



United International University

Internship Report of Biddyt Limited

Course code: INT 4399

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Letter of Transmittal

10th May, 2018
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School of Business & Economics
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Subject: **Application on Submission of Internship report**

Dear Respected Sir ,

This is a great honor for me to present my internship report titled Delivery Service procedure of **Biddyut Limited** authorized under your supervision, as a partial requirement for the completion of (INT 4399).

This report endeavors to analyze the learning's and experiences of my three months internship period at Biddyut Limited Bangladesh. It then goes on to analyze the delivery process of Biddyut Limited & sales promotion of this company.

I am thankful to you for your kind support and supervision, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. I tried to put my best effort for the preparation of this report. Yet if any shortcomings arise, it will be my pleasure to answer any clarification and suggestion regarding this report. Sincerely,

.....
Md.Tarikul Islam
ID.: 111-131-507
BBA in Marketing, UIU

Acknowledgement

At first, I would like to express my gratitude to the Almighty for giving me the strength and opportunity to complete the report within the scheduled time successfully.

I would like to thank my academic supervisor Muhammad Rehan Masoom . as well as my office supervisor Zainul Abedin Chisty, Special thanks Humaira Tabassum for their sincere support. I would not be able to complete the report without their supervision and guidance. Finally, I thank my colleagues and friends for always being there for me during this three months tenure.

I would also like to express my sincere thanks to all the employees of sales & operation team, Accounts team & service operation team people from these departments helped me to gain more practical knowledge which made my Internship journey more fruitful.

Executive Summary

The internship report is prepared as requirement of BBA program United International University. This report is on “Delivery Service Procedure of Biddyut Limited”. This report is intended to assist the reader in detailed understanding of the delivery process of online e-commerce and f-commerce businesses. It also attempts to capture the procedure practice in sales process & client handling. The purpose of this report is to have an idea about the detailed idea including every type of work the division does along with the service that is provided.

In this report, first of all I have mentioned the object of the report and also the introductory part of the research.

Secondly, in the organizational part I have provided detailed information about the organization with its company profile, corporate vision and mission, product & service and resources. I also did the SWOT analysis of the organization.

Thirdly I have written about my job responsibilities and observations in Biddyut Limited. Then I have discussed details about the procedures also the methods of getting the data for report.

Finally I pointed out my findings and recommended for the betterment of the service of Biddyut Limited.

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Executive Summary

Biddyut Limited is an enterprise initiative of Concorde Garments Group (CGG) with the intention to be a logistics and delivery service source. Biddyut wishes to form an enhanced ecommerce system by transmuting from the technology driven delivery services that become pioneer in Bangladesh. Its vision is not only to achieve the expanding demand of e-commerce product delivery but also to meet the ever increasing need of various logistics requirements in other businesses in Bangladesh. I have done my internship in Biddyut Ltd my Topic is “Functionality of Biddyut Limited”.

Based on my practical knowledge and experience I have made this report. I have prepared my report based on the information and data that I have got from the head office. In addition, I have to try to collect information on relevant administrative topic. I have tried various sources like internet, books, ebooks, questionnaire as such concerning procurement and selecting process is a segment of human resource process. I have tried my level best to go through their Recruit and Selection process within little tenure of four months. Afterward, I continue on to the report Biddyut’s Recruitment and Selection process describing the different steps of it. The first part is manpower requisition and each department gives requisition according to its HR planning.

The HR of Biddyut Ltd maintains a structured and organized training structure to train their employees by better trainers. The ultimate objective of the training is nothing but ensuring the overall development of the employees and achieving competitive advantages through skilled employees. This report deals with the detail description „“Internship Report on Recruitment & Selection Process and Training & Development of Biddyut Limited”. While organizing this report it has been tried to divulge the discernments of the HRD program of the Biddyut & a few propositions and recommendations were also recommended built on the observations and findings.

Chapter One

Introduction

1.1 Introduction:

Internship is very important after the graduation because it's a learning things I think internship can help the practical knowledge about the learning, for the four years BBA program.

This internship carries good grade which shows the practical knowledge and skills that the internee carries.

Biddyut Limited is an enterprise initiative of Concorde Garments Group (CGG) with the intention to be a logistics and delivery service source. Biddyut wishes to form an enhanced ecommerce system by transmuting from the technology driven delivery services that become pioneer in Bangladesh. Its vision is not only to achieve the expanding demand of e-commerce product delivery but also to meet the ever increasing need of various logistics requirements in other businesses in Bangladesh. I have done my internship in Biddyut Ltd my Topic is "Functionality of Biddyut Limited".

1.2 Origin of the Report:

For completion of the full 123 credits and earning graduation the internship program is an important assignment. The internship program comes up with a purpose which is to bring the students to the light of reality and job world. The fundamental tenacity of an internship program is to deliver students with progress and expansion of prospects in a field-based setting underneath the straight supervision of a competent necessitate solicitation of knowledge and proficiencies acquired through the course work and required in their selected professional arena. My internship report is based on my job experience and the last three months on job internship experience also. It is prepared as a requirement of the completion of the BBA Program. The report titled "Internship report of Biddyut Limited".

Objective of the report:

two category of objective here. Like,

- i) general objective
- ii) specific objective

General Objective:

The general objective about the of Biddyut Limited .

Specific Objective:

The specific study is:

- 1 Know the Biddyut Ltd.
- 2 know the Training and Development of Biddyut Limited
- 3 Recommend necessary steps for overcoming problems.

1.4 Methodology:

The study of the report all about systematic procedure selection of the topic final presentation, data source identified to collected, these are classified, alkalized, interpreted have been find out

1.4.1 Primary data:

- 1 Observation
- 2 Meeting with officers of Biddyut Limited.
- 3 Meeting with Merchants & consumer.
4. Involvement in the HR activities of Biddyut Limited. .

1.4.2 Secondary data:

- 1 Website of Biddyut Limited.
- 2 Office circular and other published papers and documents.
- 3 Different text book and journals.

1.5 Limitations include:**Control of time:**

I had very few instances to devote enough time to prepare this type of huge report within a short period. For this reason I have complete this report within the time.

[Type text]



Deficient of information:

In collecting many data I have got partial answers and sometimes no answer from the source. That also impedes our effort ended properly and on time. In addition, I have found some deceptive responses.

Short know-how:

I am in erudition stage and have no ease for reporting on a Logistics company as such. I have tried my level best to prepare the report ably.

Short of Current Data:

That in fact made designed for preparing this report.

Chapter Two

Literature Review

2.1 MARKETING

The Common Language in selling web site is associate constant and comprehensive list of worldwide relevant and uniform selling terms, activities, metrics, and systems. This open-source, coated library of definitions combines the insight of most significant selling lecturers, business trade relatives, and material specialists with input from the broader community.

2.2 Definition of Marketing by various Authors-

“Marketing is everything.” —

“Marketing is the social course by which persons and groups obtain what they need and want through create and exchanging products and rate with others.” —

Marketing is the process of anticipating, managing, and satisfying the demand for products, services, and ideas.” — Wharton School, University of Pennsylvania

2.3 Marketing function:

Management plan for a firm's goals are often best achieved through identification also as satisfaction of the customers' explicit and inexplicit wants and desires.

Distribution channel:

The path through that merchandise and services travel from the employee to the patron or payments for those merchandise travel from the patron to the vendor. A allocation channel are often as short as an on the spot dealing from the seller to the patron, or might embody many unified organization on the means akin to wholesalers, distributers, agents and retailers.

Channel width:

Number of different entities available for only if the same allocation function (as a distributor, wholesaler, or retailer) at different stages in a giving out channel. See also channel length.

[Type text]



Inbound logistics :

The activities of in receipt of, store, and disseminate incoming goods or material for use.

2.4 Biddyt Marketing Strategies:

Biddyt follow the Digital Marketing Strategies. The sales team is working everyday Merchant Hunt. Like, face book merchant talking all about service to known the merchant small task to provide delivery service. Direct marking to always known what actually do biddyt. Lead generate, talking etc. Some promotional activity arrange Biddyt & join many of event participation “Boishekh baz “& “Fnf offer “.

In Office Award Giving Function recently celebrated this month 26th April. Here the all employee attend “Town Hall” and their performance based on evaluation and giving an award in the employee. There was an election to select every sector best performer. The award category goes to which is selects the employee.
the some award category like ,

1. Most dedicated team player
2. Most workaholic
3. Biddyt team All-rounder
4. Back stage Hero

Biddyt this type of work activity handle CS (Customer Service)
the representative Farzana Farha apu said that here the explain below there ,
two types of call

1. In bound
2. Out bound

2.4.1 Feedback call (Out bound) :

After delivery call to the customer for collect delivery service
also collect information about service quality & rider’s behavior
Three question for customer :
Did you get your product on time that rider promised ?

Did you signed in our invoice paper ?

Have any complain about rider's behavior ?

Return Call :

If product are return than call to the customer

What's the reason want to know call center ?

2.4.2 In bound call (incoming call) :

Complaint Call about our service / rider / KAM / Sales Person

Query call about customer / Merchant call product when , how , the product current situation want to know when product will be delivered any type of query listed here.

Lead call :

New merchant sign up for service details want to know that's way calling in Customer Service.

some information collect the C S . like ,

- 1.Merchant Name
- 2.Merchant Address
- 3.Bank Info (bank name , account name , routing number , branch name etc.)
- 4.Pick up Location

The information are collected than Merchant on board the work actually done by sales team.

Marketing Department in Charge

Shajidur Rahman Shajib he has done all the activities the upcoming event & all marketing program are handle it.

recently the new event are launching TOWN HALL .here , the all employee and merchant are attend the program. Motivational space and cultural program are arrange the location is Green Road.

Company Overview:

[Type text]



Bidduyut Logistic Limited

Bidduyut Limited is an ground-breaking logistics and delivery service source & it aims to build a better eco system by transform from the traditional to knowledge ambitious delivery services for the first time in Bangladesh.

Company Overview

Bidduyut Limited started its operation in September, 2016 while working to set up their hub in Dhaka & outside of Dhaka, training its delivery rider pool and establishing an automated technical backend for merchant & customer application and document delivery service requirement in other businesses in Bangladesh.

Bidduyut Limited is a new age logistics & delivery services aiming to provide last mile doorstep delivery in a convenient way for both its merchants & customers. Its operation is primarily based on Bangladesh. While it specializes in cash on delivery services, but it's already building a technological solution to provide end to end solution to its stakeholder.

Mission:

Bidduyut Limited is an innovative logistics initiative that aims to build a better eco system and changes the trend from traditional system to technologically advancement in supply chain industry of Bangladesh by providing modern logistics experience to its clients..

Vision:

become the most reliable logistics partner to make everyone's life easier.

Tagline:

“হুকুমেইহাজির”

Business, Administrative & Contact Information

📍 **Business name:** Bidduyut Limited

☎ **Tel:** 09612433988

📍 **Business type:** Private Limited Company

✉ **E-mail:** info@bidduyut.com

Website Address: www.biddyut.com

Floor), Hatirpool, Dhaka-1205, Bangladesh.

Physical address: 300/5/A/1, (3rd

Postal Address: 300/5/A/1, (3rd Floor), Hatirpool, Dhaka-1205 Bangladesh.

MANAGEMENT & LEADERSHIP

Biddyut is primarily run by a Chief Operating Officer & other department heads work under him. His duty is to ensure sustainable business growth while ensuring best quality delivery service to all stakeholders

Organogram of Biddyut Ltd



[Type text]



Services of Biddyut Limited:

Corporate Service:

Biddyut Logistics is always anxiety about their corporate clients. We present homogeneous solution to our clients and make sure both our clients and their customers are happy with our services. We make sure fast delivery to our corporate clients with some exclusive services.

Our Corporate Key features are –

- 3rd age band border with live track system, sms and mail notification.
- simple Payment process (online payment, mPOS and other easy payment methods suitable for the clients)
- same day delivery at a passive price.
- Next day delivery is also existing at a practical price.
- Brand Recognition of the corporate clients.
- best ever pickup process with less hassle.
- Prioritize customer pleasure.
- 72 hours delivery outside Dhaka try my best.
- individual packaging system if desired.

We offer gung ho price range with only one of its kind services that actually make our clients in win-win situation. A fanatical team and Key Account Manager are available to provide superb corporate client services. To get special package price quote, please register here. Once you register to our corporate services, you get a proof mail and the price speech marks based on your order volume. Moreover, our customer service team will also contact with you after your successful registration.

Merchant Service:

Biddyut Limited is also take care of their valued merchants who want to grow their business by only if on time, qualified and consistent logistic and reprieve services and make their customers happy through first-rate after sale services.

Our Key Features for Merchant Service

24 hour 7 days delivery

Next day delivery 24 hours

Express delivery (Deliver in 8 hours inside Dhaka). Try

Pick and Pack Service

Biddyut Limited is providing leading select and set solutions the access of real-time online tracking capabilities. Our logistics platform gives you full visibility throughout the fulfillment process. Each order will be picked, packed, and ready to ship within a very short span of time, if you take our product fulfillment solutions.

Document Service

Other organizations that want to deliver their documents to the clients. We offer a very competitive price for document service with providing some unique facilities to the organizations and ensure 100% attempt guarantee to our clients with proper credentials.

Return Management

Return is always maddening for both merchant and customer. The tracking order id select and send the destination hub .than confirm the customer than back the return.

Warehouse and Inventory Management

Biddyut"s offer Warehouse and Inventory Management facilities to the clients. Biddyut logistics picks merchants products from their end, keep them in an allocated location in our modern warehouse and record all the details and movements of the goods through our warehouse management system.

BIDDYUT WEAR-HOUSE :



Company Profile

Biddyt Limited



A Sister Concern of



CLIENTS & INDUSTRIES:

Current Clients



Industries we operate on



Biddyut operates their industries clint. Biddyut always try to concern all their clints.

SWOT Analysis:



Strength:

- ☑ Strong concern companies (Concorde Garments, SSL Wireless)
- ☑ 24 hour delivery service & Home delivery service
- ☑ Insurance Coverage
- ☑ Online Tracking facilities

Weakness:

- ☑ Difficulties in panel
- ☑ Number of Riders
- ☑ Zone Allocation
- ☑ Inputs in panel cause pickup problems

Opportunities:

- ☑ Need of delivery service for online businesses
- ☑ Helping to create business via F-Commerce
- ☑ New field of employment

Threats:

- ☑ Old competitors like Sundarban, S.A Paribahan
- ☑ Traffic problems of Bangladesh
- ☑ Pricing of competitor companies

COVERAGE

Current Coverage

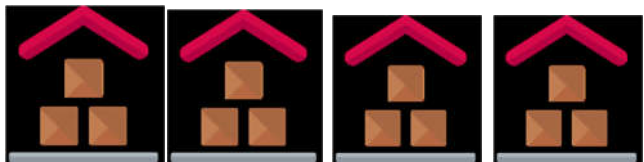
Biddyut Limited aims to reach every point of Bangladesh to ensure the last mile delivery for their merchants & customers. To build that vision, Biddyut already has expanded to major metropolitans and districts and spreading their footprint to local cities at first then to the unions and villages.

Biddyut has their strong base in Dhaka and Dhaka Suburbs (Gazipur upto Chowrasta, Savar city corporation areas, Narayanganj upto Chashara), Chittagong & Sylhet catering a maximum number of orders from e-commerce companies. With their dedicated Hub & Agent offices, Biddyut capitalizes on their strength & smooth customer service.



City-wise Hubs

Dhaka



Chittagong



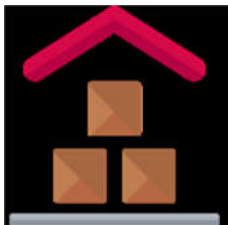
Khulna



Sylhet



Jessore



Comilla



Bogra

Cox's Bazar



Expansion is ongoing in other cities



RESOURCE, LICENSE & MEMBERSHIP

Logistic Resources

Member of:

1. Bi-Cycle

2. Motor Bike

3. Covered Van

4. Delivery Rider

License Acquired from



Member of



eCommerce Association of Bangladesh

Courier Service Association of Bangladesh

CONTACT

Biddyut Limited

300/5/A/1, (3rd Floor),

Hatirpool, Dhaka-1205, Bangladesh

CS: 09612433988 Email: info@biddyut.com

Website: www.biddyut.com



Chapter Three

Intern Experience

Project Part

I joined in Biddyut Limited concern of SSL Wireless, as an intern. I have worked in their head office. There are 4 hubs in Dhaka, 1 hub in Comilla, Sylhet, Chittagong for operations and delivery purpose. The branch has 5 main departments, Marketing & sales, Key Accounts, Operations, Human Resource and Finance. Among them their basic operations are on time delivery being a comparatively new branch they are now mainly trying to attract customers to reach their optimal target. The following chapter will describe my learning on the logistics procedures and also my job responsibilities during my internship period.

Job as Sales Intern:

To complete the requirement of getting theoretical knowledge, I applied in Biddyut Limited & they offered me the job of Sales intern. Sales Intern is a post created for assisting the Sales team in each and every possible way. Sales Intern job is mostly indoor; but for the meeting & signing up the merchants I have to visit outdoors as well. At the end of the day I have to report everything to the sales manager. I started my internship here on May 22nd, 2017. Firstly, I was hired as a Sales intern but later I was introduced to all the departments and had the opportunity to work in other departments as well as Sales team. I have to work on key accounts and need to solve the issues on merchant accounts. Which is mainly order related issues.

Key Responsibilities:

Lead Generate:

As a Sales Intern, my key responsibility is to lead generate new clients to take our delivery service.

Meeting with clients:

After sourcing the leads, my responsibility is to fix meeting with the clients.

Opening Merchant Accounts:

My another job was to open the accounts for the clients. Most of the clients do not know the process of using dashboard account of Biddyut. So, I had to teach them how to open accounts, how to manage their accounts, how to give orders on their account. They are being provided with the ID and password, which I have to provide them via Email.

Placing orders:

On behalf of client, sometime I need to place orders as well. Because sometimes they were busy or could not place orders due to their technology savvy issue.

Warehouse Solutions:

I have to check the warehouse every now and then to get the product updates of the client. Whether the product is on trip, on rack or on which situation.

Timeline:

The timeline that has been followed is basically 3 months. The project is done within the period of the three months of Internship. The information is gathered based on the primary and secondary from inside and outside of the organization. In this time the research and project has been done.

Purpose of the study:

The main purpose of my doing the report is to complete of the under graduation degree. Other than that, as a marketing student finding out the sales strategy on how I can improve the deliveries for the online businesses. Since, online business has become a root for the people of every country. Delivering right strategy on grab the market and providing a very quality service towards the customers. Project program has two distinct purposes. One for the scholarly reason, where there is an chance to increases viable experience of working in corporate culture; other than hypothetical information venture will give an unadulterated reasonable learning and that will lead to the completion of study. Second purpose behind project is for the Biddyut Limited itself; where there is a chance of including an incentive through working the web based shopping.

Problem Statement:

There are several times I have faced issues regarding doing the project and official works. The main things that I came up with is-

Availability:

To complete the paper I needed help to clear out the problems, but it was hard to find each and every department people, since they were busy with work.

Supply of practical data:

Supply of written data was available but the practical data was not very much available.

Delivery Issues:

Sometimes over phone customers & clients claims various delivery related problems, which I have idea about. Solving out those problems were very lengthy.

Limitations:

Throughout doing the project there are several limitations that have been found-

- ❑ The message problem for the merchant in some cases.
- ❑ The commutations between the rider and the merchant.
- ❑ Web (<http://system.biddyut.com/>) seems to be an question for the merchants.
- ❑ orders on the right design seems to be an issue for the merchants.

The communication channel is very strong the merchant and customer.

we are always concern all about the delivery customer.

some issue and cases are different



Login to System

Email Password

☐ Remember me [Forgot Password?](#) [Sign In](#)

Panel system of Biddyut Ltd.

Methodolgy:

This report has been set up on the premise of experience accumulated amid the time of temporary position. At first the subject and research objective were chosen and I gathering information in regards to the report. Wellsprings of Data: Sources of Data were gathered through two portions.

1. Primary Data
2. Secondary Data.

Primary Data:

- ☑ Practical Desk work
- ☑ Conversation with sales manager & head of sales

- ☐ Conversation with Key accounts executives
- ☐ Scheming through operations and warehouses
- ☐ Conversation with different clients
- ☐ Personal experience gained by visiting different clients
- ☐ Appropriate file study as provided by the concerned officer
- ☐ Informations provided by HR

Secondary Data:

- ☐ SSL Wireless Website
- ☐ Biddyut Limited Website
- ☐ Information on delivery services via internet
- ☐ Journals and articles on delivery services

Interviewing Departments& clients:

I interviewed different departments along with sales department for the project and report part. So, I have talked with Mr.Zainul Abedin Chisty, Manager, Sales & Acquisition manager & Head of sales Mr. Enamul Hoque. Their responses were consistently alike. They have given me the instructions on how to handle the clients. The preaching process which I had to follow, to contact

the clients. They have also provided information of how handle a client after on-boarding. The required documents are needed for sign-up like NID, passport, trade licenses etc. Mr.Shah Md Rauful Newaz has showed me how to use the panel, to create orders behalf of merchant. Then to approve the orders for the pickup and the delivery. HR department also provided me the organizational information and the process was also enlighten me by them. In several conversation with the key accounts department, it is seen how to handle client accounts. How to serve clients in a proper manner.At last, had a short interview with the operations department. Mr. ShadmanMahbub, head of operations have given me a brief of their operation process & how the riders delivery to their customer. He has also showed me the processes inside the warehouse. The way of managing the returns, insurances, packaging of the products. How they take charges from the customers, 1% COD charge applicable, 50% charge for the return of the product. Besides, they have shown me the process of the allocation of the rider"s

It was based on random sampling. I have interviewed 10-12 clients from 200 clients. The main thing they were dissatisfied with the online panel. Most of them do not know the access. About more than 65% of them are not aware of them. So, employees of the organizations alongside me need to place orders. They even complained about the delivery and pick-up service timings.

CHAPTER 4

Findings & Recommendation :

Findings:

- ❑❑ Sometimes Biddyut Ltd do not arrange orientation program for fresh employee
- ❑❑ Sometimes applicants who are referred by the top level management gets some more favor form the recruiting board.
- ❑❑ Biddyut Some time it seems nepotism but they should avoid fair and transparent recruitment. Like recruit riders without Driving Licenses.
- ❑❑ The persons who are selected in the process are only contacted.
- ❑❑ Although Biddyut Limited is Startup Company it have human resource management department.
- ❑❑ Salary level for the entry level employee is not at satisfactory level comparing with others.
- ❑❑ When selection took place, BIDDYUT loses more qualified candidate because within this time most of the candidates joined in another organizations.
- ❑❑ The recruitment and selection process of BIDDYUT emphasizes more on who fits the organization, rather than who fits the job. Thus it has created a unique organizational culture and the whole HR Division has ensures a friendly and caring working environment.
- ❑❑ Administration Department already exercises their internal network properly for recruitment advertisement. Now they can post recruitment advertisement on their website. So, interested applicants can get information to visit their website.

Recommendation

- ❑❑ Biddyut needed to arrange orientation program for fresh employee as well as Riders.
- ❑❑ There should be a separate Human Resources Department.

☐☐Biddyt is need to provide behavioral training for Riders for batter way to communicate with customers.

☐☐They should be needed to workforce"s hirers with 100% fair and licensing riders.

☐☐Biddyt need to set the budget properly so they need to give more importance on training & development to achieve the organization"s goals.

☐☐After interview Biddyt need to contact with selected person as well as rejected person. So that rejected person can understand s/he is rejected.

☐☐Reducing the selection process time so that talent employee can selected.

☐☐BIDDYUT need to ensure training facilities for all employees so that they can serve

Conclusion

Biddyt Limited is generally new in the market of Bangladesh yet it has just curved out to be one of the best ever deliveries in the midst of the other companies. There have been a few errors by Biddyt Limited and there have been a few issues with operation in Bangladesh. The market of Bangladesh for web based achieved its pinnacle so Biddyt Limited has an occasion to get ready itself and even sway the market to get its classic latent. It can do as such by intensifying the web talent among the all-purpose population of Bangladesh. It can just as make it site simple to pay fussy attention to by the general residents of Bangladesh.

Reporting:

Everyday I am attend the office had to even to the manager & supervisor Head Of Sales Enamul Haque.

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