methods, emerging markets, and technological advancements. For instance, firms that adopt sustainable and organic agricultural techniques may have a competitive edge in the market. This trend is growing in popularity throughout many nations.

2. Market competition: Market competition can come from an assortment of sources, counting ordinary rural hones, noteworthy agribusiness businesses, and other agrotech new companies. It's pivotal to decide the focal points and impediments of each some time recently creating strategies to set your commerce separated from the competition. For occurrence, progressing a business's items, client benefit, or cultivating strategies may offer assistance it stand out in a swarmed advertise.

3. Consumer preferences: This may take into account elements like price sensitivity, product quality, and concerns about animal welfare. To learn about client preferences and customize their products and services accordingly, businesses should perform market research. For instance, businesses that sell grass-fed or organic beef may draw clients who are ready to pay more for superior, environmentally friendly goods.

4. Global Market Trends: Since the agrotech cattle industry is a global one, market level analysis must take into account global market trends. This may include emerging market trends, shifts in global consumption patterns, and international trade trends. For instance, there may be chances for businesses that are able to grow into these areas given the rising demand for beef in nations like China and India.

Overall, an in-depth study of market trends, market competition, consumer preferences, and international market trends is necessary for market level analysis in the agrotech cattle sector. Companies may create successful plans to compete in any industry by remaining educated and undertaking in-depth market research.

●**Creative market awareness activities:** adorsho praniSeba writes interactive and informative blogs in prandiseba.com to teach the market about the utility of their services and gather immense engagement towards their offerings.

●**Business type:**

Given the effect on the market as a whole, there aren't many participants in the digital cattling sector. In Bangladesh, a developing nation, the figure is considerably lower. Since the country's technology boom began, praniSeba has been providing services to companies and government organizations in Bangladesh. Given the nature of their business methods, the fact that they don't yet service the massive consumer market distinguishes them from other companies and offers them a competitive edge.

## **5.3 Professional Level Analysis**

### **Creating an impact on my career plans:**

The information I learned during my three-month internship at adorsho praniSeba will help me better understand my strengths and will motivate me to create a useful career strategy in the future. I've always been interested in learning more about marketing and how it can be sell for business growth and operations. As a business developed intern, I had the chance to examine how firms operated in various industries. This gave me the chance to collect information about various organizations, which I then used to generate innovative ideas for adorsho praniSeba operations. In order to clearly express my answers and convey them in a compelling way, I felt that my understanding of spreadsheet, document, and slide creation was quite beneficial.

### **Relevance with academic knowledge:**

My academic background and the actual application of my internship responsibilities at the workplace were significantly correlated. I was fortunate enough to be able to use my knowledge of the academic courses to acquire a grasp of both the underlying technology and commercial terms. Throughout the duration of my internship, it gave me a favorable work environment. I'll outline some of the connections between my academic courses' learning objectives and reality at adorsho praniSeba in the paragraphs below.

- My understanding of stakeholders' points of interest and how they make decisions in my firm has improved thanks to the finance courses.
- I could make a connection between marketing's significance and adorsho praniSeba promotional efforts. In order to inform their target market about their technology and services and aid them in creating a sustainable company operation, adorsho praniSeba creates well-researched blogs. My understanding of the quality viewpoint in service sectors and the significance of zero faults in technological goods has improved as a result of the quality management course. When it comes to playing the character of an analyst, in particular, my understanding of research methodology, data interpretation, and supply chain management was very helpful to me in making judgments and gathering resources for adorsho praniSeba.



# **Chapter 6: Conclusion and Recommendations**

## 6.1 Conclusion

After successfully completing my term as a "Sales & Marketing Intern" at adorsho praniSeba Limited, I gained knowledge of how the organization's overall procedures operate. As an intern, I was required to do more than just fill out paperwork; I also had to perform in-depth research to understand the global cattleing market and how to come up with ideas for new business ventures that may help the firm's revenue. Although I had different theoretical understandings of the activities carried out in an organizational setting, after completing the internship program, I was able to comprehend the actual situation. In an organizational context, I learnt the procedures for lining up the theories with the actual situation. adorsho praniSeba has been making every effort to provide a long-term commercial solution for its target market. adorsho praniSeba mission is to enable a trustworthy ecommerce platform for buying & selling cows for Bangladesh, and the company has been working hard to do so from the start. adorsho praniSeba has been working along with other start-up companies to regularly achieve their growth goals. I've done my best to reflect on the tasks I've accomplished throughout my three-month assignment and the knowledge I've gained during that time. I was able to concentrate on and successfully accomplish the duties given to me because of the excellent working environment at adorsho praniSeba and its extreme flexibility. The adorsho praniSeba staff members were incredibly helpful and courteous, helping me in every way they could.

## 6.2 Recommendations

- I'll include a few of my important findings and suggestions for adorsho praniSeba that could be helpful for the entire company below:
- In order to provide adorsho praniSeba a potential for faster expansion, the business department should have more workers by employing professionals in the industry, and the communication gap between employees should be as little as feasible.
- Since the company has reported positive growth in the market by making revenues from sales, it should expand its office space to accommodate the growing number of potential employees in the organization. Despite being given a clear set of instructions, employees occasionally do not understand what to do next, which affects the overall schedule of the project timeline by making delays.
- The business should increase its office space to meet the rising number of potential employees as it has demonstrated favorable market expansion through sales revenues.
- Adorsho praniSeba has to come up with plans to switch from their one-to-one dealing method to many customer handling systems. Despite the fact that they now serve the B2B and B2G markets, they may anticipate to face a variety of customer demands as more and more startups in Bangladesh seek fresh meat & agricultural products for a variety of commercial uses.

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# Appendices



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