

# Performance Evaluation

## Of



## IT Industry

## In

## Bangladesh



# **Performance Evaluation of IT Industry in Bangladesh**

**Prepared For**  
S I Nusrat A Chaudhury  
Department of Business Administration  
Associate Professor  
Business Communication

## **Prepared By**

Md. Raihan Akhtar  
(2004-2-10-156)

**April 25, 2008**



April 25, 2008

S I Nusrat A Chaudhury  
Department of Business Administration  
East West University  
Dhaka, Bangladesh

### **Letter of transmittal**

Dear Sir

It gives me such pleasure in presenting this report, which was assigned to me as a partial fulfillment of BUS 499 course. This report gave me the opportunity to have a thorough knowledge about IT industry.

I tried my best to fulfill the requirements of the report. This particular report gave me the opportunity to find out the real scenario of IT industry through performance evaluation, SWOT analysis and also what can be done to improve the performance of IT industry. All the activities were in compliance with practical life experience.

I must mention here that I am extremely grateful to you for your valuable supervision, tireless effort, and continuous attention as and when required in accomplishing the report.

I sincerely hope that you will be satisfied to study the report. And if you have any query, I will be pleased to answer that.

With best regards

Md. Raihan Akhtar



February 1<sup>st</sup>, 2008

Md. Raihan Akhtar  
2004-2-10-156  
East West University  
43 Mohakhali C/A  
Dhaka-1212

**Letter of authorization**

Dear Student

As a part of your course requirement please undertake an internship program and prepare a report on Performance evaluation of IT Industry in Bangladesh and on a consequence to that define the problems and give necessary recommendations.

Please submit the report to me by April 25, 2008 that is your final day of submission. Further, if you need any help you can contact me on my number.

Sincerely

S I Nusrat A Chaudhury  
Associate professor  
Department of Business Administration

## **ACKNOWLEDGEMENT**

Completion of this report has made me grateful to a number of persons. First, of all I would like to acknowledge our course instructor Mr. S I Nusrat A Chaudhury not only for giving me the opportunity to prepare the report but also for providing help when I knocked him for suggestions and guidelines. I would like to thank the respondents of my survey, for sparing the time to fill out the questionnaires. This research would not have been possible without their valuable inputs. Thanks to all of my classmates who gave me some valuable suggestions for preparing this report. Last but not least, I sincerely thank ALLAH to give me the opportunity & strength to fulfill the report.

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## EXECUTIVE SUMMARY

IT industry is the most important industry for any country's development. Bangladesh is a developing country, for its development IT industry plays a major role. IT industry in Bangladesh has not improved enough in competition with the modern world. Just look at our neighbor country India, which has made a dramatic improvement in their IT industry past ten years. Considering the fact of modernization of the world, Bangladesh has all the possibilities to improve in this industry and referring to this matter of fact, I have talked about the performance of IT industry in Bangladesh. I have selected three companies Ektoo Ltd, Aamra Networks Ltd and Mediasoft Ltd. The report is prepared based on a small survey on the four p's of these three companies from twenty respondents. After that I have thoroughly discussed about all the findings regard product, price, promotion and distribution analysis. Findings suggest that Aamra networks is the number one among all the three companies. It clearly leads in the promotional activities as it focuses mainly on the brand image of the company. On the other hand Ektoo Ltd does not have very good promotional activities because less promotion of Ektoo Ltd. for which some people do not even know about this company. It has low focus on their branding, it does not give any kind of advertisement in print media, internet etc. Though, in the pricing analysis it is found that Aamra network charges premium pricing compare to Ektoo Ltd. and Mediasoft Ltd. but in case of wide range of product availability again Aamra networks Ltd. ranks first and Ektoo Ltd. second. Most of the respondents agree with the fact that the products provided by Ektoo is original, after sales services are provided as guaranteed and warranty provided with products and services. Now, the last but not the least segment distribution. Customers view of Ektoo delivery of products in time is good and but still not as good as Aamra network. We have also done a SWOT analysis of Ektoo Ltd. which demonstrates Ektoo's strength in low cost, partnership, originality and weakness in poor marketing skill, inadequate information system, inadequate human resources, poor training system, improper management system etc. Ektoo Ltd. has opportunity to grow because of increasing market, less number of foreign companies and low costs of materials & labors. This company has to face some threats in increasing competitors, change in economic factors, lack of latest technology. Finally, we have a sales analysis of all three companies where Aamra network has highest amount of clients and Ektoo has the lowest. Based on the findings, I have suggested some recommendations which are The company should more emphasize on their promotion of the company, The range of product should be increased as Aamra network to get the whole range of customers in their portfolio, Ektoo limited also has to emphasize on its management system, Ektoo Ltd. should focus on getting the big package deal more rather than the small packages and Last but not the least, Ektoo limited should maintain a very clear and effective database system of its products and services, clients and company policies which will help to minimize the cost and time.

# INTRODUCTION

## Origin of the report

This report “*Performance evaluation of IT industry in Bangladesh*” has been authorized to Associate Professor *S I Nusrat A Chaudhury* as a partial fulfillment of the course (BUS 499) requirement.

## Objective of the report

The objective of this report is to evaluate the performance of IT companies in Bangladesh. I have tried to estimate the opportunity of IT industry in Bangladesh.

*The primary objectives of this finding are:*

1. The situation of IT companies in Bangladesh.
2. A brief view on ways to improve the performance of IT industry.

## Scope

During the making of this report I have the opportunity to cover the scope of IT Industry in Bangladesh. I had the opportunity to go through the IT companies of Bangladesh. While making the report I did not have the opportunity to go through the details part of every aspect of the report.

## Methodology

The methodology of this report is consisted of both primary and secondary data. Some of the information is downloaded from websites, some information is collected from the organization,

and some information collected through survey. Secondary data source also comprised of relevant books, journals etc.

## **Limitations**

The quality of the report is limited due to the difficulties we had to go through. We had to face the following difficulties while preparing the report:

- Lack of information was a problem.
- Current political environment.
- Some companies did not cooperative.
- Some of the respondents failed to complete the survey paper due to their work pressure. For this reason among the 50 respondents 100% of the answers might not be correct.
- Unwillingness of people to fill up the survey was a problem. I really had to get through a hard time getting the surveyed papers done.



## **LIST OF ABBREVIATIONS**

- 1. DEPZ – Dhaka Export Import Zone**
- 2. CEPZ – Chittagong Export Import Zone**
- 3. IP- Internet Protocol**
- 4. LAN- Local Area Network**
- 5. WAN – Wide Area Network**

## PREVIEW

- Chapter1:* This part gives a brief view of Ektoo ltd. It talks about company's profile, product, price, promotion and distribution.
- Chapter2:* This part gives a brief view of Mediasoft ltd. It talks about company's profile, product, price, promotion and distribution.
- Chapter3:* This part gives a brief view of Aamra Networks ltd. It talks about company's profile, product, price, promotion and distribution.
- Chapter4:* In this part I have discussed about the type of research design, sampling method, scaling method, questionnaire development, sampling technique, data collection.
- Chapter5:* This part focuses on the discussion of findings.
- Chapter 6:* This part discusses about the SWOT analysis of Ektoo ltd.
- Chapter7:* This part focuses on the sales analysis.
- Chapter9:* Here I have given summary of the total findings and concluded the report.
- Chapter9:* Lastly, some recommendations are given to improve performance of Ektoo ltd.

## PREVIEW

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## Chapter-1



### **1.0 Company profile:**

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Ektoo Limited is a leading provider of integrated IT and Telecom network infrastructure solutions that empower an organization to compete in the local as well as the global marketplace. Ektoo builds large-scale IT infrastructure and connects Telco as well corporate resources using a range of methods, devices, and technologies. Ektoo solutions help improve efficiency and productivity.

Ektoo's team of professional consultants, engineers work with customers to assess their business needs, recommend architecture and technology, and implement a support model to fit their circumstances. Where appropriate, Ektoo's Managed Services are employed to manage select components of a customer solution where they leverage our certified network engineers, 24 x 7 Network Operation Center, end-user Help Desk and professional support staff.

### **Ektoo's Vision, mission and positioning:**

Ektoo Business Broadband has positioned itself as a **carrier's carrier**. This basically means that, Ektoo will be delivering its services to other service providers, such as Internet Service Providers, cellular services providers, national and long-distance telephone operators, data centers, call centers, etc.

Ektoo Business Broadband's goal is to become Bangladesh's leading carrier's carrier. It already delivers standout competitiveness in quality of service and cost. It does this by offering its customers unequalled network quality, top-quality support and effective contingency management.

### **Corporate Snapshot:**

#### **Corporate Contact Details**

Ektoo Limited, 69 Mohakhali C/A, Dhaka 1212, Bangladesh

Tel: +880-2-988-9175, 885-8131

Fax: +880-2-885-8206

Email: [info@ektoo.net.bd](mailto:info@ektoo.net.bd)

Website: [www.ektoo.net](http://www.ektoo.net)

**Number of Employees:** 45 employees.

**Strategic partnership with leading U.S. and European technology vendors:**



**Number of Customers:** More than 40 enterprise, government, Telco, and multi-national corporate customers.

### Key Projects:

<u>Date</u>	<u>Milestone</u>
November 2002	Ektoo founded
December 2002	Strategic Partnership With Motorola
March 2003	Internet Services launched
July , 2003	Deployment of IT Transit network
September, 2003	Strategic Partnership With Cisco Systems
February, 2004	First Government Project and Army Contract
June, 2004	Bank Asia IT Infrastructure 5 years contract and Managed Services
September, 2004	Strategic Partnership With Juniper Network
June , 2005	Aktel IT Infrastructure contract
August , 2005	Banglalink Telecom Infrastructure & Service contract



<b>December , 2005</b>	<b>Strategic Partnership With Microsoft</b>
<b>March, 2006</b>	<b>RANGS Electronics IT infrastructure managed services contract</b>
<b>June , 2006</b>	<b>Rapid Action battalion (RAB) Wireless Communication projects</b>
<b>August , 2006</b>	<b>Bangladesh Army IT Infrastructure contract</b>
<b>October , 2006</b>	<b>Prime Bank Microsoft Solution contract</b>
<b>November , 2006</b>	<b>Siemens Bangladesh IT Infrastructure contract</b>
<b>December , 2006</b>	<b>Brac Bank IT Infrastructure contract</b>
<b>January, 2007</b>	<b>UNDP Surveillance Project</b>
<b>January, 2007</b>	<b>Agies Group IT infrastructure managed services contract</b>
<b>January, 2007</b>	<b>Managed Data Center facility development and would be ready for production by March 2007</b>

### 1.1) Management of Ektoo Ltd:

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**Pervez Sajjad**  
**Managing Director and Co-Founder**

Before starting Ektoo, Pervez Sajjad had been an IT consultant to Fortune 500 corporations in the U.S. based out of Southern California. As an IT expert he offered his consulting services to such organizations as McDonnell Douglas, Universal Studios, Southern California Edison, Nissan Motor Corporation, and University of California Los Angeles UCLA. In addition to consulting, he held a senior technical position with SBC and a senior management position with CNA. Pervez Sajjad studied Computer Science at The State University of New York and University of California.

**Aysen Sajjad**  
**Chief Financial Officer and Co-Founder**

Before starting Ektoo, Aysen Sajjad had been an Chief Financial & Operating Officer to Logitrend in the U.S. As an financial expert she served Demirer Kablo A.S., Turkey for a long time.

Aysen Sajjad studied Business Administration at University of Uludag of Turkey and University of California.

**Munirul Islam**  
**Chairman and Co-Founder**

Before starting Ektoo, Munirul Islam had been a very successful Business man at printing technology industry. Munirul Islam studied bachelor and MS at the Dhaka University.

**S. M. I. Chowdhury**  
**Senior Manager, Strategic Business Development**

Before starting at Ektoo, S M I Chowdhury had been a business development executive and senior executive at RANKS ITT. Ranks ITT is a sister concern of RANGS GROUP one of the largest business conglomerate in Bangladesh. S M I Chowdhury studied Bachelor at Calcutta University and MBA specializing in International trade and Marketing from IIMS, Calcutta, India.

As a business expert he developed the market of Data communication services for Enterprise, Banks, Telecoms and Govt. organization and defense organizations.

**Mahmudun Nabi**  
**Sales Manager**

Before starting Ektoo, Mahmudun Nabi had been a very successful in IT market development. He studied bachelor and Masters at the Rajshahi University.

**Sushanta Paul**  
**Operation Manager** Before starting at Ektoo, Sushanta Paul had been a executive and senior executive at Dhaka Stock Exchange. Sushanta Paul studied Bachelor at Calcutta University and MBA specializing in finance from IILM, Calcutta, India.

## 1.2) Products, Solutions, and Services:

### Motorola Canopy™:



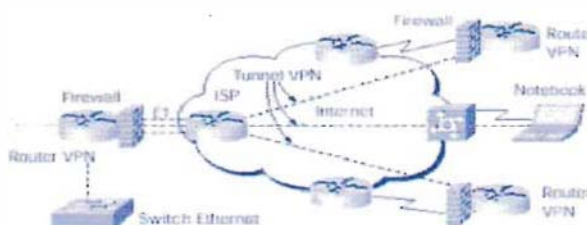
Motorola's new wireless broadband offering, the Canopy™ system makes delivering low-cost broadband wireless Internet to consumers and businesses alike faster and easier than ever before. That's because the Motorola Canopy Broadband Wireless Internet Platform solution is easily deployed and extremely cost-effective, so service providers can focus on delivering high-speed, high-quality and long distance service to their customers. The Motorola Canopy solution delivers wireless broadband service, while also minimizing costs normally associated with large communications networks.

With Canopy, Motorola brings radio technology to the Internet Service Provider market place. It's simply the best solution for providing high-speed Internet and data communication services to customers in the last mile.

### Cisco Systems:



Authorized Reseller



Enterprise Class  
Network Solution by Cisco

Cisco is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government and home communications, and Cisco Internet Protocol-based (IP) networking solutions are the foundation of these networks.

Cisco is committed to creating networks that are: smarter, thanks to built-in intelligent network services; faster, in their ability to perform at ever-increasing speeds; and more durable, with a generational approach to an evolutionary infrastructure. Cisco delivers innovative, industry-leading products in the core areas of routing and switching, as well as advanced technologies in areas such as: IP Communications, Network Security, Optical, Wireless LAN, Storage Networking and Home Networking.

**Juniper Networks:**



  
Juniper your Net.



Juniper Networks' focus on technology, leadership, and technical excellence has produced an award-winning portfolio of secure and dependable platforms. Juniper Networks offers a premier line of diverse networking and security products that include solutions sized for the small office on up to the largest IP backbone sites in the world.

Juniper's comprehensive Networking Platforms offers a wide variety of high-performance, reliable routing platforms, highly scalable Session Border Controllers and secure and assured application delivery. Including Data Center Acceleration, WAN Acceleration, VF series, E-series, J-series, M-series, and T-series families, and the SDX Service Deployment System. Based on a common product architecture featuring the proven JUNOS modular operating system, these platforms ensure an efficient and predictable IP infrastructure, and enable secure, dependable user experiences at scale.

**Microsoft**

Ektoo Limited is the Microsoft Gold partner and rank one in integration service in Bangladesh. Microsoft provides software and services that help people communicate, do their work, be entertained, and manage their personal lives. Over the past 30 years, innovative technology has transformed how we access and share information, changed the way businesses and institutions operate, and made the world smaller by giving us instant access to people and resources everywhere.

**Proxim:**



Hotspot Solutions



Proxim Corporation is a global leader in wireless networking equipment for Wi-Fi and broadband wireless networks. The company provides enterprise and service provider customers with wireless solutions for the mobile enterprise, security and surveillance, last mile access,

voice and data backhaul, public hot spots, and metropolitan area networks. Proxim is a principal member of the WiMAX Forum™ and a member of the Wi-Fi® Alliance.

**Lightpointe:**



LightPointe develops and supplies market-leading outdoor, point-to-point wireless connectivity equipment to the Enterprise and Mobile Carrier markets that meet or exceed customer expectations for availability, throughput, distance, and total cost of ownership. Main products are Flightstrata, Flightlite etc.

**Axis Surveillance Solution:**



Axis Communications is the global market leader in network video products and the leading independent provider of print servers.

Flexible and powerful, Axis network video solutions enable you to remotely and cost-effectively monitor and secure people, pets, property and industrial processes. You can use it to conduct remote education or troubleshooting, or broadcast sights and sounds on a Web site. Your network video system can be as simple or as sophisticated as you want it to be.

**Belden Solution**

Belden is a world-class manufacturer of signal transmission products - primarily for the Telecom, Broadcast, industrial and security markets, surveillance, aerospace and many other specialty electronics markets. Belden products include copper and fiber optic cables,



connectors, cable management products, and Power over Ethernet. Belden is one of the largest U.S.-based manufacturers of high-speed electronic cables and focuses on products for the specialty electronics and data networking markets, including connectivity.

### **Integration Services**

Some of the biggest headaches faced by management are the design, configuration, and implementation of effective corporate computer infrastructure systems. Good design must recognize the requirements for business and technical goals, including availability, resilience, scalability, affordability, security, and manageability.

Understanding business goals and constraints is a critical aspect of any infrastructure design. Working closely with its clients, Ektoo develops effective infrastructure customized to the client's needs, keeping costs down and productivity high. Infrastructure designs are constantly reviewed and updated to ensure that the clients have, at all times, the most appropriate technology working for them.

Ektoo is heavily focused on the design, configuration, and implementation of infrastructure environments providing multi-tier systems and secured solutions. Our consultant roster includes specialists in these fields with years of experience.

Ektoo's engineers will custom design and implement a infrastructure solution that's right for you, whether you are upgrading your existing system or launching a new business. Ektoo's strong project management skills and integrated implementation approach offer practical solutions that can be successfully applied to any infrastructure project.

A custom infrastructure solution, designed to accommodate your unique needs and environment, may include one or more of the following services:

- Conduct needs analysis and assessment of current technology
- Objectively survey available products and emerging technologies
- Develop short- and long-term solution options
- Finalize a customized strategy
- Develop an implementation plan
- Initiate and manage the implementation
- Plan and execute the transition to your new system
- Develop and implement a training plan
- Administer and maintain your new infrastructure



## **Local Area Network and Wide Area Network**

From wiring to LAN switching, through Internet connectivity to the most complex protocol configurations and large-scale enterprise networks, Ektoo has the necessary experience to design the voice, video, and data network solution your business requires. We will make the most of your LAN or WAN by addressing a full spectrum of issues including connectivity, availability, scalability, security, manageability.

## **Network Security**

Computer and network security threats are growing day by day. Those threats increase the risk of using computers and networks - including, of course, the Internet - for all companies from very large to very small. Security threats are indiscriminate to company size. This makes the problem for all organization where manpower and IT budgets are both in short supply.

Organizations are often unable to keep up with their network security needs, especially as their business grows and expands to multiple locations. To resolve this problem, Ektoo is helping to assessment, design, implement and integration service of firewalls, virtual private networks (VPNs), gateway anti-virus, content filtering, and intrusion detection and prevention (IDS/IDP) to meet the needs of customers.

## **Enterprise Messaging Platform**

Most organizations are highly protective of their email system, as they should be. All research points to continuing dominance of email as the primary mode of business communications, making these systems mission-critical for most organizations. In other words, when email fails, business suffers – sometimes dramatically.

Ektoo offers analysis of messaging requirement of the organization, Installation and integration service tailored to the customers need.

## **Managed Services**

Ektoo offers SLA-based proactive end-to-end infrastructure management services. The managed services infrastructure is hosted at Ektoo datacenter featuring high-availability, security, and outstanding support resources. The 24x7x365 facility is run by our certified team of technical expertise. The Network Operation Center (NOC) at the datacenter utilize the latest software tools to monitor and manage the infrastructure platform.

**Our managed services feature:**

**Support Service Desk**

**Service Planning and Delivery Management**

**Operations and Administration**

**Predictive Fault Management**

**NOC support**

**Technical Support Services**

**Proactive Monitoring and Reporting**

**Configuration Management and Change Control**

**Performance Optimization**

**Asset Management**

**Network Security Services**

**Maintenance**

**Training & Documentation**

**Data Network Implementation and Migration**

**With Ektoo as an extension of your IT team, we help create manageable and tangible benefits:**

**Control start-up and ongoing operational costs**

**Improve company focus on core competencies and strengths -- increase revenues and profits**

**Stay current with technology advancements**

**Control technical risk**

**Access to technical expertise in every area of IT, networking, telephony, and security**

**World class performance**



Scale up or down

Consistency across a decentralized network

### **Managed Network Services**

Ektoo Managed Network service offers organizations a cost-effective way to meet the challenges of today's fast paced environment, to use resources more efficiently, and to reduce the risk of service interruptions. Managed network services allow you to side step the learning curve usually associated with new technologies. Ektoo managed services means no extended training for internal IT staff and no extended resource commitments which allows you to focus on your core business rather than your network.

Ektoo Managed Network Services include

Real-time monitoring, trouble-shooting, and reporting of your computing and network infrastructure.

Keep firmware and software up to date.

Monitor and trend infrastructure resource utilization.

### **Data Center Solution**

Ektoo has built the data center to provide a range of managed services such as dedicated server hosting, managed security services, Email filtering, shared Network Attached Storage, and disaster recovery optional services include Network Storage, Managed Firewalls, Managed Load Balancing, Security Audits, Managed Mail Filter Spam/Virus blocking, and professional services.

### **Managed Security Services**

Ektoo offers comprehensive managed services of Firewall, VPN, IDS, and IPS. Managed security services offer in-depth reporting, logging and real-time monitoring capabilities that are critical for their business success. The multiple security applications of each model, along with the management solutions that include highly differentiated reporting and logging with different appliances provide a perfect platform on which to build a managed security service.

### **1.3) Pricing Strategy:**

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Ektoo Ltd. sets the products price based on the market condition as it is always changing. Basically they have to buy products from their partners in dollar and after that they sells the products at a price which includes the transportation costs, installation costs, logistic costs, tax

etc, and the 85% of quoted value is payable with Purchase Order; balance payable upon delivery of goods.

#### **1.4) Promotional Activities:**

---

Ektoo Ltd. offers sales promotion based on the relationship with client and also based on the amount of product and services sold. They promote their product and services through event promotion, and also relationship marketing is one of the major marketing activities perused by them. They promote their also in the Internet.

#### **1.5) Distribution:**

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Ektoo Ltd. distributes products and services to their clients but for that they charge extra. They have a technical team who plays the main role of installing and distributing the products and services to their client's location. They deliver products within 5-6 weeks from the date of purchase order issuance with advance from customer.

## Chapter-2



### 2.0) Company profile:

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For more than 10 years, we at MediaSoft have delivered cost-effective solutions to specialty retailers across the country. We are a company with a staff of professionals dedicated to serving our customers.

From the beginning, we have focused on improving bottom line profits by enabling specialty retailers to make better buying and selling decisions. We have pioneered much of the software technology being used today in retail automation by integrating Inventory Control, real-time Point of Sale, and Accounting into one complete solution.

Our solution set provides timely and accurate information about every area of your business: your inventory investment, sales performance, customer purchase history, product distribution, payroll, accounting, and financing.

Our customers come from a variety of retail sectors: Superstore, Chain Garment Shop, Food Court, Cosmetic Shops, Appliance, Consumer Electronics, Furniture and Jewelry. We have also explored MediaSoft at some other sector like pharmaceutical, tobacco, match, jute, cement, food & beverage, event management, advertising, travel agency and MLM Network.... The retail sector range in size from single store “mom and pops” with sales of 1 million, to large national multi-store companies reporting over 1 billion. We’re proud of the contribution we have made to the success of each one of them.

We have developed technology that not only improves your decision-making, but also saves money in the process. No more backups, endless hardware upgrades, expensive maintenance contracts, and long distance lines. It makes financial sense.

We have lowered the cost of acquiring and operating a computer system. Our MediaSoft solution is operating in hundreds of companies today. These retailers are accessing a complete system, and they are saving thousands of dollars by avoiding the technology merry-go-round.

**Strategy:**

Our strategy is to be part of the growth of IT, based on customer satisfaction, innovation and effective use of technology. To achieve this, we would recruit the best people. We have the following goals:

**Long term:**

- To be recognized by our peers as a high value company with technical excellence and industry involvement
- To be the market leader achieving trade industry awards and high-end of scale financial ratios.
- Our key thrust technological areas are: e-business and mobile computing
- Joint ventures and alliances will be the building blocks for business expansion

**Short term:**

- Aggressive recruitment of the best technical staff in emerging technological areas of the industry
- Increase productivity by investing in employee training and education
- Diversify as an Internet Service Provider

**Mailing Address :**

ICT Incubator, BSRS Bhaban (5th Floor)  
12 Karwan Bazar  
Dhaka-1215

**Contact No:**

**Telephone :** (8802) 9134045  
**Fax :** (8802) 8142750

## 2.1) Product and Services:



Mediasoft POSMaster is a comprehensive Point of Sale (POS) solution for fast-paced, high volume, multi-site retail operations. Whether you need to manage a single retail location, or face the challenge of trying together dozens of stores with multiple POS counter at each location, Mediasoft POSMaster offers you full integration with your mediasoft other application solutions. With Mediasoft POSMaster, you can keep your finger on the pulse of your retail activities. Integration with all POS accessories (including barcode scanner, real-time credit card processing, weight scales, pole display and more) further increase your check-out speed and accuracy while providing real-time integration and reporting across the enterprise.

### Modules

Inventory Requirement Planning	Procurement and Receiving
L/C Management	Store Delivery
Central Store	Point of Sale
Privilege Card Membership	Financial Accounting
Return Material Authorization	

### Features

Easy Operation	Real-time Point of Sale
Multi Level of Control	Streamlined Across Enterprise
Efficient Secure	Multi Counter / Store Operation
Integrated Order Entry	Handles Complex Pricing Rule
Credit Card Management	



An integrated solution that provides integrated management of your manufacturing distribution, HR, financial data and e-business management system across the entire enterprise. It can save your time, reduce costs, maximize productivity and increase operational efficiency.

Modules:

- |       |                       |       |                  |
|-------|-----------------------|-------|------------------|
| _____ | Accounting            | _____ | Distribution     |
| _____ | Manufacturing         | _____ | Human Resources  |
| _____ | Customer Relationship | _____ | Asset Management |
| _____ | Project Accounting    |       |                  |

Features:

- |       |                                |       |                                 |
|-------|--------------------------------|-------|---------------------------------|
| _____ | Flexible                       | _____ | Completely Customizable         |
| _____ | Delivers Critical Intelligence | _____ | Information Integration         |
| _____ | Business Monitoring            | _____ | Stay in the Know Even on the Go |
| _____ | Key Performance Indicator      |       |                                 |



mHRM represents thinking outside the box. Rather than simply improving on existing HR systems, it revolutionizes the way HR functions are managed and delivered. The HR fundamentals of policy process and most importantly, People are brought together in a single environment from which employees, managers and HR professionals can collaborate in the most productive, secure and easy- to use real time solution. mHRM will become the primary interface between your workforce and the organization.

Modules:

- |       |                       |       |                 |
|-------|-----------------------|-------|-----------------|
| _____ | HR Administration     | _____ | Attendance      |
| _____ | Payroll               | _____ | Loan Management |
| _____ | Income Tax Management | _____ | Appraisal       |
| _____ | Benefits Management   | _____ | Leave Register  |
| _____ | Organization Charts   |       |                 |

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**Features**


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Pay Checks on Demand  
 Real Time Changes  
 Immediate Access to  
 Critical Information  
 Multi Level Security

Gross Up Calculation  
 Tax Compliance  
 More than 100 standard  
 reports



How does one put a value on the business and accounting software application that runs your entire business? Or a better question to ask is how one budget for their business software does? Which software system can we implement that meets 80% of our requirements and yet is affordable? MediaSoft developed FellowPro to directly overcome this paradox and alleviate the significant VOID in the business and accounting software market. We have priced FellowPro based on the maximum number of simultaneous users required by your business. The best guideline is to look for an application that provides at least 80% of the functionality your business needs. It is equally important to recognize that no software will meet your every need. You will always have a wish list of enhancements regardless of which software you implement. Please work closely with our consultants in evaluating the compatibility by providing all the necessary information and needs of your company.

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**Modules**


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General Ledger  
 L/C Management  
 Accounts Payables  
 Check Writer

Accounts Receivables  
 Billing  
 Inventory & Sales  
 Distribution

---

**Features**


---

Flexible  
 Integra table with any  
 other apps. Like POS  
 Brunch accounts  
 supported  
 Check writer

Completely Customizable  
 Multiple cost Centre  
 Multi layer module wise  
 security  
 Auditing Trail

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**Business I.T. Solutions**


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**Value for money computer support and Maintenance**

Let's face facts, a reliable computer system is invaluable in a modern business.

We understand that you need a stable IT infrastructure to run your business smoothly.



Mediasoft can offer a flexible service to suit your organization.

### Specialties:

- Hardware and Software support
- Windows systems
- E-mail and web support
- System back-up support
- Preventative maintenance
- Wireless installations
- Start-up business offers

## 2.2) Clients:

Mediasoft have segmented their major customers and users into different categories. On the basis of their respective demand as to what type of software's they need. For example the software required for educational institutions will vary from that of freight forwarding companies. The following table gives us a clear picture of their classification of their major customers and users.

### ClientType: Super Store

Total 13 of 70 clients.

SL No	Company Name	Location	No of Outlets
1	Family Needs Ltd.	Rabindra Sarani, Uttara	2
2	CSD- Canteen Stores Department	Dhaka Cantonment	26
3	DSCL Shopping Center Limited	Shantinagar, Dhaka	20
4	Oceania	Adabor Shaymoli	1
5	Menheart Shopping	Banasree, Rampura	1
6	Central Mart Ltd.	Indira Road	1
7	Park & Shop	Wari	1
8	Pacific Super Centre	Shantinagar	1
9	UFS Super Store	Uttara	1
10	M. A. Shopping Mall	Mohammadpor	1
11	Suborna Ltd.	Bashundhara City, Panthopath	1
12	Best Buy Super Market	Nikunja, Khilkhet	1
13	Shuvoiong	Khilgaon	1



## Client Type: Manufacturer

Total 17 of 70 clients

SL No	Company Name	Location	No of Outlets
1	Dhaka Match Industries Limited	Motijheel	3
2	Dhaka Tobacco Industries	Dhaka/Tongi	1
3	Akij Textile Mills Limited	Manikgong/Dhaka	1
4	Akij Match Factory Limited	Manikgong/Dhaka	1
5	Akij Particles and Hardboard Mills Limited	Manikgong/Dhaka	1
6	Akij Biri Factory Limited	Akij Chamber, Dilkusha	1
7	Akij Printing & Packages Limited	Tongi	1
8	Akij Zarda Factory Limited	Manikgong/Dhaka	1
9	Akij Cement Factory Limited	Ghorashal	1
10	Akij Jute Mills Limited	Jessore	1
11	Akij Foods & Beverage Limited	Manikgonj/Dhaka	1
12	Akij Corporation Limited	Akij Chamber, Dilkusha	0
13	Kumudini Welfare Trust of Bengal	Narayangonj	1
14	Kumudini Pharma Ltd.	Narayangonj	1
15	Aristopharma Limited	Puranapaltan	1
18	General Pharmaceuticals Limited	Dhanmondi	1
17	Seema Pharmaceuticals Limited	Mohakhali DOHS	1

## Others

Total 17 of 70 clients

SL No	Company Name	Location	No of Outlets
1	Destiny 2000 Ltd.	Kakrall	1
2	Agrani Trading Corporation Ltd.	Siddestwari	1
3	Columbia Garments Limited	Mohakhali	1
4	Genesis Garments Limited	Mohakhali	1
5	Power Print Limited	Puranapaltan	1
6	Grameen Consumer Products Limited	PC Culture Housing, Mohammadpur	1
7	Golden Star Electronic Limited	PC Culture Housing, Mohammadpur	1
8	Saimon Overseas Limited	Gulshan	1
9	Kenyan Airlines	Gulshan	1
10	National Travel Bureau	Gulshan	1
11	Sigma Sea Foods Limited	Khulna	1
12	OS City Group	Iqbal Center, Banani	1
13	Avenue Group (Pharmascope, Tum MCL and Interpress)	Banani	1
14	Bangladesh Police-Co-Operative Society	Nayapaltan	1
15	Bangladesh Police-Co-Operative Society-Printing	Nayapaltan	1

16	Bangladesh Police-Co-Operative Society- Press (Detective)	Nayapaitan	1
17	HRC Group	Kawranbazar	

### 2.3) Price:

---

In case of pricing, their pricing format varies according to the needs and demands of the respective customers. For example the set up of POS itself will be cheap if it is being set at only one point. But if a big superstore like Agora or Nandan requires POS set up, the pricing will be very high. As a result, like their competitors, Mediasoft Ltd. also has customized pricing strategy.

### 2.4) Promotion:

---

Their promotion strategy is indefinite and weak in nature. They do not undergo extensive marketing and promotional activities. It is very limited on only a few amounts of promotional tools such as,

- a) Direct Selling Strategy
- b) Newspapers, magazines, pamphlets.
- c) Online advertising like in the websites, etc.

Due to their poor promotional activities, they were not successful enough to create an awareness and identity of their company's existence and about their product also. So this segment needs to be seriously considered as to undergo complete reengineering.

### 2.5) Distribution:

---

Media soft basically focuses on direct distribution of their products and services. It has its own technical team who delivers and installs products in clients preferred place. Sometimes it follows indirect distribution of products through third party who is involved in outsourcing. But it only occurs when the technical team of Mediasoft is preoccupied with some other projects.

## Chapter-3



### **3.0) Company Profile**

---

Aamra networks limited, a concern of aamra companies, is a Corporate IT Solution Provider operating nation wide. aamra networks limited was established in 1997 to meet market demand for high bandwidth, reliable and high performance Internet and Intranet services. The company has achieved substantial market share consisting of MNCs, SMEs, Embassies, Educational Institutions and other reputed Organizations. aamra networks limited employs more than 120 employees with diverse skill sets and expertise. Through years of experience aamra networks limited is able to accurately assess constantly changing customer requirements, offering the most extensive and affordable IT services available. aamra networks limited places due importance on quickly adopting new technology by investing 30% of its budget for R&D. ANL also strives to maintain international standard products and services and is holding ISO9001:2000 certification for the last four years.

ANL is a concern of aamra companies. The group consists of 12 companies and yearly revenue turnover is more than 100 crore taka. Starting in 1985 aamra companies presently employs more than 350 staff members.

#### Vision

To become a company who delivers the best value to customers, employees, shareholders and communities.

#### Mission Statement

To become the most preferred IT and Communication Infrastructure Service Provider.

#### Quality Policy

Aamra Networks Limited is a Corporate Internet Service and Solution Provider. At Aamra Networks we have implemented a quality management system to ensure that our customers are served with professional standards. We are committed to continually improving the effectiveness of our quality management system and services to attain maximum customer satisfaction. To attain our objectives the management is determined to ensure the followings:

## Chapter-3



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Maintaining 99.9% service uptime

Ensuring at least 10% yearly revenue growth

Converting at least 50% of the paper work to digital version

Quality Policy & Objectives are established and reviewed by the Chairman for its continuous suitability. It is our desire, through dedication to customer service, technological innovation and realization of our Quality Objectives, to become the most reputed Corporate IT Solution provider in the country. Management is committed to provide appropriate human resource, proper infrastructure, logistic support etc. for proper implementation of the Quality Management System (ISO 9001:2000) and maintain the same within the organization.

### Management Structure

The Chairman and Managing Director along with 2 other directors of the company also own 10 other companies under the banner of Aamra group of companies. Aamra Networks is run by a Chief Operating Officer who takes care of the overall operation of the company. The company is divided into 10 departments and the departments are:

**System:** This department is responsible to ensure that Aamra Networks is well connected with the worldwide web, security of the network, and proper functioning of all the network related services of Aamra Networks. The 3-member team is stationed in Head Office of Aamra Networks and headed by a 10-year experienced System Administrator.

**Sales:** This department is responsible to generate new revenue for the company. The team also collects market information through informal channel and also responsible to communicate the company products and services to the right target market. The department is divided into 3 territory named Dhaka, Chittagong, and Industrial Zones. All teams are headed by experienced Sales Managers. The department is populated with 15 members.

**Relationship:** The members of this department are the first contact for customers on day to day issues. The 24/7 call center is part of this department. This department maintains liaison with all other departments to resolve customer care issues. This is presently a 3-member team headed by an Assistant Manager. The department also employs 8 part time executives for call center.

**Credit Control:** The department issues bills, follows up with customers and ensure that the collections are made at the earliest possible time. The department also coordinates and cooperates with customers to resolve and payment related issues. This 5-member team is headed by a Manager and reports to AGM – Accounts & Finance.

**Infrastructure:** This department ensures that the last mile connectivity to the clients from different POPs of Aamra Network is running excellent. This team headed by a Manager and consists of 8 executives and 20 Linemen. The team reports to AGM – Infrastructure.

**Local Area Network (LAN):** This department provides most needed value added services; Building and maintaining LAN for customers is the department key job. This is a newly developed team consists of 4 members presently.

**Technical Support:** This department is the customer touch point for system related issues. They ensure that the system developed for the customers by Aamra Networks is working smoothly and also ensures that the system is up to date. The department is headed by a Manager and populated with 3 assistant managers, and 12 executives.

**Marketing:** This department looks after the branding and marketing activities that are required to ensure that the existing & prospective clients are well informed about the company and its products. This 3-member team is stationed in Aamra Networks Head Office.

**HR & Logistics:** This department takes care of the HR activities, procurement, and logistics of the company.

**Accounts & Finance:** This department keeps book of all the accounts of the company. The team members also ensure smooth functioning of future financing for the expansion of the company. Timely payment to suppliers is also a key responsibility of the department. The department is headed by an AGM and consists of 5 members.

### **Fact Sheet**

<b><u>Particulars</u></b>	<b><u>Facts</u></b>
Official Name	Aamra Network Limited
Year of Establishment	1997
Business Type	Corporate Internet, IT & Communication Infrastructure Services
Head Office Address	Safura Tower (12 <sup>th</sup> Floor) 20 Kemal Ataturk Avenue, Banani Dhaka-1213, Bangladesh.
Telephone & Email Contacts	+880-2-8861100 (10 Lines) info@aamranetworks.com.bd
Website Address	<a href="https://www.aamranetworks.com.bd">https://www.aamranetworks.com.bd</a>
Number of Employees	120+
Quality Certifications	ISO9001:2000

Head of Operations	Mr. Russell T. Ahmed Chief Operating Officer Cell: +8801713000198 russell@global.com.bd
Number of Offices	5
Key Products	Dedicated Bandwidth Internet Wide Area Network International Private Leased Circuit Video Conferencing Service
Commercial Licenses	ISP, DDCSP, VSAT, Satellite Hub
Radio Licenses	2.3GHz, 3.5GHz & 5.2GHz Radio
Public Network Capacity	46mbps/46mbps via SMW4 16mbps/9mbps via VSATs
Private Network Capacity	7mbps/7mbps via SMW4

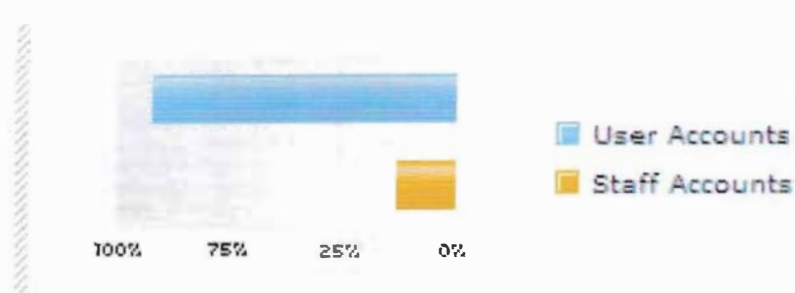
**Staff-Customer Ratio:**

**User Accounts**

Total Users = 357  
Percentage = 84%

**Staff Accounts**

Total Users = 70  
Percentage = 16%

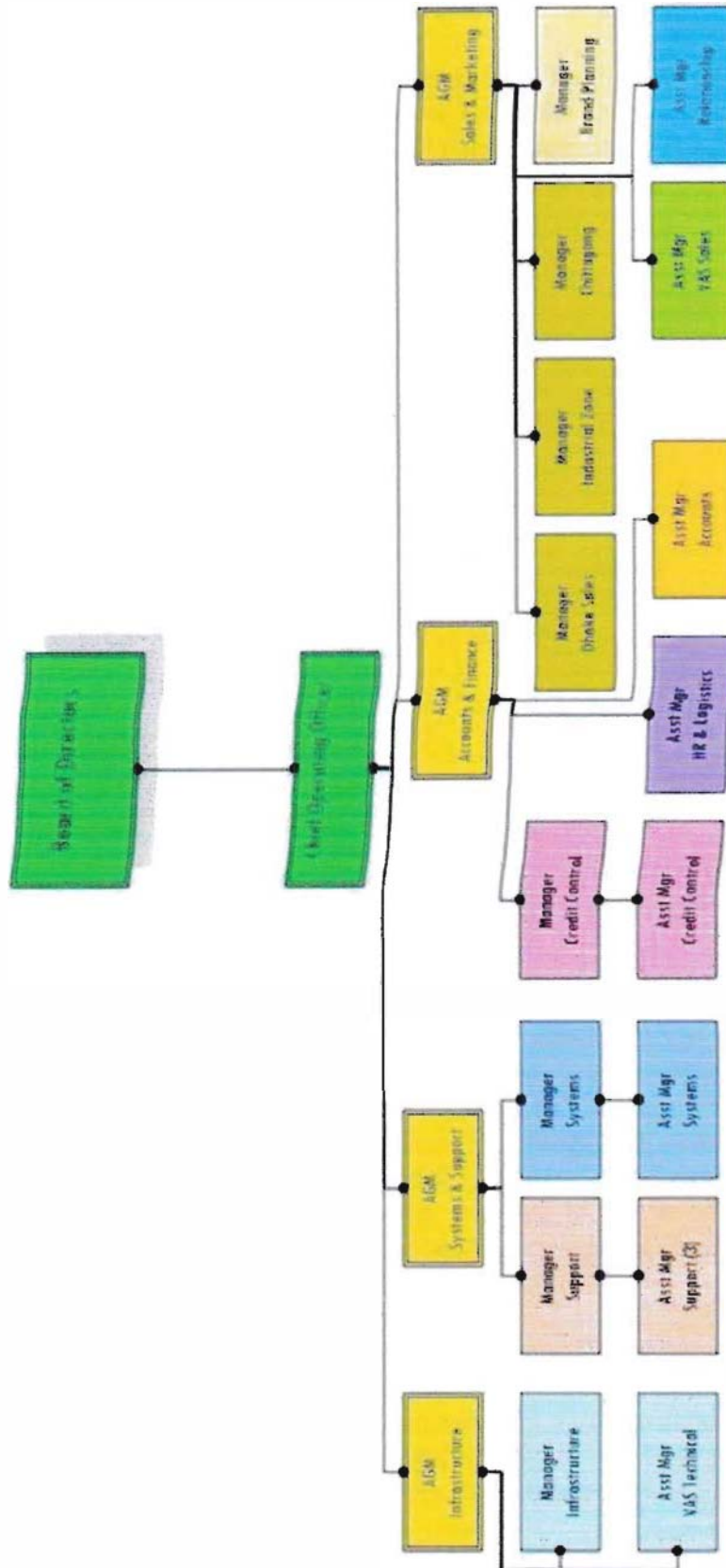


**Offices:**

<p><b><u>Dhaka Office:</u></b> Safura Tower (12th Floor), 20 Kemal Ataturk Avenue Banani, Dhaka-1213, Bangladesh. Tel: +88-02-8861100 (10 lines) Fax: +88-02-8860077</p>	<p><b><u>DEPZ Office:</u></b> Room # 70, 3<sup>rd</sup> Floor Zone Services Building DEPZ, Ganakbari, Savar Dhaka, Bangladesh. Tel: +88-0152201894</p>
<p><b><u>Chittagong Office:</u></b> SFA Tower (3rd Floor), 132 Panchlaish R/A Chittagong, Bangladesh. Tel: +88-031-653314, 654521 Fax: +88-031-653314</p>	<p><b><u>CEPZ Office:</u></b> Plot # 3, Sector 5/A CEPZ, Chittagong, Bangladesh. Tel: +88-031-801048, 801049 Fax: +88-031-801050</p>



**Organ gram:**

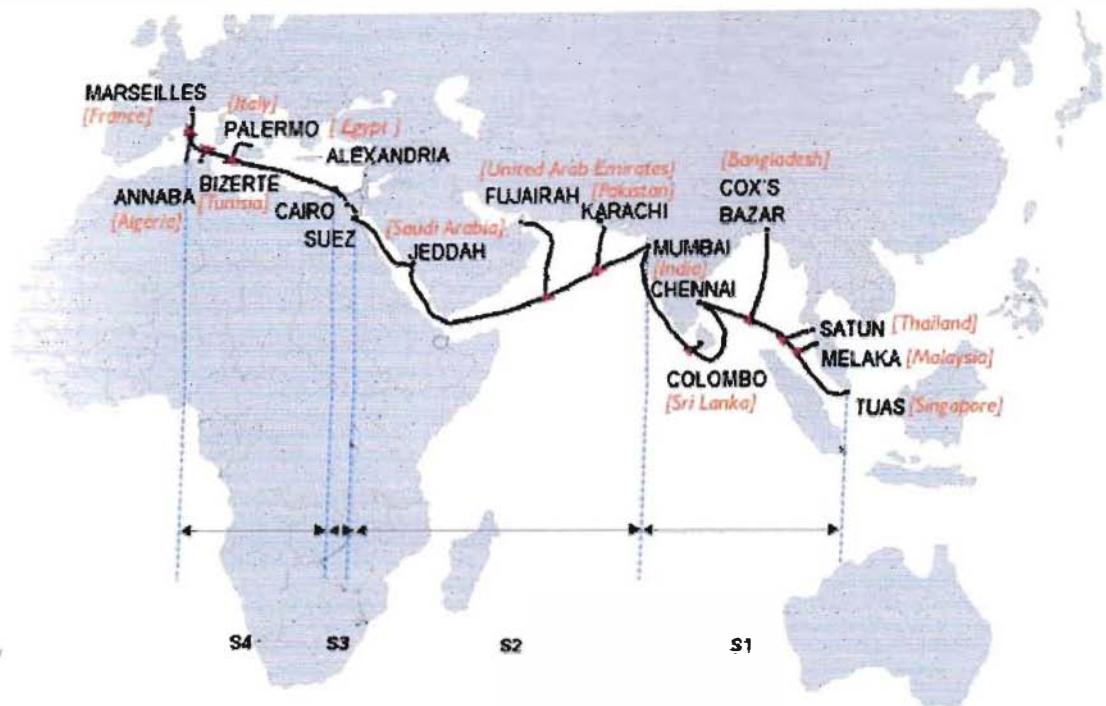




## 3.1) Infrastructure

### SEA-ME-WE-4

Aamra Networks is connected to SEA-ME-WE-4 from 20<sup>th</sup> June 2006. SEA-ME-WE-4 is a next generation submarine cable system linking South East Asia to Europe via the Indian Sub-Continent and Middle East. The Connectivity bought these regions to the forefront of global communication by significantly increasing the bandwidth and global connectivity of users along its route between Singapore and France.



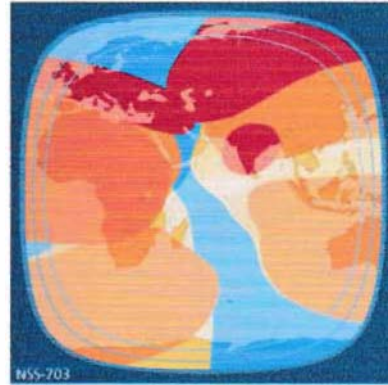
The South East Asia-Middle East-West Europe 4 (SEA-ME-WE 4) project is the fourth project in the SEA-ME-WE series. On 27th March 2004, a consortium of 16 international telecommunications companies signed construction and maintenance agreements for the new optical fiber submarine cable system linking South East Asia to Europe via the Indian Sub-Continent and Middle East with Terminal Stations in Singapore, Malaysia, Thailand, Bangladesh, India, Sri Lanka, Pakistan, United Arab Emirates, Saudi Arabia, Egypt, Italy, Tunisia, Algeria and France. The contract is being awarded jointly to Alcatel Submarine Networks, France and Fujitsu Ltd., Japan and the estimated project cost is of the order of US\$ 500 million.

The total length of the SEA-ME-WE 4 submarine cable system will span approximately 20,000 km which consists of the main backbone across the Eastern and Western worlds plus the extension links in various countries. The system is amongst the most economical cable systems in the region and will be built with state-of-the-art Terabit DWDM technology to achieve ultra fast terabit per second connectivity. The project supports telephone, internet, multimedia and various broadband data applications.



Teleport: United Kingdom  
Satellite: NSS-703  
Connection: SCPC

At the crossroads of three continents, NSS-703 at 57° East provides vital cross-connectivity for Europe, Africa and Asia. NSS-703 is ideal for video contribution from Europe to India and Africa, and is capable of bringing signals from London to India and Australia in on hop. NSS-703's coverage includes a global beam, and two C-band hemispheric beams which cover Africa and the triangle from Eastern Iran to Japan and Australia, including all of India and China.



## Key Personnel

### Syed Faruque Ahmed

Chairman

Tel: 88-02-8861100 (10 Lines)

Fax: 88-02-8860077

### Syed Farhad Ahmed

Managing Director

Tel: 88-02-8861100 (10 Lines)

Fax: 88-02-8860077

### Russell T Ahmed

Chief Operating Officer

Tel: 88-02-8861100 (10 Lines), Ext: 201

Email: [russell.ahmed@aamra.com.bd](mailto:russell.ahmed@aamra.com.bd)

### Md. Mahbubor Rahman

AGM and Head of Technical

Tel: 88-02-8861100 (10 Lines), Ext: 221

Mob: 0171-3064540

Email: [mahbub.rahman@aamra.com.bd](mailto:mahbub.rahman@aamra.com.bd)

### A K M Quamruzzaman

AGM and Head of Finance & Admin

Tel: 88-02-8861100 (10 Lines), Ext: 205

Mob: 0171-3064535

Email: [akm.zaman@aamra.com.bd](mailto:akm.zaman@aamra.com.bd)

### Sharful Alam

Head of Sales & Marketing

Tel: 88-02-8861100 (10 Lines), Ext: 203

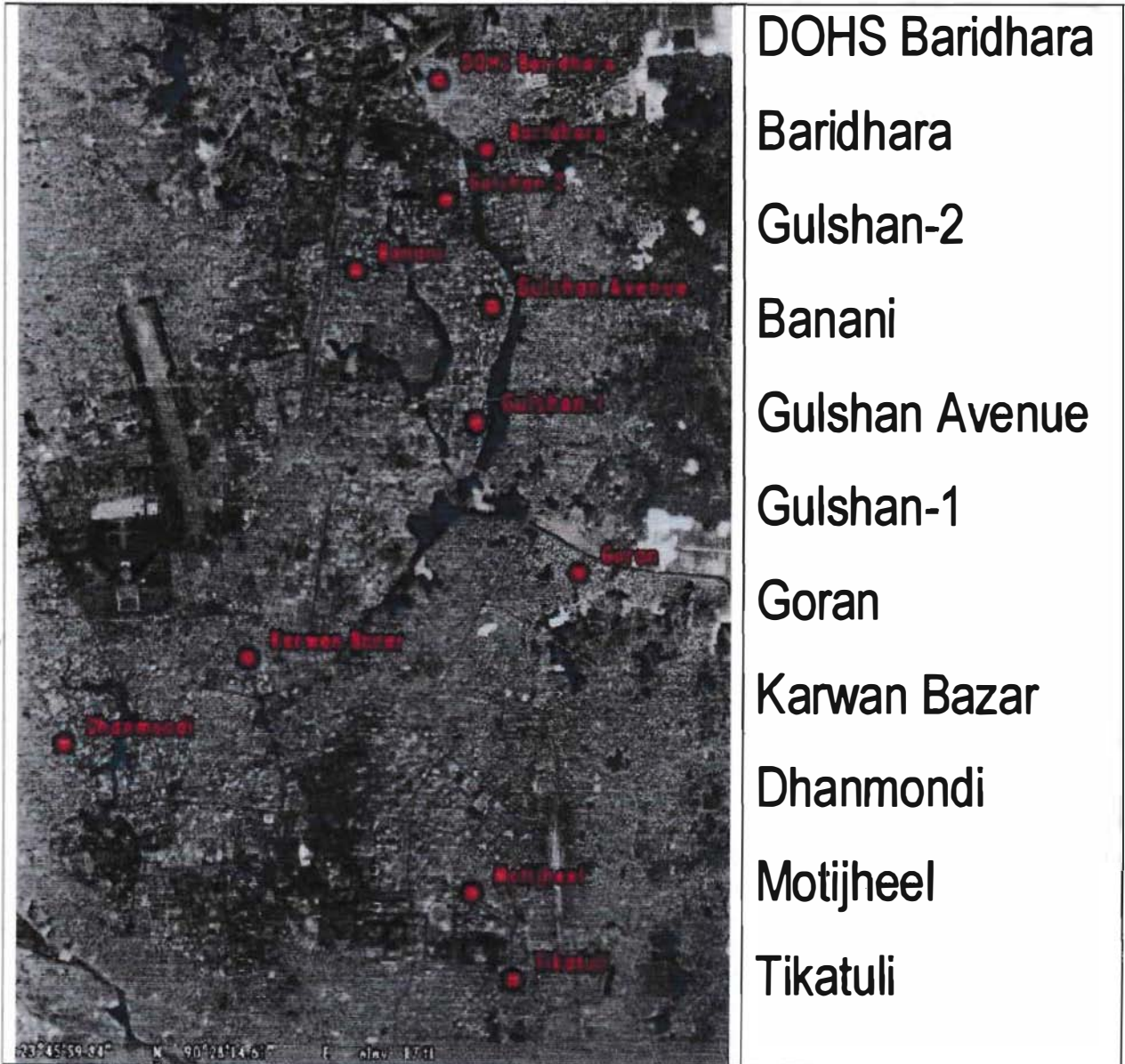
Mob: 0171-3000258

Email: [sharful.alam@aamra.com.bd](mailto:sharful.alam@aamra.com.bd)

### **Point-of-Presents:**

Aamra Networks presently has 11 POPs in Dhaka, 5 POPs in Chittagong and 4 POPs in Industrial Zones to facilitate place utility and redundancy for the customers. All the POPs are equipped with state-of-the-art redundant power supply, CISCO switches, Radio Towers, Fiber Optic, Exchange, aDSL & sDSL DSLAMs and DELL and SUN servers.

#### **POPs in Dhaka**



DOHS Baridhara

Baridhara

Gulshan-2

Banani

Gulshan Avenue

Gulshan-1

Goran

Karwan Bazar

Dhanmondi

Motijheel

Tikatuli

#### **POPs in Chittagong**

Panchlaish, Khulshi, Jubilee road, Agrabad, CEPZ.

#### **POPs in Industrial Zones**

- Bepza Complex
- DEPZ Annex
- Tongi
- Uttara



## 3.2) Products & Services

### Dedicated Bandwidth Internet

Dedicated Bandwidth Internet is Aamra networks ltd flagship product. Dedicated link is established using copper cable, fiber optic or wireless between the fault-tolerant, clear channel network and the gateway that connects customer LAN. Its network ensures excellent quality, high capacity, and low latency Internet connectivity. Aamra Networks ltd. maintains redundancy of all hardware used in the network along with its SEA-ME-WE-4 and 3 VSATs for redundancy to ensure fast access to the World Wide Web.

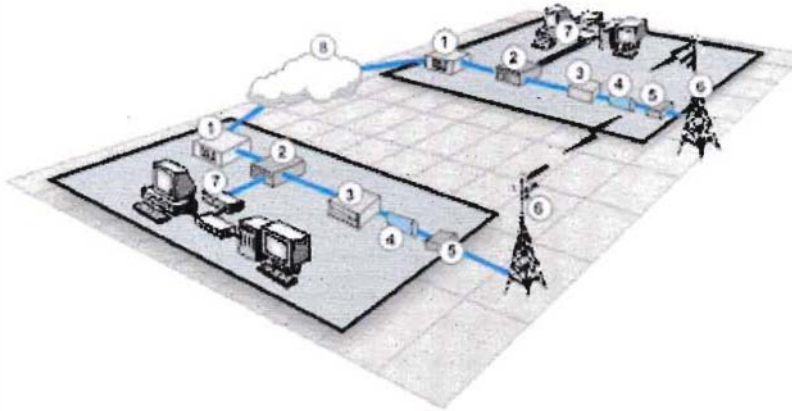


### Main Features:

- Dedicated Bandwidth Internet from 128kbps onwards
- Free Installation and equipments
- Redundancy at every point of failure
- SEA-ME-WE-4 connectivity and 3 VSATs to ensure teleport level redundancy and preference routing
- Symmetric and asymmetric download and upload speeds with bur stable option
- 24/7 Customer Support
- Web-based ticketing system
- Web-based interface to monitor bandwidth usage
- Proactive monitoring to ensure service quality and uptime
- Business Class Service Level Agreement

### Wide Area Network

Aamra Networks ltd. has long experience providing Wide Area Network (WAN) solutions between and within Dhaka and Chittagong City. WANs are built to provide communication solutions for organizations those need to exchange digital information between/among the offices within and/or between the cities.



Typically, a WAN consists of two or more Local Area Networks (LANs); the WAN requirements of its customers are met through the 11 POPs in Dhaka and 5 POPs in Chittagong in addition to the point-to-point solutions. Aamra Networks Ltd. has a fiber-optic link between DHK-CTG and the last miles nodes are usually radio, fiber optic or copper cable.

### **Voice over Internet Protocol (VoIP)**

Aamra Networks Ltd. has been awarded VoIP License very recently. Aamra Networks Ltd. VoIP shall involve using Internet connection to place and receive calls. In addition to regular call termination and origination locally and internationally Aamra Networks Ltd. VoIP services shall include PBX system and offer many more advanced features like desk to desk calling, automated attendant, managing extensions, music on hold, find me - follow me, conference calling and much more. Aamra Networks Ltd. VoIP shall also include an Internet connection that routes calls over a private network which guarantees quality phone calls. Aamra Networks Ltd. is primarily considering SMEs as the target group to commence with the VoIP services.

### **Virtual Private Network**

Aamra Networks Ltd. has years of experience configuring both simple and complex Virtual Private Networks (VPN). VPN is a way to use a public telecommunication infrastructure, such as the Internet, to provide remote offices or individual users with secure access to their organization's network home and abroad. A private network can be constructed with an expensive system of owned or leased lines that can only be used by one organization. The goal of a VPN is to provide the organization with the same capabilities, but at a much lower cost. Customers with VPN requirements come to Aamra Networks Ltd. since it has the option to offer preferred path and BGP routing for redundancy.

### **International Private Leased Circuit**

IPLC is a dedicated, point-to-point, symmetric, clear channel circuit solution to meet simple voice transmission or complex, sensitive, data-intensive exchanges. Its fast and reliable IPLC

solution provides the customer with remote office LAN connectivity, videoconferencing, remote database access, and bulk data transfer services. It's an ideal way to expand services when terrestrial infrastructure is limited or fiber is not available. Aamra Networks Ltd. offers IPLC connectivity through SEA-ME-WE-4 for low latency connectivity to any part of the world.

### **VSAT Networking**

Aamra Networks Ltd. has been recently awarded Hub and VSAT Provider License which allows Aamra Networks Ltd. to offer VSAT Networking services to all over the country. VSAT Networking refers to receive/transmit terminals installed at dispersed sites connecting to a central hub via Satellite using small diameter antenna dishes. VSAT technology is a cost effective solution for users seeking a private communications network connecting a large number of geographically dispersed sites. VSAT networks offer value-added services capable of supporting the Internet, Data, LAN, voice-fax communications, and can provide powerful, dependable private and public network communications solutions. Drawing on their extensive expertise, Aamra Networks Ltd. shall be able to provide a full range of VSAT Networking solutions ranging from full system design to manufacture and installation services by end of 1<sup>st</sup> Quarter of 2007.

### **Local & International Dialup**

Aamra Networks Ltd. started its business with Dialup service for the corporate houses. Dial-up is presently considered as a primitive method of connecting to the Internet; still it's a great option for those who are new to the Internet, those who use it infrequently and those who do not require broadband or dedicated Internet connectivity. Aamra Networks Ltd. provides a robust, and multimetering free dial-up Internet access service with connection speed up to 33.6 Kbps. Aamra Networks Ltd. offers a variety of flexible plans, with all of the features you need to get the most out of your online experience. Aamra Networks Ltd. is the only ISP in the country to have 2 multimetering free numbers to access Internet.

Aamra Networks Ltd. is the local partner of world's premier global Internet mobile connectivity service provider iPass. iPass is ideal for businesses with mobile workers. It connects you to the Internet, email, and mission critical information with a local call from thousands of access points throughout 150 countries. It also supports access from hundreds of wired and wireless broadband hotspots. This service is enabled through the company's partnership with iPass, a leading provider of global Internet roaming and enterprise connectivity services.

### **Web Services**

Along with being one of the most reputed reseller of Domain in Bangladesh Aamra Networks Ltd. is the largest hosting provider of the country with 9 years of hosting experience. We have our own servers in Dhaka and co-located facility in USA. The visitors outside Bangladesh access the websites from our USA server and the visitors from Bangladesh access from our server in Dhaka, thus reducing the access time and minimizing the bandwidth usage.

### 3.3) Promotion:

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Aamra Networks gives fine effort in its promotion strategy. They are more concerned about their brand recognition. Few days ago they changed their Brand name from Texas ltd. to Aamra ltd. for more acceptability with the culture of this country. They organizes corporate event to promote their company. Few days ago they organized a job fair in China friendship Conference center. They provide internet promotion as well as promotion in print media.

### 3.4) Price:

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Aamra network's pricing strategy differs for based on the clients and type of products. Basically they don't charge any kind of fees for installation of the products and services. They provide Service & Support: 24/7 Call Center & Online Help Desk and onsite support from 9 am to 5 pm Support: Free of Cost (for AAMRA NETWORKS Services). And their payment terms are within 7 days in advance of every month; 1st month payment with the work order. Aamra Network focuses on premium pricing strategy as they focus on providing quality products and services.

### 3.5) Distribution:

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Aamra network has two teams for distribution. One team is called Support team and another team is called Infrastructure team. Infrastructure teams is used when the clients do not have any infrastructure like the tower, wire connection, etc. available in their desired location. Infrastructure team goes there and do a research on what kind of tower is needed, how long wire is necessary for the connection and all that and than they build the necessary tower, set up the wires etc. On the other hand, support team is exploited when clients have the necessary infrastructure available for the connection. They just go to client's desire location and install the product or service.



## Chapter-4

### 4.0) RESEARCH DESIGN:

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#### 4.1) Type of Research Design:

I have followed *Descriptive research* design for this particular research which falls under conclusive research design. I have applied *survey* method to get data for the research. Under descriptive research I applied *single cross-sectional design* to receive data. That means one sample of respondents & information from each sample is obtained only once.

#### 4.2) Sampling method:

The required data for this research was collected from customers of IT industry. The sample was selected based on judgmental sampling. It is the cheapest and the easiest methods of sampling. Due to time constraints the survey was conducted in Dhaka city only. Over all there were about 20 respondents who participated in the survey.

#### 4.3) Scaling Method:

In my research each object is scaled independently of the others in the stimulus set which is known as non-comparative scales. For the purpose I depended largely upon *likert scale*. If you follow my questionnaire than you will understand that the questions are made upon *likert* scale method except one which was based upon semantic differential. I also used comparative scale which is known as rank based scale.

#### 4.4) Questionnaire Development:

A structured questionnaire was used to collect data. The questionnaire consists of different parts to gather information on the different variables under considerations. The questionnaire is the best instrument for the survey in this case because, for a performance evaluation I have to



analysis many things and as a result I will be required some data to analysis which are obtainable by questionnaire. With questionnaires, no responses of the respondents can be missed out. It gives more time to the respondents to think and then give the answers. And it is a quicker and cheaper way to conduct the survey. Questionnaires can be conducted in any environment, with minimum influence of the outside environment. Questionnaires also have the advantage of keeping the personal details of the respondents confidential. The question order was logical. After preparing the questionnaire I went for a pretesting on a small sample of respondents to identify & eliminate problems. After conducting the pretesting I finally came up with the final draft of the questionnaire and checked by my supervisor Mr. S I Nusrat A Chaudhury. The questionnaire was developed in such a manner so that I could get all the necessary information that is required to fulfill the research. A sample of the questionnaire has been attached in the appendix.

#### **4.5) Sampling Technique:**

*Target Population:* Target population for this particular research is all the people who are customers of It Industry. My target area was Dhaka city.

*Sampling Technique:* I have selected Judgmental Sampling for my research. I selected my population elements based on my judgment. Since judgmental sampling technique is convenient and low time consuming. I thought it would be better for my research.

#### **4.6) Data Collection:**

The data collection was done through both primary and secondary sources. The primary data was collected through questionnaire surveys and the secondary data was collected from various website and books.

## Chapter-5

### 5.0 DISCUSSION OF FINDINGS:

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In this part of my report I have thoroughly discussed about all the findings regard product, price, promotion and distribution analysis. Basically three companies were chosen for the survey, Aamra network, Ektoo ltd, and Mediasoft ltd. As I have done my internship at Ektoo ltd, I have compared its performance with other two companies in IT industry. The selection of competitors of Ektoo ltd. is done based on the type of competition. Aamra network is competitor for hardware products and Mediasoft is for software products. In this chapter I have given descriptive analysis, SWOT analysis and also graphs and charts of all three companies. A proper interpretation of every analysis is provided to support the understanding of the evaluator. To collect first hand feedback from the customers, a survey containing several questions on IT industry was conducted and this segment of the report contains the summary of feedback.

#### 5.1) Analysis of Promotion:

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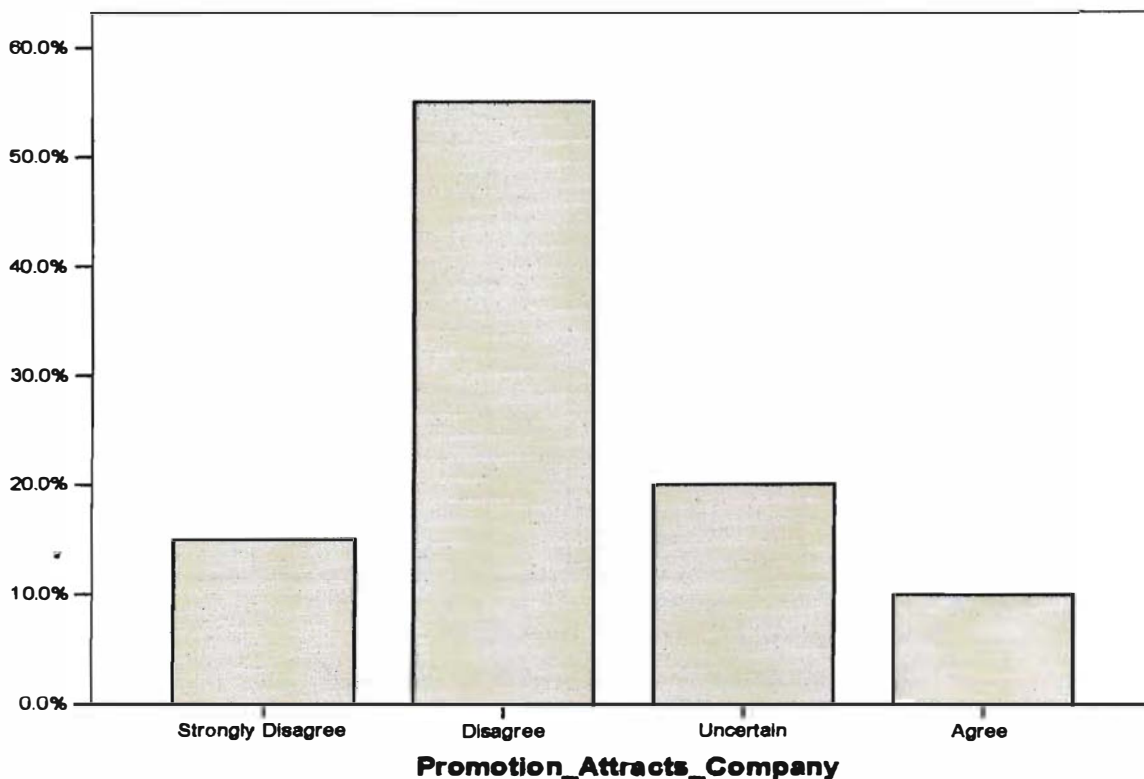
For this portion the author has tried to find out the overall promotional activities of Ektoo ltd and comparative position of Ektoo ltd. compare to other companies in the industry. Based on the survey data the author has come up with proper findings which are illustrated through graphs, tables and interpretation.

##### 1. Promotional offers influences my interests about the company

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Promotion influences interest about Ektoo ltd.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	15.0	15.0	15.0
	Disagree	11	55.0	55.0	70.0
	Uncertain	4	20.0	20.0	90.0
	Agree	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:****Figure 1: Promotion Influences Interest for Ektoo Ltd.**

**Findings:** As we find from the descriptive analysis of our gathered data that about 55% of the respondents disagree with the fact that promotional effort of Ektoo Ltd. is good. While only 10% of the respondents agree with the fact. It means the consumers are not satisfied with the promotional program of Ektoo Ltd.

**2. You can see promotion of Ektoo Ltd. more often**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Promotions of Ektoo ltd. are seen more often**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	45.0	45.0	45.0
Disagree	8	40.0	40.0	85.0
Uncertain	3	15.0	15.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 2: Promotion of Ektoo ltd. is seen more often**

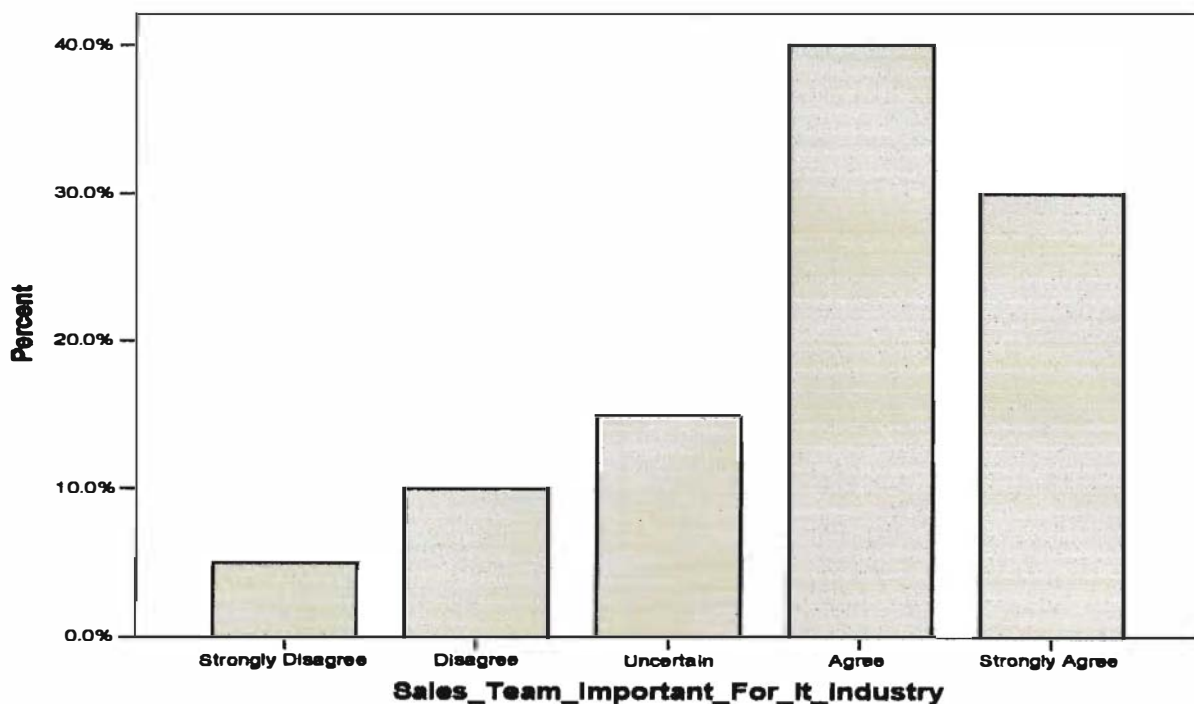
**Findings:** As we find from the descriptive analysis of our gathered data that about 85% of the respondents disagree with the fact that promotions of Ektoo ltd. are seen more often. Interesting fact is that for this factor not a single percent of respondents agreed. It means that the consumers are not at all aware of the promotional program of Ektoo ltd.

**3. Sales team of plays an effective role to promote the product and services**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Effective role of Ektoo's Sales Team to promote products and services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	5.0	5.0	5.0
	Disagree	2	10.0	10.0	15.0
	Uncertain	3	15.0	15.0	30.0
	Agree	8	40.0	40.0	70.0
	Strongly Agree	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:****Figure 3: Sales team plays effective role for Ektoo ltd.**

**Findings:** As we find from the descriptive analysis of our gathered data that about 40% of the respondents agree and 30% strongly agree with the fact that sales team of plays an effective role to promote the product and services. The result indicates that the sales team of Ektoo ltd. is generating a good image of the company.

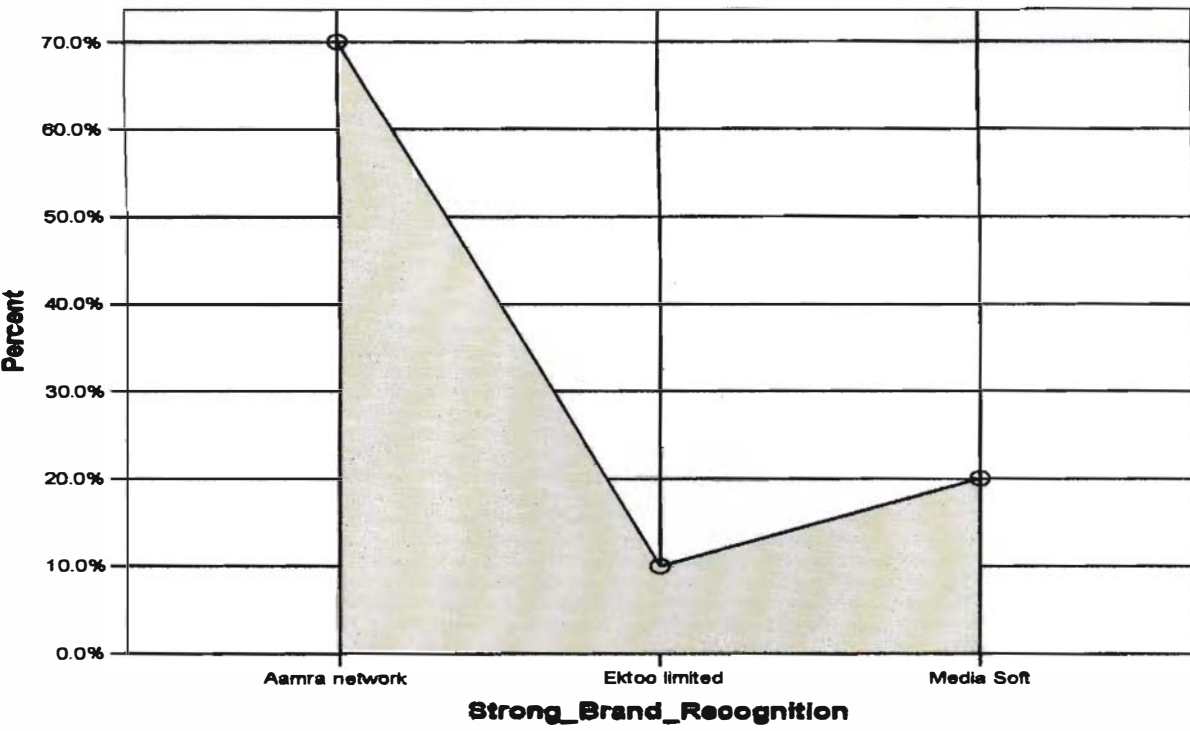
**→Comparative analysis****Which of the following companies have strong brand recognition?**

- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

**Strong\_Brand\_Recognition**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aamra network	14	70.0	70.0	70.0
	Ektoo limited	2	10.0	10.0	80.0
	Media Soft	4	20.0	20.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 4: Companies with strong brand recognition**

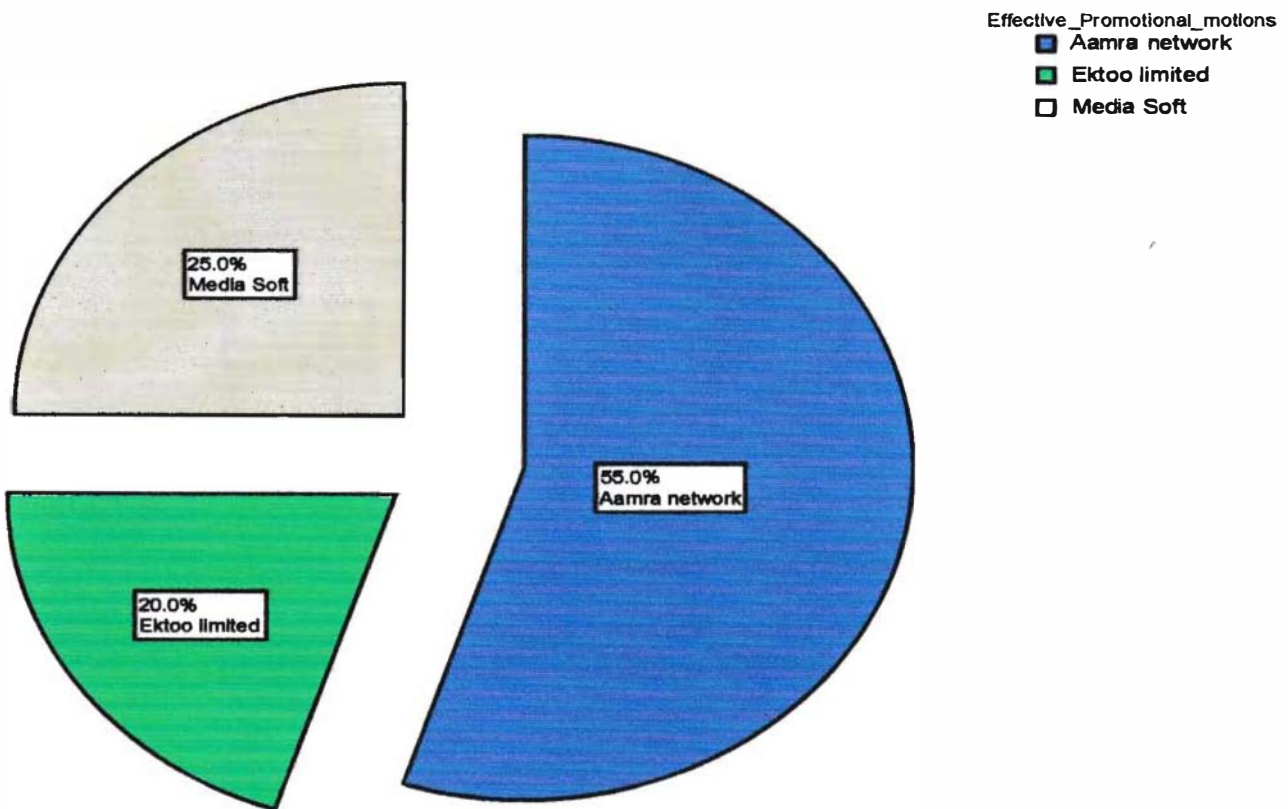
**Findings:** The graph clearly shows that Aamra network has the highest 70% of strong brand recognition compared to other companies while Ektoo's brand recognition is not good enough.

**b. Which of the following companies have the most creative promotional package?**

- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

**Effective\_Promotional\_motions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aamra network	11	55.0	55.0	55.0
	Ektoo limited	4	20.0	20.0	75.0
	Media Soft	5	25.0	25.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**

**Figure 5: Companies with most creative promotion package**

**Findings:** The chart evidently shows that Aamra network has the highest 55% of recognition for creative promotion while Ektoo's has the lowest percentage.

⚡ A different question is asked to customers about which of the following medium they think is/are best for IT industry?

- Telemarketing
- Electronic Media



- Print Media
- Personal or organizational link or recommendations
- Internet
- Billboard
- Event promotion or Campaign

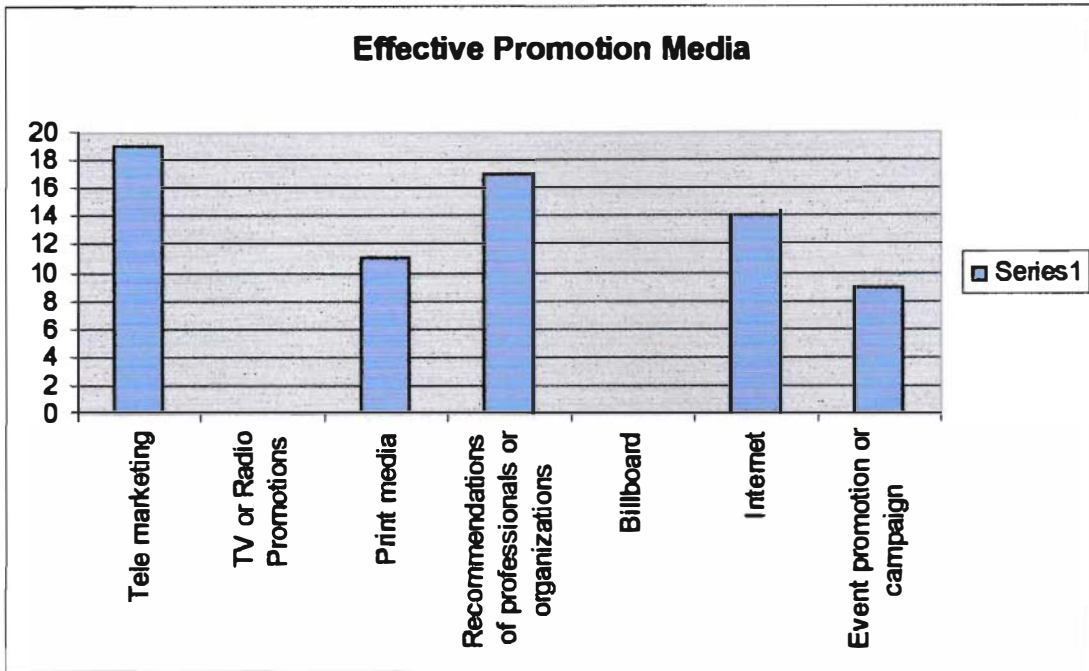


Figure 6: Effective promotion media for IT Industry

**Findings:** For IT industry telemarketing, recommendations, internet is the top most important media for promotion. Next priorities are given to event promotion and print media.

## 5.2) Analysis of Price:

For this portion I have done a survey on what customers’ point of view regarding the overall pricing strategy of Ektoo ltd and also tried to find the comparative position of Ektoo ltd. compare to other companies in the industry. Based on the survey data I have come up with proper findings which are illustrated through graphs, tables and interpretation.

### 1. Price of Ektoo’s product and services is quite fair

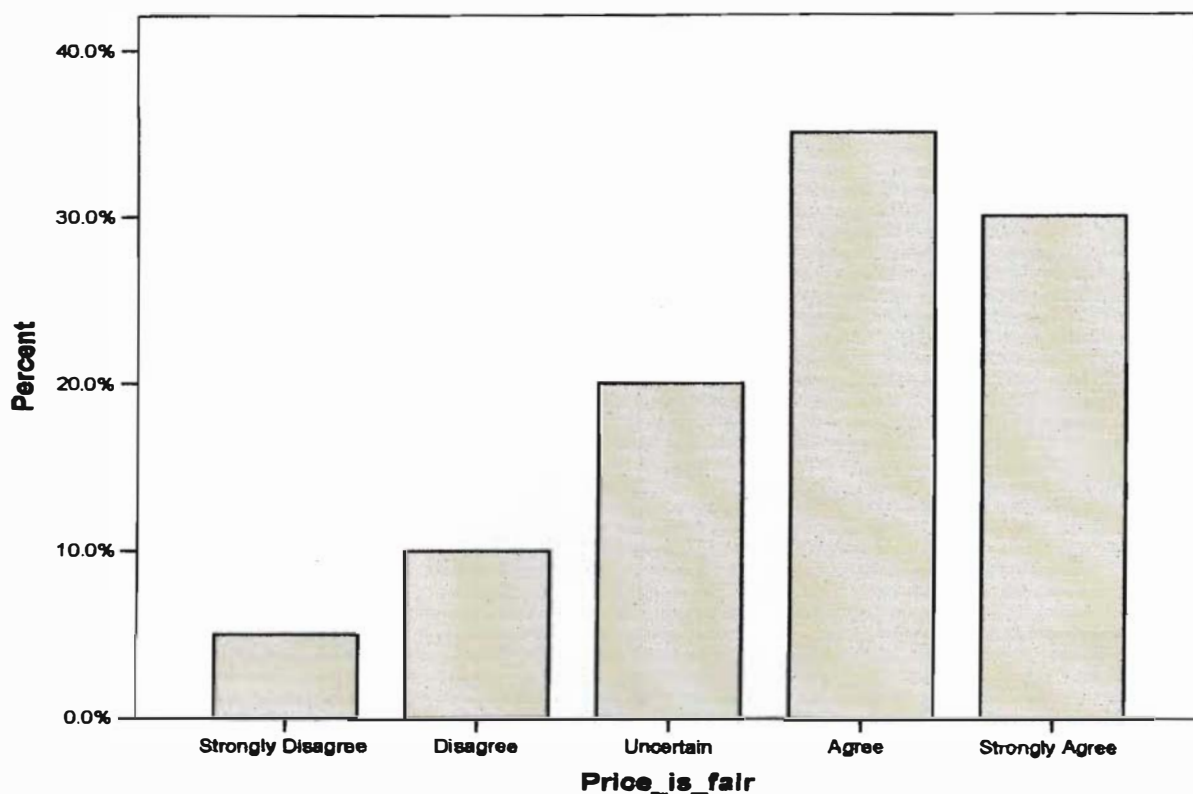
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree



**Price is quite fair**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	5.0	5.0	5.0
	Disagree	2	10.0	10.0	15.0
	Uncertain	4	20.0	20.0	35.0
	Agree	7	35.0	35.0	70.0
	Strongly Agree	6	30.0	30.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 7: Price offered by Ektoo Ltd. is fair**

**Findings:** As we find from the descriptive analysis of our gathered data that about 35% of the respondents agree and 30% strongly agree with the fact that price offered by Ektoo limited is quite fair. And rests are uncertain, disagree and strongly disagree with the fact.

**2. Price offered by Ektoo Ltd. is fixed and can not be changed**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Price\_is\_fixed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	25.0	25.0	25.0
	Disagree	9	45.0	45.0	70.0
	Uncertain	4	20.0	20.0	90.0
	Agree	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**

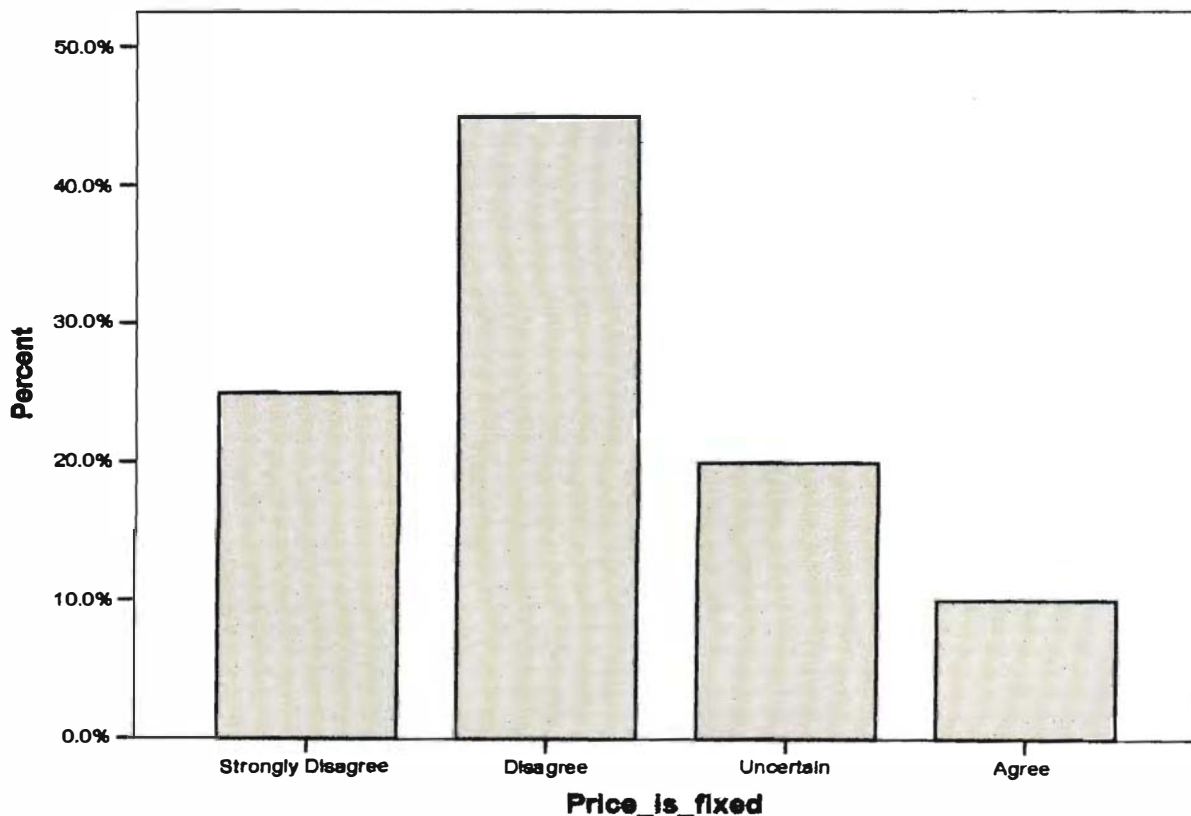


Figure 8: Price offered by Ektoo Ltd. is fixed

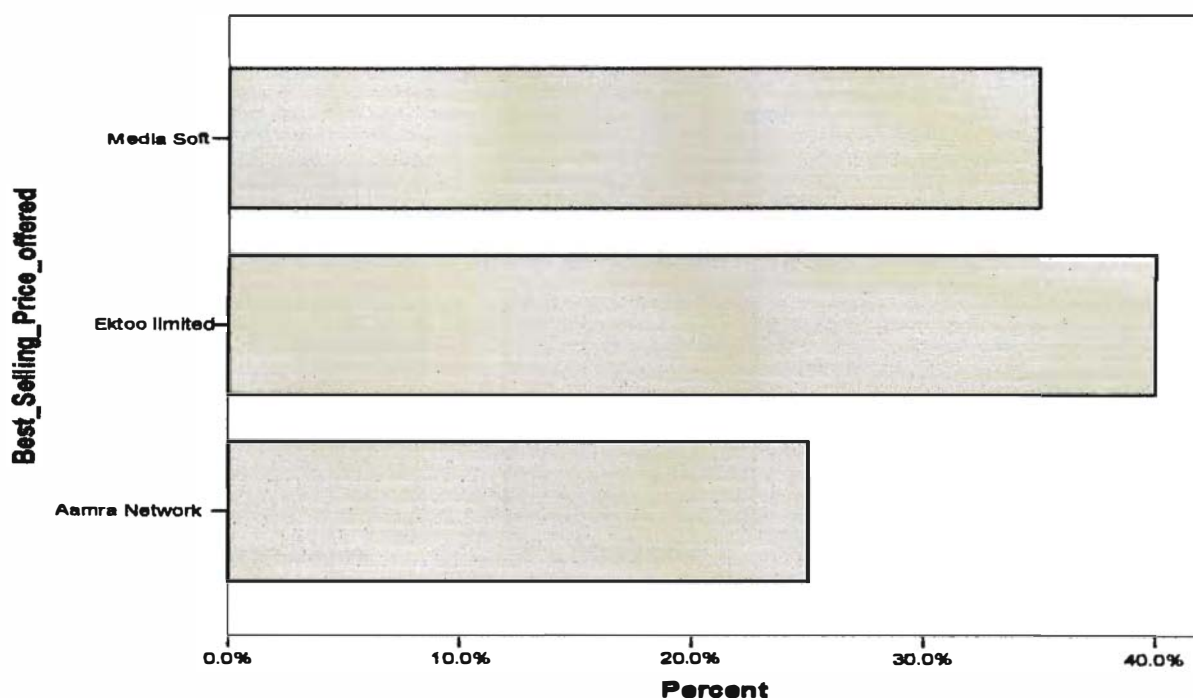
**Findings:** 70% of the respondents disagree with the fact that price of Ektoo Ltd. is fixed and can not changed. This leads to the answer that Ektoo Ltd. allow it's customer to negotiate about products and vices price.

**Additional price charged for after sales service by Ektoo Ltd.**

- Strongly disagree
- Disagree
- Neutral
- Agree

**Best\_Selling\_Price\_offered**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aamra Network	5	25.0	25.0	25.0
	Ektoo limited	8	40.0	40.0	65.0
	Media Soft	7	35.0	35.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:****Figure 10: Best selling price offered by companies**

**Findings:** As we find from the descriptive analysis of our gathered data that Aamra network placed number one for best selling price. While other two companies placed in the same rank.

**b. Which of the following companies offers most flexibility of payment?**

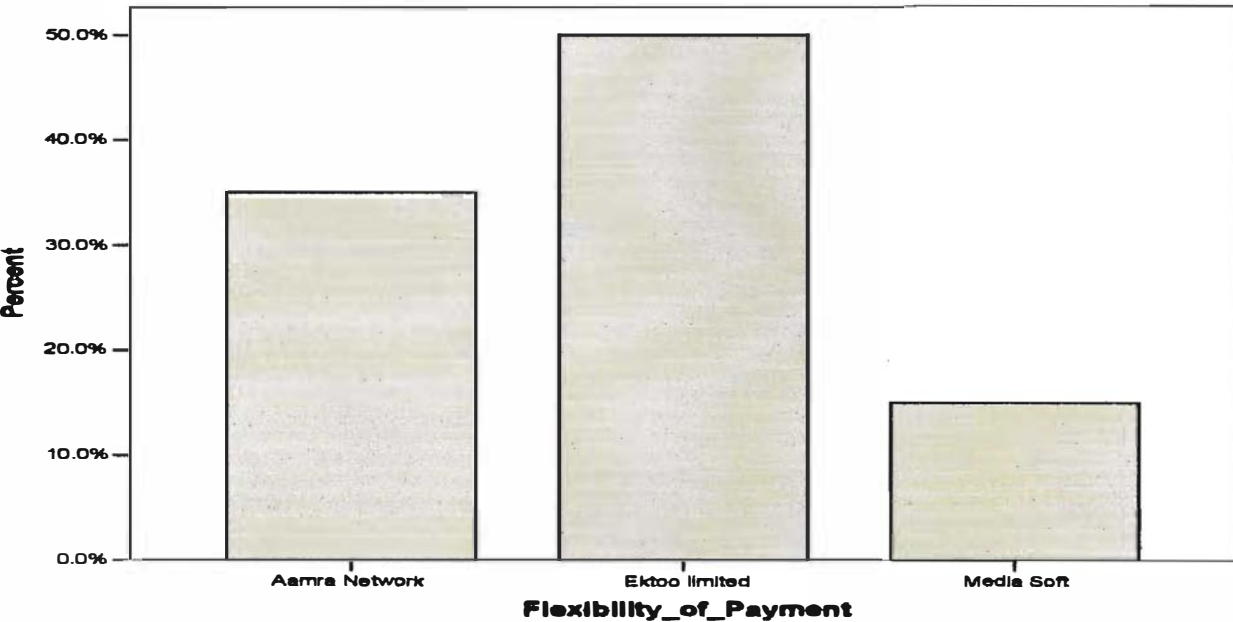
- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.



**Flexibility\_of\_Payment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aamra Network	7	35.0	35.0	35.0
Ektoo limited	10	50.0	50.0	85.0
Media Soft	3	15.0	15.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 11: Flexibility of payment by companies**

**Findings:** As we find from the descriptive analysis of our gathered data that Ektoo ltd. placed number one for flexibility of payment. While Aamra network placed second and Media soft third.

**5.3) Analysis of Products and services:**

For this portion I have done a survey on what customers' point of view regarding the overall quality of products and services of Ektoo ltd and also tried to find the comparative position of Ektoo ltd. compare to other companies in the industry. Based on the survey data I have come up with proper findings which are illustrated through graphs, tables and interpretation.

**1. Product provided to your organization by Ektoo ltd. is absolutely original**

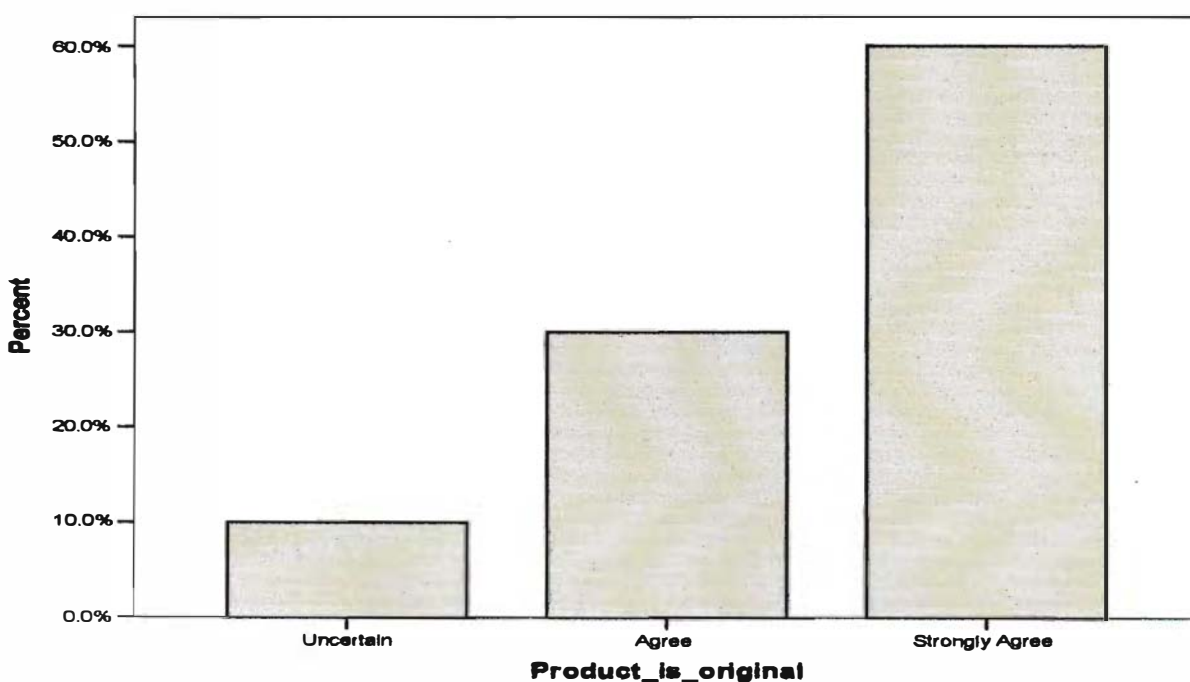
Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

**Product\_is\_original**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Uncertain	2	10.0	10.0	10.0
	Agree	6	30.0	30.0	40.0
	Strongly Agree	12	60.0	60.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 12: Product provided by Ektoo ltd. is original**

**Findings:** As we find from the descriptive analysis of our gathered data that about 60% of the respondents strongly agree and 30% agree with the fact that product provided by Ektoo limited is absolutely original. And rests are uncertain.

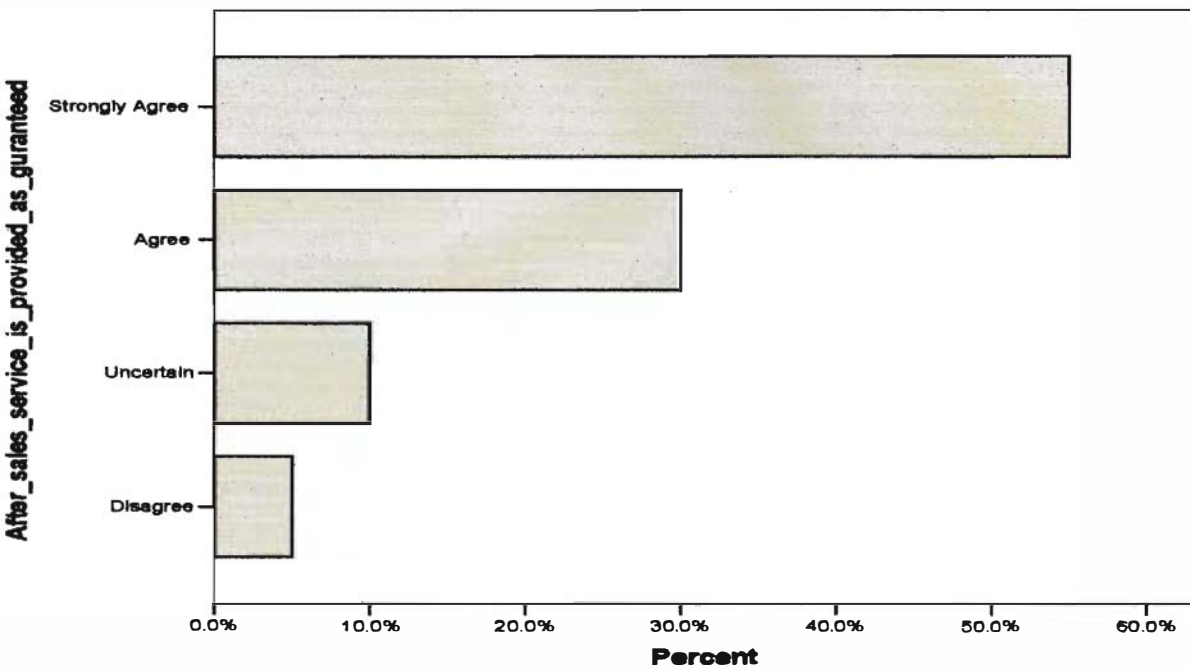
**2. After sales service is provided as guaranteed**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**After\_sales\_service\_is\_provided\_as\_guaranteed**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	5.0	5.0	5.0
	Uncertain	2	10.0	10.0	15.0
	Agree	6	30.0	30.0	45.0
	Strongly Agree	11	55.0	55.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 13: After Sales service is provided by Ektoo Ltd. as guaranteed**

**Findings:** As we find from the descriptive analysis of our gathered data that about 55% of the respondents strongly agree and 30% agree with the fact that after sales services provided by Ektoo limited as guaranteed.

**3. Warranty provided by Ektoo for all products and services**

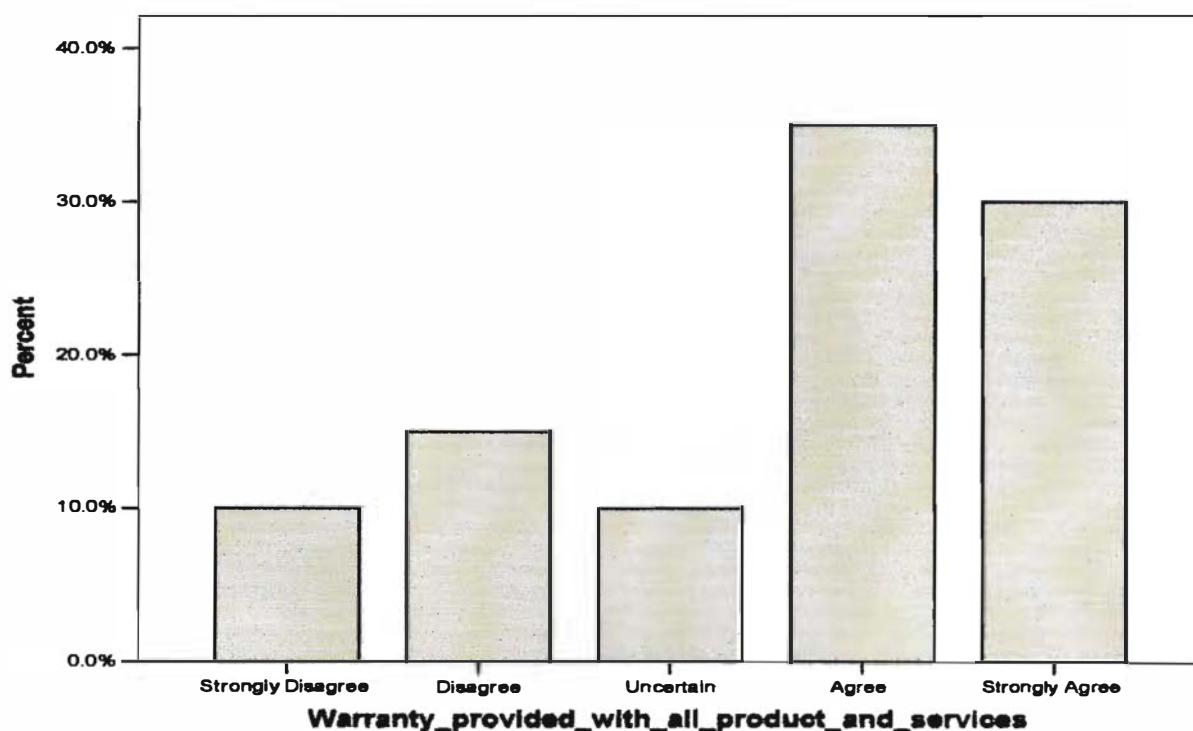
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree



**Warranty\_provided\_with\_all\_product\_and\_services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	10.0	10.0	10.0
Disagree	3	15.0	15.0	25.0
Uncertain	2	10.0	10.0	35.0
Agree	7	35.0	35.0	70.0
Strongly Agree	6	30.0	30.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 14: Warranty provided by Ektoo Ltd. for all products and services**

**Findings:** As we find from the descriptive analysis of our gathered data that about 35% of the respondents strongly agree and 30% agree with the fact that warranty provided for all products and services by Ektoo limited.

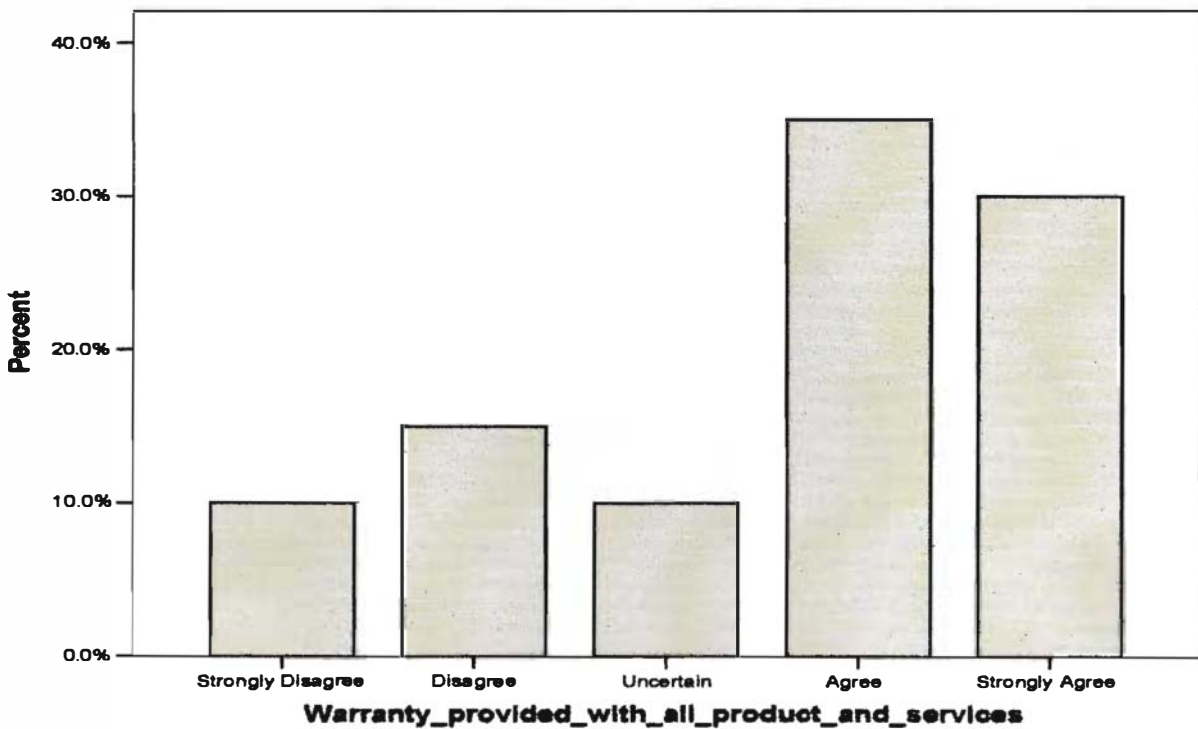
**→Comparative analysis**

**a. Which of the following companies have wide range of products and services?**

**Warranty\_provided\_with\_all\_product\_and\_services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	10.0	10.0	10.0
Disagree	3	15.0	15.0	25.0
Uncertain	2	10.0	10.0	35.0
Agree	7	35.0	35.0	70.0
Strongly Agree	6	30.0	30.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



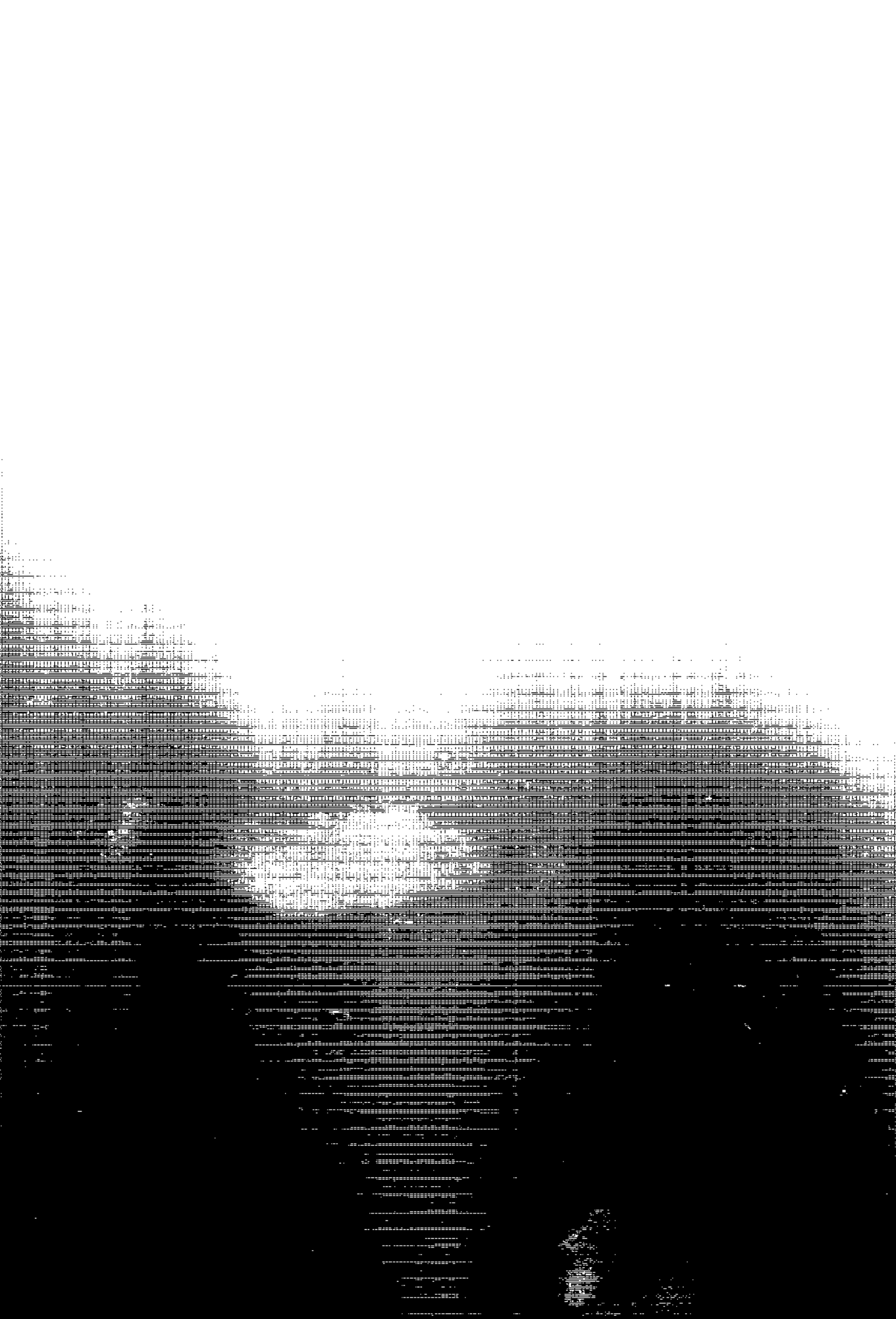
**Figure 14: Warranty provided by Ektoo Ltd. for all products and services**

**Findings:** As we find from the descriptive analysis of our gathered data that about 35% of the respondents strongly agree and 30% agree with the fact that warranty provided for all products and services by Ektoo limited.

**→Comparative analysis**

**a. Which of the following companies have wide range of products and services?**





- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

Wide\_range\_products\_services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aamra Network	10	50.0	50.0	50.0
Ektoo limited	6	30.0	30.0	80.0
Media Soft	4	20.0	20.0	100.0
Total	20	100.0	100.0	

### Graphical Presentation:

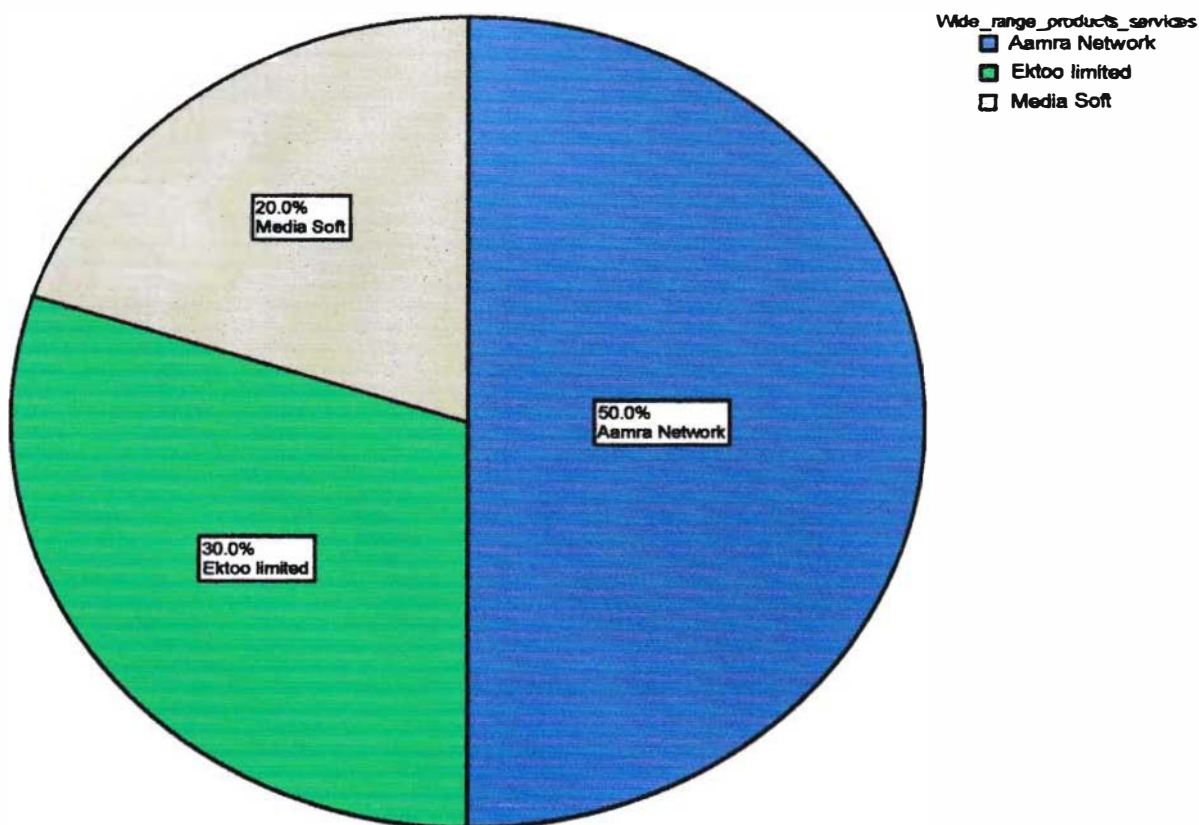


Figure 15: Wide range products and services provided by companies

**Findings:** As we find from the descriptive analysis of our gathered data that Aamra Network placed number one for wide range of products. While Ektoo ltd. placed second and Media soft third.

**b. last time you bought products or services from which of the following company ?**

- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

**Last\_time\_your\_organization\_bought\_product\_from**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aamraa Networks	11	55.0	55.0	55.0
Ektoo Ltd.	4	20.0	20.0	75.0
Media soft	5	25.0	25.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 16: Last time products and services bought from which company?**

**Findings:** As we find from the descriptive analysis of our gathered data that most of respondents last time bought products or services from Aamra Network. While Media Soft placed second and Ektoo ltd. is third.

**c. You usually prefer to buy products or services from which of the following company?**

- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

You\_usually\_prefer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aamraa Networks	12	60.0	60.0	60.0
	Ektoo Ltd.	5	25.0	25.0	85.0
	Media soft	3	15.0	15.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**

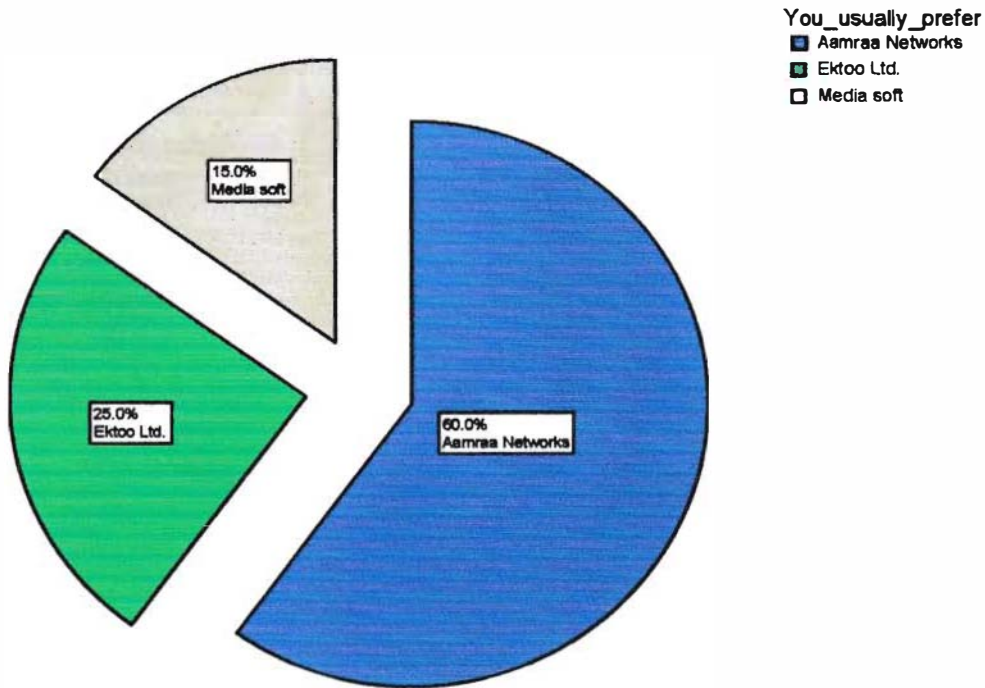


Figure 17: companies of buying preference

**Findings:** As we find from the descriptive analysis of our gathered data that most of respondents prefer to buy products and services from Aamra Network. Ektoo ltd. is their second preference and Media soft is third.

**5.4) Analysis of Distribution:**

For this portion I have done a survey on what customers' point of view regarding the overall distribution strategy of Ektoo Ltd. and also tried to find the comparative position of Ektoo ltd. compare to other companies in the industry. Based on the survey data I have come up with proper findings which are illustrated through graphs, tables and interpretation.

**1. Product distributed/ delivered in/on time by Ektoo Ltd.**

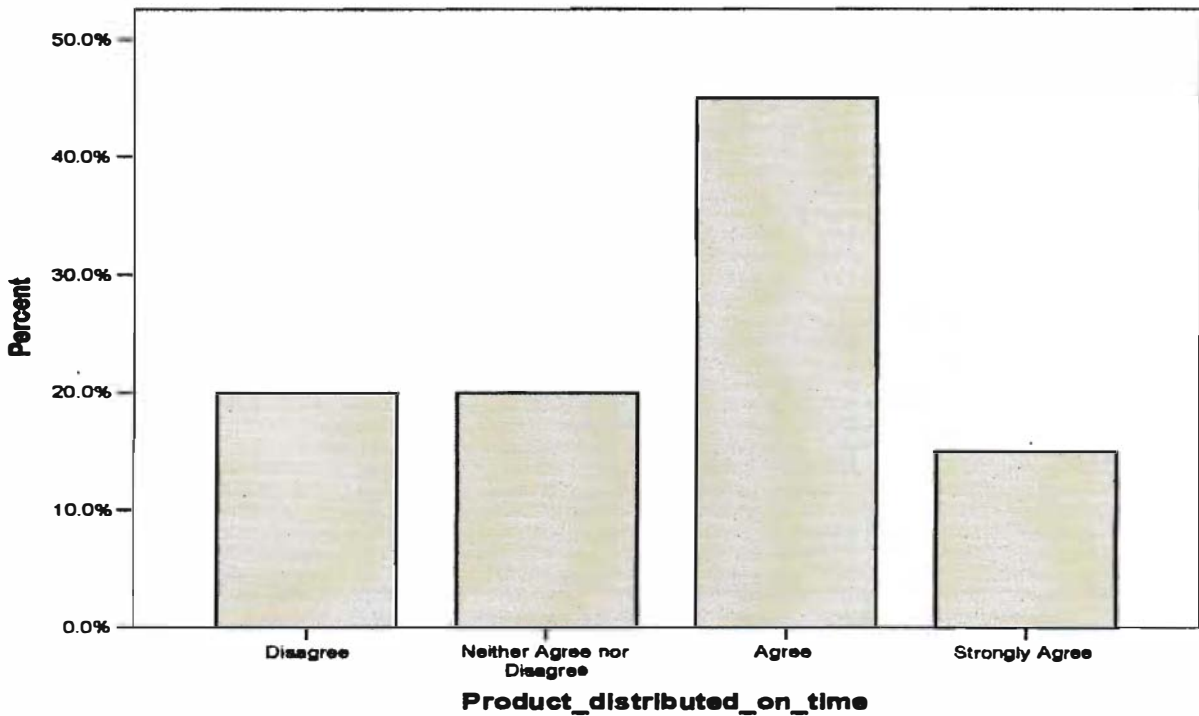
- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree



**Product\_distributed\_on\_time**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	4	20.0	20.0	20.0
Neither Agree nor Disagree	4	20.0	20.0	40.0
Agree	9	45.0	45.0	85.0
Strongly Agree	3	15.0	15.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 18: Product distribution in time by Ektoo Ltd.**

**Findings:** 60% of the respondents agree with the fact that Ektoo Ltd. distributes product in time. But still they have to increase their distribution channel's effectiveness as 40% of the respondents are still not agreeing with the fact.

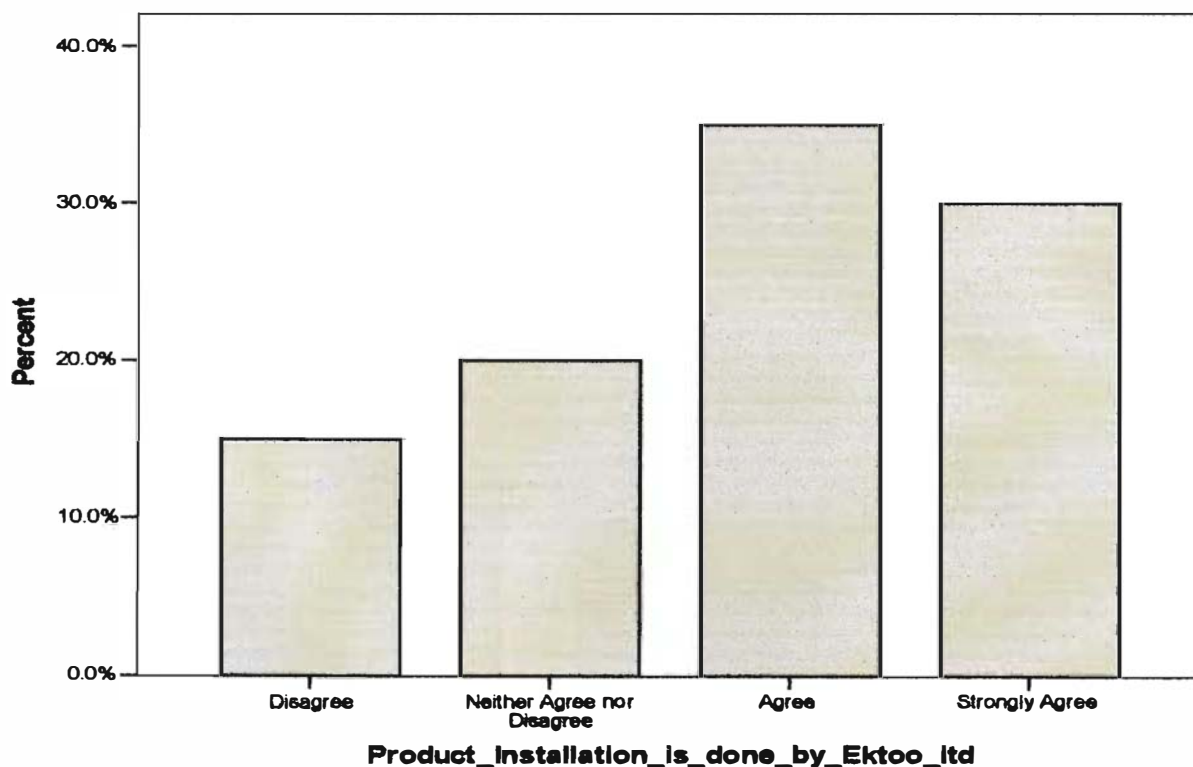
**2. Product Installation is done by Ektoo ltd.**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Product\_Installation\_is done by Ektoo ltd.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	3	15.0	15.0	15.0
Neither Agree nor Disagree	4	20.0	20.0	35.0
Agree	7	35.0	35.0	70.0
Strongly Agree	6	30.0	30.0	100.0
Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 19: Product installation is done by Ektoo ltd.**

**Findings:** 65% of the respondents agree with the fact that Ektoo Ltd. installs the product.



→ **Comparative analysis**

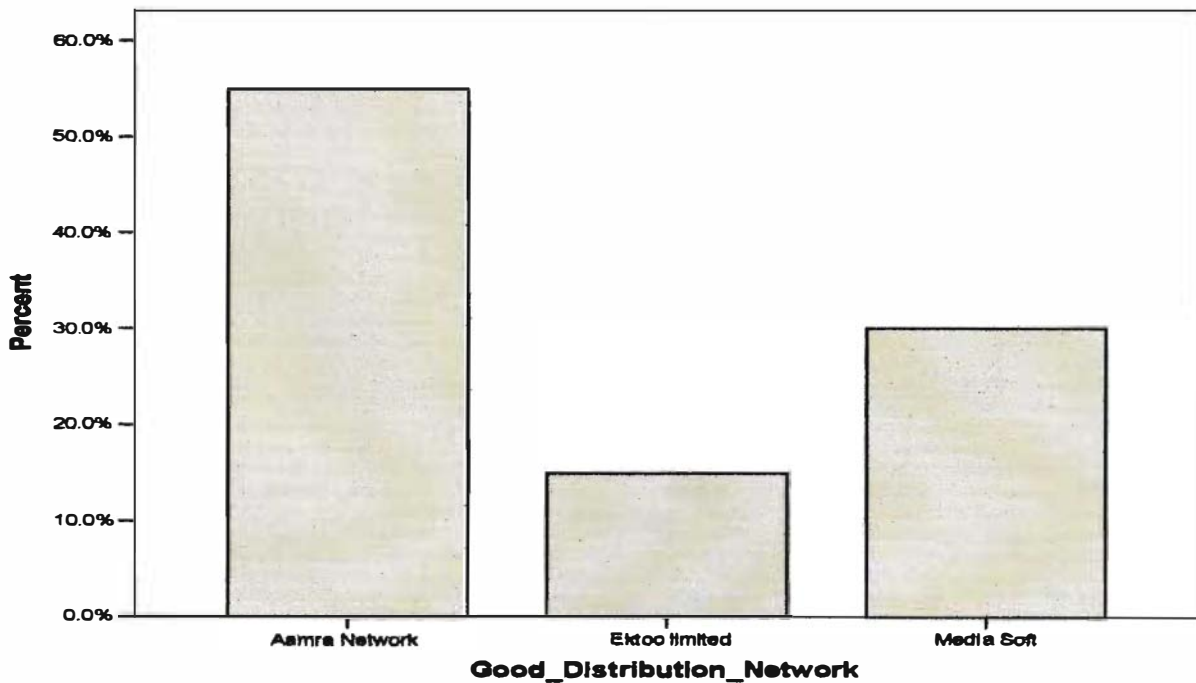
**a. Which of the following companies has the best distribution channel?**

- Aamra Network
- Ektoo Ltd.
- Media Soft Ltd.

**Delivery\_in\_tim**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aamra Network	9	39.1	45.0	45.0
	Ektoo limited	4	17.4	20.0	65.0
	Media Soft	7	30.4	35.0	100.0
	Total	20	87.0	100.0	
Missing	System	3	13.0		
Total		23	100.0		

**Graphical Presentation:**



**Figure 20: Company with best distribution channel**

**Findings:** The analysis suggests that Aamra network has the best distribution channel.

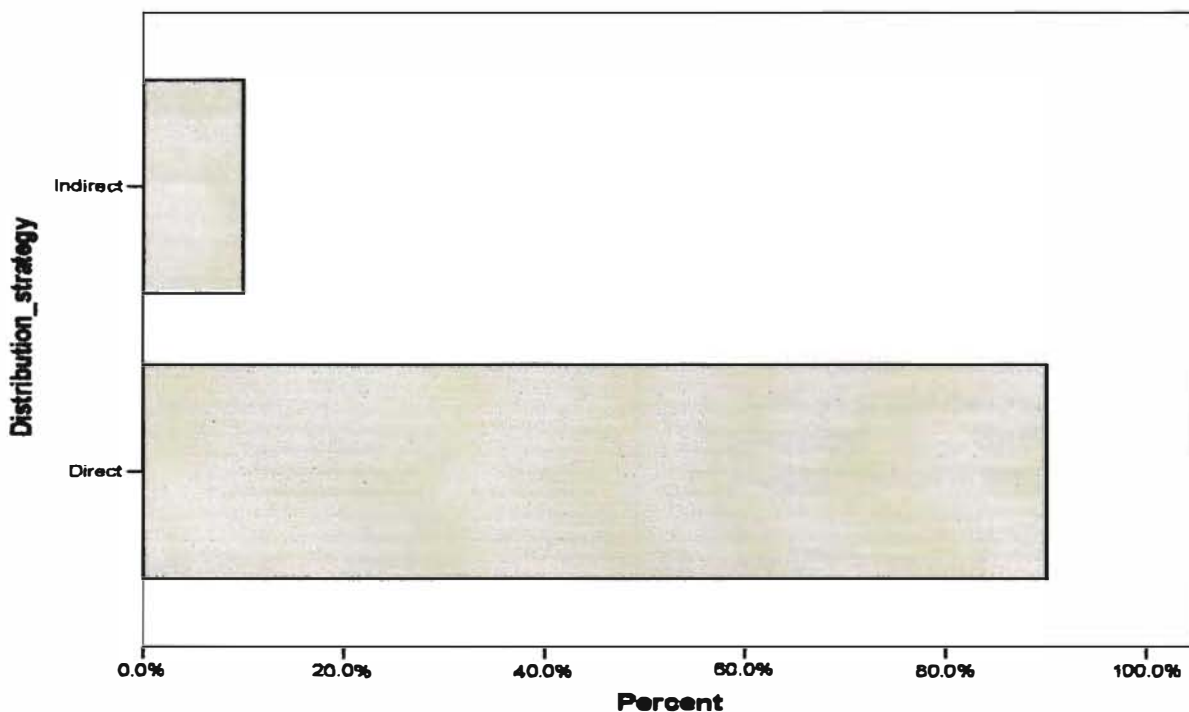
A different question is asked to customers about which kind of distribution is preferred for IT industry?

- Direct
- Indirect

Distribution\_strategy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Direct	18	90.0	90.0	90.0
	Indirect	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

**Graphical Presentation:**



**Figure 21: Distribution channel for IT industry**

**Findings:** The analysis suggests that for IT industry distribution should be direct as 90% respondents answer is that.



## Chapter-6

### 6.0) SWOT analysis of Ektoo Ltd:

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It is a good tool to find out companies situation in current market. Hereby SWOT analysis of Ektoo ltd. is given is given bellow.

#### SWOT Analysis

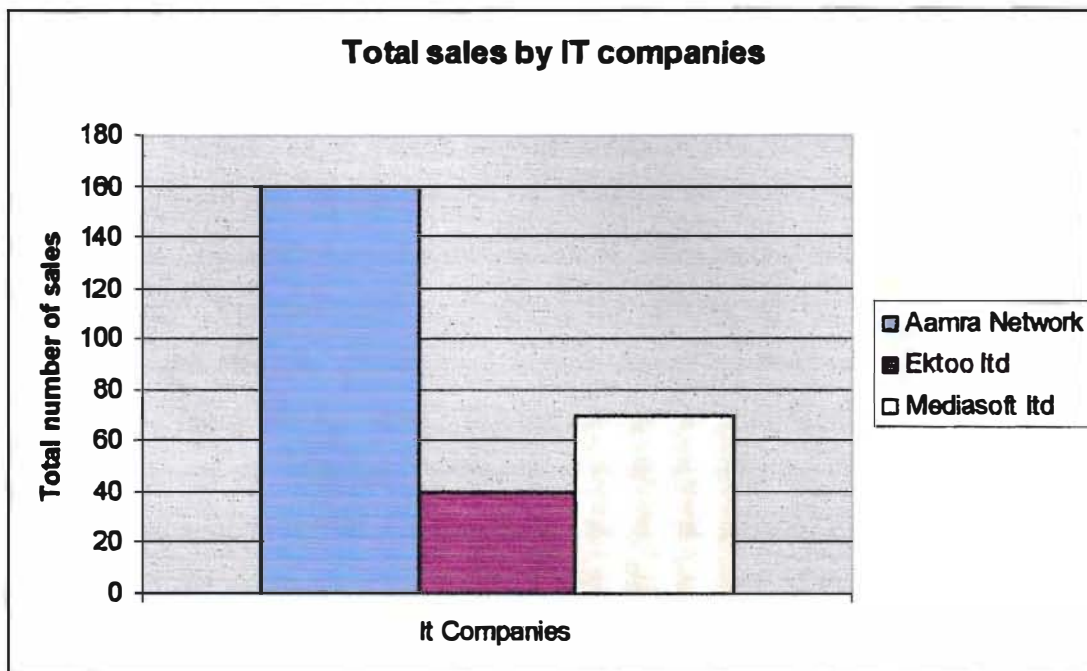
<p><b><u>Strength of Ektoo Ltd</u></b></p> <ul style="list-style-type: none"> <li>▪ Strong partnership with renowned companies.</li> <li>▪ Low cost of product.</li> <li>▪ Certified gold partner of Microsoft in Bangladesh.</li> <li>▪ Products are absolutely original</li> </ul>	<p><b><u>Weakness of Ektoo Ltd</u></b></p> <ul style="list-style-type: none"> <li>▪ Poor marketing skill.</li> <li>▪ Inadequate information system.</li> <li>▪ Inadequate human resources.</li> <li>▪ Inappropriate structural control system</li> <li>▪ Poor financial management.</li> <li>▪ Poor human resource management.</li> <li>▪ Lack of proper training.</li> <li>▪ Improper distribution of responsibilities to employees.</li> </ul>
<p><b><u>Opportunities of Ektoo Ltd</u></b></p> <ul style="list-style-type: none"> <li>▪ Growing future of IT industry in Bangladesh.</li> <li>▪ Low cost materials.</li> <li>▪ Increasing market.</li> <li>▪ Less number of foreign companies in the market.</li> </ul>	<p><b><u>Threats of Ektoo Ltd</u></b></p> <ul style="list-style-type: none"> <li>▪ Increase of foreign companies.</li> <li>▪ Increases in domestic competition.</li> <li>▪ Changes in economic factors.</li> <li>▪ Rising costs.</li> <li>▪ Lack of latest technology.</li> </ul>

**Figure 22: SWOT analysis**

## Chapter-7

### 7.0) Sales Analysis:

This analysis is done to find out the sales situation of Aamra network, Ektoo ltd. Mediasoft ltd. It shows the number of sell these companies have achieved from beginning to date.



**Figure 23: Sales analysis**

**Findings:** As the graph suggests, Aamra Network has more than 150 clients while Mediasoft Ltd. is far away from Aamra network sales achievements, and Ektoo ltd has lowest number of clients.

## Chapter-8

### 8.0) Conclusion:

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We have observed the result of each variable with the help of bar diagram. In the following we have summarized the information that's came out from our research. Customers are not satisfied with the overall promotional strategy of Ektoo Ltd. The main reasons are less promotion of Ektoo ltd. for which some people do not even know about this company. It has low focus on their branding, it does not give any kind of advertisement in print media, internet etc. We can know its name mainly from the event or any recommendations. But ektoo's sales team plays a good role for the company as it mainly focused on telemarketing of their products and services. Customers agreed with the fact of 'sales team plays a key role for the success of this company'. We also tried to find out the ranking of the companies for strong brand recognition and effective promotional factors. Aamra network undoubtedly placed first while Ektoo ltd. placed in the least. Telemarketing, web marketing and recommendation of professional tend to be the most effective marketing media for IT industry. Then we surveyed the price factor of Ektoo ltd. Here we have found that price of Ektoo ltd. is quite fair and it is negotiable. Customers are quite satisfied with the pricing of the company and as a result it placed second for best selling price and flexibility of payment. Moving onto next segment is product and services, most of the respondents agree with the fact that the products provided by Ektoo is original, after sales services are provided as guaranteed and warranty provided with products and services. For ranking on wide range of products availability and last time products purchased from which company and the company they usually prefer, we found Aamra network ranked first and Ektoo ltd. is third. Now, the last but not the least segment distribution. Customers view of Ektoo delivery of products in time is good and but still not as good as Aamra network. And that is why Aamra network completely nailed the position of number one. Regarding all this analysis though Ektoo has some positive view of themselves to customers but it hasn't been able to catch the top position of customers' mind. It needs to improvise all those factors where it lags behind Aamra network. We have also done a SWOT analysis of Ektoo ltd. which demonstrates Ektoo's strength in low cost, partnership, originality and weakness in poor marketing skill, inadequate information system, inadequate human

resources, poor training system, improper management system etc. Ektoo ltd. has opportunity to grow because of increasing market, less number of foreign companies and low costs of materials & labors. This company has to face some threats in increasing competitors, change in economic factors, lack of latest technology. Finally, we have a sales analysis of all three companies where Aamra network has highest amount of clients and Ektoo has the lowest. So from all these findings we can sum up that, Ektoo ltd. yet has not achieved the maximum market share because of some lacking in major areas but still they can achieve a good position in the market by making some necessary changes.



## **Chapter-9**

### **10.0) RECOMMENDATIONS:**

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- i. The company should more emphasize on their promotion of the company. They should restructure their brand and slogan consistent with the target market. They should focus to promote their company to create proper awareness among target customer.
- ii. The range of product should be increased as Aamra networks to get the whole range of customers in their portfolio. They can add the whole networking service in their product portfolio.
- iii. Ektoo limited also has to emphasize on its management system. It should follow a proper hierarchy system. The job description should be well defined to the employees. It should provide appropriate training to its employees to maximize the profit.
- iv. Ektoo ltd. should furnish its financial management system. Have to make sure that proper money is available for carry out the projects and also payment of the employees. Because if it can not pay its employee in time than it will badly affect the company.
- v. Ektoo ltd. should focus on getting the big package deal more rather than the small packages.
- vi. Last but not the least, Ektoo limited should maintain a very clear and effective database system of its products and services, clients and company policies which will help to minimize the cost and time.

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## Appendix

### Questionnaire for Performance Evaluation of IT Industry

This is a survey about the comparative performance evaluation of IT Industry. Your honest opinions will be highly valued and appreciated. There are no right or wrong answers. Participation in this survey is completely voluntary. All answers will be kept confidential.

The following questions are related to your opinion regarding the promotion activities and various sales promotion offers by the IT Industry.

Please circle the number which closely matches your opinion about Ektoo ltd.

1	2	3	4	5
Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

1. Promotional influences my interest about the brands or company 1 2 3 4 5
2. Promotion of Ektoo ltd. is seen more often 1 2 3 4 5
3. Sales team plays a key role for the success of Ektoo ltd. 1 2 3 4 5

Place (✓) mark in the blank space according to your own preference

1. Choose from the following companies for the category of strong brand recognition.

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Mediasoft Ltd.

2. Choose from the following companies which have the effective promotional motions?

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Mediasoft Ltd.

3. Are sales promotion offers of Ektoo ltd. are better than other companies?

Yes  No  Sometimes

4. Which of the following promotional activities you think is important for IT industry?

- Telemarketing
- TV or Radio promotions
- Print media
- Recommendations of professionals or organizations



- Billboard
- Internet
- Event promotion or Campaign

The following questions are related to your views on prices of products and services of IT industry.

Please circle the number which closely matches your opinion about Ektoo ltd:

1	2	3	4	5
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Uncertain</b>	<b>Agree</b>	<b>Strongly Agree</b>

- 1. Price of Ektoo ltd. is quite good 1 2 3 4 5
- 2. Additional price charged for after sales service by Ektoo ltd. 1 2 3 4 5
- 3. Price offered by Ektoo ltd is fixed and can not be changed by negotiation 1 2 3 4 5

Place (✓) mark in the blank space according to your own preference

1. Choose from the following companies which proposes best sales price

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ FloraLtd. \_\_\_ Access It Ltd.

2. Choose from the following companies based on flexibility of payment

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

3. Refer Ektoo’s position according to you on the 7 places below. A place can be occupied by more than one brand; a) Ektoo Ltd. b) Aamra Network c) Access IT Ltd. d) Flora Ltd. (Write down the given letter’s assigned to each brand in the blank space)

Expensive \_\_\_\_\_ Cost-effective

The following questions are related to your views on products and services of IT Industry

Please circle the number which closely matches your opinion about Ektoo ltd:

1	2	3	4	5
Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

1. Product provided to your organization by Ektoo ltd. is absolutely original 1 2 3 4 5
2. After sale services are provided as guaranteed 1 2 3 4 5
3. Warranty provided by Ektoo ltd. for all products and services 1 2 3 4 5

Place (✓) mark in the blank space according to your own preference

1. Choose from the following companies which proposes wide range of products

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

2. Choose from the following companies which proposes wide range of services

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

3. Choose from the following companies which provides best quality of products and services

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

4. Last time your organization purchased products or services from \_\_\_\_\_

5. I usually prefer \_\_\_\_\_

The following questions are related to your views on distribution of products and services of IT industry

Please circle the number which closely matches your opinion about Ektoo ltd:

1	2	3	4	5
Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree

1. Proper distribution is very important aspect of IT industry 1 2 3 4 5
2. Product Installation is as important as distribution 1 2 3 4 5

**Place (✓) mark for the answer you prefer**

1. What Kind of distribution strategy basically IT industry follows?

- a. Direct
- b. Indirect

2. Product and service installed by

- a. Your company.
- b. The company from which the product or service is purchased.
- c. Third party.

**Place (✓) mark in the blank space according to your own preference**

1. Choose from the following companies which has good distribution network

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

2. Choose from the following companies based on distribution of products right on time

\_\_\_ Aamra Network \_\_\_ Ektoo Ltd. \_\_\_ Flora Ltd. \_\_\_ Access It Ltd.

Specify your level of agreement with the statements below by placing tick mark –

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ektoo signifies a strong brand image					
Ektoo is over priced					
I am satisfied with the quality of Ektoo products and services					

**Please provide the following information**

**Organization** \_\_\_\_\_

**Date** \_\_\_\_\_

