

Internship Report

On

“SWOT (Strength, Weakness, Opportunities and Threats) analysis of
PMTech Consulting Bangladesh”





UNITED INTERNATIONAL UNIVERSITY

Internship Report

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“SWOT (Strength, Weakness, Opportunities and Threats) analysis of PMTech Consulting Bangladesh”

COURSE CODE: INT 4399

Submitted To

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Letter of Transmittal

22 April, 2019

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business and Economics

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Subject: Submission of the Internship Report

Dear Sir,

This is my great honor to submit the internship report that I have prepared for last 3 months long in PMTech Consulting Bangladesh, as a marketing intern. The title of the report is “SWOT (Strength, Weakness, Opportunities and Threats) analysis of PMTech Consulting Bangladesh”. This has been formulate to fulfill the all requirement of my internship program at my set to organization, PMTech Consulting Bangladesh. While working on the report, I have tried to follow each and every instruction that you have given. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at PMTech. The authority of PMTech has also extended their cooperation whenever required.

I would like to articulate my thankfulness for your wonderful advice in preparing the report. It would be a great performance for me if you find this report informatory enough to fulfill the requirements. I am really thankful to you.

Thank you

Sincerely

Md. Parosh moni

ID No: 111 142 293

United International University

ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who helped me in every step of my internship. I am very thankful to Fiyaz Firoz for giving me the opportunity to complete my internship at PMTech Consulting Bangladesh. I am sure that their great managerial activities will provide encouragement everyone to set up their career properly.

I also want to thank Sharifa Khatun (CEO) and other employees of the PMTech Consulting Bangladesh, for their support that has been provided for preparing my report. I effectively work with them, try to understand their perception, feelings and on the basis of my understanding, I set up report from my own point of view. Then at last I will be thankful to those people who read the report and who will get advantage from this report.

DECLARATION

I am Md. Parosh moni, student of school of business and Economic (Marketing) of United International University, Bangladesh, do hereby declare that the Internship Report on “SWOT (Strength, Weakness, Opportunities and Threats) analysis of PMTech Consulting Bangladesh” is a main work and has not been submitted previously for any degree.

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Executive Summary

PMTech Consulting Bangladesh, begin their business in Bangladesh on 2018. They are committed about serving superb service in Global Educational training. PMTech Consulting Bangladesh is performing very well and they are trying to create good reputation in market. PMTech is offering certification courses. They are focusing in building effective organizations in managing projects

The Marketing Department of PMTech consulting Bangladesh plays a vital role in promoting the business and mission. It provide as the face of the company, organizing and producing all equipment representing the business.

PMTech is operating this Under Gulshan area there is good amount commercial areas. Most of the corporate offices are operating their business in Gulshan area and in commercial area, most of the corporate people and employees at hand. So, the need for those education training are big in this commercial field.

However, there are some drawbacks of PMTech Consulting Bangladesh. For example shortage of man power, undisciplined Time schedule, a number of office on the same floor, dependent on part time trainer. So this why service gap is building in the market. As a new organization PMTech is doing very good but it has better options of doing well by identify those problem and provide appropriate solutions.

CHAPTER 01

INTRODUCTION

1.1 Origin of the report:

I instructed to prepare a report on SWOT analysis of PMTech Consulting Bangladesh for fulfillment of internship course requirement. For this, I worked at PMTech consulting Bangladesh for three months where I found necessary information regarding my internship report.

1.2 Background of the Report

The internship program which is an essential part of the BBA Program to closing the degree importance as it qualify a student familiar with the practical business activities. The student perform near with the employee of an organization and learn about the functions of that company. Internship program make able a student to brush up his systematic expertise and educational attitude. For the achievement of this internship program, I have been set in the “PMTech Consulting Bangladesh” Gulshan 1 as an internee for 3 months. This report would be base on- SWOT analysis of PMTech Consulting Bangladesh.

1.3 Objective of the Report:

Internship is a workable and applied subject to catch the position practically. It is a profession improvement activity to help a student to build up their future. This Internship program serve me the following things:

- ✓ To relate theoretical knowledge
- ✓ To know how to design an effective training session
- ✓ To know the training techniques used by the Company.
- ✓ To present our suggestions to the PMTech consulting Bangladesh.
- ✓ To know the need of training.
- ✓ To make myself more confident.
- ✓ Important skills required for performing job.

1.4 Scope of the Report:

The report has covered how PMTech is operating their business, what is their strategy and SWOT analysis of the company. It also includes a brief profile of the company.

1.5 Methodology:

In order to make the report more meaningful and presentable, two sources of data and information have been used widely.

1. Primary source.
2. Secondary source.

1.5.1 Primary sources:

- Marketing activities (promotion , branding, communication)
- Face to face communication with the Project Admin
- Direct Monitoring
- Face to face communication with the clients and employee

1.5.2 Secondary sources:

- Memos and Circulars
- Websites of PMTech

1.6 Limitation:

It is obvious that every study has some limitation. While conducting the study I had to face a number of problems.

There are some limitation that I have faced to prepare report:

- ❖ The report is based totally on personal observation. Personal bias might have hampered to the findings.
- ❖ Lack of sufficient sources prevented verification of information
- ❖ This duration is not enough to compete and clear understand. It is causes of the limitation of information some assumptions were make. Therefore, here could be some personal mistake in the report.

CHAPTER-2

COMPANY OVERVIEW

2.1 About

PMTech Consulting Bangladesh is training and professional development solutions provider. They partner with companies and people to deal with their identical needs, arranging training and coaching that helps working professionals achieve their career goals. They deliver globally officially approved training and certification, person and enterprises to aid key business transformations and help to stay relevant by closing skill gaps and cultivate an environment that fosters continuous learning.

They help in bridging learning's with best practices of project and business analysis concepts. They are also involved in educating professionals and corporates for how to effectively apply their knowledge in projects.

PMTech is offering certification courses. They are focusing in building effective organizations in managing projects.

They distribute a broad mix of private, public, social sector organizations and individuals.

2.2 History of PMTech Consulting Bangladesh

PMTech Consulting Bangladesh was founded in Dhaka City in 2018 by Sharifa Khatun, who had searched for a flexible Project Management (PMP) training program that could be adapted to her needs and the demands of the industry in which she worked at that time. With no such luck on her search, she finds out a solution for herself. Hiring a trainer to give her lessons and share her homework with her trainer. Recognizing the effectiveness and value of her solution, she created PMTech Consulting Bangladesh. A few months after launching PMTech in the Dhaka city, PMTech began to create demand in the market.

2.3 Quality Policy

The quality of our courses is the cornerstone of our ability to serve our clients. The entire focus is on creating easy to understand content and exceptional trainers.

Our courses are well recognized and receive more than 50 enrollments in a month.

Our courses are designed on the basis of conceptual understanding of topics. We study emerging best practices of project management and business analysis locally and globally.

Our classroom style videos are engaging, enjoyable, and designed using interactive whiteboard sessions.

2.4 Mission and Vision:

- **Mission:**

At PMTech Consulting Bangladesh our mission is to create affordable training and development solutions for enterprises and individuals across the country to address their unique needs that helps working professionals achieve their career goals.

- **Vision:**

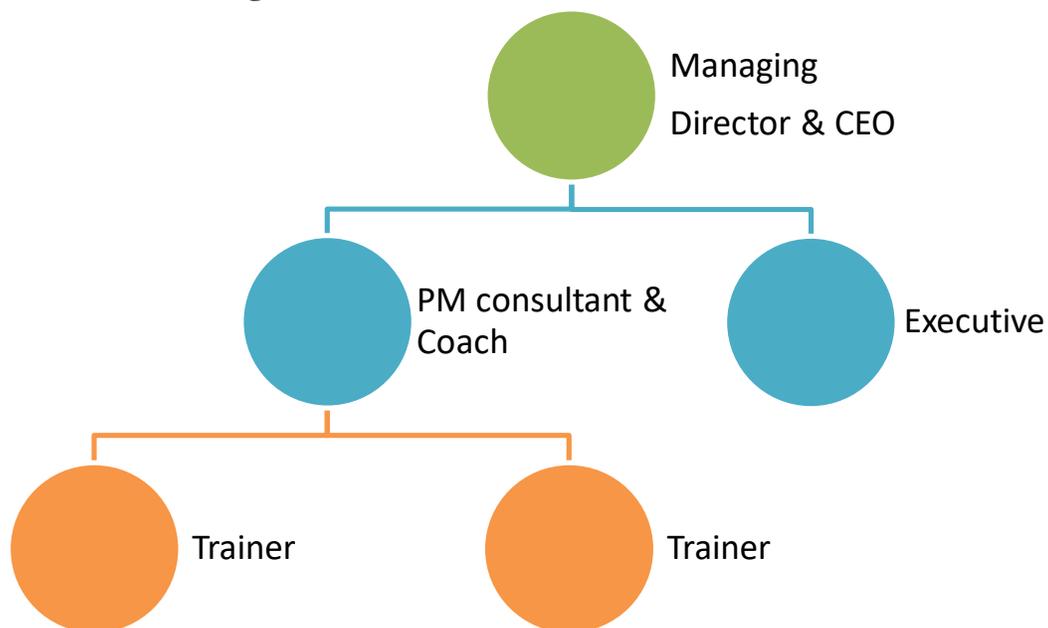
At PMTech Consulting Bangladesh our vision is to be a globally acclaimed training solutions provider for enterprises and individuals across country. By 2021, we aim to train 50,000 professionals across industries and fulfil their learning needs.

2.5 Functional Departments of PMTech:

PMTech Consulting Bangladesh has 3 functional departments.

- Marketing Department
- Accounting Department
- IT Department

2.6 Structure of the organization:



2.7 Offered Trainings:

PMTech has a wide range of training services. They basically offer certification courses and it varies customers demand and requirement. PMTech is always looking for innovative certification courses. PMTech is committed to provide standard and helpful training.

They are providing:

Excellence and Consultants - Training Courses

Training Title	Audience	Benefits	Course Outline	Total Hours
ITIL Foundation	Any IT Practitioner Potential Graduate of CSE/ EEE/ ETE/ MIS	- Basic understanding of the ITIL framework - Enhancing IT Service Management (ITSM)	- ITIL Service management as a practice - ITIL service lifecycle - Generic concepts and definitions of IT Service Management - Key principles and models - Continual service improvement - ITIL Processes - ITIL Functions - ITIL Roles and Responsibilities - Technology and architecture	8
COBIT5/ 2019	Any IT Practitioner Potential Graduate of	- Strategic Alignment	- Major drivers for the development of COBIT®	16

	CSE/ EEE/ ETE/ MIS	<ul style="list-style-type: none"> - Governance establishment - Enriching Auditing - Understanding Industry Standard 	<ul style="list-style-type: none"> - Business benefits of using COBIT® - COBIT® Product Architecture - IT management issues and challenges - Key Principles of COBIT® - COBIT® enablers - COBIT® processes and the Process Reference Model (PRM) - Basic concepts for the Implementation of COBIT® - Process Assessment Model 	
Prince2 Foundation	Any IT Practitioner and Project Management Practitioner Potential Graduate of Engineering/ Business Administration/ Social Science	<ul style="list-style-type: none"> - Delivery reliability - Product-focused - Customer Focused - Adaptability and flexibility - Supports Cross-functional activities 	<ul style="list-style-type: none"> - Foundation course is intended for project managers and aspiring project managers. - It is also relevant to other key staff involved in the design, development, and delivery of projects, including project board 	8

			<p>members (e.g., senior responsible owners), team managers (e.g., product delivery managers), project assurance</p> <p>(e.g., business change analysts), project support (e.g., Project and program Office personnel), and operational</p> <p>Line managers/staff.</p>	
Prince2 Practitioner	<p>Any IT Practitioner and Project Management Practitioner</p> <p>Potential Graduate of Engineering/ Business Administration/ Social Science</p>	<ul style="list-style-type: none"> - Delivery reliability - Product-focused - Customer Focused - Adaptability and flexibility - Supports Cross-functional activities 	<p>Practitioner course is intended to assess whether a candidate can recall and understand the</p> <ul style="list-style-type: none"> - PRINCE2 project management method. - PRINCE2 in advance level 	16
Lean Six Sigma Black Belt (Expert Level)	<p>Any IT Practitioner, Project Management Practitioner and</p>	<ul style="list-style-type: none"> - Help Your Organization Eliminate Errors/ Defects - Improve Business Processes 	<ul style="list-style-type: none"> - Advance level knowledge in DMAIC (Define Measure Analysis Improve Control) model 	80

	Process Re-engineering Practitioner	<ul style="list-style-type: none"> - Sustain Quality Improvement - Applicability Across Industries - Hands-On Experience in Quality Management 	<ul style="list-style-type: none"> - Utilization of tools and technique in process improvement - Project work 	
Lean Six Sigma Green Belt (Intermediate Level)	Any IT Practitioner, Project Management Practitioner and Process Re-engineering Practitioner Potential Graduate of Engineering/ Business Administration/ Social Science	<ul style="list-style-type: none"> - Help Your Organization Eliminate Errors/ Defects - Improve Business Processes - Sustain Quality Improvement - Applicability Across Industries - Hands-On Experience In Quality Management 	<ul style="list-style-type: none"> - Intermediate level knowledge in DMAIC (Define Measure Analysis Improve Control) model - Utilization of tools and technique in process improvement 	40
Lean Six Sigma Yellow Belt (Foundation Level)	Any IT Practitioner, Project Management Practitioner and	<ul style="list-style-type: none"> - Help Your Organization Eliminate Errors/ Defects - Improve Business Processes 	<ul style="list-style-type: none"> - Basic level knowledge in DMAIC (Define Measure Analysis Improve Control) model 	32

	<p>Process Re-engineering Practitioner</p> <p>Potential Graduate of Engineering/ Business Administration/ Social Science</p>	<ul style="list-style-type: none"> - Sustain Quality Improvement - Applicability Across Industries - Hands-On Experience In Quality Management 		
<p>Lean Six Sigma WHITE Belt (Starter Level)</p>	<p>Any IT Practitioner, Project Management Practitioner and Senior Managers that are supporting Re-engineering project</p>	<ul style="list-style-type: none"> - Help Your Organization Eliminate Errors/ Defects - Improve Business Processes - Sustain Quality Improvement - Applicability Across Industries - Hands-On Experience in Quality Management 	<ul style="list-style-type: none"> - Overview of DMAIC (Define Measure Analysis Improve Control) model 	8
<p>CompTIA Project+</p>	<p>Any IT Practitioner and Project Management Practitioner</p>	<ul style="list-style-type: none"> - Delivery reliability - Product-focused - Customer Focused 	<ul style="list-style-type: none"> - This course is intended to assess whether a candidate can recall and understand the standard project management 	48

	Potential Graduate of CSE/ EEE/ ETE/ MIS	<ul style="list-style-type: none"> - Adaptability and flexibility - Supports Cross-functional activities 	method focusing on IT	
Certified SCRUM Master	<p>Any IT Practitioner and Project Management Practitioner</p> <p>Potential Graduate of Engineering/ Business Administration/ Social Science</p>	<ul style="list-style-type: none"> - Adopting Agile practices 	<ul style="list-style-type: none"> - Attainment of core Scrum BOK - Continuous improvement 	16
CompTIA Security+	<p>Any IT Practitioner, IT Auditor, Penetration Tester job role, Systems Administrator, Network Administrator, and Security Administrator</p> <p>Potential Graduate of CSE/ EEE/ ETE/ MIS</p>	<ul style="list-style-type: none"> - Best practices in hands-on troubleshooting of security issues - Problem-solving of a wider variety of issues - Cybersecurity know-how to address security incidents. - Compliant with ISO 17024 standards 	<ul style="list-style-type: none"> - Securing applications, networks, and devices; - Threat analysis and responding with appropriate mitigation techniques; - Participating in risk mitigation activities; and - Operating with an awareness of applicable policies, laws, and regulations. 	48

		and approved by the US DoD	- Performing the principles of confidentiality, integrity, and availability.	
ISO 27001 LA (Foundation included)	Any IT Practitioner and Anyone interested in ISMS Potential Graduate of CSE/ EEE/ ETE/ MIS	- Understanding the concepts, approaches, methods, and techniques used to implement an Information Security Management System (ISMS) - Understanding the elements of an Information Security Management System - ISO Audit techniques	- Introduction to Information Security Management Systems (ISMS) and ISO/IEC 27001 - Audit principles, preparation, and launching of an audit - On-site audit activities - Closing the audit	48
Certified Balanced Scorecard (BSC) Professional	Any Strategy or KPI and Managers of any domain Potential Graduate of Engineering/ Business Administration/ Social Science	- Solid understanding of Strategy - Practical Strategy implementation	- A practical approach to align functional strategy with Business Strategy - ‘Strategic to operation level’ approach - One-page strategy	24

			- Monitoring strategy with KPI	
ITOE (IT Operational Excellence) Workshop	Any IT Practitioner and Member from Center of Excellence Potential Graduate of CSE/ EEE/ ETE/ MIS	- Addressing customer's challenge of integrating framework and making them work	- A practical approach to integrating major frameworks such as BSC, ITIL, COBIT, MOF, well-known ISO standards, etc. - Tailored framework for the customer as an output of the workshop - Tips and tricks to implement the customized framework	24
Digital Transformation Workshop	Any IT Practitioner and Member from Center of Excellence Potential Graduate of Engineering/ Business Administration/ Social Science	- Understanding recent digital disruptions - Addressing customer's digital transformation throughout the organization - Building a digital strategy	- A practical approach to successfully implement digital transformation simultaneously focusing on people, process and technology approach - Utilizing digital capabilities such as IoT, Block chain, AI, cloud computing and	24

			<p>mobile computing for resolving day-to-day customer challenges</p> <ul style="list-style-type: none"> - Preparing tailored Digital Transformation framework for the customer as an output of the workshop - Tips and tricks to implement Digital transformation 	
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CHAPTER 3

JOB DESCRIPTION

3.1 The role of Marketing Department:

The Marketing Department of PMTech consulting Bangladesh plays a vital role in promoting the business and mission. It serves as the face of the company, coordinating and producing all materials representing the business.

The duties of the Marketing Department include-



3.2 Particular job responsibility as an intern:

Firstly, as a marketing intern of PMTech, I was set to for supporting the admin officer and get the admin direction and responsibilities from him. I got the advantage to see the marketing activities from the central level and also found the scope to remain my contribution in business functions. Besides, the job activities as a marketing intern I was not fixed. I moved different role and done different duties in this internship period of time. At times I served as an account representative, and I occasionally supervise business as an admin officer in absence of admin officer. Few task responsibilities and learning in the course of this internship time is below:

- **Mail Processing**

One of the major responsibility of admin officer is to conduct all kinds of mail. Here I have some responsibilities here: need to create mail template, design message, generate mail campaign and send those mail to the segment-based clients.

- **Deliver promotional message through SMS**

Promotional message is the communication about the service that PMTech deliver promotional message to its target customers in order to generate awareness among the clients through SMS. Sometimes I need to design promotional message for different training services and need to send those messages to their segmented clients.

Here is some promotional message:

PMP Exam preparation course

PMTech Consulting Bangladesh is offering u 50% discount.
On April: 12th, 19th, 26th & May 3th.

Microsoft Project 2016 exam preparation course

Get an extra 40% off on Microsoft Project 2016 course.

- **Communicate with clients**

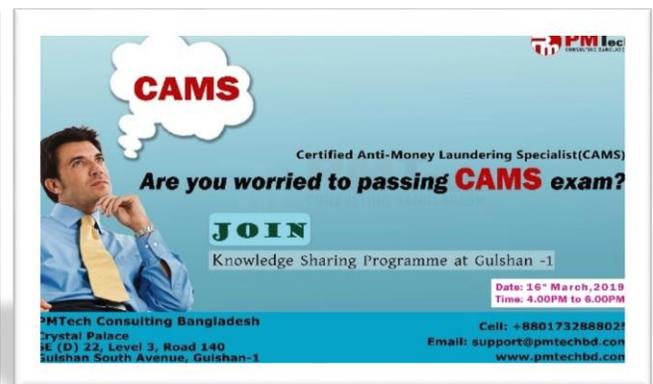
As an internship student of PMTech, I need to communicate with clients over the phone and need to manage client’s phone calls. Sometimes need to inform clients about training dates, time and confirmation of enrolments.

- **Clients visit**

Clients visit is one of the most important for attract clients. Sometimes they may not get proper information from the phone calls, message and social media. So Clients visit is the best way to provide appropriate information to the clients.

- **Promotion on social media:**

Promotion on social media (Facebook, Instagram, and LinkedIn) are another most important and key task for admin Officer. Being a marketing intern, every day I spent maximum time in social media for serving different offers. Sometimes I made the message for promoting on social media.



CHAPTER 4

SWOT Analysis of PMTech Consulting Bangladesh

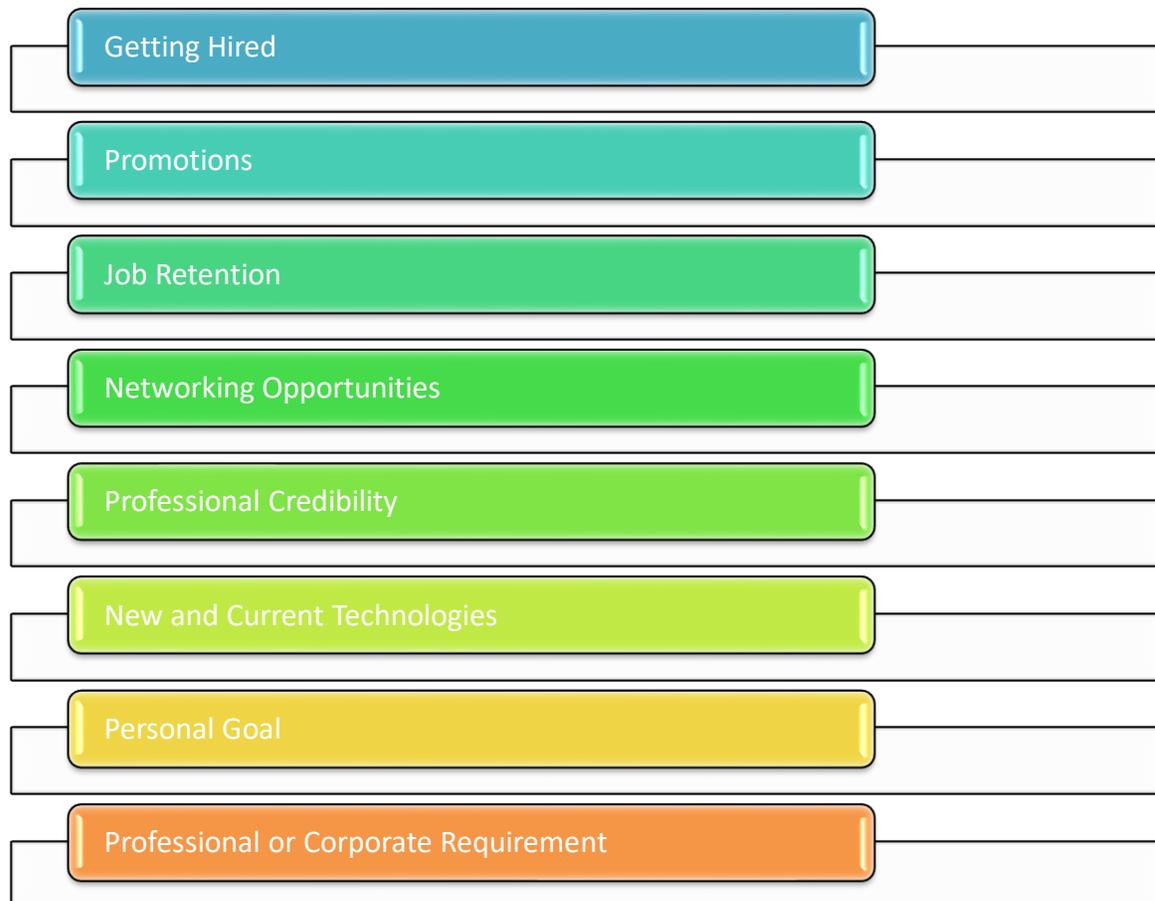
By observing the market of all those consultancies and training, it might be said that the market has strong for business. However, here have some downside and threats. All these things will be discussed in the SWOT analysis.

4.1 Strength:

- **Huge demand on the market**

Global certifications are a quick and readily recognized benchmark mapped to a specific skill set based on standardized testing. All those training has been creating value since long period of time. Now it is growing in Bangladesh day by day. Every corporate people specially (Banker, Engineers, Managers, IT professionals) should focus on their career. Having a certification shows that you not only possess comprehensive knowledge of that technology but you also care enough about your own career to spend the time and money to get certified.

Benefits of Certifications



- **Experienced Manpower**

Trainers of the PMTech are very experienced. Fayez firoz, Dr. Syed Mahsud Ali and ISrat Jahan (trainers) are serving people those training in this same field is more than 4 years. They are very much willing to help trainees about their courses; they are very friendly and design of their courses are very helpful for trainees. So, the expert manpower is another advantage of PMTech consulting Bangladesh.

- **Environment**

The environment of the office which is really nice. My admin officer always tries to help me if get any problem. They are very friendly, the doors are open, so employees can speak freely with one another. Interior design of the office also good.

- **Commercial Area**

Choosing a location for a new business is one of the most important decisions entrepreneurs make during the planning phase of launching ventures. PMTech is operating this Under Gulshan area there is good amount commercial areas. Most of the corporate offices are operating their business in Gulshan area and in commercial area, most of the corporate people and employees are obtainable. So, the need of these trainings are high in this commercial field.

4.2 Weakness:

- **Shortage of manpower:**

Shortage of manpower is the major weakness of this company. Only two persons are managing all departments and they are not experienced for those positions. So Manpower is comparable to productivity. The more people are available to work, the quicker projects can be performed or the more projects an organization can take on. Conversely, a lack of enough manpower prevents businesses from performing tasks. The lack of productivity translates into a reduction in profit, which in some cases means the business can't stay operational.

- **Time schedule:**

This organization is providing training for global certifications, so they have to provide a fixed training dates to their clients. Sometimes they cannot able to start those training classes on the date because of shortage of clients or trainer's problem.

- **Multiple offices in the same floor:**

There are multiple offices in the same floor. Every client gets confused to find out the company.

- **Heavy dependence on part-time trainers in some courses:**

PMTech is offering some courses those course is conducted by some part-time trainer. Part-time trainers are very experienced for those courses so PMTech is

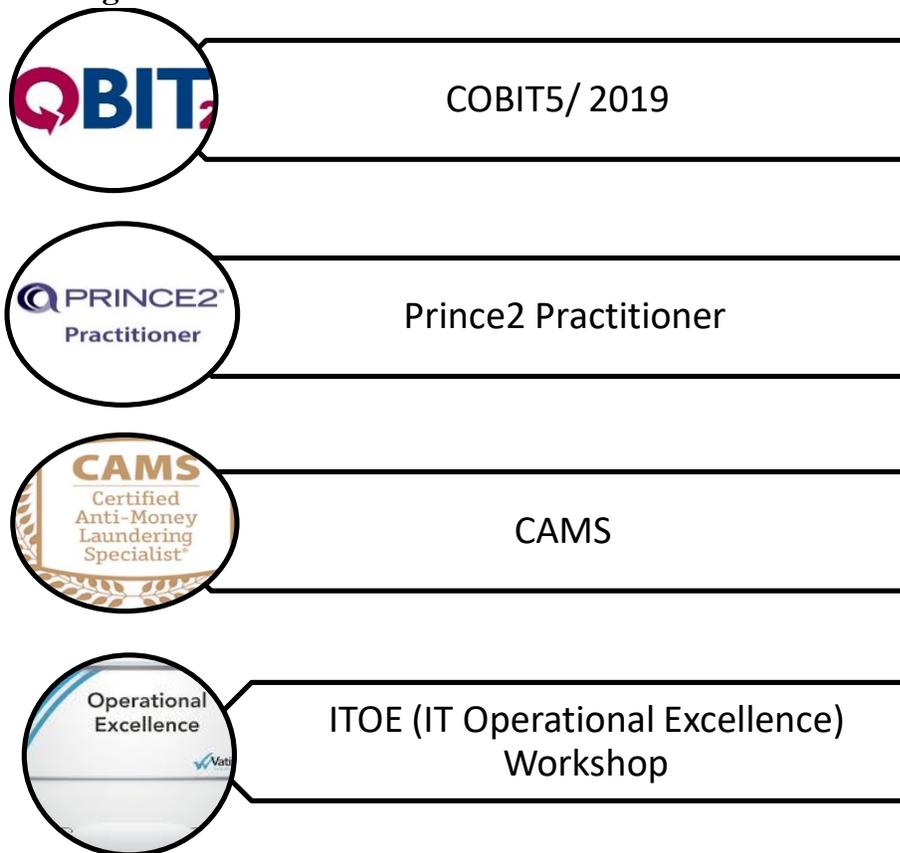
heavy dependence on part-time trainers and those trainers are charging high salary for providing those course. Those trainers are also working with organization for that reason quality of education decreasing.

4.3 Opportunities:

- **Unique training services**

Only PMTech consulting Bangladesh is offering some unique trainings in this country. Those trainings have huge demand in the international market. If they provide those training properly and can create demand in the market, I think they could capture the major market share.

Those training are:



- **Few numbers of competitors**

This is the great opportunities for the company that there are few numbers of competitors who are providing those training in the market and they are serving a number of training. PMTech has some unique trainings but competitors could not provide those trainings yet.

- **Increasing demand**

Now every organization and employee are more concern about increasing their knowledge and skills. Certifications are now considered the pinnacle of achievement in the tech industry. That's a huge change in perspective from a decade ago when many professionals still didn't understand the merit of certification.

- I. Certifications**

It's not just the employers who are benefiting from an increase in certification training. In 2018, certified IT professionals in the U.S. and Canada have an average salary of \$87,678, which is \$15,913 or 22% more than non-certified professionals. As long as the training is career-relevant, it certainly pays to pursue certifications.

There has, however, been a slight shift in the top-paying certifications over the course of our reporting. In 2008, Project Management Professional (PMP®) was the top-paying certification at \$101,698. PMP® is still a popular and lucrative certification, ranking third in the U.S. and seventh globally in terms of salary. But security certifications took over the top spot on our highest-paying list in 2014 and has held firm ever since

With the growing digitization, there are enormous opportunities for nearly everyone, be it a marketing or sales professional, young entrepreneur, student etc. There has been an ever-increasing demand of global certifications among professionals and students

4.4 Threats:

- **Competitors are very strong**

Competitors are dominating in the market and they achieved most of market. They are very strong in this field, competitors are serving those training over five years in this area and they have strong brand value in the market and also, they are experienced to serve people proper education. As a result, clients are getting those services in a proper way. So sometimes, they are not willing to take training from us.

- **Some training services are not offering**

One of the major threats for this company is they cannot able to provide some training because of trainer. The cost of trainer to provide training which is so much high because of shortage of trainer in this area. So it is difficult to gain profit for those services are not offering.

- **Technologies**

Technology is changing day by day and becoming very popular, more reliable and secure. There are many organization have outside of our country who are providing best quality of training and also they are providing online training so that anyone can purchase those training from anywhere by using technology. Technology would be a major threat.

CHAPTER 5

RECOMMENDATION AND CONCLUSION

5.1 Recommendation

In this 3 months internship program I learned, observed and practiced. By combining this 3 months observation and learning of 4 years undergrad life, I have grown up with some recommendations for this organization. So I am giving recommendations for the organization one by one.

As new organization, there is a good chance for PMTech in Bangladeshi market. However, those training needs is slower in the market. There are a few numbers of global certified people available in Bangladesh. Now people want to brush up their skills. As a client's point of view, people are interested to gain global certification. So, in future those training would create huge demand in the market.

They should develop and maintain a marketing department separately. The information should contain a complete database of clients (Bankers, Engineers, Accountant, and Managers etc.) Also need to develop competitor's database. The information contain in the database must be updated on periodical basis.

PMTech must identify the target opportunity and maintain good relationship with existing clients and must always fight for achieving consistent standards of service delivery and also must focus on to improving quality in routine transaction like correspondence with clients.

Finally, PMTech must focus on their employees which is very low number of employees to run business. Should enhance communication skills and promoting quality of work life among employees.

5.2 Conclusion

PMTech is one of the consultancy organization for global certifications in Bangladesh. They are serving people from few months ago, it's a new company recently they started their business in Bangladesh. They are becoming popular day by day and they have also increase in a well manner. From this knowledge it can be said that PMTech is doing well in the market and it would be carry high portion of market share in future.

Regarding PMTech consulting Bangladesh, it is very good organized and well process oriented. Each and every step of the company is well structured. However, there are some improvements which has discussed above PM Tech should offer the training which are not provided yet and Gulshan is large market and the clients are available in this area. So it is very favorable area for business.

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