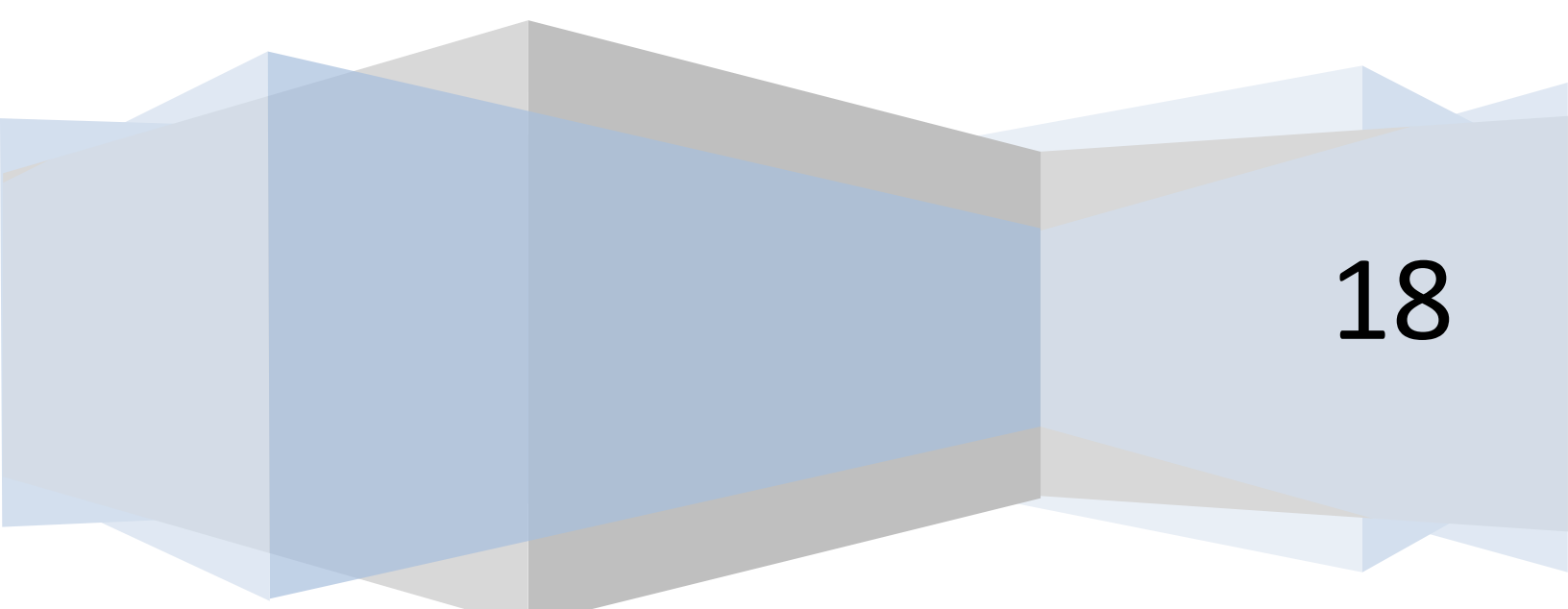


United International University

Internship Report

S.M.SAYEM



18

INTERNSHIP REPORT
ON
Marketing Practice of
BDSOft IT SOLUTIONS

Submitted to:

MASOOM, MUHAMMAD REHAN

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Submitted by:

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Date of Submission: October 10, 2018

Letter of Transmittal

To

Assistant Professor

Department of business administration

School of Business & Economics

United International University

Subject: Submission of the internship report.

Dear Sir,

It is a very important part of a United International University Business school student to write an internship report to complete his/her graduation program. My internship report has been completed. As per your instruction I tried to follow every rule and regulation and avoid plagiarisms.

I joined in BDSOFT IT SOLUTIONS as a Marketing Executive in April 01, 2018 and stayed there for Farmgate brunch. I gathered not only knowledge but also network too. While writing the report I made sure that I follow all rules and regulations.

Before going to the real business world, I have generated many pieces of knowledge about the work environment.

It's my belief that this internship program has enriched both my knowledge and experience.

Yours sincerely

.....

S.M.Sayem

ID No.: 111132086

October 10, 2018

I hereby declare that S.M.Sayem, ID: 111132086 is a student of United International University. He completed his internship program at City Bank Limited, Dhaka. I am pleased to confirm that he has been able to submit a good report on his study .

I appreciate his diligence and devotion completion of partial requirement for the BBA program of United International University. This is an original report prepared by S.M.Saem under my supervision and guidance. To the best of my knowledge this report is an authentic work of S.M.Sayem

I wish his every success in life.

MASOOM, MUHAMMAD REHAN

Assistant Professor

Department of business administration

School of Business & Economics

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Acknowledgement

At first, I want to give thanks to God who has given me opportunity to go through the total process of internship and to write a report in this regard.

I would like to take the opportunity to express my gratitude to my internship Advisor, MASOOM, MUHAMMAD REHAN, Assistant Professor, United International University whose direction, guidance and support helped me a lot in writing this report.

It was a great pleasure for me to work in BDSoft IT SOLUTIONS as a Marketing Executive. I thank all the employees for their friendly and cooperative attitude. I was taught lots of important things throughout my internship career because of their proper attention and co-operation.

My deepest appreciation and special thanks to branch manager and Head of sells Soikot Saroyar who helped me a lot during my Internship days with valuable advices, guidance and necessary information.

At last, I must mention the wonderful working environment and group commitment of this organization that has enabled me a lot deal to do and observe the marketing activities during my internship period of three months. Finally, I convey my sincere thanks to my friends and colleagues who inspire in different ways to complete the report and the course as well.

Table of content

Table of Contents

Executive Summary.....	8
Introduction	9
What is Software Industry?.....	9
Timeline.....	10
Software industry in Bangladesh:	11
ICT Laws	15
Findings and Discussion	16
4Ps.....	16
Product	17
Place.....	23
Price	23
Promotion.....	25
SWOT Analysis	26
Strength of BD Soft IT Solution	26
Training:.....	26
Understanding staff satisfactions:	26
Need fulfillment of customer:	26
Provide new product:	26
High salary:	26
Easily adopt with the change of customer need:	27
Teem meeting:	27
Weakness of BD Soft IT Solutions	27
Financial Weaknesses:	27
Quality Concerns:	27
Production Inefficiencies:	27
Poor Brand Image:	27
Lack of skilled employees:	27
Late delivery:	28

Miss Management System:	28
High employee turnover rate:	28
Opportunities of BD Soft IT Solution.....	28
Can achieve a large market share:.....	28
Can be meet big deal:	28
Making differentiation:	28
Threat of BD Soft IT Solution.....	29
High price.....	29
Lack of innovation	29
Market demand dries up.....	29
Changes in the economy	29
Conclusion.....	29
Reference	31

Executive Summary

I am within the last trimester of ultimate year of Bachelor of Business Administration (BBA) course, i used to be chosen by BDSOFT IT SOLUTIONS to own a live and sensible expertise on promoting activities. it's one in every of the principally acknowledged IT Firm in our country. it had been established in march twenty seven, 2003. My report is concentrated on 2main streams. At first, it'll target regarding package trade and second, it'll target internal promoting practices. This organization has 2 most vital departments. They are: Direct sells in native and abroad. It provides every kind of business package connected services to its customers. They perceive their shoppers fine. Services square measure provided to the shoppers with quality. they're conjointly involved regarding their promoting strategy and its development.

Throughout my overall study, I even have primarily tried to review the promoting Activities of BDSOFT IT Solutions and the way they're implementing their internal promoting practices day by day. This report is predicated on the introduction which has topics like origin, objective, background, methodology, limitation of the study. essentially it defines the approach and background of the study to arrange the report. within the next a part of the report highlights a short promoting strategy .This report is highlight the promoting procedure by describing the complete departments related to promoting department.

Through the report I primarily tried to critically review the promoting practices of BDSOFT IT SOLUTIONS.

Introduction

What is Software Industry?

"Software" was coined as a prank as early as 1953, however didn't seem in print till the Sixties. Before this era, computers were programmed either by customers, or the few business laptop vendors of the time, like UNIVAC and IBM. the primary organization based to supply package merchandise and services was laptop Usage Company in 1955.

The package trade enlarge within the early Sixties, virtually presently after once computers were 1st oversubscribed in factory-made quantities. Universities, government, and organizations United Nations agency do business customers created a requirement for package. several programs were written in-house by full-time employees programmers. Some were promptly freely between users of a specific machine for no charge. Another were provided on a financial basis, and different corporations like laptop Sciences Corporation (founded in 1959) began to grow. different cogent package corporations begun within the early Sixties understood Advanced laptop Techniques, Automatic processing,

Applied information analysis, and information science General. The computer/hardware maker get elicited bundling operational systems, systems program and programming environments with their machines.

When Digital instrumentality Corporation (DEC) bring a affordable PC to promote, it brought computing at intervals the capability of the many additional corporations and universities worldwide, and it bring on nice innovation in terms of latest, powerful programming languages and methodologies. New package devise for microcomputers, thus different makers together with IBM, followed DEC's example quickly, leading to the IBM AS/400 amongst others.

The trade expanded greatly with the increase of the non-public laptop ("PC") within the mid-1970s, that brought desktop computing to the workplace employee for the primary time. Once a few years later, it jointly spawned a growing marketplace for games, applications, and utilities. DOS, Microsoft's 1st package product, was the demonstrative package at the time. Another sure-fire business model has arisen for introducing a package, known as software-as-a-service, or SaaS; this was a minimum of the third time this model had been solicited within the early years of the twenty-first century. Procedures read purposes, SaaS reduces the issues regarding unauthorized repeating, since it will solely be accessed through the online, and by definition no shopper package is loaded onto the tip user's computer. Industry analyst Gartner parade, the dimensions of the worldwide package trade in 2013 was US\$407.3 billion, associate accession of four.8% over 2012. In before, the biggest four package vendors were Microsoft, Oracle Corporation, IBM, and SAP severally. Between 1995 and 2018 around thirty seven,039 mergers and acquisitions are disclosed with a complete celebrated worth of US\$ one,166 bil. USD. Largest range and quantity of deals was set in two000 throughout the high times of the dot-com bubble with 2,674 transactions quantity at a hundred and five. bill. USD. In 2017, 2,547 deals were proclaimed quantity at \$111 billion. Then we have a tendency to see that the Business models of package corporations are wide mentioned. we have a tendency to see that the Network effects in package ecosystems, networks of corporations, and their customers square measure a vital part within the strategy of package corporations.

Timeline

- 1957, Definition of FORTRAN language and delivery of Fortran compiler for IBM 704
- 1959, SHARE package delivered for IBM 704
- 1960, Delivery of SABRE for Yank Airlines reservations system
- 1960, Delivery and use of 1st programming language compilers for RCA and UNIVAC computers
- 1961, the primary sharing system, CTSS, is developed at Massachusetts Institute of Technology

- 1966, Delivery of OS/360 for IBM System/360, the primary full perform package
- 1969, IBM unbundles package merchandise and different client services
- 1969, UNIX system is developed at ATT and created out there for general use
- 1973, C Language is obtainable for usage by developers
- 1977, DEC delivers VAX with VMS as its package
- 1979, VisiCalc is delivered on the Apple II by Personal package, Inc.
- 1979, Oracle delivers 1st business electronic information service management system product
- 1981, IBM delivers its 1st laptop computer victimization DOS from Microsoft
- 1984, gram demonstrates multi-vendor LAN at National laptop Conference
- 1991, World Wide internet becomes out there for individual and business sites
- 1995, net becomes broadly speaking commercially out there with email applications
- 1998,Google creates and markets its new program.
- 2004,Facebook is formed

Software industry in Bangladesh:

INFORMATION technology and business have become inextricably interlace. i do not suppose anybody will speak wittingly regarding one while not talking regarding the opposite." -- William Henry Gates

The package and data technology qualify services (ITES) trade is one in every of the foremost promising sectors of Asian country, with many growth drivers, sort of a giant pool of economical young professionals, cooperative surroundings with the government, attractive leadership from Asian country Association of package and data Service (BASIS) and positive media involvement. Before twenty years, this trade preponderantly existed as a hardware merchant market with very little or no worth addition on the native front. several programs was projected in 1997 with specific target export of package and IT services.

Within the last decade, Bangladesh has drive the concept of associate data and engineering (ICT)

driven society, however with no important progress except for on the telecommunications front. the govt modify copyright laws for package and different intellectual properties in 2000, instituted ICT Task Force in 2001, approved ICT policy in 2002, associated settled associate ICT apparatus in conjunction with an e-governance program beneath the ICT Task Force in 2003. The IT sector was declare a key priority by the previous government (2007-2013) since it fits their current campaign to form a “Digital Bangladesh” by 2021. Because of poor infrastructure, solid frequent power crises, and slow and unreliable net connections square measure the foremost immediate issues. Now, this trade is choose to be value around \$400 million, wherever or so seventy,000 professionals, principally IT graduates, square measure utilized. As per BASIS, there square measure over 800 certified package and ITES corporations, in conjunction with a number of hundred unregistered tiny and home-based package and IT ventures doing business for each native and international markets. Some corporations square measure go up well internet applications supported the cloud delivery model, therefore shaping a replacement wave within the IT trade. an outsized a part of this trade provide business application solutions in conjunction with accounting package, human resource package, workplace management and security solutions, and sales automation and inventory management systems to the non-public sector. However, a serious focus for many IT corporations still continues to be within the banking and different monetary sectors. Now a days IT corporations have represent a large market area in commission industries like telecommunications, retail and wholesale, healthcare, education, commercial enterprise and property. the advance within the package and ITES trade has been driven by this growing IT automation demand within the domestic market. Asian country has created intensive strides in birth the groundwork for a various and sure-fire outsourcing market, notably in 2010 and 2011. A new modification is that the individual/group-based outsourcing, conjointly called freelancing. These square measure informal ambition taken by young IT professionals and students to amass shoppers through numerous on-line promoting channels. Freelancing activities principally encompass package, web design, mobile application, graphic style, program improvement , social media promoting and processing .Now a days channel from the package and ITES sector were around \$100 million in July-May 2012-13.

The target of channel destinations, North America (mainly USA) dominates whereas Britain, Scandinavian country and Holland have emerged as major destinations in recent years. Besides regular sales internationally to Australia and Japan, variety of IT corporations have conjointly achieved right smart success in mobile connected applications and communications in Asian country, Singapore, UAE, Asian nation and Republic of South Africa. The IT sector of Asian country is hunt for compass a target of \$1 billion at intervals successive few years. Despite facing affront like high value of net information measure, absence of submarine cable, lack of infrastructure, sure-handed human resources and package Technology Park, it had been aforesaid at the premise IT promoting Forum 2013 that the IT sector is associate untapped chance with Brooding again potentialities. It is think about be a thrust sector nowadays, because of its fast enlargement and growing contribution to the economy. The package and ITES sector is at the most, add considerably to the value, it's conjointly style top quality employment for young IT graduates. several school savvy young graduates, a number of them coming back from abroad once finishing education, have started their own IT ventures over the previous few years. In spite of varied native and international challenges, these young entrepreneurs have with success settled their businesses. however new package corporations typically countenance lack of state support. Some policy ought to build for package export and import, strict regulation, tax release for net use, bank loans and content development efforts by the government build the survival of latest IT corporations tough. the present contest level within the package trade is another major challenge, since several giant {and tiny and little| and tiny} native corporations offer fierce competition to new initiatives of small corporations. Established package association have the favorable position as a result of they're already celebrated within the IT sector, and generally owing to their attachment with established organizations.

Both giant and little package and IT corporations system in numerous styles of applications and package that offer services in numerous industries. Most of the applications square measure in package testing, package development, IT consulting and, in recent times, game development. However, the general public remember very little regarding their service offerings.

As a result, the user type of the community is restricted. One reason is let up promotion. the prevailing corporations ought to provoke awareness among the present and potential IT users from each non-public and public sectors to determine their IT solutions within the market and outline their promotional and promoting methods correspondingly.

A recent survey of BASIS look that over seventieth of the IT corporations square measure found to be convoluted in development and maintenance of package for his or her clients. they're spoil in contingent upon best IT solutions relating to graphics/web design, processing, package development or content management. Top software corporations in Asian country square measure invariably busy to bring new dimensional services to cross each other adopting many methods. Introduction of latest payment technique like payment in on-line via MasterCard or different mobile choices square measure such samples of innovation. Around forty fifth of them follow their core business of software.

A major truth is being discover that the majority of the IT farms continue their business in local market. A statistics of BASIS says that sixty three of them square measure centered in native market that presupposed to be a barrier in globalizing this sector. the remainder try to put a mark in international market and sustain their quality. It's been noticed that there's been a high level of concern for IT jobs many sectors in conjunction with public sector, non-public sector or market share. Amongst the simplest software organizations of Asian country around a hundred and ten IT resolution corporations square measure mainly attract on domestic market relating to ERP, unit of time package. Accounting

software, Sales Automation or Inventory Management system. There's been a large charm of IT specialists in Banking or monetary sectors like insurance, leasing or MFIs. though it's female parent of sorrow that the majority the banking establishments square measure dependent on the package developed by foreign association. however the activity has been modified a touch. package corporations of Asian country are attempting arduous to draw their attention and they've quite sure-fire during this issue. Other construction sectors like prescription drugs, textile or production industries have began to introduce themselves with ERP package, unit of time system or

financial management resolution. therefore an explicit want of IT specialists has been build in these sectors. at this time they're have faith in merchant corporations for his or her IT requirements. However the quantitative relation is slowly dynamic. In Bangladesh. they're densely hooked in to their services that has created a sample market area for IT resolutions corporations.. One of the premise survey cause to be visible that best package corporations in Bangladesh need some common skills during this sector. The technologists square measure assume to own correct command over C, C++, C#, Java or robot for package development. On the opposite hand internet development is establish PHP, CSS, HTML or word press. For many policy like iOS, Windows command over different languages is additionally needed. Whatever, the trade specialists believes that there ought to be regular upgrades in skill sets or in others platforms of package industries. within the coming decades avant-garde technologies like Cloud Computing, Storage Networking or LTE should get replaced in today's' technologies. no matter happens package corporations have to place a step relating to this issue brooding about the long run. If they will cope with modification of polygon they're going to actually continue their current run and their rate of success can last long securing a bright future .

ICT Laws

The ICT law was execute by the BNP-Jamaat government in 2006. Before its 2013 change, most penalty for offends beneath the section was ten years' imprisonment and a fine of Tk one large integer. Besides, police had to hunt permission from the authorities involved to file a case and arrest anyone beneath the law. After the change, the supreme jail term was raised to fourteen years. And law authoritarian A rough clarification of section fifty seven (1) says: "If anyone deliberately publishes or transmits or causes to be printed or transmitted within the web site or in the other electronic kind any material that is fake and obscene and if anyone sees, hears or reads it having reference to all relevant circumstances, its result is like to influence the reader to become dishonest or corrupt, or causes to deteriorate or creates risk to deteriorate law and order, prejudice the image of the state

or person or causes to harm or might hurt belief or instigate against anyone or organization, then this activity are going to be thought to be associate offence.” In 2018, Digital Security Bill-2018 was placed in parliament on Gregorian calendar month nine. The government on many risk aforesaid section fifty seven of the ICT Act would be removed. The section deals with defamation, symptom spiritual sentiments, inflicting deterioration of law and order, and instigating against anyone or organization through commercial enterprise or transmission any material in websites or in electronic kind. It guarantee the 14 years in the offence.

The Digital Security Bill-2018 rapture these offences into four separate sections (21, 25, twenty eight and 29) with penalty starting from 3 to ten years' jail terms. The cabinet on Jan twenty nine approved the draft act.

Findings and Discussion

4Ps

In 4 ps we find the following things:

1. Product

2. Place

3. Price

4. Promotion.

As I worked in a IT Firm, I am giving the 4Ps strategy of the firm.

Product

We all know that Product is an important element for sustaining the market. Now a days we know that the market is more competitive. In my IT firm i saw that the product is software. For giving more customer value we are giving the customized software. We know that customized software means company make the software as their customer requirement or demand.

I am giving the features of point of sale (POS) software below :

1.General setup for every product, supplier:

Here we are giving the general setup for every product. Every set up is easy. Our Client is capable to set his product name easily.

2.Accounts Easy Item Entry :

We know that there are many accounts a business has. A business Owner need to maintain many account. So here we are giving the easy system for accounts entry.

3.Quick Sale, Normal Sale :

In quick sale we set the fixed price .For an example sale is 10000 taka. It is not possible to make quick sale if it is 10225 taka. Its go into normal sale.

4.Purchase :

In purchase the owner of the software can entry all the purchase he has made.

5.Stock Transfer Ware house to shop and shop to warehouse :

It's an important feature for the business. Here a business man can maintain his stock .Business man easily able to understand about the stock.

6.Daily sale, Purchase report :

In this feature the business can entry what they sale and purchase for the business. Here they can see the daily sales report.

7.Date to Date sale:

In this feature the owner can see the sales report by date to date. For an example the owner is able to see the sales report about the previous month or year or date.

8.Purchase report :

In purchase report the owner can see the purchase report what business made. He can able to see the previous purchase report.

9.Current Stock Report

Here the owner can see the current stock report. We all know that properly maintaining the stock is most important for the business.

10. Supplier Accounts :

In supplier accounts owner can entry all the suppliers name. When he needs to know the supplier details or current status ,just need to click over the supplier name. Everything show on the desktop .

11. Customer Accounts :

In customer accounts the owner can entry all of the customer name for the individual account. It helps to the owner for serving properly. If any customer complain about the product ,owner just need to go the customer account and can able to know what about the customer and his purchase. Its largely help for the sales return.

12. Customer due report

In customer due report owner can easily know about the due of the customer. Its help to the owner for regaining capital.

13. Supplier Due Report :

In supplier due report the owner can able to understand about the business liability.

14. Sale Return :

If any customer return any purchased product the owner need to entry into sales return.

15. Sale return list :

Here the owner can see all the sales return .A list is shown of the return.

After giving this important features we are interested to know about the customer demand.

As I am working as a marketing Executive, I have to face many clients. And most of them I found that they are satisfy about our product features. Some clients are also interested for adding some extra features. As we have our own developer that's why we welcome their new requirement and try to make sure their requirement.

I want to add two demo pictures for better understanding about our product. The pictures are given below:

+ Product Info ▾

Item Category

Item Size

Item Color

Item Style/Model

First Time Stock Update

+ Supplier Info ▾

+ Customer Info ▾

+ Purchase Info ▾

Purchase

Purchase List

+ Sale Info ▾

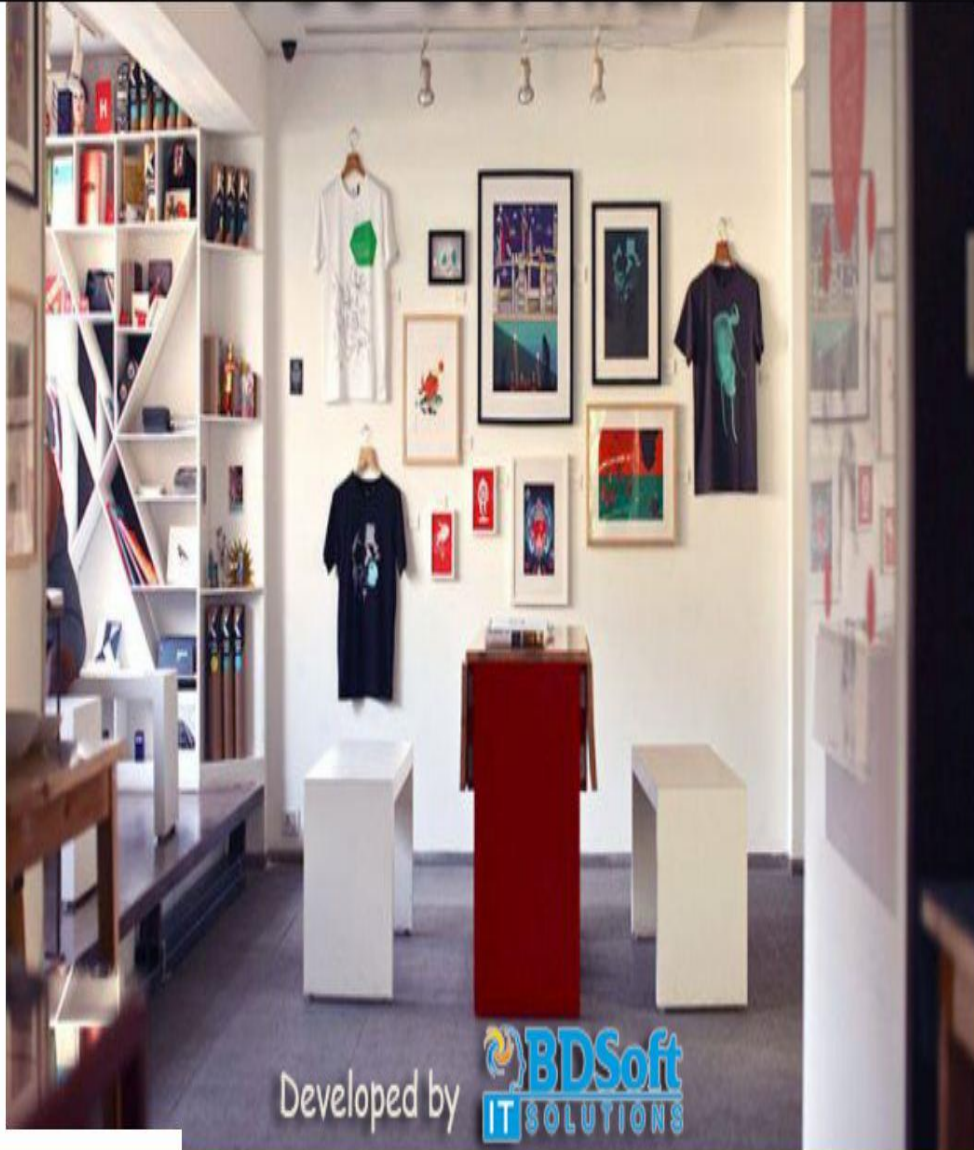
+ Stock Info ▾

Welcome To Meena Bazar



fashion.demo.bdsoft.biz/soft/index.php

- First Time Stock Update
- + Supplier Info ▾
- + Customer Info ▾
- + Purchase Info ▾
- Purchase
- Purchase List
- + Sale Info ▾
- + Stock Info ▾
- + Accounts ▾
- + Reports ▾
- + Settings ▾
- Logout



Place

Here Place means the target customer. In our IT firm we target our customer broadly. We don't want to work in an specific item. As we work for a list of software so our target customer is those people or organization who can be use that software is our target customer.

Here I am talking about POS or Point of sale software ,so my target customer is the business organization .Here we have no limitation from the company about the customers business.

We see that the accounting and inventory software are included in Point of sale software. If the business is large then we push point of sale software where accounting and inventory software are included. For an example- Shojib logistics. If the business is small like grocery shop then we sell only accounting software for maintaining their regular transactions and inventory software for maintain their stock.

Price

Price is an important factor for all business organization. Here we set price depending on the content or requirement of the customer. We also maintain a standard for establishing the price. As I said we are giving a customized service or IT solutions so the price may vary. I want to give a snap shot of price quotation which I used for an organization.

No.	Feature Name	Dev. Cost in BDT
1	General setup for every product, supplier, Accounts	15000
2	Easy Item Entry	20000
3	Quick Sale, Normal Sale	37000
4	Purchase	20000
5	Stock Transfer Ware house to shop and shop to warehouse	5000
6	Daily sale, Purchase report	5000
7	Date to Date sale, Purchase report	5000
8	Current Stock Report	2000
9	Supplier Accounts	5000
10	Customer Accounts	5000
11	Customer due report	5000
12	Supplier Due Report	5000
13	Sale Return	7000
14	Sale return list	3000
15	Menu Access Control	8000
16	Purchase list	3000
17	Sale List	3000
18	Stock Details Report	4000
19	Total Amount	1,57,000 BDT

Promotion

Promotional activities are done for catching the customers view and for getting new customer. Here our IT firm do some promotional activity which are called customer promotion.

First we give proposal letter and from the proposal letter a client can able to know about the product , organization and the total price of the product. Here we give some discounts for the customer.

I want to give a snap shot which show show a discount rate which I gave to a customer.

No.	Feature Name	Dev. Cost in BDT
01	Employee Registration	5500
02	User wise Tracking	12000
03	Time to Time Tracking Report	5000
04	Date to Date Tracking Report	3500
05	User wise Tracking Report	4000
06	User Friendly	4000
07	Android System	6000
Total Amount		40,000 BDT
50% Discount (-)		20,000 BDT
Sub Total		20,000 BDT
** Discount is valid for 30/04/2018		
N.B: 1) This Proposal is valid for 15/05/2018		

SWOT Analysis

SWOT analysis means that the companies strength, weakness, opportunities and threats. Here the BDSOFT IT solutions SWOT analysis is given below:

Strength of BD Soft IT Solution

Training:

A good training session occurred when the new employee join to the firm.

Understanding staff satisfactions:

The organization always try to understand about the employees satisfaction. It's another important strength.

Need fulfillment of customer:

The organization follow the rule that is "customer is king". We are trying hard for fulfillment the demand of the customer.

Provide new product:

Thinking is changing day by day. Our organization has the human power like software developer. That's why we can provide the new product for the customer.

High salary:

Salary is one of most important thing for the employee. The employees try to work hard as they get good compensation.

Easily adopt with the change of customer need:

Another important strength is the company can adopt with the change of the customer need.

Teem meeting:

For teem meeting, the interrelation is going high among the employees. Every week a team meeting has take place in our organization.

Weakness of BD Soft IT Solutions

Financial Weaknesses:

Investment should be increased for keeping the position in the competitive market. So the owner should raise capital. We know that high investment makes high profit.

Quality Concerns:

Every organization should concern about the product quality. Here Bd soft IT Solution gives concern their product quality. But I think should give more focus for holding the position in the competitive market.

Production Inefficiencies:

Productive efficiency means when a good or a service is produced at the lowest possible cost. But here we see that Bd soft IT Solutions charge highly for their product.

Poor Brand Image:

Another weakness of Bd Soft IT Solutions is that poor brand image. The high authority should concern about their brand image. They need to promote their activates, I think brand image should create.

Lack of skilled employees:

I found many employees who are not skilled in this sector. They are working for the company but result is not good. So for getting good result skilled employees must be selected.

Late delivery:

For late delivery the client should become demotivated. Here every company must follow the delivery on time. Sometime I see Bd soft IT solutions do late for the delivery. The authority should take the responsibility for giving the delivery on time.

Miss Management System:

The practice of managing ineptly, incompetently, or dishonestly is called mismanagement. My employees sell the software over prices or under prices, Here the miss management comes. The authority should control this .

High employee turnover rate:

Turnover is the act of replacing an employee with a new employee. Partings between organizations and employees may consist of termination, retirement, death, interagency transfers, and resignations. Here I see that in an IT industry the experienced persons value is too high than another industry .So the turnover rate is higher than another industry. Authority should take more step for reducing employee turnover rate.

Opportunities of BD Soft IT Solution

Can achieve a large market share:

It is possible that Bd soft IT Solution can achieve the large share market. The opportunities of this sector is largely than another industry.

Can be meet big deal:

Bd soft IT Solution can meet big deal with the big company like Sojib group. It's the great opportunities to work with the corporate people.

Making differentiation:

Making difference cause a change in effect, change the nature of something .As the market or demand of the customer is changing day by day the company can adopt with the situation .So it's the opportunity for the company to create new for serving the people.

Threat of BD Soft IT Solution

High price

Bd soft IT solution charge their high price than their competitors. It's a great threat for competitive market. If their competitor follows the low price strategy, its might be threat for the company.

Lack of innovation

The company should invest more money for new product. Here innovation is important for keeping place in the competitive market.

Market demand dries up

For growing new company the demand is going decreasing day by day. By creating new product we need to create market demand. It's a great challenge for the company.

Changes in the economy

Economy is a big factor for all the business. To make a big software a company charge more price .If the financial condition of others company are not suitable then a big threat comes

Conclusion

Software industry of Bangladesh is one of the major sectors, which contributes significantly to the national economy. Software industry play an active role for the development of the country. In this age of competition, at the initial part of business every institution has to go through the difficult path of survival. For significant performance, the Software industry has earned national & international recognition. BdSoft IT Solutins is one of the oldest organization of Bangladesh.

Marketing department is one of the main departments of any IT firm. To take any services, one has to fulfill all the requirements of this department first. The nature of the relationship between a marketing executive and a customer depends upon the service rendered by the personnel of marketing department. Marketing department usually give optimum services to their customers though they have some limitations. If the management of the organization can turn these limitations positively then they can attain the ultimate goal. I am certain that the experience that I

get through my internship in BDSOFT IT SOLUTION. will help me a lot in my future marketing profession.

BDSOFT IT SOLUTION has to hold meetings for each staff and department to ensure the internal communication. The physical working condition of the employees should be improved. The working resources should be provided to the employees adequately. Customer oriented employees get training through this. Internal marketing also helps them to motivate themselves effectively. People engaged in the supporting service to the customer, are highly motivated to work as a team to provide customer best services. The profit sharing activities should be more encouraged.

Last of all I studied many terms in the book but when I implement those in the real life I gather the real learning and experience. Now I am performing here as an executive and learning the new techniques about the direct sells. The customer choice, their thinking ability, how to understand the customer choice and so on. I think learning of marketing is a long process. The demand of customer is changing. To be a best marketer you must change yourself before changing the market demand.

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