

Internship Report on Implementation of SAP MM Module for Remark HB Limited by Eitekh ERP Limited



الجامعة الإسلامية للتكنولوجيا
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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 the release of my final report to any reader upon request.

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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.



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Letter of Transmittal

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Subject: Submission of “Internship report on Implementation of SAP MM Module for Remark HB Limited by Eitekh ERP Limited”

Dear Sir,

I am delighted to present my internship report titled “Internship Report on Implementation of SAP MM Module for Remark HB Limited by Eitekh ERP Limited” as a part of the internship program. Working under your esteemed guidance has been a significant accomplishment for me.

In the process of compiling this report, I have strived to provide an accurate reflection of the company’s status and my personal experiences within it. The chance to be a part of Eitekh has paved the way for substantial learning in the realm of corporate operations and has contributed to my personal development. The experience of working in such an environment and the opportunity to produce this report under your supervision has been truly rewarding.

I would like to highlight that my time at Eitekh has allowed me to understand the intricacies of the SAP MM Modules. The practical exposure to these modules has enhanced my theoretical knowledge and has given me a comprehensive understanding of their application in a business environment.

The supportive team at Eitekh ERP Limited played a crucial role in my learning journey. Their guidance and mentorship have been instrumental in helping me navigate through various projects, thereby bridging the gap between academic learning and its practical application.

Furthermore, interacting with clients and understanding their requirements has broadened my perspective on the role of ERP systems in improving business operations and customer satisfaction. This experience has been enriching and has added a new dimension to my understanding of the field.

Sincerely yours,

Sayed Sami Bhuiyan

ID: 190061134

Declaration

I, Sayed Sami 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 Eitekh ERP Limited by myself with the guidance provided by my supervisor Mr. S. M. Rakibul Anwar, Assistant Professor, BTM. I have not intentionally infringed any copyright. The work is authentic to the best of my knowledge. I further declare that the report has not been submitted to any other party or organization for any certification.

Student's Full Name & Signature:

Sayed Sami Bhuiyan

ID: 190061134

Department of Business and Technology Management

Islamic University of Technology

Supervisor's Full Name & Signature:

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

Acknowledgment

I want to express my profound appreciation to all those who have guided and supported me during my internship, enabling me to complete this report. First and foremost, I am deeply indebted to Allah for granting me the strength, patience, and resilience to carry out my duties as an intern at Eitekh ERP Limited, which serves as the cornerstone of this report.

My gratitude extends to my Academic Advisor, Mr. S.M. Rakibul Anwar, Assistant Professor at the Department of Business & Technology Management. His unwavering support, guidance, and assistance in applying theoretical knowledge into practice have been invaluable. Despite his demanding schedule, he generously took the time to assist me with this report, demonstrating remarkable patience and understanding. His insights and expertise have been instrumental in shaping my professional growth.

Additionally, I am grateful for the relentless efforts of the entire BTM department in ensuring the success of the internship. Their dedication to fostering a conducive learning environment has greatly enriched my academic journey.

Furthermore, I would like to express my heartfelt appreciation to Eitekh ERP Limited for providing me with the opportunity to gain practical experience with the Materials Management module. This experience has given me a deeper understanding of the industry and has equipped me with skills that I will carry forward in my career.

Arafat Ali, my supervisor, was an extraordinary mentor who supported me throughout my internship with useful information, suggestions, and feedback. His guidance has been pivotal in my professional development. I would also like to thank the entire Eitekh team for their support and encouragement, which turned my internship into a significant growth opportunity.

I am grateful for the potential opportunity to work with a team of capable and dedicated professionals who continuously impart their knowledge and experience to me. Their commitment to excellence and their willingness to share their expertise have greatly contributed to my learning.

Finally, I would like to extend my heartfelt gratitude to my loved ones for their encouragement, support, and assistance during my internship. Their unwavering support helped me overcome various challenges and complete this report. Their faith in my abilities and their constant encouragement have been a source of strength throughout my internship.

I thank you all for your unwavering commitment to my internship experience and enabling me to achieve my goals. Your support has not only contributed to the successful completion of this report but has also significantly enriched my overall internship experience. I look forward to applying the knowledge and skills I have gained during this internship in my future endeavors. Thank you for making this journey a memorable one.

Executive Summary

This report serves to comprehensively outline my enriching internship experience as a Business Technology Analyst in the SAP Material Management module at Eitekh ERP Limited. The primary objective of the internship was to gain practical knowledge and skills in the implementation and customization of the SAP Material Management module for procurement, inventory management, material valuation, and master data management. This report provides an in-depth overview of the company's intricate business processes, its well-structured organizational hierarchy, and the sophisticated information systems that drive its operations.

During the course of the internship, I was entrusted with a variety of assignments related to the SAP Material Management module. These tasks ranged from customizing materials and managing supplier master data to creating purchase orders. I had the privilege of working closely with the dedicated SAP Material Management team, supporting their efforts in managing the company's procurement and inventory management processes. This included assisting in the implementation of various SAP Material Management module functions like purchase orders, goods receipts, invoice validation, reservations, goods issues, transfer posting, and purchase requisitions.

In addition to these tasks, I gained invaluable experience in creating comprehensive training materials for end-users. I also had the opportunity to conduct user acceptance training sessions, which allowed me to hone my presentation and communication skills. My role also involved data analysis and master data setup, which further enhanced my technical and analytical skills.

The internship provided me with a deeper understanding of how large organizations operate, particularly in the context of corporate purchasing, inventory management, warehouse management, and supply chain management. I was able to witness first-hand the implications of the SAP Material Management module in these areas, providing me with a holistic view of the industry.

Furthermore, the internship allowed me to improve my technical, analytical, and communication skills. It served as a platform for me to apply theoretical knowledge in a practical setting, thereby bridging the gap between academia and industry. The experience has equipped me with a set of skills that are not only relevant but also highly sought after in today's competitive job market.

In conclusion, the internship at Eitekh ERP Limited has been a transformative experience. It has provided me with valuable insights and experiences that have significantly improved my knowledge and abilities. I am confident that the skills and knowledge I gained during the internship will be instrumental in my future career as a SAP MM consultant. This experience has not only shaped my professional trajectory but has also instilled in me a lifelong passion for learning and growth. I look forward to leveraging these skills and experiences in my future endeavors.

Internship Completion Certificate



Chapter 1: Introduction

1 Introduction

As a mandatory component of my eighth-semester 4800 Internship course, I am pleased to present this report detailing my internship experience in the Materials Management (MM) module at Eitekh ERP Limited. The course is designed to provide final-semester students at the Department of Business and Technology Management with hands-on training in their field of study. I have found this to be an invaluable opportunity to develop my skills and knowledge in the IT industry.

Throughout the three-month internship program, I gained insight into the IT business, including the necessary skills and procedures for each role. The experience was particularly helpful in understanding how businesses use ERP systems to enhance their operations and stay on top of changing industry trends. I was assigned to Remark HB Limited, where I had the opportunity to contribute to implementing an ERP system and supporting the integration of the software with the company's existing systems.

This report provides an overview of my duties and responsibilities as an intern for the SAP MM module and an analysis of the challenges and difficulties involved in integrating an ERP system with a large organization. I will also discuss the benefits and improvements since implementation, including how it has helped streamline business processes and achieve high operational efficiency.

Internships are essential for completing our education and securing future work, as they provide us with practical experience and prepare us for a career in the corporate world. My experience at Eitekh ERP Ltd. has been instrumental in shaping my professional development. I am confident that the skills and knowledge I have acquired will benefit me in my future endeavors.

1.1 Background of the Report

Eitekh ERP Limited, a renowned IT services and consulting company, is strategically located in the bustling city of Toronto. Since its inception in 2013, Eitekh has been at the forefront of providing comprehensive SAP, ERP, IT advisory, and project management services. With a strong commitment to excellence and innovation, Eitekh has carved a niche for itself in the competitive IT landscape.

Eitekh's unique approach involves working closely with its customers as trusted consultants, guiding them through the intricate SAP environment. This collaborative approach empowers clients to make informed decisions about product selection and implementation strategies, ensuring they receive solutions that are tailored to their specific needs.

Eitekh's expertise extends beyond consulting, as it provides a complete ERP solution for clients. This holistic approach ensures that clients have a seamless and integrated system that enhances efficiency and productivity across their organization.

This report provides an in-depth account of my enriching 3-month internship at Eitekh ERP Limited. During this period, I was assigned to the Material Management module, where I had the opportunity to work on the Remark HB Ltd. project. This hands-on experience allowed me to delve

into the practical aspects of ERP implementation, providing me with invaluable insights and knowledge.

Throughout my internship, I was able to learn and grow both professionally and personally. I gained a deeper understanding of ERP systems, honed my problem-solving skills, and learned to work effectively in a team. This report will summarize the key learnings from this experience and discuss how these learnings will be instrumental in shaping my future endeavors.

1.2 Origin of the Internship Report

To obtain an undergraduate degree in technology and business management at the Islamic University of Technology, students are required to complete an internship program. The primary objective of this program is to familiarize the third batch of BTM graduates with the business and IT markets. The BTM department offers a combination of practical and professional experience, as well as theoretical knowledge of the business world to the students. Through internships, students are able to gain valuable professional experience and apply their theoretical knowledge to real-world scenarios. The challenge lies in applying hypothetical ideas to practical situations.

1.3 Aim of the Internship Program

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

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

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

1.4 Objective of the Internship Report

Primary Objectives

During my three-month internship, my primary focus was to understand the inner workings of the company's MM module and develop strategies to achieve that objective. The internship program was similar to training undergraduates in the corporate world. In this report, I will describe the work I have done during my internship and showcase my understanding of the tasks, as well as the knowledge I have accumulated throughout the program. This report aims to evaluate my learning outcomes in the organization by comparing my activities and accomplishments.

Secondary Objectives:

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

1.5 Methodology and Data Sources

By leveraging a diverse range of primary and secondary sources, I have compiled a comprehensive and insightful internship report. The information and perspectives gathered from these sources have enabled me to provide a thorough and compelling analysis.

Primary Sources

A significant section of the report highlights key findings. The primary data and essential insights were gathered via face-to-face interviews with company employees and collaborators.

The sources for this internship report are:

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

Secondary Sources

While primary research forms the basis of this report, a considerable amount of data was obtained from secondary sources. These sources include:

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

1.6 Significance

This report provides a comprehensive and informative overview of Eitekh's MM modules and their place within the IT industry. Importantly, it illuminates the employee perspective and presents pertinent data on the company's local market performance. The report's objective is to enhance readers' understanding of the operational and analytical aspects of Bangladesh's IT Consulting industry, thereby making it a valuable resource for students in the BTM sector. Additionally, it can be a practical guide for students seeking to augment their industry experience and gain valuable insights into industry opportunities.

1.7 Limitations

During my internship, I encountered certain limitations that I was able to overcome by making the most of my learning experience. I endeavored to acquire as much knowledge and skills as possible, despite the challenges that I faced. These limitations include:

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

Chapter 2: Company Overview

2 Company Overview

Eitekh ERP Limited is a highly esteemed company that has carved a niche for itself in the realm of IT services and consulting. Based in Toronto, Eitekh has been offering a wide array of advisory services to enterprises that are seeking expert guidance in navigating the often complex landscapes of SAP.

Eitekh's services are meticulously designed to assist clients in making informed decisions about product selection and implementation strategies. These services encompass the entire SAP project lifecycle, starting from the initial stages of inception and design, all the way through to archiving and retirement. This comprehensive approach ensures that clients are well-equipped to handle every aspect of their SAP projects.

At the core of Eitekh's services are its SAP advisories. These advisories provide detailed analysis and recommendations, helping customers navigate the intricate SAP ecosystem with ease and confidence. Eitekh's team of seasoned consultants work closely with the CIO, CFO, COO, and their respective teams, guiding them through product launches, project planning, and strategy development. This collaborative approach ensures a seamless journey to go live, minimizing potential roadblocks and maximizing efficiency.

In addition to its consulting services, Eitekh also offers SAP implementation services. Its team of experienced consultants is adept at handling all stages of SAP ERP implementation, from configuration and development to testing. This end-to-end service ensures that clients have a smooth and hassle-free implementation experience.

Eitekh also offers a range of post-implementation services, including maintenance and support services, upgrades, implementation of change requests, and general support services. These services are designed to help SAP customers save money and ensure their systems are always up-to-date and running smoothly.

As SAP continues its paradigm shift with its HANA in-memory database and cloud-based systems, Eitekh has been at the forefront of this IT evolution. The company provides experienced consultants in all these areas, ensuring that its clients remain at the cutting edge of SAP innovation. By partnering with Eitekh, companies can rest assured that they have access to the expertise needed to successfully navigate the ever-evolving SAP landscape.

Eitekh's commitment to staying ahead of industry advancements ensures that its clients always have access to the most advanced tools available. This commitment, coupled with its extensive range of services and team of experts, makes Eitekh a trusted partner for enterprises looking to leverage the power of SAP.

For more information about Eitekh and its services, you can visit their official website at <https://www.eitekh.com/>

2.1 Vision and Mission of Eitekh

Mission:

“We aim to deliver SAP installations that meet and exceed client expectations in terms of quality.”

Eitekh is committed to enhancing communities and society as a whole by facilitating the functioning, evolution, and adaptation of intricate systems. This is accomplished through the provision of expert guidance and support to clients who must navigate the intricacies of capital markets, taxation regimes, and the economy in which businesses operate. The company’s ultimate objective is to democratize these frameworks by advocating transparency, value, and sustainability, thereby rendering them more accessible and practical for all stakeholders.

Vision: The overarching vision of Eitekh is to establish itself as the preeminent and most reliable source of expert counsel and support for individuals seeking to scrutinize the intricately woven foundations that undergird the multifaceted landscape of contemporary culture.

Goal: Eitekh is committed to promoting transparency, equity, and sustainability in the complex systems we support, with the ultimate goal of having a positive impact on society. The team is dedicated to providing the clients with the highest quality advice and support, rooted in their deep knowledge of these systems. Throughout their work, they strive to assist the clients in achieving their objectives while simultaneously promoting common interests and contributing to a more just world.

Objective:

- Staying up-to-date with the latest SAP features and integrate them into existing technology.
- Establishing trustworthy, transparent, and enduring relationships with customers.
- Creating a safe and encouraging environment where individuals can experiment, challenge themselves, and work together.
- Expanding Eitekh ERP Ltd's global presence and cementing our status as SAP's preferred partner for installations.

2.2 Values of Eitekh

Honesty: In all of its interactions with customers, communities, and colleagues, Eitekh makes it a priority to act with honesty and ethics. The company understands that trust and confidence are essential components of any successful business relationship, therefore, it maintains high standards of integrity to build and maintain these crucial elements. By adhering to these values, Eitekh aims to establish itself as a reliable and trustworthy entity in the marketplace.

Excellence: Eitekh's unwavering commitment to excellence is reflected in every facet of their work, as they steadfastly pursue quality and professionalism. Their relentless pursuit of knowledge and skill improvement enables them to offer customers innovative solutions and increased value. Eitekh's dedication to delivering quality and professionalism is evidenced by their ability to exceed customer expectations and consistently provide exceptional outcomes.

COMPANY CORE VALUES



INCLUSION

We have a culture of warmth and belonging, where everyone is very welcome.

ACCOUNTABILITY



We know it takes people with different ideas, strengths, interests, and cultural backgrounds.



COOPERATION

We strive to show deep respect for human beings inside and outside our company.

HONESTY



We promote honesty in interactions with customers, communities, and colleagues.



EXCELLENCE

What we do, we do well! Delivering our very best in all we do, holding ourselves accountable for results.



Figure 1: Values of Eitekh

Cooperation: Eitekh is a firm believer in the power of collaboration with our customers and colleagues. We hold in high esteem varying perspectives and ideas, as we understand that diverse opinions can lead to innovative and effective solutions. We believe that by working together, we

can unlock the full potential of everyone involved and work towards achieving goals more efficiently. In light of this, we strive to foster an environment that encourages teamwork, mutual respect, and open communication, as we recognize these values as key drivers of success in any business or academic setting.

Accountability: Eitekh is accountable and answerable for its actions, and it is expected to deliver on its commitments in a timely and efficient manner. The organization is committed to upholding a culture of transparency, and it strives to maintain open and honest communication with all of its stakeholders. This includes providing regular updates and engaging in meaningful dialogue to ensure that all parties are fully informed and have a clear understanding of the organization's activities and objectives. Eitekh recognizes the importance of building strong relationships with its stakeholders, and it is committed to fostering an environment of trust and mutual respect.

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

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

2.3 Management

2.3.1 Organizational Structure of Eitekh

Eitekh ERP Ltd is a Canada-based SAP consulting firm, which also has a subsidiary branch in Dhaka, Bangladesh. The Dhaka office is located at Mohakhai DOHS.

CEO: Mr. Sami Afzal, the CEO and founding member, established the company in 2013.

SAP Manager: Tahmeed Zaman serves as the SAP Manager of Eitekh ERP Ltd, where he is responsible for the oversight of all business units and the strategic decision-making that shapes the organization's direction. In addition, he serves as the head of the HCM module, ensuring that the company's human capital management needs are met. With his extensive experience and expertise in this field, Tahmeed is a valuable asset to the Eitekh team, enabling the company to achieve its goals and objectives with precision and efficiency.

Senior SAP Consultant: MD. Owais Quruni Shuvo is the senior SAP consultant of Eitekh. He is the senior member of the SAP basis team at Eitekh. MD. Owais Quruni Shuvo, a distinguished SAP consultant, holds the position of Senior SAP Consultant at Eitekh. With an impressive track record of success, he serves as the senior member of the SAP Basis team at Eitekh, bringing his extensive knowledge and expertise to bear in support of the company's mission and goals. Mr. Shuvo's experience and skills have been honed through years of diligent work and study, culminating in a deep understanding of the intricacies of SAP systems and their implementation.

2.3.2 Organizational Division of Eitekh

CEO: At the helm of Eitekh ERP Limited is the CEO/Founder, who plays a pivotal role in steering the company towards its vision. They are the strategic architect, crafting the company's long-term plans and ensuring alignment with its mission. They set ambitious yet achievable goals, inspiring the entire organization to strive for excellence. The CEO/Founder also oversees the leadership team, guiding them in their respective roles and fostering a culture of collaboration and innovation. Their decisions have far-reaching implications, shaping not just the company's present but also its future. Their leadership style, strategic acumen, and decision-making abilities are key determinants of the company's success.

Executive Team: The executive team is a group of seasoned professionals, each heading a key functional area of the company. They work closely with the CEO/Founder, translating the company's strategic goals into operational plans. They are responsible for the day-to-day management of their respective departments, ensuring smooth operations and optimal performance. They also play a crucial role in decision-making, bringing their unique perspectives and expertise to the table. Their leadership and management skills are instrumental in driving the company's growth and success.

Sales Department: The sales department is the company's growth engine. They are at the forefront, interacting directly with potential and existing customers. They identify business opportunities, negotiate contracts, and ensure customer satisfaction. Their understanding of the market dynamics, customer needs, and competitive landscape enables them to effectively sell the company's SAP solutions and services. Their efforts directly contribute to the company's revenue and market presence.

Functional Consulting Group: The functional consulting group is the heart of Eitekh's SAP consulting services. They work closely with clients, understanding their unique needs and challenges. They provide a range of services, including project management, software customization, integration, and support. Their deep understanding of SAP solutions and their application in various business contexts enables them to deliver value-added services to clients.

Technical Consulting Team: The technical consulting team is the technical powerhouse of Eitekh. They are responsible for developing, testing, and maintaining the company's SAP software solutions. Their technical expertise and problem-solving skills ensure the high quality and reliability of the company's solutions. They work closely with the functional consulting group, providing the technical backbone for the solutions delivered to clients.

Support Team: The support team is the company's problem-solving unit. They provide maintenance, troubleshooting, and ongoing technical support to clients. Their prompt and effective service ensures client satisfaction and loyalty. They are the first point of contact for clients facing any issues with the company's solutions, making their role crucial in maintaining the company's reputation for reliable service.

Marketing Team: The marketing team is the company's voice. They create and execute advertising strategies to promote the organization's services and generate leads. Their innovative

campaigns enhance the company's brand visibility and attract potential clients. They work closely with the sales department, providing them with the leads and market insights needed to drive sales.

Finance Team: The finance team is the company's financial steward. They manage the company's financial activities, including planning, forecasting, accounting, and reporting. Their meticulous work ensures the company's financial health and compliance with financial regulations. They provide the executive team with the financial insights needed for strategic decision-making.

Human Resources: The human resources department is the company's people manager. They manage all aspects related to employees, including benefits, compensation, recruitment, training, and retention. They foster a positive work environment, ensuring employee satisfaction and productivity. Their efforts are crucial in attracting and retaining the talent needed for the company's success.

2.3.3 Organizational Leadership Style of Eitekh

Eitekh ERP Limited has implemented a leadership style that prioritizes creativity, teamwork, and adaptability, while emphasizing open communication and shared decision-making over hierarchical structures and bureaucratic regulations. This approach acknowledges the contributions of every individual and encourages both team and individual empowerment, resulting in a variety of benefits.

Collaborative Decision Making: One of the primary benefits of this leadership style is collaborative decision-making. Eitekh ERP Limited's CEO and executives encourage teams to work together to make decisions. This creates a culture of collaboration where every contribution is valued, and diverse perspectives are taken into account. Ultimately, this leadership style aims to create a team of professionals who can work together seamlessly to resolve problems and achieve business goals effectively.

Flat Organizational Structure: Eitekh ERP Limited also embraces a flat organizational structure with minimal hierarchical levels and frequent opportunities for employees to take on leadership roles. This approach promotes a culture of innovation and agility where employees are encouraged to take calculated risks and try new things. Leaders are approachable, creating an environment of trust and respect.

Employee Empowerment: Employee empowerment is another fundamental value at Eitekh ERP Limited. The company values its employees and encourages them to take ownership of their work. Employees are empowered to make decisions and take initiative, which fosters innovation and creativity. While leaders provide guidance and support, they ultimately trust employees to make the right decisions. This approach cultivates a sense of accountability that fosters a culture of excellence and continuous improvement.

2.3.4 HR Management Practices

Eitekh ERP Limited places great importance on the welfare of its employees, with the HR division assuming a pivotal role in managing their needs. This includes overseeing payroll, formulating and implementing policies and regulations, and addressing any other related concerns.

To help employees achieve a work-life balance, Eitekh provides various flexible work options, such as job sharing, telecommuting, and flexible scheduling. The company also organizes employee engagement programs, such as social events, team-building activities, and employee recognition programs, to foster a positive work environment and boost morale.



Figure 2: Gala Night & Picnic Arranged by Eitekh

Eitekh prioritizes the physical and mental well-being of its employees by providing health and wellness programs. These may include support for mental health, training on stress management, and access to gym memberships. Additionally, the company has a performance management system in place to regularly evaluate employee performance, help them understand their objectives, determine areas for improvement, and receive recognition for their accomplishments.

Eitekh also ensures ongoing training and development opportunities for employees, including leadership and communication skills training, as well as SAP training. To attract and retain top talent, the company offers competitive compensation and benefits packages, which may include health care coverage, retirement plans, and performance-based rewards.

2.3.5 Organizational Development and Employer Branding

Organizational Growth: Eitekh ERP Limited is committed to fostering a culture of learning and innovation to promote organizational growth. The company encourages employees to freely exchange ideas and collaborate to develop novel customer solutions, leading to steady improvement of the organization's operations and excellent results for clients. To support this, Eitekh invests in training and development programs for employees, ensuring they have the latest information and skills necessary for their roles.

Employer Brand: Eitekh ERP Limited recognizes the importance of creating a strong employer brand to attract and retain top SAP consulting talent. The company offers clear employee incentives that highlight the benefits and opportunities available to workers. Additionally, Eitekh has implemented various initiatives, such as health and wellness programs, remote work options, and flexible working hours, to retain employees. These efforts have made Eitekh a preferred employer in the SAP consulting industry. The company also maintains a strong social media presence to showcase its employer brand and company culture to potential candidates.

2.4 Marketing Practices

2.4.1 Marketing Strategies

Eitekh ERP Limited's marketing strategy endeavors to establish a compelling online presence and nurture thought leadership in the industry. The company capitalizes on a multi-channel showcasing approach, featuring email marketing, online entertainment advertising, and content advertising. Eitekh's email marketing campaigns revolve around the interests and needs of their subscribers, delivering pertinent information about their products and services. The company remains up-to-date with the latest developments in SAP technology and invests significantly in employee training to provide innovative solutions and services to customers. By doing so, Eitekh aims to secure a position as an innovative and future-oriented partner in the SAP consulting industry.

Eitekh's content marketing strategy focuses on producing superior, valuable content that showcases their SAP consulting expertise, such as blog posts, case studies, and white papers. The company collaborates with subject matter experts to establish themselves as industry leaders, offering thought leadership to the sector. By and large, Eitekh ERP Limited's marketing strategy seeks to cultivate robust relationships with the target audience, establish the brand as a leader in the SAP consulting industry, and furnish pertinent and valuable content to subscribers and followers.

2.4.2 Targeting Strategies

Eitekh ERP Limited has developed specific strategies for targeting customers and industries. The company specializes in providing SAP implementation and consulting services to the retail, healthcare, and manufacturing sectors. This expertise enables Eitekh to comprehend the distinct difficulties and needs of each customer and provide customized solutions to meet their requirements. Furthermore, Eitekh focuses on specialty markets and new advances as part of its strategy. The company invests in employee training to remain current with the latest developments in SAP technology, positioning itself as an innovative and forward-thinking SAP consulting partner.

Eitekh places a strong emphasis on cultivating long-term relationships with its clients through personalized service and value. The company values customer satisfaction highly and collaborates closely with clients to understand their business objectives, ensuring that its products and services

meet their needs. These methodologies help Eitekh build a devoted client base and generate repeat business through positive recommendations and feedback.

In summary, Eitekh ERP Limited's tailored strategies for targeting customers and industries, combined with its expertise in SAP implementation and consulting services, enable it to understand the unique challenges and requirements of each customer and provide customized solutions. The company's focus on specialty markets and employee training allows it to remain innovative and forward-thinking. Eitekh's emphasis on personalized service and value, coupled with its commitment to customer satisfaction, helps it cultivate long-term relationships with clients and generate repeat business.

2.4.3 Market Segmentation

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

Industry: Eitekh ERP offers SAP consulting services to a range of industries, including government, healthcare, education, and financial services. They customize their solutions and services to suit the unique needs and challenges of each industry.

Size of Business: Eitekh ERP is designed to cater to businesses of all sizes, from small and medium-sized enterprises to large corporations. Based on the specific requirements and budget of each business, Eitekh offers personalized solutions.

Geographic Location: Eitekh ERP has a presence in various parts of Bangladesh, Canada, and the USA and provides site-specific solutions to its customers. They understand that business conditions and requirements can differ from one location to another, and they adapt their solutions accordingly.

Solution Type: Eitekh ERP provides a range of SAP solutions, including ERP, CRM, HCM, and BI. They segment the market based on the type of solution that clients require.

Customer Behavior: Eitekh ERP divides its market based on customer behavior, such as attitudes, preferences, and purchasing patterns. They use this data to tailor their marketing and sales strategies to reach and engage with their target audience.

2.4.4 Marketing Mix

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

Product: Eitekh, a renowned name in the SAP consulting domain, offers a broad spectrum of services that encompass SAP system implementation, customization, and maintenance. Their

services are designed to cater to the diverse needs of businesses, irrespective of their size or industry. They understand that each business has its unique challenges and requirements, and tailor their solutions accordingly to ensure maximum efficiency and productivity. In addition to its core services, Eitekh also provides extensive support and training to help clients maximize their SAP investments. They believe in empowering clients with the knowledge and skills they need to effectively manage their SAP systems. Their training programs are designed to provide practical, hands-on experience, enabling our clients to navigate their SAP systems with ease and confidence. But their commitment to their clients doesn't end there. They also offer ongoing maintenance services to ensure that their clients' SAP systems continue to operate smoothly and efficiently. A team of experts is always on hand to provide prompt and reliable support, ensuring minimal downtime and disruption to their clients' operations. Moreover, as part of their commitment to staying at the forefront of SAP technology, they continually update their services and solutions to incorporate the latest advancements. This allows them to offer their clients innovative solutions that not only address their current needs but also prepare them for future challenges.

Price: Eitekh understands that each project is unique and comes with its own set of challenges and requirements. Therefore, their pricing strategies are specifically tailored to individual projects, taking into account their scope and complexity. They believe in providing value for money, and their pricing accurately reflects the quality and depth of their services. They strive to offer competitive pricing without compromising on the quality of their services. Their pricing model is transparent and straightforward, with no hidden costs. They work closely with their clients to understand their budget constraints and provide solutions that fit within their financial framework. Furthermore, they believe in the value of long-term relationships. Therefore, they offer flexible pricing options for their repeat clients and those who engage them for multiple projects. This approach not only ensures affordability but also fosters a sense of trust and partnership with clients. In addition, they continually monitor the market trends and adjust their pricing strategies accordingly to ensure that they remain competitive. They understand that in today's dynamic business environment, cost-effectiveness is as important as quality.

Place: Eitekh prides itself on its ability to offer services both online and offline, ensuring it can cater to a wide range of client needs. They maintain physical offices in major cities across Bangladesh, allowing them to provide face-to-face consultations and support for clients who prefer a more traditional approach. Our online platform, on the other hand, allows us to extend our reach beyond geographical boundaries. This digital platform is designed to provide remote services, ensuring that clients from any location can access our expertise. It's equipped with state-of-the-art technology to facilitate seamless communication and collaboration, ensuring that distance is never a barrier to receiving quality service. In addition to their physical offices and online platforms, they also offer on-site services for clients who require their presence at their business premises. This flexibility in service delivery ensures that they can provide tailored solutions that meet the unique needs of each client. Moreover, their online platform is not just a service delivery channel, but also a resource hub where clients can access a wealth of information and tools to enhance their

understanding of SAP systems. They continually update this platform with the latest news, tips, and best practices in the SAP domain. Eitekh believes that the ‘place’ in their marketing mix is not just about where they offer our services, but also about how they make their services accessible and convenient for their clients. Whether it’s through their physical offices, their online platform, or on-site services, they are committed to being where their clients need them to be.

Promotion: Eitekh, in its quest to reach its target audience, employs a multi-faceted approach that includes digital marketing, content marketing, and thought leadership. These strategies are not only effective in reaching a wide audience but also in creating a strong brand presence in the digital space. Digital marketing, for instance, allows Eitekh to leverage the power of social media, SEO, and email marketing to connect with potential clients. Content marketing, on the other hand, enables Eitekh to provide valuable information to its audience, thereby establishing itself as an authority in its field. This strategy involves creating and sharing high-quality, relevant content that resonates with the audience and prompts them to engage with the brand. Thought leadership is another key aspect of Eitekh’s promotional strategy. By sharing insights and expertise, Eitekh positions itself as a leader in its industry, thereby gaining the trust and respect of potential clients. In addition to these strategies, Eitekh also participates in industry events and conferences. These platforms provide an opportunity for Eitekh to showcase its expertise, network with industry professionals, and engage with potential clients in a more personal and direct manner. This face-to-face interaction enhances Eitekh’s credibility and allows it to build strong relationships with its clients.

2.5 Financial Performance and Accounting Practices

Eitekh ERP Limited, a leading ERP solutions provider in Bangladesh, has maintained a steady growth in revenue and net profit over time with a compound annual growth rate (CAGR) of 12% and 18%, respectively. This is a result of the company's commitment to providing high-quality ERP solutions, a diverse product portfolio, and sound cost management practices. The company's strong financial position is evidenced by its capital structure, primarily funded by equity, and a balance sheet that is well-maintained.

Eitekh ERP Limited adheres to global accounting principles and best practices through its robust monetary reporting framework. The company's financial statements are regularly audited by external auditors in compliance with regulations. This has enabled Eitekh ERP Limited to raise capital from domestic and international sources, thus demonstrating its strong market reputation and financial position.

Through continuous improvement of business processes and a focus on value creation, Eitekh ERP Limited has been able to effectively manage its costs while providing superior ERP solutions to its clients. The company's unwavering commitment to exceptional customer service, solid financial standing, and a track record of steady expansion puts it in a strong position to continue growing in the ERP solutions industry in Bangladesh.

2.6 Operations Management and Information System Practices

Eitekh, a successful firm, employs a key operations management strategy that emphasizes process improvement and enhancement. They use well-known methodologies such as Lean Six Sigma to identify and eliminate inefficiencies, simplify workflows, and enhance their operational efficiency. By following this approach, Eitekh can complete their projects within budget, on time, and to high-quality standards.

Eitekh leverages cutting-edge technologies in its information system practices to streamline its operations and provide value to its customers. They contribute to SAP's programming arrangements, including SAP S/4HANA, to improve their internal processes and offer state-of-the-art solutions to their clients. To ensure compliance with regulatory requirements and protect sensitive data, they have implemented robust cyber security measures.

Eitekh places significant emphasis on data-driven decision-making. They employ data analytics tools to gather insights, enabling them to make business decisions based on real-world data. This approach allows them to identify patterns, anticipate future outcomes, and make strategic decisions that drive their company forward.

Overall, Eitekh's operations management and information system practices are geared towards improving efficiency, enhancing quality, and utilizing innovation to deliver value to their clients.

2.7 Company Analysis of Eitekh

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

2.7.1 Porter's Five Forces Analysis of Eitekh

Eitekh ERP Ltd. S a part of the consulting industry is subject to several market forces that influence its competitiveness. Here are some key factors to consider:



Figure 3: Porter's Five Forces Analysis of Eitekh

Threat of new entrants: The consulting industry presents a formidable barrier to entry due to the need for specialized skills, significant capital investment, and strong brand recognition. The presence of established players, who have built a reputation over time, further intensifies the competition. These companies have not only amassed a wealth of experience but also developed extensive networks, both of which are crucial in the B2B model that the consulting industry operates on. Moreover, the industry is heavily regulated, with numerous government rules and regulations to adhere to. This bureaucratic red tape can be particularly challenging for new entrants, as navigating through these regulations requires both time and resources. The need to comply with these rules adds to the operational costs, making it even more difficult for new companies to establish themselves. However, while these factors contribute to a low threat of new entrants in the traditional sense, the landscape could change with the advent of innovative business models or technology-based solutions. For instance, a new entrant offering unique, tech-driven solutions could potentially disrupt the industry, bypassing some of the traditional barriers to entry. Such companies could leverage technology to offer more efficient, cost-effective solutions, thereby appealing to clients who are looking for innovative approaches to their business challenges. Furthermore, the rise of remote work and digital collaboration tools has made it possible for smaller firms to compete with larger ones by tapping into talent from around the world. This could potentially level the playing field, allowing new entrants to compete on the basis of talent and expertise, rather than size or brand recognition. While the threat of new entrants in the consulting industry is generally low due to the reasons mentioned, there is always potential for disruption given the rapid pace of technological advancement. Therefore, companies like Eitekh must continually innovate and adapt to stay competitive in this dynamic industry.

Supplier bargaining power: Eitekh, as a significant player in the market, indeed holds substantial bargaining power over its suppliers. This power stems from its size, market dominance, and the volume of business it can offer to its suppliers. This dynamic allows Eitekh to negotiate favorable terms, such as lower prices or better service levels, thereby enhancing its competitive position. However, the bargaining power of suppliers is not uniform across all areas. Suppliers of specialized software solutions or technology, for instance, may have more leverage due to the unique value they provide. In Eitekh's case, SAP, its largest supplier, provides the software framework for ERP systems. Given the critical role that these systems play in Eitekh's operations, SAP may have a higher bargaining power. On the other hand, suppliers like Startech Ltd., which provides the company's hardware framework, and Lina's Kitchen, which offers third-party catering services, may have less bargaining power. These services, while important, are likely more commoditized and can be sourced from multiple providers. Therefore, Eitekh can potentially switch to other suppliers if the terms are not favorable. It is also worth noting that Eitekh's partnership with SAP further complicates the power dynamics. Partnerships often involve a degree of mutual dependence, which can balance out the bargaining power to some extent. While SAP provides a vital service to Eitekh, the latter is also a significant customer of SAP. This interdependence can lead to a more collaborative relationship, where both parties work together to achieve mutual benefits.

Buyer bargaining power: Eitekh's clients, predominantly large-scale enterprises, wield considerable bargaining power. This power stems from the fact that these enterprises have a wide array of consulting firms to choose from. The consulting industry is characterized by a high degree of competition, with numerous firms offering a variety of services. This abundance of choice empowers Eitekh's clients to negotiate contracts on their terms, pushing for more favorable conditions, lower prices, or additional services. However, despite this significant bargaining power of its clients, Eitekh holds a strategic advantage that helps it maintain a strong position during negotiations - its reputation for quality and expertise. Eitekh has established itself as a leader in the consulting field, known for delivering high-quality services and possessing deep industry knowledge and expertise. This reputation acts as a form of 'soft power', influencing clients' perceptions and decisions. Clients, while having a plethora of options, are also seeking reliable and effective solutions for their business challenges. Eitekh's proven track record and recognized expertise make it a preferred choice for many enterprises, despite the potential for tough negotiations. This dynamic underscores the importance of a strong brand and reputation in mitigating the effects of customers' bargaining power.

Threat of substitutes: Internal consulting departments and in-house teams represent a form of 'internal substitution'. Large enterprises often have the resources to develop their internal consulting capabilities. These teams, composed of employees who have intimate knowledge of the company's operations, can sometimes provide insights and solutions tailored to the company's unique needs. This internal capability can pose a significant threat to consulting firms like Eitekh, as it reduces the need for external consulting services. On the other hand, self-service technology

solutions are a form of ‘external substitution’. With the advent of advanced technologies such as artificial intelligence and machine learning, there has been a surge in self-service platforms that offer automated consulting services. These platforms can analyze vast amounts of data and provide insights at a fraction of the cost of traditional consulting services. This development poses a significant threat to traditional consulting firms, as it offers a cheaper and more efficient alternative. However, despite these threats, Eitekh’s range of services and expertise provides it with a competitive edge. Eitekh offers a wide array of consulting services, backed by a team of experts with deep industry knowledge and experience. This breadth and depth of services make it difficult for substitutes to fully replace Eitekh’s offerings. While internal teams may have a deep understanding of their own company, they may lack the broader industry perspective that Eitekh can provide. Similarly, while self-service platforms can provide quick insights, they may not be able to offer the nuanced understanding and strategic advice that come from years of industry experience. Furthermore, Eitekh’s reputation for quality and its strong relationships with clients also serve as barriers to substitution. Clients who have had positive experiences with Eitekh are likely to continue using its services, even in the face of potential substitutes.

Rivalry among competitors: The consulting industry is a veritable chessboard of strategy and intellect, with a multitude of established firms and ambitious new entrants all jostling for a larger slice of the market. In this fiercely competitive arena, Eitekh finds itself locked in a relentless rivalry with other large consulting titans such as Accenture, EY, Deloitte, PWC, and KPMG. These powerhouses, with their vast resources, global reach, and comprehensive service offerings, represent formidable competitors. However, the competition is not confined to these giants. The industry is also teeming with smaller, specialized niche firms. While they may lack the size and scale of their larger counterparts, these firms compensate with their unique value propositions, deep expertise in specific areas, and agility, further intensifying the competitive dynamics. Amidst this intense rivalry, what distinguishes Eitekh is its robust brand reputation and deep-seated expertise. Eitekh’s brand is a beacon of quality and reliability in the consulting world. Its rich history and consistent track record have cultivated a reputation that not only reflects its past achievements but also signals its future potential, making Eitekh a trusted partner for many clients. Furthermore, Eitekh’s expertise, refined over years of experience across a diverse range of industries and projects, provides it with a competitive advantage. This expertise enables Eitekh to deliver insightful, bespoke solutions that address the unique challenges of each client, thereby reinforcing its market position.

2.7.2 SWOT Analysis of Eitekh

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

Strengths:

- **Prominent Brand and Reputation:** Eitekh's brand and reputation are not just recognized, but held in high esteem within the market. This prominence is a testament to the consistent quality of its services, its commitment to client satisfaction, and its ability to deliver innovative solutions. The company's reputation acts as a beacon, attracting potential clients and partners, and instilling confidence in our existing ones.
- **Expertise in SAP Solutions and Services:** Eitekh's proficiency in SAP solutions and services is not merely extensive, but deep and nuanced. This expertise, honed over numerous successful projects, enables it to navigate the complexities of SAP environments with ease and precision. It empowers the company to tailor solutions that align perfectly with its client's business processes and objectives.
- **Robust Network of Industry Partnerships and Collaborations:** Eitekh's network of partnerships and collaborations is not just vast, but robust and dynamic. These relationships, cultivated over time, span various industries and geographies. They enrich service offerings, broaden reach, and enable it to stay abreast of industry trends and technological advancements.
- **Diverse Clientele Across Various Industries:** Eitekh's clientele is a mosaic of businesses from diverse industries. This diversity reflects its ability to understand and cater to the unique needs of different sectors. It also underscores Eitekh's adaptability and its knack for delivering relevant and effective solutions in various contexts.
- **Adept Project Management and Delivery Capabilities:** Eitekh's project management and delivery capabilities are not just competent, but adept and finely tuned. It can efficiently execute projects, ensuring they are completed on time, within budget, and to the highest standards of quality. This proficiency in project execution reduces risk, increases client satisfaction, and enhances our reputation for reliability.

Weaknesses:

- **Reliance on Key Clients:** A significant portion of Eitekh's revenue is generated from a handful of key clients. This heavy reliance makes the business vulnerable to fluctuations in these clients' demand or any changes in their business strategy. The loss of even one such client could have a substantial impact on the company's revenue and profitability.
- **Limited Market Penetration and Geographic Reach:** Despite its strengths, Eitekh has limited market penetration and geographic reach. This limitation restricts the company's ability to tap into new markets and customer segments. It also exposes the company to risks associated with over-reliance on its existing markets.
- **Lack of Diversity in SAP Solutions and Services:** Eitekh's portfolio of SAP solutions and services lacks diversity. This lack of variety could limit the company's ability to cater

to a broader range of customer needs and preferences. It could also make it difficult for the company to differentiate itself in a crowded market.

- **Challenges in Attracting and Retaining Top Talent:** In an industry marked by intense competition, Eitekh faces challenges in attracting and retaining top talent. The company's ability to deliver high-quality services and maintain its competitive edge largely depends on its talent pool. Therefore, any difficulty in attracting or retaining skilled professionals could adversely affect the company's performance and growth prospects.

Opportunities:

- **Rise in Demand in Emerging Markets:** Emerging markets are not just growing, they are burgeoning with opportunities, driving a surge in demand for SAP solutions and services. These markets, with their rapid economic growth and digital transformation initiatives, present a fertile ground for Eitekh to expand its operations and increase its customer base.
- **Broadening Presence of SAP:** SAP is not just expanding, it's broadening its presence across diverse industries and global territories. This expansion opens up new avenues for Eitekh to deliver its SAP solutions and services. It allows Eitekh to tap into new sectors and regions, thereby diversifying its client portfolio and reducing its dependence on any single market.
- **Development of Novel SAP Solutions and Services:** SAP is not just innovating, it's diligently developing novel solutions and services. These innovations, driven by advancements in technology and changing business needs, offer Eitekh the opportunity to enhance its service offerings and stay ahead of the curve. By adopting these new solutions and services, Eitekh can meet the evolving needs of its clients and maintain its competitive edge.
- **Strategic Acquisitions and Partnerships by SAP:** SAP is not just collaborating, it's engaging in strategic acquisitions and partnerships to enhance its portfolio and competencies. These strategic moves provide Eitekh with access to new technologies, expertise, and markets. They enable Eitekh to offer a more comprehensive and competitive range of solutions and services to its clients.

Threats:

- **Formidable Competition:** The presence of other SAP consulting firms and technology companies represents a formidable threat. These competitors, armed with their unique strengths and strategies, pose a significant challenge to Eitekh. They vie for the same clients and markets, often leading to intense price wars and a constant need for differentiation.
- **Economic Downturns and Market Fluctuations:** Economic downturns and market fluctuations can have a profound impact on clients' expenditures on SAP solutions. During economic downturns, businesses often cut back on their IT spending, which could

lead to reduced demand for Eitekh's services. Similarly, market fluctuations can create uncertainty, causing clients to delay or cancel planned projects.

- **Rapid Technological Advancements:** The rapid pace of technological advancements can render current offerings obsolete. In the fast-evolving world of technology, today's cutting-edge solutions can quickly become outdated. This constant need for innovation and adaptation can put immense pressure on Eitekh, both in terms of resources and capabilities.
- **Security and Privacy Concerns:** As digital transformation accelerates, concerns regarding security and privacy are becoming increasingly prominent. Any potential security vulnerabilities or privacy issues associated with SAP solutions and services could harm Eitekh's reputation and client trust. It also increases regulatory scrutiny and the risk of non-compliance with data protection laws.



Figure 4: SWOT Analysis of Eitekh

Eitekh is well known for its strong reputation and expertise in the SAP consulting industry. However, the company is facing tough competition and the pressure to keep up with quickly evolving technology. Eitekh has chances to grow by diversifying its services and exploring new markets, but at the same time, it needs to be aware of potential threats such as economic disruptions and cyber security risks.

2.7.3 PESTEL Analysis of Eitekh

Political:

- **Government Policies and Laws:** Governments across the globe implement policies and laws that directly impact the software industry. These regulations can influence Eitekh's operations, strategic decisions, and overall business landscape.
- **Government Support for Technology Adoption:** Governments can play a pivotal role in fostering the adoption of new technologies. This can create opportunities for Eitekh to introduce innovative SAP solutions and services.
- **Political Stability:** The operational areas of Eitekh are relatively stable politically. This stability provides a conducive environment for business operations and growth.

Economic:

- **Local Economic Growth:** The regions where Eitekh provides its services are experiencing economic growth. This growth can lead to increased demand for Eitekh's SAP solutions and services.
- **Exchange Rate Fluctuations:** Changes in exchange rates can impact Eitekh's financial performance, particularly since it operates in multiple countries.
- **Customers' Financial Readiness:** The financial readiness and capacity of customers for SAP deployments are crucial. This can influence the demand for Eitekh's services.
- **Competition from Rival ERP Vendors:** Rival ERP solution vendors pose a threat to Eitekh's market share. This necessitates continuous innovation and differentiation.

Social:

- **Workforce Traits and Skills:** The traits and skills of the workforce can impact Eitekh's service delivery and customer satisfaction.
- **Cultural Standards:** Inequalities in cultural standards could hinder the extensive adoption of SAP solutions. Eitekh needs to consider these cultural nuances when designing and implementing solutions.
- **Consumer Mindsets:** Shifts in consumer mindsets and actions regarding enterprise resource planning software can influence the demand for Eitekh's services.

Technological:

- **Development of Cloud Computing and AI:** The fast-paced development of cloud computing and artificial intelligence presents opportunities for Eitekh to enhance its SAP solutions.

- **Interoperability:** The ability to work with external programs and servers is crucial in today's interconnected digital landscape.
- **Cybersecurity Concerns:** The concerns of cybersecurity and safeguarding personal information remain significant. Eitekh must prioritize these aspects to maintain customer trust and comply with regulations.

Environmental:

- **Environmental Impact:** The environmental impact of Eitekh's activities is minimal, reflecting its commitment to sustainable practices.
- **Waste Reduction:** Eitekh helps its clients reduce waste, contributing to environmental sustainability.
- **Carbon Footprint:** Eitekh encourages its clients to reduce their carbon footprint through the efficiency of business processes, aligning with global efforts to combat climate change.

Legal:

- **Privacy and Data Protection:** Ensuring compliance with privacy and data protection laws is paramount for Eitekh to maintain its reputation and avoid legal repercussions.
- **Intellectual Property Concerns:** Addressing worries regarding patents and intellectual property is crucial, especially in the technology sector.
- **Contractual Obligations:** Meeting obligations outlined in agreements with clients and partners is essential for maintaining healthy business relationships and avoiding legal disputes.

ANALYSIS OF THE
MARKET INFLUENCES
FOR EITEKH ERP LTD.

PESTEL



Figure 5: PESTEL Analysis of Eitekh ERP Ltd.

By considering the external environment in which it operates, Eitekh ERP Limited can gain a deeper understanding and make more informed strategic decisions to improve its performance.

Chapter 3: Industry Analysis

3 Industry Analysis

The management of a company's financial, human, and operational resources is a critical component of success. In this regard, SAP has become the industry standard for organizations of all kinds, providing a range of benefits that have made it extensively utilized in Bangladesh. The increasing demand for SAP solutions in the country is projected to continue, as the need for improved business management practices persists. Despite high costs and a shortage of skilled personnel, the software remains at the forefront of the industry, with efforts underway to develop a robust community of SAP experts in Bangladesh.

To this end, SAP has invested in the growth of local talent by collaborating with regional educational institutions to provide training and certification programs for SAP developers and consultants. The company offers resources and support to aspiring professionals, aimed at bridging the skills gap and creating a pool of highly skilled and knowledgeable individuals. With these initiatives, SAP hopes to enhance the competitiveness of businesses in Bangladesh and contribute to the growth of the local economy.

3.1 Industry Size

Over the past decade, Bangladesh has witnessed a double-digit compound annual growth rate (CAGR) within the Information and Communication Technology (ICT) and computer services industry. The domestic IT/ITES (Information Technology Support Services) companies have been steadily increasing their market share, thereby reducing dependence on imports. Although the IT/ITES sector in Bangladesh is smaller than the world-leading foreign companies like the Philippines and India, it boasts the highest growth rate, with significant domestic and export potential.

Aligned with the Bangladesh government's digital vision, the information and communication technology and outsourcing industry generated a revenue of \$1.7 billion and created around 940,000 jobs in the last financial year. It is expected that the domestic industry will reach US\$4.6 billion to US\$4.8 billion by 2025, almost fivefold the current revenue. This growth forecast is comparable to established peer-to-peer locations like India (10-13 GR in 2017-2020) or newer peer-to-peer locations like Vietnam (12-15 GR in 2017).

According to the leading professional association of software and IT services companies, BASIS, custom software generates 60% of revenue, with IT services contributing the rest of the business. The public sector dominates the domestic market demand, with the Bangladeshi government planning to invest heavily in large-scale technology projects such as smart grid projects, digital connectivity projects, smart city projects, airport digitization projects, and some other projects with a combined value of nearly 6 billion USD. This opportunity has led several IT-ITES vendors such as Wipro, IBM, TCS, and Augmedix to establish distribution centers in Bangladesh.

The United States Agency for International Development (USAID) has identified several potential areas for private-sector participation and investment in Bangladesh beyond the Ready-Made Garment (RMG) sector. The six sectors that have been identified are agro-industry (food

processing), healthcare, information and communication technology and outsourcing, light engineering, pharmaceuticals, and tourism. These six sectors together contribute about 10% of the country's GDP while creating about 3.5 million jobs. The USAID has been working with the Government of Bangladesh and the private sector of Bangladesh to help diversify the economy and foster new streams of economic growth.

As of 2023, the SAP consulting industry in Bangladesh has experienced significant growth due to the increasing adoption of SAP (Systems, Applications, and Products) software solutions by businesses in the country. SAP is a global leader in enterprise resource planning (ERP) software and offers a wide range of solutions for managing various business processes, such as finance, human resources, supply chain management, and customer relationship management.

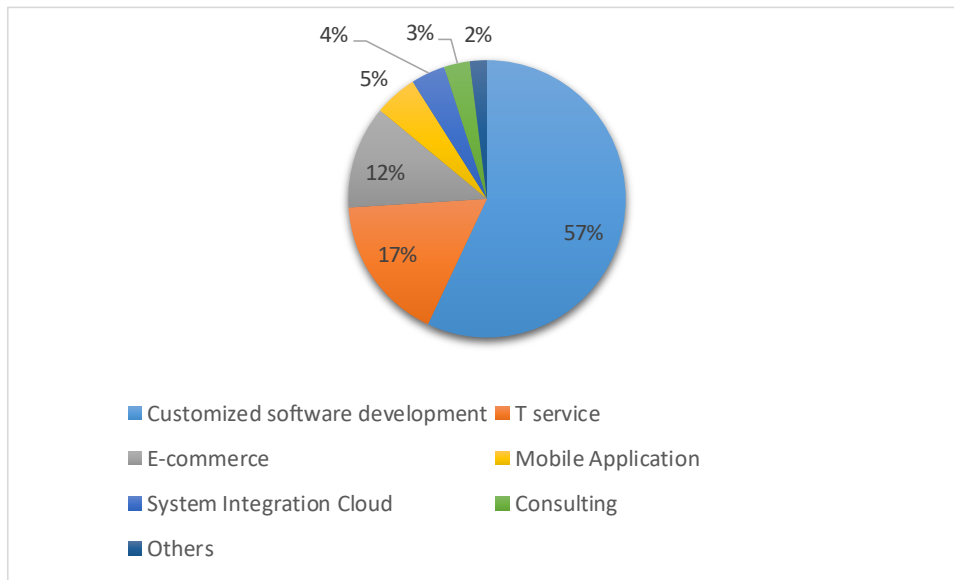


Figure 6: Service Group Specialization of IT Firms

3.2 Maturity of the Industry

The IT industry in Bangladesh has exhibited steady and substantial growth over the years. A demonstration of the industry's maturity, in the context of SAP consulting firms, can be seen in various points as follows:

- Firstly, there has been an increase in awareness among businesses in Bangladesh regarding the benefits of SAP software, which has contributed to streamlining their operations and gaining a competitive edge. This reflects the industry's maturity in the sense that companies are becoming more cognizant of the value of SAP consulting services.
- Secondly, the number of SAP-certified consultants in Bangladesh has increased, indicating the availability of a pool of qualified talent. This highlights the industry's maturity in terms of having professionals who are well-trained in implementing and managing SAP solutions.

- Thirdly, SAP consulting firms in Bangladesh cater to a wide range of industries, such as manufacturing, retail, financial services, telecommunications, and government. This reflects the industry's maturity in terms of industry coverage and support for various verticals.
- Fourthly, the number of SAP implementations in Bangladesh is increasing, ranging from small-scale projects for SMEs to large-scale projects for multinational companies and government agencies. This reflects the industry's maturity in managing complex implementation projects and meeting diverse business needs.
- Fifthly, international consulting firms operating in Bangladesh provide SAP consulting services. This reflects the industry's maturity in terms of attracting global players and establishing a presence in the global market.
- Sixthly, Bangladesh's overall market demand for SAP consulting services has been steadily increasing due to globalization and digitization. This reflects the industry's maturity in terms of market demand and recognition of the need for SAP consulting services.
- Lastly, while the size of the SAP consulting industry in Bangladesh may be relatively small compared to some other countries, the continued growth and increasing adoption of SAP software by businesses reflect the industry's maturity in Bangladesh.

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

3.3 Competitive Environment

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

The following is a comparison of different SAP consulting providers in Bangladesh:

Grameenphone IT: A subsidiary of Grameenphone, one of Bangladesh's largest telecommunications companies, Grameenphone IT is a well-known technology solution provider. Compared to Grameenphone IT, Eitekh ERP Limited specializes more in SAP consulting.

Online Limited BDCOM: BDCOM Online Restricted is a notable supplier of IT and telecommunications solutions in Bangladesh. Eitekh ERP Limited has a larger pool of SAP specialists, which can be advantageous over BDCOM in terms of expertise and availability. BDCOM provides SAP consulting services.

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

IBCS-PRIMAX Programming Co. Ltd: IBCS-PRIMAX is Bangladesh's most prominent software and IT services provider, offering SAP consulting among other services. Eitekh ERP Limited has a larger pool of certified SAP consultants, which can be an advantage in terms of expertise and competence, even though both companies focus on SAP consulting.

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

NITS Limited: NITS is one of Bangladesh's leading IT and engineering solution providers, offering a wide range of services, including SAP consulting. While both companies have areas of strength in SAP consulting, Eitekh ERP Limited has a larger pool of certified SAP specialists, which can be an advantage in terms of competency and skill.

AAMRA Innovation Organization Limited: AAMRA is one of Bangladesh's leading IT and telecommunications solution providers, offering a wide range of services, including SAP consulting. Eitekh ERP Limited specializes in SAP consulting and has a larger pool of certified SAP consultants, which can help with expertise and competence.

eGeneration Corporation: eGeneration is one of Bangladesh's leading IT consulting and software development firms, offering SAP consulting among other services. Eitekh ERP Limited has a larger pool of certified SAP consultants, which can be an advantage in terms of expertise and competence, even though both companies focus on SAP consulting.

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

Brain Station 23 Limited: Brain Station 23 is a main programming improvement organization in Bangladesh, providing an extensive variety of IT arrangements including SAP consulting. While both companies have areas of strength in SAP consulting, Eitekh ERP Limited specializes more in this area and has a larger pool of certified SAP specialists, which can be a benefit in terms of skill and capabilities.

In summary, the SAP consulting industry in Bangladesh is highly competitive, with firms competing based on expertise, service quality, industry focus, customer relationships, innovation, pricing, and brand reputation. Businesses can gain an advantage over their competitors by differentiating themselves in these areas and offering value-added services to their clients.

3.4 Key Industry and Growth Trends

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

- Digital transformation is a top priority for businesses in all sectors. SAP consulting firms are helping companies adopt digital technologies like cloud computing, big data analytics, artificial intelligence, and the Internet of Things to streamline procedures, enhance customer service, and gain a competitive edge.
- Cloud computing has gained a lot of traction in the IT sector, and SAP consulting firms are actively helping businesses transition to the cloud. Cloud-based SAP solutions like SAP S/4HANA Cloud are gaining popularity due to their cost-effectiveness, scalability, and flexibility. Companies can get help planning, migrating, and managing their SAP applications in the cloud from SAP consulting firms.
- Businesses are increasingly looking for industry-specific solutions to meet their particular requirements and challenges. SAP consulting firms specialize in manufacturing, retail, healthcare, and finance, among other sectors, and provide custom SAP solutions to meet customer requirements.
- SAP consulting firms are utilizing innovative technologies like machine learning (ML), artificial intelligence (AI), and robotic process automation (RPA) to automate redundant tasks, improve operational efficiency, and work on functional proficiency for their clients. Companies can use this to improve the efficiency and competitiveness of their SAP systems and processes.
- The user experience is a crucial factor in the success of any IT solution. SAP consulting firms emphasize the importance of user-driven design and user experience (UX) in their SAP implementation. This includes creating an interface that is easy to understand and use, making complicated procedures simpler, and giving the end-user a personalized experience.
- SAP consulting firms are assisting businesses in harnessing the power of data to make informed decisions. Strong data analytics capabilities are provided by SAP solutions, and SAP consulting firms assist businesses in utilizing these capabilities to better comprehend, recognize patterns, and make data-driven decisions.
- Security and compliance have emerged as major concerns for businesses in light of the increasing frequency and complexity of cyber threats. SAP consulting firms focus on security and compliance in their SAP implementations by following prescribed procedures, implementing security measures, and ensuring compliance with regulations and standards.
- SAP consulting firms encourage businesses to embrace innovation to stay ahead of the competition. This includes exploring emerging technologies, testing new techniques, and driving innovation initiatives to unlock new opportunities and deliver greater value to clients. Additionally, SAP consulting firms collaborate with SAP and other technology partners to update their services with the latest innovations.

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

3.5 Contribution of Eitekh ERP Limited to the IT Industry in Bangladesh

Eitekh ERP Limited is a globally recognized professional consulting firm that has established a significant presence in Bangladesh. The company has the capability to provide a range of services to the IT industry that can aid in its growth and development. These services include technology advisory, network security, digital transformation, talent enhancement, and political advocacy.

- The technology advisory services provided by Eitekh ERP Limited can assist businesses in Bangladesh in adopting and implementing the latest digital technologies and solutions. This includes advising organizations on emerging technologies such as artificial intelligence, blockchain, and cloud computing, among others, and assisting them in identifying valuable opportunities to leverage these technologies to drive growth and innovation.
- Eitekh ERP Limited's expertise in network security can also benefit the IT sector in Bangladesh. The company can assist organizations in building secure IT infrastructure, deploying cybersecurity measures, conducting cybersecurity audits, and providing training on security strategies.
- Eitekh ERP Limited can help businesses in Bangladesh with their digital transformation by developing a roadmap, identifying areas that require improvement, and implementing digital solutions to optimize business processes, enhance customer experience, and encourage innovation.
- The company's talent enhancement services, which include training and development opportunities for IT professionals in Bangladesh, can aid in building a skilled workforce that can drive digital transformation and contribute to the growth and development of the domestic IT industry.
- Eitekh ERP Limited can advocate for policies and initiatives that promote the growth and development of the IT sector in Bangladesh by engaging with policymakers and industry associations to identify challenges and opportunities and propose policy solutions to address them.

Overall, Eitekh ERP Limited's contributions to the IT sector in Bangladesh will depend on its specific activities, commitments, and impact. The local IT ecosystem can benefit from the company's global expertise and experience in digital transformation, cybersecurity, and technology consulting.

Chapter 4: Description of Main Duties

4 Description of Main Duties

The primary aim of this section is to provide a comprehensive account of my enriching internship experience at Eitekh ERP Limited, a leading company in the ERP solutions sector.

My journey began on a cold winter day when I stepped into the bustling office of Eitekh ERP Limited, ready to embark on an internship that would span several months. The company, renowned for its innovative ERP solutions, had assigned me to its dynamic and fast-paced functional consultancy department. This was a department teeming with brilliant minds, where cutting-edge solutions were a daily norm.

As an intern, I was not just a spectator but an active participant in the company's operations. My interactions with the staff members were both enlightening and inspiring. Each day presented opportunities to learn from seasoned professionals who were experts in their respective fields. Their guidance and mentorship were invaluable, providing me with insights that went beyond textbooks and lectures.

My roles within the company were diverse and challenging. I was entrusted with responsibilities that tested my skills and pushed me to grow. From assisting in project management to contributing to software development, each task was a learning experience. I was not just performing duties; I was solving problems, overcoming challenges, and making a difference.

In retrospect, my internship at Eitekh ERP Limited was more than just a stint at a company. It was a transformative journey that equipped me with practical knowledge, honed my professional skills, and prepared me for the future. It was an experience that left an indelible mark on my professional journey, shaping my career path and fueling my aspirations.

4.1 Internship Information

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

Period, Company, Department, and Address

During my internship, I had the opportunity to work with Eitekh ERP Limited, a technology company that specializes in providing enterprise resource planning (ERP) solutions to businesses. My department was the MM module, responsible for managing procurement and inventory management processes. I was assigned to the Remark HB Limited Project, where my primary task was to assist in implementing the MM module to optimize the procurement process and inventory management for Remark HB Limited, one of the leading producers of beauty and hygiene products in Bangladesh.

My internship period was for three months, commencing on January 23, 2023. I was stationed at Simpletree Anarkali 89 Gulshan Avenue, the head office of Remark HB Limited, where I worked five days a week for nine hours each day, from 9 am to 6 pm.

Throughout my internship, I gained valuable insights into the workings of the MM module and the procurement and inventory management processes. My experience with Eitekh ERP Limited and Remark HB Limited has allowed me to enhance my skills and broaden my knowledge in the field of ERP solutions and project implementation.

4.2 Interaction with Company's Employees

I have been fortunate enough to intern at an SAP consulting firm, where I had the opportunity to work with some of the best professionals in the industry. Interacting with my colleagues has been a crucial part of my experience, and I am grateful for their support and guidance.

- My main supervisor, Md Arafat Ali, oversaw my day-to-day activities. He has been instrumental in helping me navigate various projects and has been a great mentor throughout my internship. Abul Hasnat, the project lead, has also been very helpful and supportive.
- I have also had the pleasure of working alongside three fantastic colleagues - Ridah Khurshid, Abul Hasnat, and Mofty Hossain - who have been extremely encouraging and supportive. We communicated regularly to discuss project progress and brainstorm new ideas.
- In addition, K Hasan and Md. Shahriar Karim from the ABAP team provided invaluable backend support to our functional consultants. Tufan Biswash, Md. Owes Quruny, Marufa Ahammad Sigma, Aziz Reza, and Sabrina Azad were also part of the team and provided online support.
- Working with individuals from different groups, including Quality Management (QM) and Business Intelligence (BI), has broadened my skill set and improved my understanding of SAP consulting. We mostly communicate in person, but we also use online tools like Meet, Zoom, and AnyDesk to collaborate and address project-related issues.

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

4.3 Job Roles and Assigned Tasks

I was selected as an intern in the MM (Material Management) module of Eitekh ERP Limited. During my internship, I worked on the Remark HB Limited project and was assigned specific tasks for each module. However, my responsibilities were not limited to these tasks. I gained knowledge about different projects in my department and the importance of each task assigned. I also learned about alternative solutions to overcome challenges that might arise.

For the RHBL project, my responsibilities included supporting the deployment of the SAP MM module by performing data migration operations. I used the migration cockpit of the Fiori APP to migrate master data such as material master data and vendor master data. I also provided support for testing the SAP MM module by performing unit, integration, and acceptance testing.

Name	Status	Created By / Created On	Migration Approach / Scenario	Connection to Source System	Number of Migration Objects
<input checked="" type="checkbox"/> PM Master Data	In Process	Sayed Sami 03/31/2024, 04:51:08	Migrate Data Using Staging Tables	Database Connection Local	6
<input type="checkbox"/> Material Master (Internal)	In Process	Arafat Ali 03/26/2024, 07:37:53	Migrate Data Using Staging Tables	Database Connection Local	1
<input type="checkbox"/> Supplier Master	In Process	Arafat Ali 03/23/2024, 06:16:26	Migrate Data Using Staging Tables	Database Connection Local	1
<input type="checkbox"/> Material Classifications	In Process	Arafat Ali 03/19/2024, 03:39:19	Migrate Data Using Staging Tables	Database Connection Local	4
<input type="checkbox"/> Material Master - RM	In Process	Arafat Ali 03/17/2024, 04:59:31	Migrate Data Using Staging Tables	Database Connection Local	4
<input type="checkbox"/> Fixed Asset	In Process	Mofly Hossain 02/22/2024, 04:55:43	Migrate Data Using Staging Tables	Database Connection Local	8
<input type="checkbox"/> General Ledger	Not Started	Mofly Hossain 02/22/2024, 04:43:33	Migrate Data Using Staging Tables	Database Connection Local	5
<input type="checkbox"/> Accounts Receivable	In Process	Mofly Hossain 02/22/2024, 04:42:51	Migrate Data Using Staging Tables	Database Connection Local	4
<input type="checkbox"/> Account Payable	In Process	Mofly Hossain 02/22/2024, 04:42:05	Migrate Data Using Staging Tables	Database Connection Local	4
<input checked="" type="checkbox"/> Material Master	In Process	Sayed Sami 02/20/2024, 03:26:16	Migrate Data Using Staging Tables	Database Connection Local	3

Figure 7: Fiori Migration Cockpit Screen

I was also responsible for developing and maintaining documentation for the SAP MM module, including functional specifications, user manuals, and training materials. I prepared various documents, including URS, BPML, FDD, FSD, WRICEF list, UAT Test Scripts, User Manuals, and many others with the guidance of my supervisor.

Throughout the project lifecycle, I provided support to the project team by resolving system issues and identifying solutions. I also performed data analysis and supported data cleaning activities. I attended project meetings and reported progress to the project manager.

My internship helped me gain a comprehensive understanding of the functionality of the SAP MM module and contributed to the development of innovative solutions to meet customer requirements. I collaborated with other SAP module consultants and gained knowledge on SAP MM module integration with other modules. I identified and reported issues that may affect project progress and quality. I also participated in SAP MM module training sessions to improve my overall understanding of the software and stay up to date with the latest SAP MM modules and trends. I was supporting other tasks assigned by the Project Manager.

As an intern for the SAP MM module, my primary responsibility was to provide assistance in implementing the module and ensure its successful integration with other modules. In addition, it was expected of me to develop a thorough understanding of the software and contribute to the development of innovative solutions as per the customer's requirements.

4.4 Internship Outcomes

This chapter focuses on the outcomes of the internship program at Eitekh ERP Limited. It covers an in-depth analysis of my contribution to the company, the experiences I gained, and the challenges I encountered throughout my tenure. The objective of this report is to provide an accurate representation of the skills and knowledge I attained during my internship, which will aid in my professional development.

4.4.1 My Presence in Eitekh

I am pleased to have made significant contributions to the organization during my tenure as an intern. I was determined to gain a comprehensive understanding of the company's operations and how my role fits into the larger picture from the outset. As a result, I was able to quickly integrate into the team. My assignments were varied and included process analysis and data entry. Through my work, I have been able to identify areas where the business could improve and develop solutions that streamline processes and increase efficiency. These solutions have been well-received by the team and have been incorporated into their everyday work.

In addition to the work assigned to me, I made a conscious effort to assist my colleagues whenever possible. This allowed me to better understand their roles and how they contribute to the company's overall success. I also had the opportunity to explore new business areas and work on projects outside of my assigned responsibilities.

During my internship, I actively participated in group discussions and meetings, expressing my views on a variety of topics. This allowed me to showcase my knowledge of SAP and provide valuable insights into the business process. Overall, I am proud of my contribution as an MM module intern at Eitekh ERP Limited. My hard work, dedication, and willingness to learn have benefited the company, and I have gained invaluable experience that will be extremely beneficial to my future career plans.

4.4.2 Experiences I Gained at Eitekh

Throughout my tenure as an MM module intern at Eitekh, I gained invaluable knowledge in the field of consulting. I commenced my journey with hands-on experience of the SAP MM module which enabled me to develop a deep understanding of the procurement process. My responsibilities included a gamut of technical tasks, such as data entry, procurement process analysis, and purchase order generation. These tasks offered me an opportunity to develop an in-depth understanding of the various functions of the MM module, including invoice verification, purchasing, inventory management, and master material data management.

In addition to the assigned tasks, I had the opportunity to work on live projects. This exposure enabled me to apply my technical knowledge to real-life situations, thereby providing me with an understanding of how the MM module can be used in business processes and modified to meet specific needs. Furthermore, I had the opportunity to explore additional modules such as SD, FI,

and PP, which enhanced my overall understanding of how the SAP system operates. I learned how the MM module integrates with other modules and how data moves between them.

Attending seminars and training sessions kept me abreast of the latest SAP developments, which helped me expand my technical knowledge and stay informed about new features and updates for the MM module. My time as an MM module intern at Eitekh, a prestigious SAP consulting firm, was an extremely rewarding experience from a technical standpoint.

In summary, my time as an MM module intern at Eitekh helped me gain valuable hands-on experience, apply my knowledge to real-world scenarios, and develop an in-depth understanding of the various functions of the MM module. I am grateful for this opportunity and look forward to leveraging my technical expertise in my future endeavors.

4.4.3 Challenges I Faced During My Internship

My journey as an intern in the MM module at Eitekh ERP Limited was a roller-coaster ride filled with challenges, learning, and growth. Each challenge was a stepping stone that shaped my professional journey and honed my skills.

The first challenge was understanding the SAP framework, a complex network of various modules, each with its unique functions, features, and customization options. The MM module, in particular, was like a vast ocean of knowledge waiting to be explored. I spent countless hours studying the module, understanding its intricacies, and learning how to customize it to meet the client's needs. I attended workshops, participated in training sessions, and sought guidance from my mentors. Despite the steep learning curve, my determination never wavered. I knew that mastering this module was crucial for my growth and the value I could bring to the team.

However, understanding the SAP framework was just the tip of the iceberg. The real challenge was applying this knowledge in a real-world setting. I was expected to contribute to live projects, which meant delivering high-quality work within stringent deadlines. The pressure was immense, but it also pushed me to be more efficient and organized. I learned to prioritize tasks, manage my time effectively, and work diligently to meet the project deadlines. Despite the pressure, I ensured that the quality of my work was never compromised.

Communication was another significant challenge. The SAP consulting firm was a melting pot of diverse specialists, each bringing their unique backgrounds and cultures to the table. I had to interact with this diverse group, which required effective communication skills. I learned to listen actively, articulate my thoughts clearly, and keep an open mind during discussions. I also had to adapt to the organization's work culture, strategies, and techniques, which was a learning experience in itself.

Technical issues were a common occurrence during my internship. I encountered data inconsistencies, system errors, and software crashes. As the troubleshooter, it was my responsibility to resolve these issues swiftly and effectively. This required a high degree of technical knowledge, a keen eye for detail, and a problem-solving mindset. I spent hours

debugging, troubleshooting, and finding solutions to these problems. Each problem was a learning opportunity that enhanced my technical skills and taught me the importance of patience and perseverance.

Looking back, I realize that there were areas where I could have done better. For instance, I could have been more proactive in seeking help when faced with challenges. I could have leveraged the expertise of my mentors and peers more effectively. I also realize that I could have been more efficient in managing my time and prioritizing tasks. These are lessons that I will carry forward in my professional journey.

Chapter 5: Analysis

5 Analysis

This chapter will delve into a comparative analysis of the theories that have been acquired, and the practical experiences that have been observed during the internship at Eitekh ERP Ltd. The assessment will be conducted on three levels: company, market, and professional. Additionally, the chapter will cover the challenges and obstacles faced during the internship program.

5.1 Company-Level Analysis

I have observed some internal processes that are efficient and inefficient during my internship. These observations are explained below.

5.1.1 Efficient Process

Based on my internship experience, I have made observations on both efficient and inefficient internal processes. Herein, I elaborate on an effective internal procedure - the project management process employed by an SAP consulting company. SAP implementation projects can be intricate and require extensive planning, coordination, and communication with stakeholders. Thus, a reputable SAP consulting firm should have a well-defined project management process to ensure timely project completion, within budget, and to the client's satisfaction. A standard project management process typically involves the following phases:

Planning: In this phase, project goals, scope, schedule, and resource requirements are defined. Project teams work with clients to gather requirements, identify risks, and prepare for contingencies.

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

Build: This phase involves the configuration and customization of the SAP solution based on the design. Consulting firms work with clients to develop and test solutions in development environments.

Testing: During this phase, the solution is validated against client requirements and tested in a quality assurance environment. Consulting firms collaborate with clients to ensure that the solution meets all specified requirements.

Deploy: In this phase, the company deploys the solution to production and ensures that it is stable and functioning as expected.

Support: This phase involves ongoing support and maintenance of the solution post-deployment. Consulting firms work with clients to provide training, resolve problems, and implement improvements and upgrades as necessary.

5.1.2 Inefficient Process

Eitekh ERP Limited is occasionally hindered by internal inefficiencies when handling change requests during SAP implementation projects. Change requests are commonplace in such projects

and require careful management to prevent delays, budget overruns, and customer dissatisfaction. However, some consulting firms may struggle with effective management of change requests due to unclear and non-transparent processes. Inefficient change request management can lead to confusion and misunderstanding among stakeholders and teams. Poorly defined roles and responsibilities can significantly delay decision-making and implementation, while inadequate management can lead to unnecessary changes and scope increases, resulting in further delays and budget overruns. Furthermore, a lack of visibility into the progress and status of the project may arise due to substandard change request management practices. Insufficient documentation and tracking make it challenging to determine change requests' impact on project budgets and schedules. This can adversely affect a consultancy's credibility and communication with clients. Eitekh ERP Limited must establish a well-defined change request management procedure that provides transparency and clarity to all stakeholders to address these inefficiencies. This procedure should include clearly defined roles and responsibilities, evaluation criteria, and robust management processes to prioritize and assess change requests. Appropriate documentation and tracking facilitate decision-making and client correspondence. Addressing these inefficiencies will enable Eitekh ERP Limited to enhance its industry reputation, improve project delivery, and increase customer satisfaction.

5.2 Market Level Analysis

The SAP consulting industry in Bangladesh is characterized by a vigorous and dynamic competitive landscape, with a small number of players jostling for market share. The increasing demand for SAP implementation, customization, and support services has led to the emergence of numerous consulting firms in the country, with SAP being a leading provider of enterprise software globally. The competitive arena is shaped by several factors, including a consulting firm's competencies, experience, range of services, client connections, and brand reputation. In summary, the competitive landscape of SAP consulting firms in Bangladesh can be understood through the following key features:

Experience and Education: Competitors distinguish themselves through their SAP consulting skills and experience. This includes a consultant's knowledge, abilities, experience with successful implementations, and ability to execute complex projects within budget and on time. Advantages accrue to firms that employ certified and experienced SAP consultants.

Services Provided: A Bangladeshi SAP consulting firm delivers a broad range of services, including SAP maintenance, customization, system integration, training, and implementation. The scope and depth of services provided, as well as the ability to offer tailor-made solutions for various industries and business functions, can be a crucial differentiator for firms in a competitive landscape.

Industry Focus: Several SAP consulting firms in Bangladesh specialize in specific industries, such as manufacturing, retail, financial services, telecommunications, and government. Such firms

develop industry-specific expertise and solutions that enable them to meet the unique needs of businesses within these sectors and gain a competitive edge.

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

Innovation and Technology: SAP is a rapidly evolving technology, and firms that keep pace with the latest advancements and trends will have a competitive advantage. Companies that invest in research and development, innovation, and cutting-edge technology such as SAP S/4HANA, cloud computing, and analytics can distinguish themselves in the market and attract companies seeking creative solutions.

Price and Value Proposition: Price is a crucial factor in the competitive SAP consulting environment in Bangladesh. Companies that offer competitive prices while delivering high-quality services and value-added solutions can stand out in the market. The ability to present their value proposition and demonstrate how their services can positively impact a business is also vital to gaining a competitive advantage.

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

5.3 Professional Level Analysis

During my internship at a renowned consulting firm, I gained valuable insights into various software and expanded my technical and data analysis skills. Consequently, I decided to pursue a career as an analyst in Business Intelligence. Several technologies, namely SAP S/4HANA, SAP Fiori, and SAP Business Intelligence (BI) tools, can be employed to analyze customer complaints and acquire knowledge, helping clients to reduce costs and enhance efficiency.

Throughout my internship, I had the opportunity to work on several projects and contribute to providing innovative solutions to our clients. The courses I took in the BTM department, such as Enterprise Resource Planning, Management Information Systems, and Computer Science and Technology II (Database Administration), enabled me to develop new technical skills during my internship. Moreover, the Project Management and Operations Research course helped me to enhance my decision-making and project-management skills.

However, I encountered some challenges during my internship. The MM module department of an SAP firm relies heavily on software and requires extensive database knowledge. Since I had only taken one course in ERP during my undergraduate years, it was initially difficult for me to

develop my existing skills. Consequently, if I had taken more computer science-based courses, I would have performed better during my internship.

Overall, my internship experience was highly beneficial, and I look forward to pursuing a career as an SAP Consultant. The skills and knowledge I gained during my internship will undoubtedly aid me in the realm of supply chain and consulting in the future.

Chapter 6: Conclusion & Recommendations

6.1 Conclusion

In concluding my internship journey at Eitekh ERP Limited, it's imperative to delve into the deeper layers of analysis regarding the company's performance, the broader ERP market landscape, and the evolving dynamics within the IT consulting industry.

Firstly, a comprehensive analysis of Eitekh ERP Limited's performance during my tenure unveils a trajectory marked by robust growth, strategic innovation, and unwavering commitment to client satisfaction. Through diligent observation and engagement, I witnessed firsthand the company's adeptness in leveraging cutting-edge technologies and methodologies to deliver bespoke ERP solutions tailored to the unique needs and objectives of their diverse clientele. The company's client-centric approach, coupled with a relentless pursuit of excellence, has undoubtedly positioned Eitekh ERP Limited as a formidable player within the competitive landscape of ERP solution providers.

Moreover, a nuanced examination of the ERP market, particularly focusing on SAP—the global leader in enterprise resource planning software—reveals a landscape characterized by rapid evolution and intense competition. SAP's dominance within the ERP market is underscored by its comprehensive suite of solutions spanning finance, human resources, supply chain management, and customer relationship management. The company's continuous innovation and strategic acquisitions have fortified its market position, enabling it to cater to the evolving needs of businesses across various industries and geographies. However, amidst SAP's dominance, emerging players and niche solution providers, including Eitekh ERP Limited, present formidable competition, offering specialized expertise and tailored solutions that resonate with specific market segments.

Furthermore, within the broader IT consulting industry, the landscape is marked by dynamism, fueled by technological advancements, shifting consumer preferences, and evolving business models. As businesses increasingly recognize the imperative of digital transformation and operational optimization, the demand for IT consulting services, particularly in areas such as ERP implementation, system integration, and process optimization, continues to soar. Eitekh ERP Limited, with its depth of expertise and commitment to innovation, is well-positioned to capitalize on this burgeoning demand, offering end-to-end consulting services that drive tangible business outcomes for its clients.

In essence, the analysis of Eitekh ERP Limited's performance, coupled with insights into the broader ERP market and IT consulting industry, underscores the organization's resilience, adaptability, and strategic foresight. As my understanding of my internship experience deepens, it becomes evident that the lessons learned and the insights gained will serve as invaluable assets in navigating the dynamic landscape of technology and innovation. Moving forward, I am poised to leverage these experiences to contribute meaningfully to the advancement of the software development ecosystem and drive positive change within the organizations I engage with.

6.2 Recommendations

Working within a SAP consulting firm is recognized as an arena fraught with both intricacies and opportunities, where employees are continually challenged to expand their repertoire of skills while navigating multifaceted problems. My tenure at Eitekh has served as a crucible for personal and professional growth, affording me the insights necessary to discern potential areas for organizational refinement.

In cultivating a culture premised on elevated performance, Eitekh might contemplate the adoption of a meticulously structured incentive framework, anchored in the tenets of meritocracy. Within such a framework, employees could be incentivized through a spectrum of rewards, ranging from performance-linked bonuses to profit-sharing arrangements, thereby fostering a sense of ownership and accountability. Concurrently, the establishment of a structured operational environment, underpinned by clearly delineated policies and deadlines, could serve to optimize employee productivity and morale.

Central to nurturing a culture of continuous improvement is the provision of regular feedback and evaluations to employees, underscoring the organization's commitment to recognizing and fostering individual growth trajectories. Through formal performance assessments, supplemented by personalized one-on-one sessions and public commendations, Eitekh can instill a sense of appreciation and validation among its workforce, bolstering engagement and commitment. Moreover, the provision of avenues for professional development, including tailored training programs and mentorship initiatives, can empower employees to hone their skills and fulfill their potential within the organization.

Furthermore, the cultivation of a positive work culture emerges as a linchpin in fostering a conducive and fulfilling professional environment. By championing principles of teamwork, collaboration, and open communication, Eitekh can engender a sense of camaraderie and mutual support among its employees, thereby nurturing a cohesive and resilient workforce.

Through the judicious implementation of these measures, Eitekh stands poised to cultivate an organizational milieu that not only attracts but also retains top-tier talent, positioning itself as a beacon of excellence within the SAP consulting landscape. As the organization embarks on this journey of organizational enhancement, it is poised to chart a trajectory toward sustained growth and prosperity, underpinned by a workforce that is motivated, engaged, and empowered to excel.

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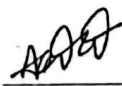
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 21st Jan to 27th Jan 2024

List of activities with brief descriptions:

- 1. Enterprise Systems and SAP MM Training:**
 - Explored core concepts of enterprise systems, emphasizing their role in streamlining business processes.
 - Received basic training on the SAP MM module, gaining hands-on experience and understanding its functionalities.
- 2. Procurement Process Learning:**
 - Studied the end-to-end procurement processes, covering requisitioning to payment.
- 3. Application of Knowledge:**
 - Integrated theoretical learning with practical applications, reinforcing understanding through simulated scenarios.
 - Worked on hands-on exercises to navigate SAP MM's user interface and perform data-related tasks.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: From 28th Jan to 3rd Feb 2024

List of activities with brief descriptions:

SAP MM Module: Highlights:

- **Managed Purchase Requisition:** Streamlined creation and approval.
- **RFQ Management:** Covered lifecycle and vendor selection.
- **Domestic Procurement:** Efficient handling of local processes.
- **Goods Receipts Management:** Emphasized accurate recording.
- **Contract Management:** Explored creation and approval workflows.
- **Import Procurement:** Covered intricacies of managing imports.
- **Landed Cost Management:** Discussed holistic cost considerations.

SAP SD Module: Participation:

- **Standard Cash Sales Process:** Joined sessions on order-to-cash workflows.
- **Standard Delivery Process:** Explored standard delivery stages.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: From 4th Feb to 10th Feb 2024

List of activities with brief descriptions:

1. **SAP MM Training:** Participated in focused training sessions, gaining practical knowledge of SAP MM modules like Contracts, Subcontract Procurement, Asset Procurement, and Service Procurement.
2. **Factory Visit - Remark HB Limited:** Visited Remark HB Limited in Munshiganj, participating in user acceptance training on key inventory management processes.
3. **Data Upload and Troubleshooting:** Uploaded supplier master data into the SAP MM system and troubleshooted errors, ensuring data accuracy.
4. **Training Script Creation:** Developed concise training scripts for user acceptance training, covering asset procurement, service procurement, and sub-contracting processes.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: From 11th Feb to 17th Feb 2024

List of activities with brief descriptions:

1. **UAT Script Preparation:** Developed User Acceptance Training (UAT) scripts for SAP clients, focusing on critical topics including Manage Condition Record Master, Material Scrap, Perform Physical Inventory, and Manage Return to Vendor.
2. **On-Site Client Support:** Attended training sessions and provided on-site client support for topics covered in the UAT scripts.
3. **Online Client Support - SAP Public Cloud:** Provided online support to clients, guiding them through the Procurement process and assisting in running transactions on the MM Module of the SAP Public Cloud system.
4. **Internship Training - Bookkeeping and Accounting Cycle:** Engaged in focused study sessions on bookkeeping and the accounting cycle as a part of internship training.



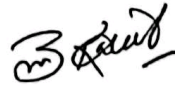
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: From 18th Feb to 24th Feb 2024

List of activities with brief descriptions:

1. **Collecting Client Requirements:** Engaged in discussions with clients to collect additional requirements post-UAT, aiming to enhance system functionalities and address specific business needs.
2. **Implementation of Additional Requirements:** Implemented the gathered requirements, working to enhance and customize the SAP system based on client specifications. Ensured seamless integration of new features into the existing system framework.
3. **Troubleshooting and Bug Fixing:** Identified and troubleshooted issues, including fixing a bug related to auto-configuring tolerance levels for material quantity during physical inventory counts collaborating with the FICO team.
4. **Material Master Data Upload:** Uploaded material master data, ensuring accuracy and completeness in the SAP system. Faced several errors and learned to resolve them.



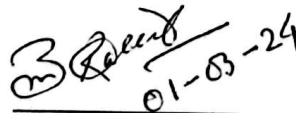
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: From 25th Feb to 2nd Mar 2024

List of activities with brief descriptions:

1. Data Migration Support:

- Assisted in the smooth migration of data from the development system to the testing system.
- Ensured data integrity and addressed discrepancies during the migration process.

2. MM Module Transaction Testing:

- Conducted comprehensive testing of all MM module transactions in the test system.
- Detected and reported anomalies, contributing to system refinement.

3. Collaboration with FI Team:

- Collaborated with the Financial Accounting (FI) team for testing accounting postings in goods receipt (GR), goods issue (GI), and transfer order.
- Ensured seamless integration between MM and FI modules.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: From 3rd Mar to 9th Mar 2024

List of activities with brief descriptions:

1. Client Requirements Gathering and Implementation:

- Collected additional requirements from clients post-UAT and implemented them to enhance system functionalities.
- Troubleshot issues such as bug fixing related to tolerance levels in material quantity during physical inventory counts.

2. Data Migration and Testing:

- Assisted in migrating data from the development system to the testing environment, ensuring data integrity and completeness.
- Conducted thorough testing of MM module transactions in the test system, reporting anomalies and contributing to system refinement.



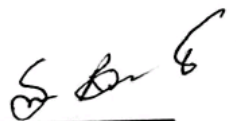
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

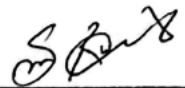
Date: From 10th Mar to 16th Mar 2024

List of activities with brief descriptions:

- 1. Data Migration and Testing:** I played a key role in facilitating the smooth migration of data from the development phase to the testing phase, ensuring the accuracy and integrity of the data. Additionally, I conducted thorough and rigorous testing of the MM module transactions and provided detailed reports of any discrepancies identified during the testing process.
- 2. Client Support and Training Sessions:** As part of my responsibilities, I assisted users by providing timely support and training on the essential functionalities of the SAP system. My goal was to ensure that users were able to navigate the system with ease and proficiency. I listened to their concerns and addressed them promptly, explaining the different features and functionalities of the system in a clear and concise manner. I also provided hands-on training and guidance, demonstrating how to perform various tasks and procedures within the system. Overall, my focus was on empowering users with the skills and knowledge required to utilize the SAP system effectively.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: From 17th Mar to 23th Mar 2024

List of activities with brief descriptions:

1. Collaboration with ABAP Team:

- Worked closely with the ABAP team to assist in the creation and modification of Purchase Orders, Contracts, and Mushak 6.5 print objects within the SAP system.

2. Client Support and Training:

- Conducted training sessions for the supply chain and warehouse team at Remark HB Limited, focusing on SAP system navigation and best practices.
- Addressed queries and guided utilizing SAP features to streamline operations and improve efficiency.

3. Document Management Enhancement:

- Collaborated with the ABAP team to enhance document management processes, ensuring smooth creation, modification, and retrieval of Purchase Orders, Contracts, and Mushak 6.5 print objects.
- Assisted in troubleshooting and resolving any issues encountered during the modification process to maintain system integrity.



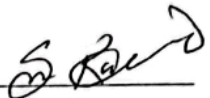
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: From 24th Mar to 30th Mar 2024

List of activities with brief descriptions:

1. **Collaboration with ABAP and FICO Teams:** Worked closely with the ABAP and FICO teams to create LC (Letter of Credit) and Import Purchase Order print objects within the SAP system.
2. **Purchase Order Testing with Different Currencies:** Assisted in testing purchase order creation with different currencies, ensuring accuracy and compatibility with international transactions.
3. **Data Cleaning and Updating:** Supported data cleaning efforts by assisting in the updating of finished goods data, ensuring data accuracy and completeness for effective decision-making.
4. **Vendor Master Data Management:** Assisted in updating import vendor master data, ensuring vendor information is up-to-date and compliant with regulatory requirements.
5. **Client-Side Support:** Provided hands-on support to warehouse employees on the client side, guiding them through daily transactions on the SAP system.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: From 31st Mar to 6th Apr 2024

List of activities with brief descriptions:

1. **Client Meeting on Cutover Plans:** Participated in a crucial meeting with Remark HB Limited to discuss cutover plans, focusing on open Purchase Orders (POs), Inventory, and open Sales Orders.
2. **Finalization of Go-Live Date:** After a series of discussions and meticulous planning, finalized the Go-Live date in alignment with client expectations and project requirements.
3. **Discussion on Pending Issues:** Addressed pending issues raised by the client, including the sale of bundled products and the integration of Value Added Tax (VAT) in the PO print object.
4. **Action Plan Development:** Developed a comprehensive action plan to address pending issues and ensure readiness for the Go-Live phase.



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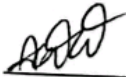
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: From 7th Apr to 13th Apr 2024

List of activities with brief descriptions:

1. **SAP S/4HANA Cloud Public Edition Seminars:** Joined seminars focused on SAP S/4HANA Cloud Public Edition Implementation Essentials for Sourcing & Procurement. Gained insights into the latest trends and best practices in sourcing and procurement within the SAP S/4HANA ecosystem.
2. **Root Cause Analysis Study:** Engaged in studying root cause analysis methodologies as part of the internship curriculum.
3. **Weekly Scrum Meetings:** Participated in weekly scrum meetings to provide updates on project progress, discuss ongoing tasks, and collaborate with the team. Contributed to identifying any impediments and strategizing on how to overcome them for efficient project execution.
4. **Knowledge Integration and Application:** Integrated insights gained from seminars and studies into ongoing project activities, particularly in the areas of sourcing, procurement, and problem-solving methodologies.



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