



United International University

QUEST FOR EXCELLENCE

Internship Report

On

“Study on startup company - Landco Solar Company Ltd”

Submitted To

MS. Ishrat Jahan

Assistant Professor, School of Business & Economics (Sobe)

Submitted By

Pronob Kumar Das

ID: 111 161 367

Dep: BBA

Date of Submission

18th December 2024

Acknowledgement

Above all, I thank God for enabling me to complete and submit the internship report on schedule. Internships require core things: self-motivation, self-drive, and time management. I would also like to use this opportunity to thank all those who inspired, guided, and supported me during the internship.

I genuinely thank **Ms. Ishrat Jahan**, my faculty advisor, and **United International University** for their support in writing my report. He could supervise and direct my work to avert the risk of delaying the task completion.

Moreover, I would like to ask Mr. Md. for assistance as well. I want to thank **Muhammad Tamjidul Quayum**, the Chief Executive Officer (CEO) at Landco Solar Company Ltd, for allowing me to test my skills as an Accountant. Many thanks go to **Mohammad Azizur Rahman, the General Manager**, who supported me and made my work more productive and positive. His assistance helped me increase my internship's effectiveness, such as acquiring useful data. I am grateful to all the Landco Solar Company Ltd staff for their assistance during my internship.

Regarding the final part of the report, I am thankful to the United International University for providing the students with this internship opportunity. This efficient preparation prepares the students for professional careers before they enter the business world.

Pronob Kumar Das
111 161 367

Letter of Transmittal

December 18, 2024

Ms. Ishrat Jahan

Assistant Professor

School of Business & Economics

United International University (UIU)

Madani Avenue, Dhaka – 1212

Subject: Submission of Internship Report on “Study on startup company - Landco Solar Company Ltd”

Dear Ma’am,

I’m writing a report that I am turning in the final report on the “Study on startup company - Landco Solar Company Ltd” for completion. I have completed three months of internship at Landco Solar Company Ltd located in Mohammadpur, Dhaka's north side. I have put forth my best effort to ensure that this report contains a thorough mix of knowledge from my academic background, professional experience, and internship learnings.

I have compiled a well-organized report using the facts, figures, data, information, and insights gained from Landco Solar Company Ltd.’s activities. During my internship, I undertook various normal accounting and other activities, such as maintaining accurate financial records, including ledgers, invoices, receipts, and payments, preparing a cash book and daily expense sheet, and ensuring timely and accurate posting of financial data into an automated balance sheet in Excel. In addition, I help my other colleagues with their daily activities if they need any help.

Thank you very much for all the assistance and other resources you have given me in preparing this report. Because of your cooperation, I have progressed in acquiring practical knowledge and skills, which will greatly benefit me in seeking opportunities in the job market with great competitiveness in the coming years.

Sincerely yours,

Pronob Kumar Das

ID: 111 161 367

BBA Program

United International University (UIU)

Declaration by Student

Submitting the report on the " Study on startup company - Landco Solar Company Ltd" is mandatory for graduating from the Bachelor of Business Administration (BBA) program.

I'm confirming that I have finished this internship report myself. I have collected diverse information and data from numerous sources to assist in creating the report. I have also strived to offer helpful information to enhance its relevance and validity.

Pronob Kumar

ID: 111 161 367

School of Business & Economics
United International University (UIU)

Abstract:

This internship report delves into the operations and challenges of Landco Solar Company Ltd., a burgeoning startup in the renewable energy sector of Bangladesh. Established in 2017, the company aims to revolutionize the energy landscape through solar power projects, contributing to a sustainable and energy-independent future. The report examines Landco's organizational structure, business model, and financial statements while analyzing its position in a competitive market. It highlights the company's achievements in solar power initiatives, such as the 50 MW Panchagarh Solar Power Plant, as well as the challenges faced in land acquisition, marketing, and funding.

Using primary data gathered during a three-month internship and secondary data from company reports and industry sources, the report evaluates Landco's strengths, including its innovative approach and government partnerships, alongside its vulnerabilities, such as reliance on a single client and market competition. Key recommendations include enhancing coordination, diversifying revenue streams, and adopting strategic decision-making to navigate uncertainties. This report concludes that Landco Solar Company Ltd. holds significant potential for growth in the renewable energy sector but must address strategic and operational challenges to sustain and expand its market position.

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Chapter 1

Introduction

1.1. Introduction To the Topic:

Landco has been working on various standards since 2017. The initial phase was difficult, but this challenge made them stronger and taught them how to overcome obstacles. From time to time, it took the challenge to expand more, and consequently overcame everything and settled down. The goal is to one day become a market leader in the solar power plant field, which the company wanted to pioneer. Starting with solar power plants, they also started contributing to power plant transmission lines and the sand and stone trade. The good thing is the work structure, which seemed innovative to me. Initially, they focused on developing solar power plants to generate more electricity and sell it directly to the government through BPDB (Bangladesh Power Development Board). This company is acting as consultants for this project called Panchagarh 50MW AC Solar Power Plant, and LOI (Letter of Indemnity) has already been issued for this project led by Padma Solar Ltd. It proposes this as a private Independent Power Producer (IPP) for 20 years. The Bangladesh Power Development Board (BPDB) issued a Letter of Intent (LOI) on August 20, 2017, for this project, a testament to the crucial role of our stakeholders. Currently, the company is in the process of signing the Power Purchase Agreement (PPA). They also need to communicate regularly with our company's employees to complete project activities because our main project is in Tetulia, district of Panchagarh.

Regarding energy development, there are many noteworthy competitors, such as the 50 MW Balayarhat-Chattogram Solar Power Plant, 50 MW Telokada-Khulna Solar Power Plant, 50 MW Dimla-Nilphamari Solar Power Plant, etc. Like our projects, these projects also have LOI (Letter of Intent). However, when it comes to solar power-related companies, there are very few emerging developers in our country. However, since other energy projects require so many resources like coal, gas, oil, and hydroelectricity to generate electricity, now both public and private companies have come forward to set up solar power plants. Due to this, we are dependent on these resources, which are not available in our country and must be imported at a high cost from other countries. The government is laying emphasis on solar power as a solar power plant only requires sunlight, solar panels, inverters, and other equipment that requires little maintenance, and the cost required is around 60-70% less than other power plants.

This field has made Landco Group special and helped them achieve their big dreams in this competitive market. In this age of science and technology, many electronic devices are invented every day, and every device needs electricity to operate; if it generates more electricity through the solar power system, they will develop a remarkable solar power system. The electricity demand is expected to continue increasing, and the company must be prepared to meet this huge demand.

Chapter 2

Overview of the organization

2.1. Overview of the organization

Landco Solar Company Limited is an innovative startup at the forefront of the solar energy revolution in Bangladesh. Our strong dedication is to offer complete local assistance to Independent Power Producers (IPPs) who wish to set up affordable and environmentally friendly solar systems. Focused on using the ever-available energy from the sun, it specifically designs, installs, and maintains advanced solar systems for commercial clients to accommodate their various demands.

Among solar power plant projects, Landco stands out by unravelling the multi-faceted development issues without difficulty. They are capable of many activities necessary for the project's implementation, such as land use planning and licensing, performing environmental assessments, dealing with land use constraints, resolving grid interconnection problems, and ensuring the community's and key stakeholders' involvement.

Their capabilities do not stop within ordinary limits because they are able to work dealing with land and any kind of local negotiation and lobbying-related activities with focus and thoroughness. With Landco, all these activities are smoothly completed: the initial stage of a project is completing thorough market research and selecting appropriate lands, exploring different legal aspects, holding talks, preparing documents, making registrations and payments, organizing ownership transfers and performing post-sale inspections.

There are many reliable IPP partners, including Landco Solar Company Limited. This advanced solar energy company possesses the capability to deliver and turn dreams into reality by packaging solutions that address solar needs.



2.2. Mission:

The project aims to lead the transition to a sustainable and renewable energy future by providing cutting-edge solar solutions. It aims to contribute to global efforts to reduce carbon footprints and promote energy independence while ensuring our clients benefit from reliable and efficient solar technologies.



2.3. Vision:

The vision for this Padma solar plant project is to establish a sustainable and efficient solar energy generation facility that operates within a secure financial framework. This project aims to utilize Avantus services to ensure that funds are safely held until specific project milestones are achieved, providing financial security for all stakeholders. By leveraging solar technology, the project seeks to contribute to the transition towards renewable energy, reducing carbon emissions and promoting environmental sustainability. The Avantus mechanism not only safeguards investments but also fosters trust among investors, developers, and other parties, thus facilitating the successful implementation of the solar plant. Ultimately, this initiative aspires to demonstrate the viability and benefits of renewable energy projects while establishing a model for future endeavors in the sector.



2.4. Core Values:

The need for change in business practices and social responsibility couples the need for change in the energy industry. That is why this Padma solar project's values and code of ethics follow a “Clean Energy promoted by Clean Business practices” approach.

**Environmental
Responsibility and
Ethics**

**Innovation and
Collaboration**

**Accountability and
Adaptability**

- **Environmental Responsibility and Ethics:** Commitment to environmental responsibility and renewable energy sources, striving to minimize the carbon footprint and promote sustainable practices. Upholding honesty, transparency, and ethical behavior in all interactions, transactions, and decision-making processes.
- **Innovation and Collaboration:** Embracing creativity and forward-thinking to develop innovative solutions for solar energy production, distribution, and implementation. Fostering partnerships and teamwork among stakeholders, including customers, suppliers, employees, and communities, to achieve common goals and mutual success.
- **Accountability and Adaptability:** Taking ownership of actions and outcomes, being responsible for commitments, and continually striving for improvement and accountability. Being flexible and responsive to changing circumstances, embracing innovation and continuous improvement to thrive in a dynamic and evolving industry.

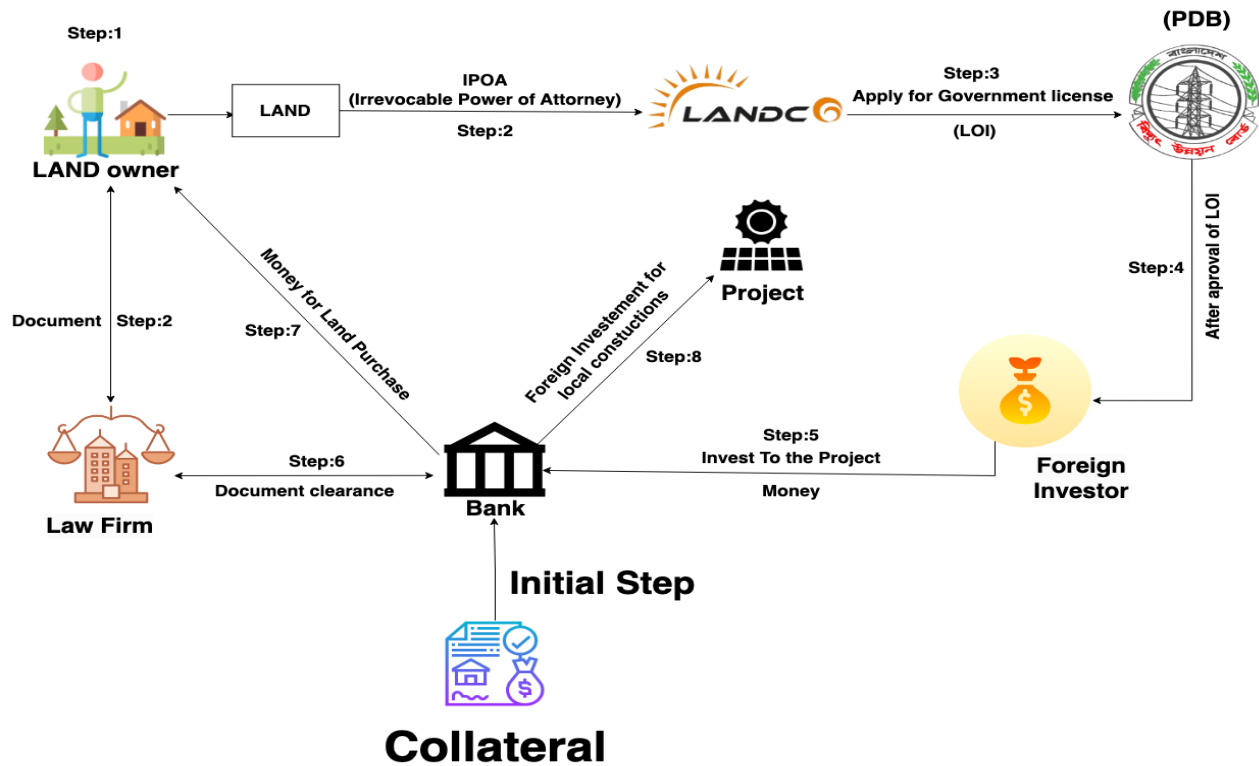
2.5. Team Management:

Name	Designation
Muhammad Tamjidul Quayum Nafis	Chief Executive Officer (CEO)
Mohammad Azizur Rahman	General Manager (GM)
Md. Ariful Islam	P.S to C.E.O
Zabid Al Kaysh Anik	Senior Officer
Zahidul Islam Joy	Project Planner
Md. Shaidd Hasan	Assistant Engineer
Pronob Kumar Das	Accountant
Rony Mia	Office Attendant

2.6. Objectives:

Their objectives are to become a leading provider of solar energy solutions, leveraging innovation and sustainable practices to deliver high-quality products and services. Their aim is to exceed customer expectations, foster community engagement, and contribute to a greener, more sustainable future. They seek to drive growth, profitability, and positive impact in the renewable energy sector through collaboration, integrity, and continuous improvement.

2.7. General process of land purchase to solar project investment:



2.8. Goal of the Organization:

The Landco company are committed to set up 1000 MW solar power plants on 3000 acres of land at various locations in Bangladesh through Avantus Singapore Holdings Private Limited. One of them is Padma Solar Limited.



- 1. Contribution to National Grid:** It aims to contribute significantly to Bangladesh's national grid by establishing a 50 MW AC Solar Power Plant, thereby sustaining the country's increasing energy demand.
- 2. Diversification of Energy Sources:** The project seeks to aid Bangladesh in diversifying its energy sources, reducing reliance on fossil fuels, and promoting renewable energy as a key component of its energy mix.
- 3. Promotion of Renewable Energy:** By developing, constructing, and operating solar power projects, Padma Solar Company Ltd endeavors to promote renewable energy adoption in Bangladesh, aligning with national and global efforts to combat climate change and environmental degradation.
- 4. Stable Returns for Investors:** The primary goal of the project is to ensure stable returns for investors by establishing a long-term Power Purchase Agreement (PPA) with the Bangladesh Power Development Board (BPDB) and providing a reliable revenue stream with minimal risk.
- 5. Risk Mitigation and Government Support:** Padma Solar Company Ltd aims to mitigate investment risks by leveraging stable revenue streams, government support, and long-term investment strategies, ensuring the project's financial viability and sustainability.
- 6. Ethical and Environmental Benefits:** The project endeavors to uphold ethical standards and deliver environmental benefits by harnessing Bangladesh's abundant sunlight to generate clean and sustainable energy, thereby reducing greenhouse gas emissions and mitigating environmental impacts.
- 7. Financial Growth and Sustainable Development:** Their aim is to achieve both financial growth and contribute to sustainable development initiatives by supporting the establishment of solar power projects. Thus, It aim to build a more resilient and prosperous future for Bangladesh while advancing renewable energy goals.

Chapter 3

Methodology used in the study

3.1. Type of Data Classification:

There are two types of data: primary and secondary data.

1. **Primary data:** The researcher gathers firsthand information through surveys, interviews, or observations.
2. **Secondary data:** This refers to information gathered by other individuals and available in books, reports, or online platforms.

3.2. Data Collection:



Primary Data: - I collected this information through direct experiences during my internship at Landco Solar Company Ltd, where I participated in practical tasks and had informal discussions with my manager.

Secondary Data: To obtain secondary data, I thoroughly reviewed Landco Solar Company's profile, its financial reports, and various related online articles. These resources provided a thorough understanding of the solar project, how several steps are taken to implement the power plant, the pros and cons they face, and how to mitigate them.

3.3. Sample Size:

Identifying the information, I aim to gather and the places I can obtain it from are called research. At the start, I gathered information in various forms, including data from analysis, surveys, and secondary sources. Many research possibilities exist, but I focus on getting precise and reliable outcomes.

I thoroughly examined theories and studied content for my internship report, which focused on Start-Up company in Bangladesh Perspective.

3.4. Scope:

Area: This study focused on Landco Solar Company Ltd, with particular emphasis on the consultancy department where my internship was carried out. This department served as the primary hub for collecting firsthand data and overseeing the consultancy activities in compliance with accounting regulations.

Time: This study covers the data and experiences collected during my September to November 2024 internship. This time frame allows for a detailed review of the consultancy practices and the collection of relevant data for three months.

3.5. Rational of the Study:

This report aims to determine the success factors of diversified start-up culture in the 21st century. Its objective is to compare the key success factors with Landco's current performance and future prospects and provide solutions to fill in the missing gaps. The main subject of this report is the measures Landco has taken to sustain itself in the long run and cannibalize its rivals' market share.

3.6. Statements regarding the problems:

Though Landco is a limited company with various businesses, it is important to remember that it is a startup company. Competition is strong in the market and has been working for many years.

It must struggle systematically to make it known to all and maintain a competitive profit margin. A year of pandemic is also going on, which has already slowed the progression and taken most of the work and collaboration. Considering field work, it is tough to expand more. Another issue is that all other businesses are struggling nowadays, threatening the company because Landco may lose many clients. The businesses partnered up for the 'Solar power plant's project may also lose interest because most are already going through a tough time with earnings and profit, resulting in no intention of giving discounts on their products. So, the market share, as expected, will not meet up in such a situation.

3.7. Scope and Delimitation of the study:

The topic I decided on for the report, however, is quite broad. Therefore, to make it more specific and worthwhile, I selected a few decisive factors, which were quite a number. The time to carry out the research, analyze, assess the findings, and finally write the report was time-constrained, and even at times, there were challenges in obtaining reliable outcomes from the surveys conducted.

3.8. Objective of the Study:

The report matched the success factors of startup culture in the 21st century with Landco's current performance scenario and its future likelihoods. It analyzed the strengths and weaknesses of Landco's business model.

Chapter 4

Financial Statement of Landco Solar company Ltd

4.1 Statement of Financial Position

LANDCO SOLAR COMPANY LIMITED STATEMENT OF FINANCIAL POSITION AS AT 30TH JUNE, 2024			
PARTICULAR	Notes	30 June 2024	
		Taka	
Assets:			
Non Current Assets:		96,660	96,660
Fixed Assets (As Per Schedule)	Sch.A/ 1	96,660	96,660
			-
Current Assets:		1,007,050	1,007,050
Cash in hand & Bank Balance	06	107,050	107,050
Calls-in-arrear		900,000	
Accounts Receivable	07	-	-
			-
			-
Total		1,103,710	1,103,710
			-
Capital and liabilities:			-
Shareholders' equity		828,080	828,080
Paid Up capital	04	900,000	900,000
Retained Earnings		(71,920)	(71,920)
			-
			-
Current Liabilities :		275,630	275,630
			-
Outstanding Liabilities	08	25,630	25,630
Director Loan	09	250,000	250,000
			-
Total		1,103,710	1,103,710

4.2. Statement of Comprehensive Income

LANDCO SOLAR COMPANY LIMITED		
STATEMENT OF COMPREHENSIVE INCOME		
<u>FOR THE YEAR ENDED 30TH JUNE,2024</u>		
PARTICULAR	Notes	30 June 2024 Taka
<u>Revenue</u>		
Sale revenue		-
Less : Cost of goods Sold		-
Gross Profit		-
General & administrative Expenses	05	71,920
Operating profit		(71,920)
Less : Non Operating expenses		-
Net Profit before tax		(71,920)
Less: Tax Paid (30%)		-
Net Profit after tax		(71,920)
Surplus Profit /Loss		(71,920)
Managing Director		Director

4.3. Statement of Cash Flows

LANDCO SOLAR COMPANY LIMITED	
STATEMENT OF CASH FLOWS	
For The Year ended 30th June-2024	
PARTICULAR	Amount in Tk. 30th june-2024
A. Cash Flow From Operating Activities:	
Net Profit /Loss	(71,920)
Add: Item Not Involving in movement of Cash:	
Depreciation on Property, Plant and Equipment	10,740
Cash Generated from Operation :	
Calls-in-arrear	(900,000)
Accounts Receivable	-
Outstanding Liabilities	25,630
Accounts Payable	250,000
	(624,370)
Net Cash Generated from Operating Activities(A)	(685,550)
B. Cash Flow From Investing Activities:	
Purchase in Property & Assets	(107,400)
Net Cash Used in Investing Activities(B)	(107,400)
C. Cash Flow From Financing Activities:	
Share Capital	900,000
Net Cash inflow/(Outflow) from Financing Activities	900,000
D. Net Cash Inflows/(Outflows) {A+B+C}	107,050
E. Opening Cash and Cash Equivalent	
F. Closing Cash and Cash Equivalent	107,050

4.4. Schedule of Fixed Assets

Schedule of Fixed Assets as at 30th June-2024						
Particular	C O S T		Total as at 30th June,2024	Rate	DEPRECIATION	Sch. A/1 Written down value As at 30th June-2024
	Balance	Addition for the year			For the year	
Furniture & Fixture	-	35,000	35,000	10%	3,500	31,500
Computer	-	32,400	32,400	10%	3,240	29,160
Electric Equipment	-	40,000	40,000	10%	4,000	36,000
Total	-	107,400	107,400		10,740	96,660

4.5. The notes are given below for the financial statements:

1. **Background & legal status:** Landco Solar Company Ltd is a private company. Was incorporated with the Registered of Joint Stock Companies and Firms (RJSCF) vide registration no. C-193482/2023, Dated 05-02-2024, as a Private Company Limited, to Carry on the Business of Solar Energy Plants and Controllers, Mounting Structure Solar Lanterns, and Solar chargeable Light Fans Business.
2. **Basis of preparation of financial statements:**
 - a) **Statement of compliance:** The financial statements have been prepared according to International Accounting Standards (IAS) and Bangladesh Financial Reporting Standards (BFRS) and as required by the Companies Act 1994.
 - b) **Basis of measurement:** These financial statements have been prepared under the historical cost convention.
 - c) **Use of estimates and judgements:** Preparing financial statements requires management to consistently make and apply judgments, estimates, and assumptions for records and balances that affect the application of accounting policies and the reported amount of assets, liabilities, income, and expenses. Actual results may differ from these estimates.
3. **Significant accounting policies:**
 - a) **Property, plant and equipment (PPE):** Property, plant, and equipment are stated to have a cost less accumulated depreciation in compliance with IAS-16: Property Plant and Equipment. The acquisition cost of an asset comprises its purchase price and any directly

attributable cost of bringing the assets to its working condition for its intended use. Expenditure incurred after the assets have been put into use, such as repairs and maintenance, is normally charged off as revenue expenditure in the year it is incurred. When it can be demonstrated that the spending has increased the future economic benefit expected from the assets, the expenditure is capitalized as an additional cost of the assets.

- b) Depreciation of property, plant and equipment:** Depreciation is charged on property, plant, and equipment at various rates using a reducing balance method. Depreciation on additions to PPE is charged for the full year irrespective of the date of acquisition of such assets, while no depreciation will be charged in the year of sale.

Category of property, plant and equipment;

- i) Furniture & Fixture – 10%
- ii) Computer – 10%
- iii) Electric Equipment – 10%

- c) Inventories:** Inventories are stated at lower cost and net realizable value in compliance with the requirement of para 9 of BAS/ IAS 2 "Inventories."

Raw materials – valued at cost

Finished goods – Valued at lower of cost and net realizable value

The cost of inventories does not include some purchase costs, viz. transport, handling, insurance, and duties, if any. These are charged against profit when incurred.

- d) Cash and cash equivalents:** Cash and cash equivalents comprise cash in hand and cash at the bank, which were held and available for use by the company without any restriction.

- e) Trade and other payables:** These liabilities are recorded as the amount payable for settlement regarding goods and services received by the company.

- f) Revenue:** In compliance with the requirements of BAS-18, revenue is recognized only when;

- i) Significant risk and reward of ownership associated with the goods is transferred to the buyer
- ii) The amount of revenue and the cost of the transactions can be measured reliably
- iii) The sale of goods of the company usually occurs at the time of delivery of goods along with the invoice, packing list, and bill of lading and
- iv) The economic benefit associated with the transactions will probably flow to the company.

- g) Cash flow statement:** The statement of cash flows is prepared principally in accordance with IAS-7: Cash Flow Statement and the cash flows from operating activities have been presented using the indirect method.
- h) Foreign currency transactions & translation:** The financial statements are presented in Bangladeshi Taka/BDT, the company's functional currency. Transactions in foreign currencies are recorded in books at the exchange rate prevailing on the transaction date. Assets and liabilities outstanding on 30 June 2022 denominated in foreign currencies have been converted into Taka at the rate of foreign currencies ruling on the statement of financial position date. Exchange differences arising on the settlement of monetary items or on translating monetary items at the end of the reporting period are recognized in the statement of profit or Loss and other comprehensive income as per IAS 21: The Effects of Changes in Foreign Exchange Rates.
- i) General:** Amounts appearing in these financial statements have been rounded off to the nearest Taka.

Chapter 5

Findings and Analysis of the study

5.1 Success Factors for Landco as startup to sustain in the Future:

- 1. Creating brand communities:** The term "brand community" refers to a distinct network that is not limited by geography and is formed through a structured web of social relationships among individuals who collectively have a strong affinity for the brand. This concept emerged in the 21st century and has garnered attention from many prominent brands since its inception. The most effective way to build a brand is by developing innovative products and delivering exceptional services to customers. The brand's identity can be significantly enhanced through customer relationships, thanks to the company's credibility. Organic marketing is often the most effective strategy for growth, especially for emerging brands like Landco. Businesses that closely resemble ours should be considered potential partners for collaboration. In a favorable scenario, a shared market and economy can flourish within a country's economic landscape, fostering overall growth.
- 2.** Brands should focus on involving more young individuals within their community, as these users actively promote the brands on social media. This creates an opportunity for a cohesive strategy, enabling brands to expand their communities effectively as customers cultivate and support the communities, they feel connected to. Members exchange their enthusiasm, expertise, training, enjoyment, and real-life camaraderie within this community through conversations and idea sharing.
- 3.** If the success factor isn't achieved across all areas, attention should be directed at specific projects that are strategically more profitable and sustainable. For instance, if solar-related enterprises fail to thrive, they could consider branching out into trading ventures such as stone chips, sand, and bricks. Given the current shifts in the market, it's essential to take these changes into account for long-term sustainability.

5.2. Landco's Standings:

To be honest, the company deserves recognition for how quickly it has expanded its diverse businesses. The competition is fierce across various sectors. However, the company's advantage lies in its approach of gradually building and diversifying its operations, which has allowed it to establish a solid reputation in the Dhanmondi and Mohammadpur areas over the past seven years.

In terms of solar-based business, it has competitors who received LOI for establishing the solar project but do not have that many funds to run it. Sometimes, they hand it over to another project planner like us, who is already 50% complete. Very few project planners in the country have a solar power plant business. In this regard, Landco is doing business with very little competition in the market. The solar industry was a bumper one, but nowadays, the demand for it has increased too much, and the selling price has also increased. So, this market is already questionable, and these days, it is easier to proceed more in the sense of profitability in the high range. In this case, it will be risk-free.

There is still much work to do in the solar power business. Although the company does not make that much profit because it's a startup business, the project has not yet been established. Therefore, in this situation, especially with the pandemic, it will be difficult to survive in this competitive market and even more difficult to compete and bounce back. Customers already working with us may lose interest in working with you. The conditions are almost the same for any type of business. So, be careful how you handle this situation. I believe it will bounce back and come back stronger.

The chances of reaching the milestone will be extended. Either possibility is conceivable, but for now, the company and the chairman are adamant on the issue. The company plans to focus more on establishing its brand identity and think differently outside the box to stay effective. In the future, new business ideas may emerge, and the expected establishment may come true. As a growing company, it can start from there, not stop here.

5.3. Challenges of Landco:

Landco Solar Company Limited struggles with numerous land acquisition issues that are slowing their business growth. Though they have achieved a lot as a startup, it was only this year that they could take their business to the next level, which was delayed due to the pandemic. Though its market share and profits have declined, the company has gradually overcome all obstacles and re-established itself in the increasingly competitive Bangladeshi market. Here is a list of all the challenges Landco is facing or will soon face:

Challenges of Landco	
1.	Sometimes, they lose focus on the project I'm working on and often switch to another one they're still successful, but it's always very risky, and it's not always clear whether they'll be successful.
2.	Landco's only client is the government, which produces electricity and directly sells it to the government on a contractual basis. If the government changes its decision at any time, then our project could fail. Those facing business obstacles nowadays are likely to think differently about their businesses and may lose interest in us, thinking of us as a growing company.
3.	Marketing plays a vital role in the success of any business as it helps generate demand and increase sales. However, the current situation may result in a decrease in marketing and branding budgets, which may increase the risk of successful brand identity recovery. However, they are very proactive and focus on social media marketing.
4.	Solar power plants are a new concept in Bangladesh, and people have shown great interest in them and have been adapting to them in recent years. Landco is growing along with the solar power industry. However, it won't be easy to regain its position as more project planners enter the solar power business. As people need more power to run different kinds of equipment and machines, industrialists and project planners will be encouraged to build more solar power plants, making it even more difficult for the company to compete with solar power plants in the future.
5.	Due to the government's fall after August 5, the company faced difficulties in managing funds to invest in projects, as banks did not allow the withdrawal of the required amount. This has affected the salary structure of employees. Many employees receive half or 60% of their salary, which may reduce their interest in working here. Therefore, they may lose talented people. It is worth noting that the company is making efforts but was forced to do so due to its failure to cope with the situation over the past three months.

Chapter 6

Conclusion & Recommendations

6.1. Recommendation:

Landco must ensure that they conduct proper market research and mapping after the government falls or at least optimize the working conditions before moving forward with any new project. Because the interim government is changing its decisions every few days, it is becoming difficult to cope with the situation, survive, and compete with competitors. Top management sets unrealistic goals; they often make wrong decisions and regret them later. This has already been seen, but there is no time to do it again. Therefore, they need to be more careful while setting goals and milestones for the future. This will help the business feel enthusiastic and capable overall.

- Collaboration and teamwork are essential success factors for any company. There is a huge lack of coordination between various departments, which increases the overall time it takes to get work done. Hence, it is highly recommended that good loyalty and a good company culture be maintained there to keep things fresh and focused. Empathy between the boss and the employees is crucial to overcoming all difficulties and maintaining motivation.
- They do not need to worry about the competition in the market; they should focus on the factors that will develop into all the elements required for a solar power project. All advisory activities should be high-level, and other components should be addressed with more innovative ideas. To establish another project, creative ideas should be put into action. Once the facts are sorted, you can move on to other projects.

6.2. Conclusion:

The objective of this report is to examine whether Landco can survive in this competitive start-up market culture in Bangladesh in the short term. To do this, we compare the success factors, current position, and prospects of global and local brands in the same business. Considering the current market size and Landco's position in the market, it can be said that Landco can continue to maintain its position in the market due to its size and popularity over the past three years. However, with increasing competition and many alternatives, Landco will need to respond to market trends, follow global brand patterns, and take corrective measures to remain a driving force in the Bangladeshi market.

Chapter 7

Reference

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