



Internship Report
**Analysis of Kotha App & Technologies Ltd: An
Internship Experience Perspective**

Submitted to:

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Letter of Transmittal

November 22, 2022

Dr. Md Mohan Uddin

Professor

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Subject: Submission of Internship Report

Dear Sir,

It is an immense pleasure for me to be able to submit the internship report that I have prepared from my experience of working with Kotha App & Technologies Ltd under the finance/accounts department.

This report has been prepared to fulfill the requirement of my internship program. I sincerely hope that it will receive due consideration and proper evaluation from your end.

Sincerely yours,

Munira Khan Majlish

ID: 111 162 136

United International University

Acknowledgement

I owe everything to Allah, the Almighty.

My deep gratitude, indebtedness and appreciation to my honorable supervisor, Dr. Md Mohan Uddin, Professor School of Business & Economics, United International University, for his close supervision, influential engagement, expert guidance, enthusiastic inspiration and never ending motivation throughout the entire work of my internship report. I will be grateful to him for providing me with the opportunity to work with him.

For helping me to prepare my report I want to thank all the employees of Kotha App & Technologies Ltd. I would also like to thank my first line seniors for standing always by my side to teach and guide me throughout my internship.

I am also very much indebted to my MD & CEO, Mr Tashfin Delwar who gave such an incredible opportunity of working in an amazing company.

My first step to the corporate world and financial section would not have been possible without them as it is all these people who have helped me to bring out my best in this process.

Last but not least, I'd like to convey my heartfelt gratitude and commitment to my adored and respected parents for their unwavering moral support, never-ending encouragement, and unending devotion and blessing anytime I needed it.

Executive summary

Social networking sites are very important in our daily life. It is a useful tool for sharing, creating, and disseminating information. Today, social media is used by everyone to expand contacts in any sector. The most influential social media tool is social networking sites such as Twitter, Facebook and Instagram.

Bangladesh's first Social & Lifestyle app is Kotha. This app is "made in Bangladesh", by a team of very talented Bangladeshi developers, software engineers and data scientists. It is the social networking site for Bangladeshians everywhere in the world.

The main objectives of this report are to analysis impacts of the IT segment, social networking sites in our daily life and the development they are doing.

This report holds the external and internal perspective about the industry and that is why this report very helpful to the policy makers of the industry and also the company to get a clear view about the current situation. The manager of the company also can get some idea about the industry and the company's position in the industry.

Kotha Apps & Technologies Ltd. is an Android apps developer who has been working since 2019. Kotha is one of the greatest popular apps on Google Play, with over 100,000 installs. Live news, music, videos, games, e-commerce, actual billing, healthcare. Users can also make calls, order foodstuffs and sustainment, stream songs and movies, buy vouchers, and more.

I consider my whole internship period was just a training session as there was no specific training within the internship. This was my training to build up my career. Through this internship I introduced myself to the actual job market in Bangladesh and got to know how a company runs.

The operations that I recommend to improve of Kotha app is- to reduce direct addictions between teams, to see technology as enhancing certainty, understand who their clients are, understanding the customer is the principal.

During my internship, I understand that announcement is the most significant thing. Every day dissimilar people come to the organization; the operative of the organization should communicate well based on customers. So, for a better occupation, I need to recover my announcement skills more and perform tasks under pressure.

While I was making this report I had to the study about the various things in the IT industry. This study is certainly very helpful for those who are thing about to work in a IT firm like this.

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Chapter 1: Introduction

1.1 Background

Social networking sites are very important in our daily life. It is a useful tool for sharing, creating, and disseminating information as well as for communicating with people locally and globally. Today, social media is used by everyone. When looking to expand contacts in any sector, social media is the first place that comes to mind, whether it be with teenagers on TikTok, influencers and small companies on Instagram and Facebook, or with professionals on LinkedIn. Perhaps the most influential social media tool is social networking sites are these ones.

If social media is used wisely, it may be quite successful. These platforms have what it takes to improve anyone's life because they offer the best method of direct communication with the intended audience. Here are 3 factors that I think can illustrate the significance of social media in this modern world.

- Staying Connected With the People
- Staying Opinionated
- Entertainment

The use of these social networking sites has expanded beyond personal use. Employers have recently started using social networking sites to check out the backgrounds of potential candidates. Interviews conducted during the COVID-19 pandemic using Facebook or other social media technology techniques. Even if they can't meet in person, groups can organize

virtual meetings or brainstorm together. The scheduling demands for board meetings and school projects are lessened as a result. It goes without saying that social networking sites have become a need for our culture. In general, social networks are our primary means of connectivity and communication in the modern world.

Kotha app is a social networking site in fact; Bangladesh's first Social & Lifestyle app is Kotha. This app is "made in Bangladesh", by a team of very talented Bangladeshi developers, software engineers and data scientists, for Bangladeshi societies everywhere in the world. The people behind Kotha have proven track records of building & operating world class highly scalable products and services and have decades of experience in IT industry.

1.2 Objectives

The main objectives of this report are to analysis impacts of the IT segment, social networking sites in our daily life and the development they are doing.

Around the world, large IT companies are sprouting up, and countries are developing and promoting their own IT industries. Asian countries are also becoming stakeholders in this surge by creating conducive environments.

1.3 Significance

This report is every important to the policy makers of the IT industry and the manager of the company. This report is also significant for the people who are currently working in this platform

or thinking to work in this industry. The employees of the Kotha App Company can also be benefited greatly from this report.

I observation I had during my internship experience I tired to put everything altogether in this report.

The policy makers of the industry and also the company can get a clear view about the current situation. The manager of the company also can get some idea about the industry and the company's position in the industry.

This report holds the external and internal perspective about the industry.

Last but not the least, this report helped me a lot. When I was making this report I had the study about the various things in the IT industry. This study is certainly very helpful for those who are thing about to work in a IT firm like me. Because this report is broadly discussed the internal and external advantages and/or problems in the IT industry. This report contains political, technological, external, legal factors of the industry and SWOT analysis of the company and many more factors and analysis has been carried out in this report.

Chapter 2: Analysis of the industry

2.1 IT Industry of Bangladesh

The IT sector in Bangladesh originated in research in the 1960s. In the f next decades, the usage of computers in large organizations in Bangladesh improved, frequently with IBM workstations. However, it was not until the 1990s that much consideration was paid to this sector. Today, the IT sector is still in its early steps, although there is development potential.

Over a number of years, significant progress has already been made in the IT sector toward creating a "Digital Bangladesh," and new initiatives are coming. However, Bangladesh should make significant efforts to further improve the IT sector in order to compete with other technologically advanced/well-invested Asian countries for the attention of foreign investors in order to fully capitalize on the opportunities offered by the global IT expansion. At the same time, we should support local entrepreneurs in starting IT businesses in this sector. Both of these initiatives would result in the creation of tens of thousands of IT employment, assisting Bangladesh in quickly achieving middle-income ranking.

In recent years, the IT industries in this country have started to grow quickly. These industries have grown by more than 40 percent over the past five years and these growth rates are expected to continue. This hopeful progress is supported by good software spread trends and strong domestic requests for IT computerization(Projects, 2018). In Bangladesh, comprehensive automation developments have recently been applied in the telecommunications, funding,

economics, pharmaceutical, and fashion/textile sectors. National demand from software makers and ITES is expected to grow further.

The present World Bank Aid Strategy for Bangladesh also identifies the key part of ICT in supporting Bangladesh's growth, attractiveness, and governance. The information technology (IT) and IT services segments represent a gorgeous \$475 billion segment for which countries compete.

2.2. Size, Trend, and Maturity of Bangladesh IT industry

The IT trade in Bangladesh, particularly the software and ITEC trades, is comparatively small associated with the country's population (more than 150 million) and the size of the countrywide economy. The IT industry in Bangladesh is comparatively new compared to other business segments. However, the infinite probability of the IT sector has sparked the attention of all stakeholders. The impression of the international hype for the ICT segment is also clearly observable in Bangladesh. The local ICT sector has become enviable in recent years. With over 3,000 limited companies operating in the hardware, computer software, and ISP sections, Bangladesh's ICT industry is present at \$160 million (Bangladoot, 2019). With the benefit of the previous beginning, the hardware section controls the market, while the comparatively late-entry software sections control about 15 percent of the total marketplace. The ITES section (15 percent) and online-based and network facilities (5 percent) style up the rest of the market.

Bangladesh has seen rapid growth in ICT exports in recent years, with a tendency towards a rapid increase in ICT exports. Its increase day by day, For example:

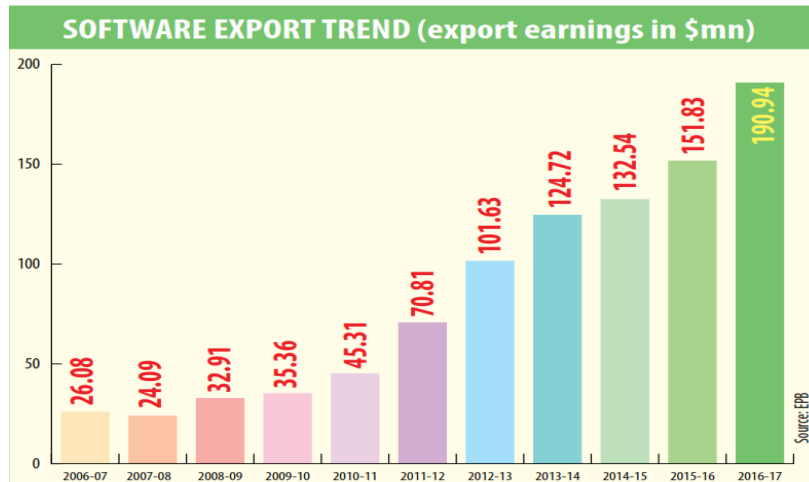


Figure: 2.1 Value of software exports from Bangladesh

2.3 Seasonality

Sympathetic seasonal forecasts are critical to tackling the dual business test. First, if local IT software doesn't have enough services or employees to meet growing customer demand, they risk damaging their company's status and customer relationships. On the other hand, additional inventory and moreover many employees employed in slower periods lead to incompetent use of employment and money. In any case, the corporation may lose income and miss out on profitable occasions as a result.

2.4. External economic factors

The Bangladesh IT industry is an internationally competitive trade like Local apps. Notably, Bangladesh's interior strengths in the information technology industry stem mainly from entrepreneurship and national abilities. The role of the Bangladeshi displacement and networking with international companies is essential to understand the growth and performance of the information technology sector. The political aspects influencing the arrival of foreigners and the

decision to expand globally are grouped into four main categories: political stability, legal issues, economic issues, and social issues.

2.5 Technological Factors

Technological factors of IT sector include environmental and environmental aspects and can determine barriers to entry, lowest stages of effective production, and effect outsourcing results. Technological factors analyze elements such as automation, technical encouragements, and the rapidity of technological change (AppGrooves, 2020). New technologies generate new services and new progressions. Operational spending, barcodes, and computer-aided strategy are developments in the method we do business as a consequence of better expertise. Technology can decrease costs, recover quality, and chief to revolution. Both consumers and organizations that offer products can benefit from these developments.

2.6. Political, legal, and regulatory factors

Bangladesh IT Industry restrictions don't seem to be the main concern for technical and promotion administrators. This insignificance can be accredited to the fact that Bangladesh is subject to strict technology restrictions by the United States.

Legal subjects were examined in two categories; the comfort of obtaining a work permit and the influence of local laws and rules abroad. Kotha app and technology Ltd. organizations are well aware of the differences in rules and guidelines abroad associated with their nation. As a result, these organizations do not see alterations in rules and guidelines as the main factor influencing

their global growth. During the conferences, many executives said they suppose local regulations and certification requirements to vary from country to country and businesses will adjust their operations consequently.

2.7 Barriers to Entry

Honestly, if BD local apps is technically sane, then there are no barricades. They must have a desire for solving problems. Although to deal with energetic technologies, programmers have to be aware of new outlines, gears, programming languages, etc. So, they have to acquire a lot, learn new belongings if they want to endure. It may sound a minute threatening, but they trust once they're in the flow, it's not that uninteresting; it's even a lot of fun to learn new belongings and smear them in their schemes.

2.8 Supplier Power

Powerful providers in the technology division use their bargaining control to get higher values from the application of BD IT software companies. The total effect of increasing the bargaining power with suppliers is that it reduces the general effectiveness of the local app and technology's software.

2.9 Buyer Power

A buyer's negotiating power comprises the size of its clientele and its attentiveness in specific geographic regions (Author, 2020). Most buyers buy Software as a Service because the market has low change costs and there are many services and options to select from.

2.10 The threat of substitutes

When a new invention or service otherwise encounters the needs of a similar customer, industry effectiveness suffers. For instance, services like Dropbox and Google Drive are replacing hardware ambitions. The threat of service replacement is high if kotha app and technology Ltd. offers a value proposition that is exclusively different from the current trade offering. How IT sector may be suitable for handling replacement services;

- By focusing on service, not just product.
- By understanding the customer's basic needs, not what they are using.
- By decreasing in uses costs for customers.

2.11 Industrial rivalry

IT industry encompasses all software development actions, whether the growth is carried out as the main activity of the corporation, as part of the progress of software implanted in the corporation's services or to meet the requirements of the Company. Internal dispensation of information. IT industry have seen alongside business and government actions to improve excellence and attractiveness. The lack of management experience and weaknesses in areas such

as investigation and expansion or export orientation is cause for concern (Signalhire, 2021). Some recent expansions originated by commercial and government can address these inadequacies, but if a national approach is not industrialized, its efficiency will be severely limited.

2.12 Summary of challenges and opportunities

For a consumer-driven software company to be effective, it must preserve a global focus. IT organizations must be ready to push their applications into any market. Localization, usability, and global reach are becoming serious achievement factors.

For more particular kotha development organizations, worldwide reach remains critical. These organizations must be willing to do commercials with almost any type of customer and keep in mind that the fastest-growing markets are in emerging economies.

The technical substructure needed to provision global markets is far more complex than what software companies have faced in the previous. Bangladeshi local Apps should work equally well on countless PC and smartphone configurations, exactly thousands of categories of mobile devices, and countless ISPs and mobile operator networks. This is frequently due to the worldwide spreading of redundant data centers, specialized and expensive climbing technologies, and the addition of cloud services. While they offer additional room for development, they also mean there will be additional potential points of disappointment.

However, accidental system crashes are only a problem for software companies. The extension means more perceptibility and vulnerability to hateful objects such as hackers. However, IT industry must consider even additional risks than stoppage and data corruption from such sources. This is due to international privacy and compliance standards that differ widely. Some markets are very strict when it derives to defensive user privacy; others have government-approved firewalls, and still, others have a slight defense when it comes to intelligent property or security values.

Chapter 3: Analysis of the organization

3.1 Overview and history of Kotha App & Technology Limited

Kotha Apps and Technologies Ltd. is a kind of social media and lifestyle, it is associated with conversations, messages, channels, free calls, awesome stickers, lifestyle satisfaction, and much more. To make new friends, it is necessary to increase the popularity of the user. It is needed to discover the Bangladeshi way of life with live news, music, videos, games, e-commerce, actual billing, healthcare, and much more. Kotha Apps & Technologies Ltd. is an Android apps developer who has been working since 2019 and has an app (Kotha) on the Google Play store. Kotha is one of the greatest popular apps on Google Play, with over 100,000 installs (App, 2021).

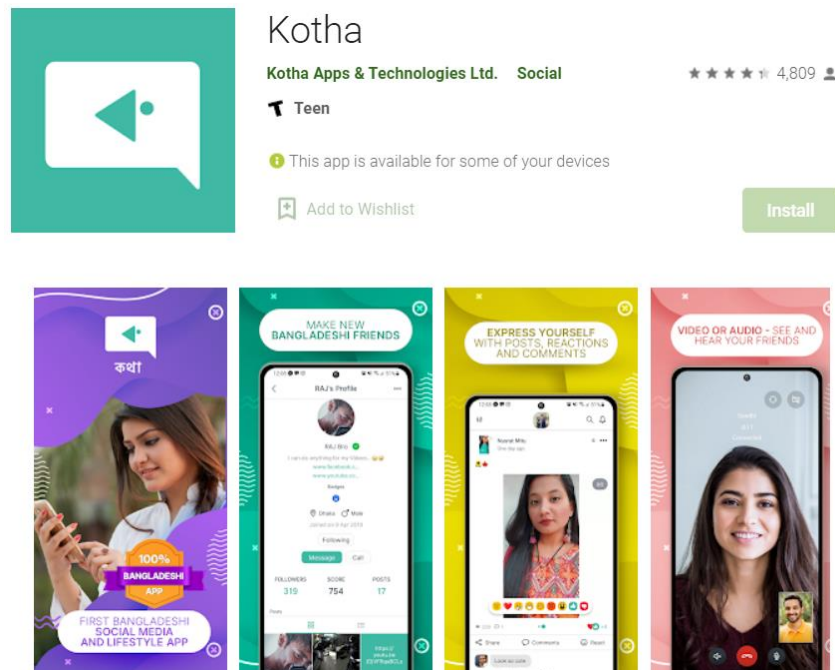


Figure: 3.1 Kotha In Play store

Formed by a team of Bangladeshi programmers, software plans, and data experts, Kotha has an amazing ability to direct messages, make calls, command foodstuffs and sustenance, stream songs and movies, buy vouchers, and more.

When we share something on social media of Facebook and Google, all our information is approved on to them. They get data out of the state and also benefit from us by means of that data. With Kotha we poverty to generate a data center for customers in Bangladesh.

In addition to using Facebook, individuals can attend to music, watch cinemas, charge their phones, and usage digital plots. Several more facilities will be added in a few months when the full version is released.

Handlers can also make expenses, plan trips, portable and buy tickets, and sports that entrepreneurs believe will eventually change people's social and digital lifestyles.

Every year, various social media stages like Facebook and Google generate billions of Bangladeshi taka's from user data, which also benefits brands, attach to their clientele (Islam, 2020).

Popular Kotha Apps & Technologies Ltd.'s email templates:

Kotha Apps & Technologi...’s Employees Email Address Formats		Percentage
lastNameInitial.firstName	● d.jane@kotha.app	65%
lastNameInitial.firstNameInitial	● d.j@kotha.app	46%
lastName_firstNameInitial	● doe_j@kotha.app	79%
lastName-firstName	● doe-jane@kotha.app	31%
firstNameInitial-lastName	● j-doe@kotha.app	53%
firstNameInitial_lastNameInitial	● j_d@kotha.app	69%

Figure: 3.2 Email Templates

Kotha’s Vision

Kotha's vision is "এক কথায় সব হয়", meaning one app for all, The aim of the app is to provide Bangladeshis with their own communication and social media platform while providing beneficial digital facilities for their daily lives.

Kotha’s Mission

Kotha's mission is to build a Bangladeshi community around the platform, connect them with each other, having useful services and to make a positive impact and increase the value to Kotha user's everyday life with innovative services.

Kotha’s Motto

“EK KATAI SOB HOY”

3.2 Kotha app trends and growth

The trends and growth of kotha is a well-known technology entrepreneur of Data Soft Systems Bangladesh, customers in Bangladesh are now generating a lot of data using various digital services and this will soon become a minefield.

Kotha entrepreneurs stated that Bangladesh's economic evolution, the government will, substructure, entrepreneurship, changing customer perceptions and internet diffusion have definitely influenced the administration's view of Digital Bangladesh.

3.3. Customer mix of Kotha app

Kotha, Bangladesh's first social app, is embarking on a magnificent maiden expedition from the Bay of Bengal to the island of Sri Lanka in the Indian Ocean as part of the corporation's determination to become a central powerhouse as a social media service worker.

Kotha is continuously reviewing user references and can deliver a more personalized service to locals than worldwide tech giants such as Facebook and others (Southasiamonitor, 2020).

3.4. Service mix of Kotha app

The marketing mix is a testament to how quickly invention is joined with effective approaches to preserve a strong market share. The organization's advertising mix or 4P (product, location, raise, and price) controls the policies and tactics for executing the marketing plan.

Kotha presently offers services with online food and grocery collection, acting such as streaming music or videos, the latest sports newscast and updates, fashionable music, theaters, movie evidence, and more.

3.5. Operations

Lifestyle

Lifestyle includes many useful features and services, from entertainment, fashion news, games, sporting to e-commerce and healthcare. Here, beneficial local applications and facilities are gradually combined, providing a total solution for all user’s daily needs (Ltd, 2021a).

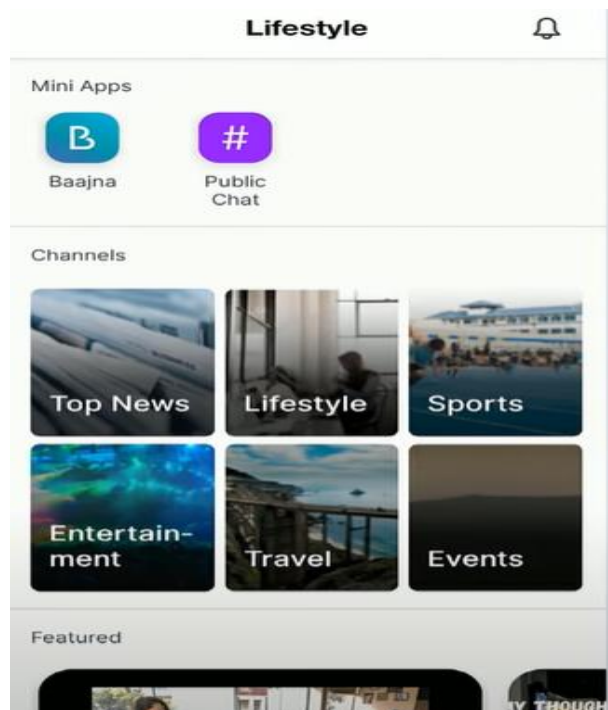


Figure: 3.3 Lifestyle in Kotha app

Chat and call

To meet new people and chatting is enjoyable with exclusive Bengali stickers, distribution, and easy typing in Bengali and in sets. Simply follow the discussion and start a discussion, talk to friends with permitted audio calls, enhance user own profile with evaluations and subscribers, giving additional reasons to stand with Kotha.

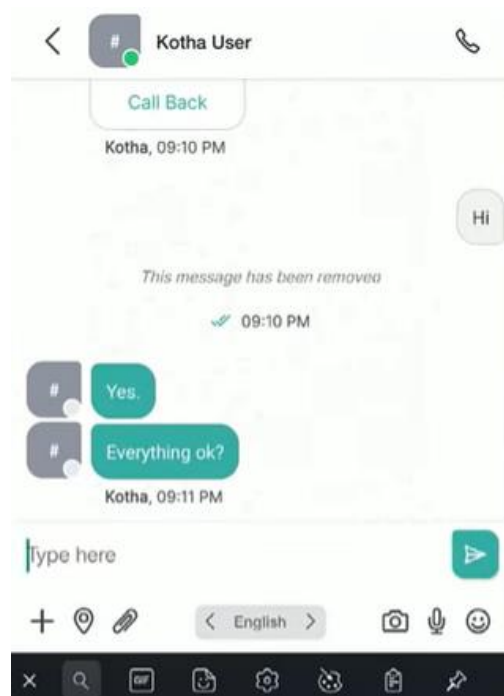


Figure: 3.4 Chat and call in Kotha App

Feeds and Posts

Imprisonment the moments around the user, share users' experiences, moods, lifestyle, and be respected by others with observations and ratings - it all becomes the portion of user daily social activities in the feed. Involvement in current issues is not only enjoyable but also reasoning and cognitive.

3.6 SWOT analysis

Strengths

As one of the important corporations in its trade, Kotha app and Technology limited has many strengths that support it prosper in the market. These strengths not only support user protect their share of present markets but also support enter new ones.

Strong supply network of Kotha app and Technology limited, over the years, it has assembled a robust distribution network that can cover most of its probable market.

Strong Cash Flow Kotha app and Technology limited has strong cash flows that give the corporation the means to increase into new plans.

Extremely skilled staff thanks to effective exercise and apprenticeship programmers Kotha app and Technology limited, invests heavily in the exercise and progress of its workforces, making the staff not only highly qualified but also motivated to accomplish extra.

Weakness

Weaknesses are zones where Kotha app and Technology Limited can recover. The approach is about making decisions, and weaknesses are parts where through SWOT analysis a corporation can recover and take advantage of its modest benefit and strategic positioning.

The commercialization of the products left-hand is much to be anticipated. Although the product is successful in terms of sales, its locating and exclusive sales proposal are not clearly defined, which can principal to attacks in this segment of participants (Defseca, 2020).

The company was incompetent to meet the challenges of new applicants in this section and lost a small market share in position classes. To address these challenges, Kotha app and Technology Limited an internal response mechanism should be set up directly from the field service team.

Need to invest more in new technologies of Kotha app and Technology Limited. Assumed the scale of the growth and the different physical regions into which the company plans to expand, additional cash needs to be invested in technology to participate in procedures across the board. Investing in knowledge currently does not fit the corporation's vision.

Opportunities

The recovery of the economy and increasing customer outlay after years of depression and slow industry growth is an opportunity for Kotha app and Technology Limited to attract new customers and grow its market segment.

New users of online channels, the corporation has capitalized a lot of money in an online stage in recent years. This asset opened a new network for Kotha app and Technology Limited. In the coming years, the corporation will be able to seize this chance by better understanding its clientele and conference their needs through large data analytics.

New expertise gives Kotha app and Technology Limited the ability to adopt a tiered pricing policy in a new marketplace. This will allow the company to maintain purchaser loyalty through outstanding service and attract new customers through other value-driven offerings.

Market developments will weaken competitive advantage and Kotha app and Technology Limited improve users' inexpensive position against other participants.

Threats

Counterfeit and substandard product imitations also threaten Kotha app and Technology Limited's product, particularly in developing and low-income marketplaces.

As the business operates in many countries, it is sensitive to fluctuations in exchange rates, particularly assumed the volatile political environment in various markets around the world.

Demand for high-yield products is periodic and any improbable event during the peak season can affect the company's effectiveness in the short to average period. The increase in fresh quantifiable volumes would increase the profitability of Kotha app and Technology Limited.

The rising power of local purveyors is also a threat in some marketplaces, as rivalry brings higher profits to local providers. Responsibility laws vary from republic to country, and Kotha app and Technology Limited may face several liability rights as a result of policy deviations in these marketplaces.

Chapter 4: Internship experience in Kotha app and Technology Limited

4.1 Position, Duties and Responsibilities.

Position: I was an intern in Kotha app and Technologies Ltd. As an intern, my position was in the operations department as they selected me for this particular department.

Duties: My job as an intern was to contribute in the company while learning about a career in finance. My regular duties and responsibilities was generating and analyzing reports, taking notes during meetings, preparing statements, entering data, manage mailings, enter expenses in budget spreadsheet and assisting my seniors. As a intern I also completed administrative work.

Responsibilities: As an intern my job was to collect, understand process, verify and report related-information to my supervisor time to time. Develop and utilize spreadsheets, databases and other computer applications. I also sometimes managed some specialized information, reports, forms dealing with fees, billing, tracking of projects etc.

4.2 Training

I consider my whole internship period was just a training session as there was no specific training within the internship. It was essential for my bachelor's degree for learning the corporate sector of Bangladesh, and I tried my level best to learn as much as I could. This was my training

to build up my career. I have learned so many things from my internship training period. I learned so much about teamwork, how to follow the boss/supervisor's instructions, and to finish the task on time. I got to maintain the corporate culture and lifestyle in my routine. Through this internship I introduced myself to the actual job market in Bangladesh and got to know how a company runs. So, I think this internship training season will help me for build up my career in the future.

4.3 Contribution to department functions

Privacy Policy

This Contract is considered to include the Privacy Policy set forth below and is also sent on the Site <https://kotha.app/policy.html> and can be accessed/entrenched from the App. The application is future for persons who are entitled to enter into a contract in accordance with appropriate law. Persons under the age of 18 cannot use this application unless parents or legal guardians read and agree to the entire agreement in accordance with the appropriate rules. This Policy is the portion of their Rapports of Service and applies to personally recognizable information collected in assembly with the download, connection, and use of the Request and related facilities.

Information Collection and Privacy Settings

Users provide confidential personal information such as their mobile number, name, profile image, gender, date of birth, occupation, comforts, place, communal links/website, educational info, relationship position, IP report. OS form and portable device info in Kotha by selecting to contribute in the use of the Application and its facilities, such as registration as a user, sending messages to other Kotha operators and groups, posting feed updates, remark or rating in the feed,

communication in stations/communities and events, imageries/videos/audio/forms/files upload, sites and links, associates, signs, music, video sharing or Kotha's video and audio file calling features using the app's built-in gadgets.

Security of personal information

They have realized commercially sensible physical, administrative, operational, and practical security events to protect against the loss, misappropriation, and alteration, and to ensure the safety of personally recognizable information in their care. Their safety performs and events restrict access to individual information based solely on the need to know.

Such actions may comprise, where suitable, the use of firewalls, the installation of secure servers, the implementation of suitable systems and processes to manage access rights, careful selection of processors, standard authentication and extra encryption strategies for their servers, and other technical events and commercially responsible. Such actions may comprise, where suitable, the use of firewalls, the installation of secure servers, the application of appropriate systems and procedures for handling access rights, the careful assortment of processors, standard verification and additional encryption strategies for their servers, and other practices include measures and commercially responsible.

4.4. Evaluation of internship performance

During my internship at Kotha Applications and Technology Limited, I educated a lot. I know in the general Kotha Applications and Technology Limited various section; all general transactions are now known. I have already explained all the actions I performed in the practical experience.

Since I am new to the corporate setting, I may have made a fault but they never piercing it out loud because they know this is my learning period. The internship results were therefore decent in all respects and I am happy with my internship session and I think that the people at Kotha Applications and Technology Limited are also contented with my work.

4.5 Skills applied

One of the most significant is reliability because there is a normative standard in business. Reliability is one of them. I continuously try to follow all instructions and guidelines, including promptness. I attempt to be at the office during the period in the morning and effort until the responsibilities are finished in the evening. So, it was informal for me.

I can handle a tough environment, so as a beginner, it was easy for me to effort into Kotha Applications and Technology Limited in the beginning. Moreover, I feel comfortable at work thanks to the friendly attitude of the staff.

4.6 New skills developed

As an intern, I used about of my skills through the position and also established some new skills for my upcoming career. Finally, I think I'm ready for the next work. Because now I'm used to office hours, to effort with workers and clientele. This kind me a more hardworking person that I can apply in my future work, which will benefit me grow my career.

4.7 Application of academic knowledge

Before starting the internship, I had in mind all the theories I had learned in class. I hoped to apply my knowledge here. However, the actual situation is slightly dissimilar, as no exact concept was applied in my work, but it was the commercial common logic that I educated during my university studies that assisted me a lot to survive with the effort.

Chapter 5: Recommendations

5.1 Recommendations for improving the operations of Kotha Applications and Technology Limited

There are some outlines in the performance of teams, from minor to huge software organizations of Kotha Applications and Technology Limited. While culture may production a role in this performance, it doesn't modification the fact that some are known to produce better results.

- **To reduce direct addictions between teams**

If the job dispensation facility is not running, the team is accountable for this facility and can manually start occupations if necessary. The aptitude to manually trigger updates is a real test to control whether their computers are offline or not. It also allows recovery from a crash without throwing all kinds of bugs at the user.

- **To see technology as enhancing certainty**

Technology is not important for value creation. However, it is important to exploit value creation. Technology should improve their business, not create it reliant on technology. Teams must be able to create value without technology, but at a clear price for efficiency. Technology is not important for value creation. However, it is important to exploit value conception.

- **Understand who their clients are**

It is essential that everyone who works for the corporation appreciates who gets value from their work: the customer. If they don't know their client, their job has no resolve;

they can't get feedback from those who use the code they write to make sure their code is going in the correct direction.

- **Understanding the customer is the principal**

Find out who their customer is. Without sympathetic their customer, they won't get a good response from those affected by the code their write. Use customer testimonials to create what they need first, rather than just concentrating on making the right one.

5.2 Recommendations for improving self-performance

During my internship, I understand that announcement is the most significant thing. Every day dissimilar people come to the organization; the operative of the organization should communicate well based on customers. So, for a better occupation, I need to recover my announcement skills more.

Occasionally I get disordered when I get in different directions. I feel compression to do my homework and I can't do it right. Therefore, I need to improve to perform tasks under pressure and get correct education through the better announcements.

6. Conclusion

Kotha App is a lifestyle and social networking app established in Bangladesh for Bangladeshi residents and Bangladeshi-speaking publics everywhere in the world.

Kotha App & Technology limited plays an important role in bringing people together in a borderless world as nearly everyone is conversant with kotha app these days. This bounces us the occasion to learn more about their ethos, values, duties, and civilizations. Their mission is to empower people to portion and create the world further open. Persons use kotha to stay in touch with friends and domestic, determine what's happening in the world, and segment and rapid what's important to them. Through kotha app, the operator can share their spirits and what is trendy in our daily life. They can also get responses from their friends about their responses to the user's spirits. This is the best way to share their spirits and thoughts with others. The user can part his accomplishments to gain acknowledgment, or portion his sorrows to enlist the support of liberal friends.

Kotha App & Technology limited can help people by providing them with convenience in terms of announcement, but extreme use of kotha app will cause us many inconveniences that will affect people survives. This interrogation should be modified and should use kotha app sensibly. Finally, Kotha app is a complete package of announcements, education, entertaining, and obsession.

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Appendix

➤ **Appendix 01**

Figure: 2.1 Value of software exports from Bangladesh

➤ **Appendix 02**

Figure: 3.1 Kotha In Play Store

➤ **Appendix 03**

Figure: 3.2 Email Templates

➤ **Appendix 04**

Figure: 3.3 Lifestyle in Kotha app

➤ **Appendix 05**

Figure: 3.4 Chat and call in Kotha app

Letterhead

24th May 2021

Munira Khan Majlish

Building: Kolmilota 18D, Rajuk Uttara Apartment Project (RUAP),

sector-18 (beside dia bari), Uttara, Dhaka, Bangladesh

Cell: +8801677183435

Email: muniranodi@gmail.com

Subject: Appointment as an intern at Kotha Apps & Technologies Ltd

Dear Munira Khan Majlish,

It is my pleasure to offer you an employee-in-training appointment as a full time intern in the management sector at our company. This appointment will begin on 1st June 2021, depending on the current situation of our country. You are entitled to a monthly salary of BDT 7,000/- (seven thousand only). I anticipate that the appointment will continue at least through 31st August 2021, contingent upon your training progress.

I look forward to working with you. Please do not hesitate to call me if you have any questions about your appointment.

Sincerely,

Tashfin Delwar



Name: **Tashfin Delwar**

Designation: Managing Director & CEO

Contact: 01715011210, tashfin@kotha.app