



UNITED INTERNATIONAL UNIVERSITY

Internship Report on Bangladesh ICT sector & Nascenia IT Limited

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Submitted to

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Internship Report on Bangladesh ICT Sector & Nascenia IT Limited

Letter of Transmit

23rd May, 2018

Dr. Md. Mohan Uddin

Professor

School of Business & Economics

United International University

Subject: Transmittal Letter

Dear Sir,

I am pleased to submit the report that you asked for & gave me the authorization to work on the Bangladesh ICT sector & Nascenia IT Limited. This report is an essential part of my internship program, I tried my best to work on it carefully and sincerely to make the report informative. The study I conducted enhanced my knowledge to make the Report. This Report given me an exceptional experience and it will help me in future. I thank you sir, for providing me this unique opportunity.

So, I therefore, request and hope that you would be kind enough to accept my report and oblige thereby.

Sincerely yours,

Sadia Tanin

ID: 111 141 251

Department of BBA (Finance)

United International University

Acknowledgement

First of all, I thank the Almighty Allah for giving me the strength and blessings in completing my internship. I also thank United International University for its help & support in completing my internship and also a nice placement for my internship. I wouldn't have been able to do well without the constant support of my supervisor and my peers in the organization.

For preparing my Report, I need some respected persons help and they deserve greatest gratitude. The completion of this report gives me much knowledge. I would like to show my gratitude to Course Instructor Md. Mohan Uddin sir, United International University for giving me a good guideline for report throughout numerous consultations. I would like to thank all those persons who have helped me to prepare this report directly or indirectly.

In addition, a thank you to Dr. Mohan Uddin sir, who introduced me to the Methodology of work. And I want to especially thank my classmates and friends who have made valuable comment. I thank all the people for their help directly and indirectly to complete my Report.

Executive Summary

Several years ago researches showed that Bangladesh has tremendous growth opportunity in the software and Information & Communication Technology (ICT) sector. The Information & Communication Technology (ICT) sector in Bangladesh has beginnings in some research during the 1960s. But the sector only started to get a substantial attention during the 1990s. Now the sector is still in a growing stage, though it is showing potential growth for advancement. The software and Information Technology Enabled Services (ITES) industry is one of the most important sector of Bangladesh with several growth forces. A survey report of BASIS, in Bangladesh there are over more than 800+ registered software and ITES (IT Enabled Service) companies. And there are another few hundreds of unregistered small and home-based software and IT ventures existing in Bangladesh. A number of around 30000+ professional are involve in the ICT sectors. The total industry size and the revenue they earn is estimated to be around Tk. 1,800 Crores (US\$ 250 million).

A Software company has been running its operations in Bangladesh for several years as a name “Nascenia IT Limited”. This is one of the largest IT Company in Bangladesh. It started its journey from 2010. And it is already in a good position by this time. Nascenia IT Ltd. is licensed under Bangladesh Software Industry as a private company in 2010 and at present successfully run the company in Lalmatia, Block A, Dhaka. It also earned some awards for its brilliant outcomes. 3 friends starts their company in 2010. Now over the time they increase their number of team members and developers and now it’s a team of 55

members inside the company a many of their developers work outside of the company in Grameenphone and Robi for the development of their network.

Their services are Web Development, Mobile Development, UI/UX Design, Quality Assurance (QA), Cutting Edge, Devops. Their customers are from different country. Their customers are more than in 19 contries. Japan, Australia, Denmark, USA, UK, Canada, Switzerland, India and so on. Nascenia IT cutting their developing cost around 50 -60% by providing a high quality software service. It mostly deals in preparing web design, mobile apps, mobile development for their clients as well as provide advisory services. Its clients can be both individual and institutions. Conducting a SWOT analysis we can see that Nascenia IT Limited. has many chances to do well in the future due to market acceptance although there will be severe competitions. As an intern in Nascenia IT Limited. I was required to keep the updates of some of their financial data in some excel sheet in a specific format.

Nascenia IT should focus more on expanding its team. It should also appoint employees with good MS Office skills for their Business development team & for their software development they should hire potential developers. Communication skill is important and effective in any organization. I need to develop my communication & listening skills more. I think there is more I can learn through handling pressures and grow my patience. Overall, it was a great experience for me doing internship at Nascenia IT. Nascenia IT Limited. has a great future in Bangladesh and we can expect more and more organizations to enter into the ICT industry.

Table of Contents

Executive Summary	5-6
1. Introduction	10
1.1. Background	11-12
1.2. Objectives	13
1.2.1. Broad Objectives	13
1.2.2. Specific Objectives.....	13
1.3. Significance	14
2. Analysis of the Industry	15
2.1. Specification of the Industry	16
2.2. Size, Trend and Meaturity of the Industry	17-19
2.3. Seasonality	20
2.4. External Economoc Factors	20
2.5. Technological Factors.....	21
2.6. Political Legal and Regulatory Factors	21-22
2.7. Barriers to Entry	22-23
2.8. Suppliers Power	23
2.9. Buyers Power	23
2.10. Threat of Substitutes	24

2.11. Industry Rivalry	24-25
2.12. Summary of the Challenges and Opportunities.....	25-26
 3. Analysis of the Organization.....	 27
3.1. Overview and History	28
3.1.1. Company Background	29
3.1.2. Organization Overview	30-31
3.2. Trend and Growth.....	31-32
3.3. Customer Mix	32
3.4. Product/ Service mix.....	33
3.5. Operations.....	34
3.6. SWOT analysis.....	34-36
3.7. Steps/ Strategies to Meet the Challenges and Opportunities.....	37
 4. Internship Experience	 38
4.1. Position, Duties and Responsibilities	39
4.2. Training	40
4.3. Contribution to Departmental Functions.....	40
4.4. Evaluation.....	41
4.5. Skills Applied.....	41
4.6. New Skills Developed	42

4.7. Application of Academic Knowledge	42
5. Recommendations.....	43
5.1. Recommendations for Improving Departmental Operation.....	44
5.2. Recommendations for Improving Self-performance.....	45
6. Conclusion	46-47
References	48
Appendices.....	49-50

CHAPTER ONE

INTRODUCTION

1.1. Background of the Report

Several years ago researches showed that Bangladesh has tremendous growth opportunity in the Information & Communication Technology (ICT) sector. The Information & Communication Technology (ICT) sector in Bangladesh has beginnings in some research during the 1960s. Over the next few decades, the use of computer increased at large Bangladeshi organizations, most of that are with the IBM mainframe computers. However, the sector only started to get a substantial attention during the 1990s. Now the sector is still in a growing stage, though it is showing potential for advancement.

The software and Information Technology Enabled Services (ITES) industry is one of the most important sector of Bangladesh with several growth forces. Like a huge pool of efficient young Professionals, supportive environment with the government. And a very dynamic leadership from Bangladesh Association of Software and Information Services (BASIS) and a great involvement of the media. Around twenty years ago, this software industry existed as a hardware vendor market with a very few or no value addition on the local front. A number of programmes was initiated in 1997 with specific focus on export of software and IT services.

The IT industry is actually a new sector in the country's economy. But it is yet not that much tangible contributions in the national economy but it is an important growth industry. In 1997 Bangladesh Association of Software and Information Services (BASIS) was established with a 7 member company but now the membership is 326.

In a study it is shown that among Asian countries Bangladesh was ranked first in software and IT services competitiveness by Japan International Cooperation in 2007-2008 and third in competencies.

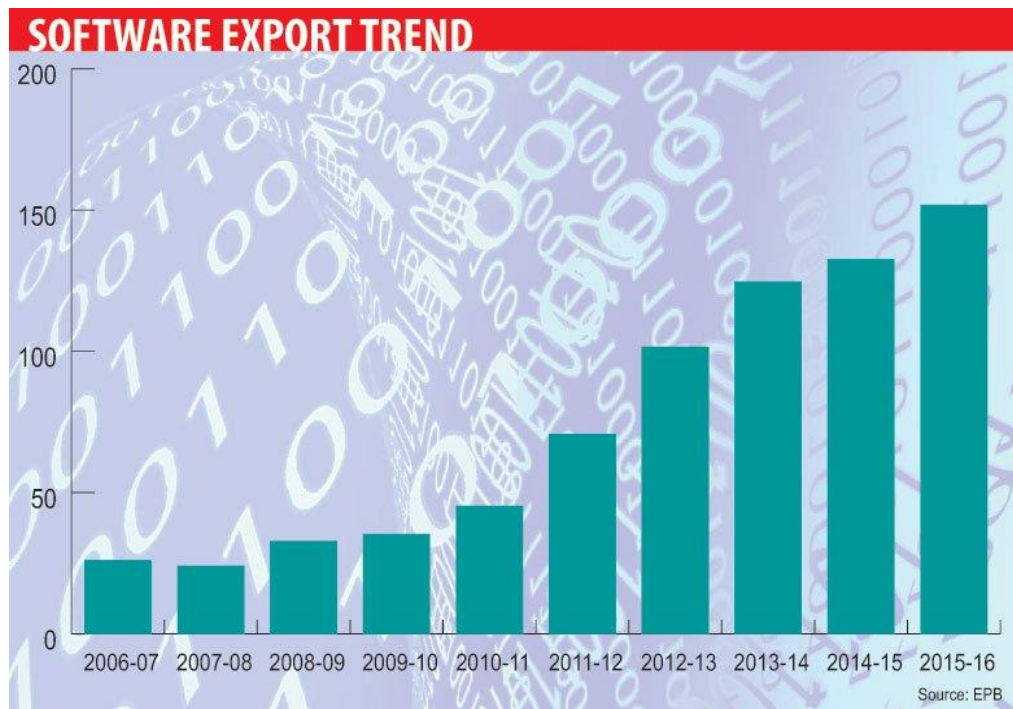


Figure 1.1: Growth of Bangladesh software industry (Source EPB)

Figure 1.1 use to show the growth of our software industry over the time. Although it is not a long time the software industry develop but its growth is increasing day by day. For completing my internship I have joined a software Company named “Nascenia IT Limited” under the supervision of Dr. Md. Mohan Uddin sir. I hope to gain the necessary requirements and knowledge in completing my internship.

1.2. Objectives of the Report

1.2.1. Broad Objectives

The primary objective of my report is to gain practical knowledge about the things we learn through study in this 4 year. The things I learn practically & express those knowledge by this report and find my lacking for improvement and make some recommendation for the Nascenia IT Limited for their future betterment.

1.2.2. Specific Objectives

The secondary objective of my report is to understand the overall activities of a Software Company especially “Nascenia IT Limited.” as well as gain professional skills & knowledge on organizational related activities to apply them in future. The core objectives of this report was to:

- Analyze the Bangladesh Software industry.
- To dig up the present scenario of Bangladesh Software Industry.
- Analyze the performance of Nascenia IT Limited.
- Provide some recommendation about Nascenia IT limited for their future betterment.
- Describing about my internship experience in “ Nascenia IT Limited.”
- Provide some recommendations for the improvement of my own performances.

1.3. Significance of the Report

In this report I have tried to cover as much as possible of the industry and my internship experience. Reading this report can help both the individuals as well as the institutions. This report will help the reader to know about the Bangladesh software industry and “Nascenia IT Limited” and how they contribute in the Bangladesh software industry. It will also help to know about the activities of Nascenia IT Limited. Moreover, this report includes performance analysis of software industry which will help reader to know about the current situation of the software industry and take effective decisions who wants to involve themselves in the ICT industry. Various sectors has been discussed about the Bangladesh software industry and ICT sector. The reader can know what factors help in the growth of Bangladesh IT sector and software industry. There are also a few information about performances of rivals and the substitutes of software industry and ICT sector. The SWOT analysis will greatly help the reader to evaluate potential growth opportunities of the Bangladesh software industry and along with Nascenia IT Limited. It will also enable other interns to know what activities they can expect to do in the organization. This report will help Nascenia IT Limited as well as me regarding what things can be changed and implemented in order to improve performances of the software industry.

CHAPTER TWO

ANALYSIS OF THE INDUSTRY

2.1. Specification of the Industry (Bangladesh ICT Sector)

In the short term we can say that “Nascenia IT Limited is a part of Bangladesh Software industry. A Software and ICT Company is a company that provide a service to their clients according to the requirement of their clients and develop new software for the betterment of human kind and bring the world close to each other. The Software Industry in Bangladesh has passed a long way over the last few years. Now the software industry is around matured. The Software industry now no more remains as a sideline. The software industry has passed the mainstream. The software industry now not only is contributing significantly in the national income, but also this industry has been playing very important role in creating high quality employment. This industry creating attractive job opportunity for a sizable portion of young graduates of our country. The presence of a high number of young entrepreneurs is one of the important reason for the growth of and distinctive features of this industry.

2.2. Size, Trend and Maturity of the Industry

According to the survey of BASIS, there are over more than 800 registered software and ITES (IT Enabled Service) companies in Bangladesh at present exist. A number of unregistered small & home based software and IT company (around few hundred) are doing their business successfully in Bangladesh. Those unregistered small and home based software and IT company doing business for both local market and international markets. The total industry size and the revenue they earn is estimated to be around Tk. 1,800 Crores (US\$ 250 million). Approximately more than 30,000 professionals, majority IT and other graduates people are employed in the software and IT industry show in figure 2.1. (Those information source is Bangladesh Software and IT service Industry Recent Trends & Dynamics).

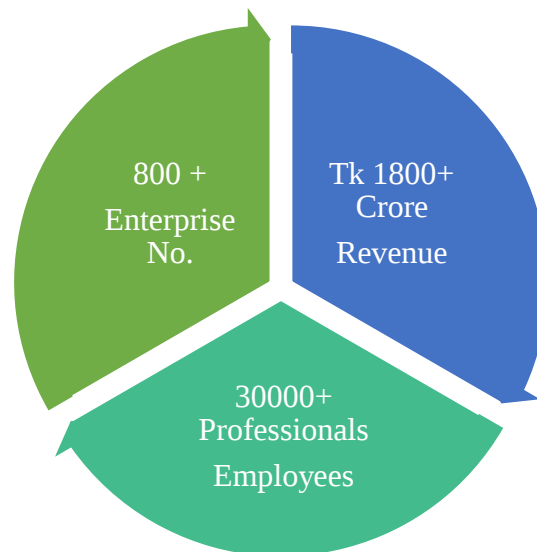


Figure 2.1: Overview of the Software Industry (Source BASIS Survey)

Recently BASIS carried out a survey and on this survey three hundred of its member companies. This analysis has been done on the business nature, the business volume and the size of companies. Over more than 70% of the companies are found which involved in development and maintenance of software for their clients and Customers. And a number of those are companies simultaneously engaged in providing different IT based services for their clients and customers as well. Bangladesh Software & ITES Industry revenue are show in Figure 2.2. . (Those information source is Bangladesh Software and IT service Industry Recent Trends & Dynamics).

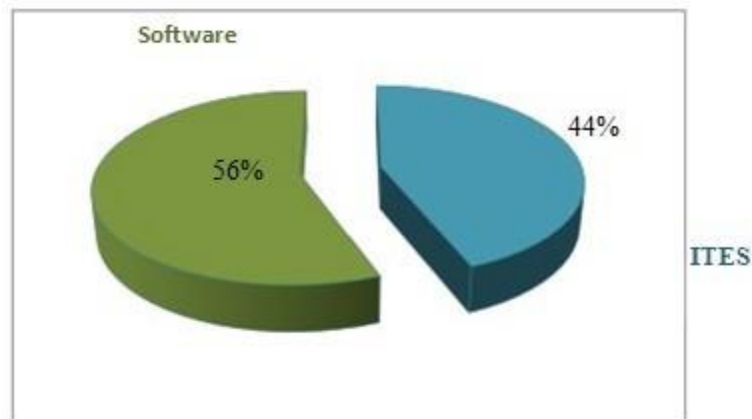


Figure 2.1: Industry Revenue Proportion (Source BASIS Survey)

However, almost half of the surveyed companies are involved in providing various types of IT based services (data/form processing, graphic/web design, content management etc.). Moreover, a significant number of companies (around 18%) have developed software products or customized services, most of those have been developed over time and after repeated installations for multiple customers. Some companies are now involved in digital content development. Those companies delivery business, mainly they providing content services through the mobile platform.

At present the most encouraging trends in the Software industry is that, leveraging on recent positive changes. Such as most of the Internet user-base the better connectivity and also they introduction of some new payment methods (online payment – through credit card and mobile payment), a quite good number of companies (around 45%, some are dedicatedly and some are along with their core software & IT service business) are now diversifying on different web types of based services. The services they provide include specialized portals, payment intermediary services, listing services, e-Learning, e-Commerce, e-Learning, etc. Some of these companies have done quite well in terms of popularity as well as financially sustain. Some companies are now also developing web applications based on cloud delivery model. . (Those information source is Bangladesh Software and IT service Industry Recent Trends & Dynamics).

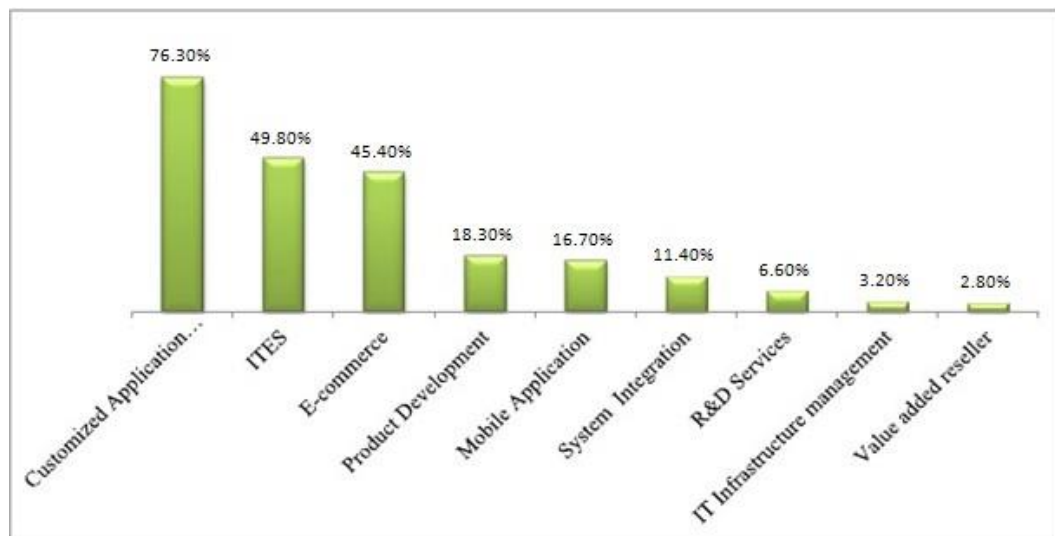


Figure 2.3: Top Export Destinations (Source BASIS survey)

2.3. Seasonality

Since the most Software Companies deals with their clients and customer about the development of new software or web design based on their requirement. So it is not possible to point out the seasonality of this sector. Although not much information was found about the seasonality of software and IT service industry. But I personally gather some information from Nascenia IT Limited where I done my internship & from my family member who also involve in a software development company both are said me the same things. During the year they get most of the project from the foreign country when the economic condition of that particular country was quite good.

2.4. External Economic Factors

Although the development of the software industry are determined by the performance and position of the company, there are several other economic factors that affect the software industry. As Bangladesh is not that much developed country and most of the work/ project the local software company do are offered 95% by the foreign country and around 5% of their work they do that are offer by the local firm and institution (Those information I gather by personal discussion with the developers of Nascenia IT limited & Orocube LLC). As the inflation rate is high in Bangladesh is high, \$1 US = 80 taka and when it devaluate then it may a cause of some loss when they deal with a foreign firm and may effect the software and ICT industry.

2.5. Technological Factors

Due to technological advances, the software and ICT services industry has become rather easy in our country. Clients from different country deal with our local software and IT service firms about the project. Clients can stay updated about the progress of their projects work through different mode of communication and if they feel they need some variation in their works then they can easily communicate via those media. As in the earlier I mention that 95% of the project of our local firm are came from the foreign country and 5% are from the local institutions. So we can say that those 95% of the project come to our local software and IT companies only because of the technological advancement.

2.6. Political, Legal & Regulatory Factors

Political factor is one of the biggest disruptive force in the Software and ICT services industry. When the political situation is unstable the Software and ICT service industry has to face some serious challenges due to changes in the regulations. The registered company must have to follow some legal issues and rules made for Information and Communication Technology Sector (ICT) as well as follow the income tax ordnance. Political instability causes decline in Software development and outsourcing activities during 2013 & 2014. In the last few years, implementation of better policies and somewhat better political stability have encouraged people who are from outside of the country to deal with the local ICT firms about the development of new software , web design and outsourcing . The Bangladeshi government try to cooperate with the ICT sector. As the government want to

make Bangladesh a “digital Bangladesh” with in 2020. In Bangladesh there is a strong favor of the government in the development of Bangladesh information and communication Technology sector (ICT). (The information source is an article Software industry in Bangladesh shows Promising growth & personal discussion with the developers of Nascenia IT Limited).

2.7. Barriers to Entry

The Information and Communications Technology (ICT) sector has been developed in recent year. In ICT sector someone can easily entry and can run the business. For establishing a ICT based firm it not require that much investment like establishing a bank or a non-bank financial institution. But one must have proper knowledge about this sector and how the works are done in this sector. Barriers to entry of an ICT could be licensing laws, regulatory factors, security issues, capital requirements, funding etc. When someone go for formal registration and license then may face some problem.

On the other hand, after getting the formal registration and license one can run the business but there is a problem they may face to get projects (developing software. Web design, outsourcing, quality testing). Because Bangladesh is not that much developed country and most of the work/ project the local software company do are offered 95% by the foreign country and around 5% of their work they do that are offer by the local firm and institution. That may a major cause when a new firm want's to entry. There is also excessive competition among the companies. A huge fixed cost along with licensing cost has to be bore by the startups

which doesn't ensure that it would do business well in the future. It is also a bit difficult to attract new talents as most students tend to go abroad after graduation.

2.8. Supplier Power

The suppliers or providers of the Information and Communication Technology (ICT) are mainly the internet connection providers, the distributor of desktop or laptop, the place they rent establishing their office to run their business successfully. In a word we can say that the suppliers are not able to influence in Information and Communication Technology (ICT). (Source of information is a informal discussion with the developers of Nascenia IT Limited).

2.9. Buyer Power

The buyers or customers of Information and Communications Technology (ICT) are individuals, small or large businesses or organizations. It can be both the local clients or the clients may from abroad. In our country most of the project the ICT firm deals are come from the foreign clients and institutions that's why the power of the **buyer is high** and the company must ensure a better quality, with a lower price (as in Bangladeshi market lower employee cost), and a better commitment. If one time they got any service which does not meet the quality then they will take the project back and further they will not provide any project to that particular company or in the particular country. They may deal with another client in another country. In that sense we can say that in the ICT sector the power of the buyer is high.

2.10. Threat of Substitute

There are numerous Information and Communication Technology companies in Bangladesh from where people can do their (ICT) related activities. People have many options in their hand. Like Arobil which is one of the best Software developing companies in Bangladesh. There are some other software developing companies for example, IBCX-PRIMAX software, Kaz software, Leadsoft Bangladesh Ltd. Data craft limited. Those are some well-known Software companies in Bangladesh. Orocube LLC is also a Software developing company which is USA based. ICT companies run their operations in Bangladesh also successfully. As there are some local ICT companies running their operations and also some foreign companies running their operations in Bangladesh. The fixed costs needed in the ICT sector are not a small amount. When a foreign company runs their operations in Bangladesh, finance is not an issue for them and they may afford high quality equipment and their work will be better compared to a local firm but it may be a cause of threat for the local Information and Communications Technology (ICT) firms. (Source of information is in formal discussion with a senior software engineer, Nascenia IT limited).

2.11. Industry Rivalry

There are about 800+ Information and Communication Technology companies in Bangladesh according to the BASIS survey. Some of the well-known are IBCX-PRIMAX software, Kaz software, Leadsoft Bangladesh Ltd. Data craft limited. These companies are operating quite well and have successfully run their business around the country. Each ICT company provides outstanding service to their clients and meets the customers' demand successfully. The clients are most of the time outside of the country and they look for the quality service. So

when they give a project to a particular ICT company they want a quality service otherwise they may switch to another ICT company. Their clients look for the company which are highly efficient and ensure better service quality.

As the growth of the ICT sector is increasing day by day, many companies may be coming up in the ICT sector at present around 800+ registered ICT companies in the industry. So we can say that the industry competition is high and it will also increase in the future.

2.12. Summary of Challenges and Opportunities

Bangladesh is termed as a strong emerging market performer in the ICT sector. It could be the fastest growing economies over the period to 2050. The government has been working on to provide better opportunities in the ICT sector. Since the software and ICT services market is growing, more entrepreneurs will join and it would require more professional developers. Performing well and meeting requirements of the clients is a huge challenge for companies of the ICT sectors. Since Bangladesh's growth rate is expected to be high, more & more foreign ICT companies are coming but political instability might hamper the growth and activities of the Information and Communication Technology.

In a survey of BASIS, it is estimated that 800+ registered ICT companies are operating their business in Bangladesh. This sector is now maintaining around 57.21 percent export growth from last nine years. The Information and Communications Technology (ICT's) registered export earning value around US \$0.8 billion from the global or foreign market

and from the home or domestic market it earn US\$1.54 billion. And contribution to national economy around to the 1%. As the ICT sector is a faster growing it may contribute more in the national GDP in future if this sector run properly. Companies will need employees with vast experience and vast networking. As it's a fast growing sector need more professional developers with a vast knowledge and can continue the growth and maintain a standard quality of services.

CHAPTER THREE

ANALYSIS OF THE ORGANIZAION

3.1. Overview & History

In the short term we can say that Nascenia IT is an award winning Software Company in Bangladesh Information and Communication Technology (ICT) sector. A software company is a company which develop new software, web design, quality testing and do some outsourcing activities. This company is mainly working for European and North American clients. They build cloud based web design and mobile applications, quality testing. They capture, store and extract business insights from big data. Nascenia has referable clients in Norway, Sweden, UK, Nigeria, India, Switzerland, Canada, and USA. Their expertise is in Ruby on Rails, PHP, .Net, iOS, android and big data. They have a team of talented engineers and creative designers. Not only they develop software but from concept to design to all the way through deployment, they are with their clients. They follow supple methodologies for developing software. Their portfolio consists of varieties of web and mobile application.

- ❖ Deploying an idea- Nascenia provides their clients end to end service. From a new idea they extract requirement, present their clients wireframe, design UI, write software and deploy to server. Moreover Nascenia even help out with the maintenance of the products.
- ❖ Outsourcing- Nascenia has referable customers in USA, Canada, and Europe (Denmark, Sweden, UK, Netherlands and Switzerland) and provides guidance using effective tools.

(Source of information is Nascenia IT Limited website)

3.1.1. Company Background

In 2010 Nascenia Ltd was founded by the three industrialists, Sheikh Shaer Hassan (CEO), Fuad Bin Omar (COO), and Md. Fattahul Alam, (CTO). Soon after starting up, Nascenia met Jesper, a Danish Entrepreneur. He hired the team to build up more than a hundred websites for his company Better Collective. Later, like Jesper many others found Nascenia as their trusted outsourcing partner, both individuals and companies from twelve different countries including USA, Canada, Denmark, Switzerland, Australia, India, outsourced their software. Nascenia helped cutting their development costs by roughly fifty percent whilst delivering high quality. Meanwhile Nascenia grew from a three person startup to a fifty people team. The wide variety of aspiration of clients gave Nascenia multi sector experience.

Nascenia got a recognition for their quality work in 2011 (e-Asia Award) and in 2013 (Red Herring Award) and in 2014 and 2015 (Basis Outsourcing Award consecutively). The team now has representatives in Norway, Germany, USA, and has a plan to ensure representation in Japan and many other parts of Europe. To support growth and ensure quality the team hires the best talent from universities, like Dhaka University, BUET, KUET, IUT, NSU and UIU. It has been more than six years but the team is just getting started. With business growing, it envisions to employ 500 people by 2021, and eventually become one of the most respected software companies in Asia. There is no end to peoples' ideas and aspirations, the company intends to keep those dreams materializing as it exists. (All those information source is the Nascenia IT Limited website and internship experience.)

3.1.2. Organization Overview:

Firm values and culture

Nascenia has a team of integrity, transparency and responsibly. Following is a highlight of its values and culture.

Transparency with Clients

The clients have full access to the entire asset (code repo, project management tool). They enjoy direct communication privilege to each of the hired resource.

Corporate Governance

Nascenia maintains utmost corporate governance and take special care in preparing and reporting to the government and its different agencies.

Social Responsibility

“Nascenia gives around 2.5% of their Profit for the development of educational sector in Bangladesh.”

Responsibility to Tech Community

“Nascenia contributes to the tech community by regularly taking session in universities and national conferences.”

Flat Structure & Open Door Policy

Any team member has access to any other member. All the C-level employees are accessible by any means of communication.

Open Office Space

They have an open office space where all the team members sit across each other without boundaries.

Knowledge Sharing to off-set Risk

In Nascenia it makes sure that the business and technical knowledge is not conned to a single resource and that if one developer leaves, others can be productive.

Utmost Confidentiality with Client's Information

Nascenia signs NDAs before entering a contract. Their employees are contractually bound to keep client's information confidential.

(Source of information is HR Department of Nascenia & their website)

3.2. Trend & Growth

Nascenia IT was doing great after its launching in 2010. It became a reputed and well known software Company in a very short time. It had professional developers and many clients. However, after some years it lost most of its employees as the size of the company is small. Currently, Nascenia do well in the ICT sector and show a good performance and thereby increase its presence and growth in the market. Employees in Nascenia are follow strong ethical standards when they deliver any service. At present the number of employee in Nascenia is 55+ inside the employee and some of their employee work outside in the organization in robi and Grameenphone in their network development team.

In a word we can say that, Nascenia was starts it's journey in 2010 and within 9 year they take a strong position in the Bangladesh ICT sector and it's a faster growing ICT company. They have referable clients in Norway, Sweden, UK, Nigeria, India, Switzerland, Canada, and USA. So, Nascenia has huge potential to grow in the future. Nascenia has been maintaining a total of 19 countries clients.

3.3. Customer Mix

The customers of Nascenia IT Limited are institutions & individuals with large amount of investments are also a part of customers of Nascenia. This company is mainly working for European and North American clients. They build cloud based web design and mobile applications, quality testing. They capture, store and extract business insights from big data. Nascenia has referable clients in Norway, Sweden, UK, Nigeria, India, Switzerland, Canada, and USA. Individuals and some local institutions are also a part of customers of Nascenia IT Limited. As I was an intern in Nascenia able to collect those information.

3.4. Product/ Service Mix

Nascenia IT Ltd. grew from a three person start up to a fifty people team. Their services are Web development, Mobile development, UI/UX design, Quality Assurance, cutting EDGE, DEVOPS, Work portfolio are shown in Figure 3.1 & the description are below:

- **Daytripfinder** is built for tourism industry
- **Betting expert** is for sports
- **Undiscovered kitchen** is a marketplace for selling artisan and food
- **Horsecount** is for horse management
- **SnapKnot** gives a quick way to browse and find wedding photographers
- **BDIPO** for the IPO market
- **Biyeta** an online matrimony site which facilitates marriage between couples and
- **Goponjinish.com** an e-commerce site which sells lingerie products of both man and women

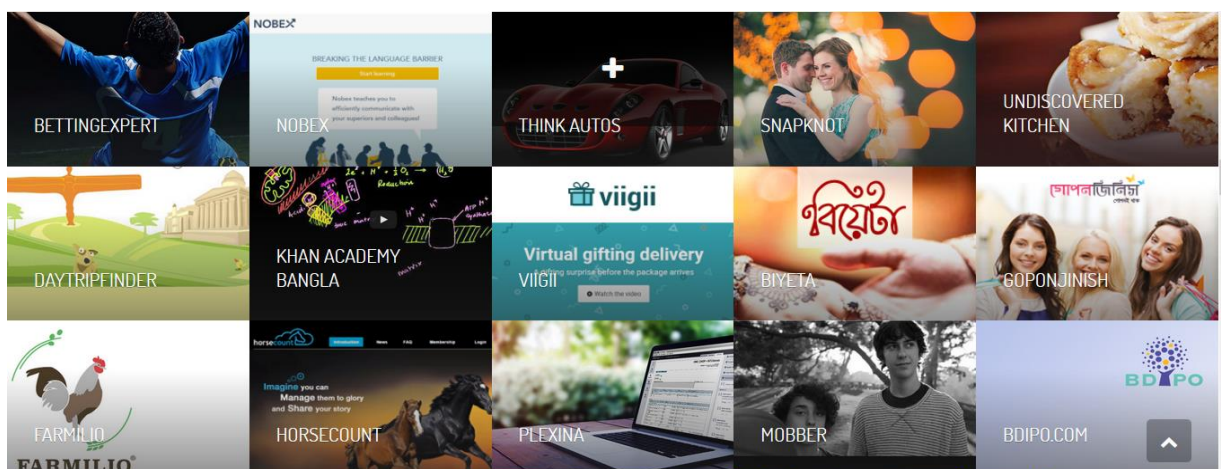


Figure 3.1: Project Portfolio (Source Nascenia website)

3.5. Operations

Currently Nascenia has been maintaining a good number of clients from 19 different countries. They try to expand their operation and as well as try to increase their number of clients from various country where in previous do not provide any services. Nascenia wants to ensure the customer satisfaction and provide the service accordingly to the clients demand. At the end we can say that Nascenia continuously generate new idea and work on it.

3.6. SOWT Analysis

Nascenia IT Limited believes that company success comes from disciplined actions of their sound process of software development. They focuses on the long term goals rather than short term gains which helps to achieve impressive results for the clients. They believe in clients satisfaction and value the thought of their potential customers demand. The SWOT analysis of Nascenia are as follow:

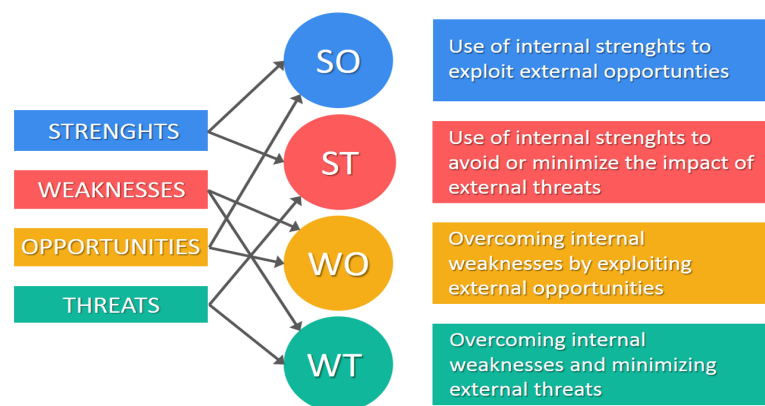


Figure 3.2: SWOT Analysis

❖ **Strength:** Nascenia follows a disciplined approach and they have some of the best and professional Developers with strong technological support. It is a license ICT company. They follow proper ethical standards and take utmost care with sincerity and commitment of their values clients. They always believe in team work and the team works with proper accountability and transparency so they can provide better quality of service to their clients. The employees work with full commitment to the company.

❖ **Weakness:** Although Nascenia IT Limited has some great experienced developers, the number is rather small. As Bangladesh is a developing country a fair set of weakness are here. The major weaknesses are lack of skilled employees, lack of investment, lack of knowledge about the customer satisfaction, lack of proper technology. One of the main weakness in Nascenia IT is the electricity problem, internet speed problem, power shortage that are the key problem that regularly effect the operations of this industry.

Some of the companies are very dedicated for the development of software, damage of poor internet connectivity they can't do it. Although they have been dealing with a number of clients, they are not able to attract potential clients.

❖ **Opportunity:** If Nascenia follow a proper marketing strategy then it can easily attract more clients and go for expansion since they have professional developers. Although the Information and Communication Technology (ICT) sector are now

growing day by day and it's a sector in Bangladesh at present time. If Nascenia properly invest and implement proper strategy to grapes new clients in different country then their business will be expand not only locally also globally. The introduction of some new payment methods (online payment – through credit card and mobile payment), a quite good number of companies (around 45%, some are dedicatedly and some are along with their core software & IT service business) are now diversifying on different web types of based services. The services they provide include specialized portals, payment intermediary services, listing services, e-Learning, e-Commerce, e-Learning, etc. All those thing make the Bangladesh ICT sector more attractive. Another big opportunity Nascenia has a large number around 15000+ young generation every year graduate in the related sector and they can hire them at a low cost and trained them and prepare them as a efficient work force for development.

❖ **Threat:** Despite numerous opportunities Nascenia also might face various threats.

In earlier we mention that in Bangladesh ICT sectors most of the work they done are offered by the foreign countries client 95% and they done 5% work that are offered by the local clients and it's also for Nascenia. As Bangladesh is a developing country there are a lack of skilled employee, some are experienced, but this figure is not that much mark able who can only ensure the quality that Nascenia promise to ensure better quality within a reasonable cost. Another threat Nascenia face, as it establish in 2010 and it's not such a big company that's employee switch their job in the same type of other well established organization. This high turnover rate is a big threat for Nascenia.

(Source of information is case study on Nascenia & SWOT analysis)

3.7. Steps / Strategies to meet the Challenges & Opportunities

Although Bangladesh is a developing country and two third of it's population are under 35 age, that is a strong sign of opportunity. Around 15000+ young generation are complete their graduation in related to ICT sector (According to the survey of BASIS). So Nascenia can take this opportunity by hiring those young graduate and provide them a proper training so that they can perform better. To reduce the turnover rate Nascenia can take initiatives such as increase salary, provide pension plan, performance bonus and recognition of the high performer and can make a agreement like they can't left the organization within 3 years. Nascenia is also going for expansion in the future and trying to recruit young talent. Nascenia will be providing them with the necessary training and development programs. By strongly maintaining those strategies Nascenia can perform better in the future.

CHAPTER FOUR

INTERNSHIP EXPERIENCE

4.1. Position, Duties & Responsibilities

As an intern in Nascenia IT Limited, I was work there as a Business Executive in their business development team. In this team include Human Resource Management (HRM), Marketing (MKT), Accounts and Finance. The first few weeks I had to observe the activities and also communicate with the senior executive officer of Finance & Accounts. I had to keep record of the some excel file that they maintain for some of their sister concern business unit Biyeta.com & Goponjinish.com the amount of investment they make for the development of their those sister concern company. My task was to inform my superior about the day to day financial update information about biyeta.com & Gononjinish.com by adding or deducting some amount in a particular Excel sheet that they maintain for keeping information about 2 sister concern business. In addition, I had to analyze the growth of those business and comparing the sales report in every months and had report it to my seniors. Keeping track of any news provided by those sister concern was my core responsibility. I also had to accumulate the investment amount they made in those business in one single file everyday. Additionally I was tasked with preparing a few checks for payment. I also helped them in preparing presentation and reports for their orientation program of new employees.

4.2. Training

There was not professional training program for any one. They provide training through observation or by doing anything one can get training. The head of Business development team was very co-operative. He gave me extensive trainings on Microsoft excel as well as taught me to analyze big amounts of data through excel. I also learned how to prepare the employee payroll. I learned how to communicate with the clients and how to handle them.

4.3. Contributing to Departmental Function

I was able to contribute in the preparation of Nascenia's day to day sales report of their sister concern business. The managing director and other employees were able to stay updated with the sales report of their sister concern businesses on my findings and analysis everyday. I was also able to contribute in handling customer through their facebook page. Accumulating and sending the last days overall report to the managing director & other concern people. As I was work there as an intern with in this 3 month they rotated me in different task with in the business development team. And I try my best to provide the required services. I also work there for the Business page review of Nascenia for increasing there rating in the google business page.

4.4 Evaluation

I have contributed well enough in the activities of the organization although I feel that there were more I could have given and learned. There was a internal tracking system in there system when a employee check in and when check out from the organization. And my supervisor kept track of time when I checked in the office and when I check out. Also, he gave me specific time to write letters and prepare presentation topics to evaluate my performance and they give me task which seems really challenging to me for their google business page review. My supervisor also kept notice of my communication with other employees in the office as well as my fluency of speaking. He also checked everyday how I kept updates of anything new introduced in their business development and how I presented my findings about those new things.

4.5. Skilled Applied

I had a little knowledge on MS Excel before joining as an intern so it was easy for me to understand the activities done through excel. I was fast enough to carry out the activities that the managers told me. I had good skill in MS Power point and MS Word. So I was tasked with preparing some presentations. Although I also have to communicate much with the managers & were quite pleased with my communication skill as I was fluent and clear. I was able to show good time management skill. I was very punctual and attended the office in time which the supervisor praised me very much.

4.6. New Skilled Developed

Although my communication skill was quite good when I communicate with the clients or within the department with my peers but the supervisor helped me to improve it through interaction with other employees outside of my own department. I was able to develop my time management skill. I have learned to be more collaborative with others. Although the environment of the company was totally new to me, I was later able to adapt properly to it. I have learned new methods to apply in MS Excel. I was able to develop my English listening & speaking skill when I had to communicate with their potential clients.

4.7. Application of Academic Knowledge

Not much similarities are found between the academic books we study & activities we do in the organization. Since I learned about some ratio for calculating profit which I had to apply there to calculate the profit of their two sister concern business & it seems me too much easy during my academic studies but when I had to apply it as an organizational purpose then it's seems me tough. I learned about Capital Budgeting which I was able to apply during my internship. During my academic studies I was taught about preparing formal letters and its etiquettes which also helped me during my internship and a part of our education is when we formally send an email to communicate with our faculty we learned how to do it and I had to apply it there.

CHAPTER FIVE

RECOMMENDATIONS

5.1. Recommendation for Improving Departmental Operations

Nascenia IT Limited has a very small team. I see in the Business development team a single person handling a lot of work at once which could have been done properly when two or more are involved. In every organization Human Resource Management is very crucial thing but they employed only one person. But HR as we know one can't handle as a huge responsibility sometimes mistakes are occur and if there is at least 2 or 3 person then it could be handle properly. The working environment is friendly and chain of command is followed. But the computers are very slow which hampers productivity.

Nascenia doesn't have any customized accounting system and they keep their record in MS Excel. A customized system would have helped more in record keeping. In the Finance & Accounting department they should hire a professional Accounts Executive who have proper knowledge about accounting record keeping system. I personally observe they name it as Finance &Accounts but 2 Executives both are finance graduate. Some employees arrives late in the office and they are not charged for it. The company should hire someone for preparing presentations and letters or reports since there aren't much qualified employees to do those.

5.2. Recommendations for Improving Self-Performance

One of the most important part of a job is communicating effectively and it's important to communicate properly with the clients. Though I wasn't that much involved in client management, I feel that there was more I can learn in client management if I do it in a regular basis. I have a very low patience when I manage any client. I have very low patience and hope to increase it. I also need to improve my communication with other employees.

Sometimes the work pressure was so much that I felt tensed and lose my temper , I just think when I'll be able to complete the task because of it sometimes I do some mistakes. So, I'll have to adapt myself to handling pressures. I need to improve my listening skills. Sometimes I had to ask my job supervisor about the work I need to do multiple times. Although he wasn't bothered to answer I felt my listening skill needs improvement and I should pay more attention when someone say about something. As I was there an intern, they do not charge me for my activities but I personally feel I don't act that much professional when I talk with someone. I should be more professional when I'll work in another organization.

CHAPTER SIX

CONCLUSION

Working in Nascenia has been a great experience for me. I learnt a great deal from there and was also able to capture some knowledge. As I was there as an intern I was not aware about the rules and regulations and how they work. I need few weeks to learn how the works are done there. Although my activities were less, there were much hardship. I have been able to develop my punctuality but I still lack in my communication skills. I hope I will be able to do better in the future and also build a good career in the Information and Communication Technology (ICT) sector.

At present ICT sector are growing fast in Bangladesh due to the development of the country. Now people highly rely on the online marketing which was not that much attractive few years ago in Bangladesh. Nascenia follows strong ethical guidelines to satisfy their clients requirement. Nascenia has a vision of becoming number one software company in the ICT of the country. Nascenia has a very small team compared to other companies but what Nascenia has are professional developers. If Nascenia wants to grab opportunities more, then it needs to expand its team as well as focus on marketing activities more & more and have to make such policy that developers stay at the organization at least 3 years. It needs to attract more talents by taking freshers.

Following the recommendations above I believe both Nascenia as well as I can develop ourselves to achieve our dreams and visions. Software companies have been performing almost same as the ICT industry but it has greater opportunities by following the recommendations they can perform much better than previous.

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Appendices

I start my internship 1st February, 2018 and continue it to 30th April, 2018. But after starting my internship my task was only to observe the activities of the business development team few weeks. Sometimes my supervisor ask me about a particular matter to ensure whether I notice the activities or not. But really it seems me boring to observe the activities whole day. But after 1 month they ask me to do several things from which I learn so many things. Those are below:

22nd March, 2018:

Learn how to prepare daily sales report of their sister concern businesses and how keep the record in their internal system and inform about the sales report to the concern people.

27th March, 2018:

Learn how to deal with customer and how to response about their query over the phone and to to communicate with the customer.

2nd April, 2018:

Usually people use Facebook as a social media and to communicate with others but not formally. But in Nascenia I learn how to deal with customers & clients using facebook as a communication mode.

16th April, 2018

I was asked by my supervisor to work on google business review for Nascenia. I learn there how business page review are increase of any reputed company. It's really a great experience for me.

22nd April, 2018

Learn how to maintain a companies internal data through in different sheet in google drive and dropbox.