



Daffodil
International
University

Internship Report
On
**“From Text to Tech: Applying Literary Skills in Business Development at
Daffodil Software Ltd”**

Supervised by

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Prepared by

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ID: 221-10-918

Department of English

Faculty of Humanities & Social Science

Daffodil International University

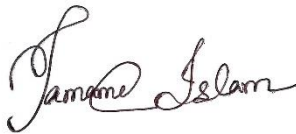
This report is submitted to the Department of English, Daffodil International University. As a partial requirement for the degree of Bachelor of Arts (B.A) in English Literature & Linguistics.

Declaration of the Intern

I, Tamanna Islam, declare that this internship report titled “From Text to Tech: Applying Literary Skills in Business Development at Daffodil Software Ltd.” is fully based on my own effort, understanding and analysis. The report is submitted to Department of English as part of the partial requirements for completing my degree in B.A in English literature & linguistics.

I confirm that this report has not been published, submitted or presented for any academic qualification. All references, materials, data used for making this report have been properly acknowledged and cited.

I also declare that I actively participated every tasks, which was assigned during my internship period at Daffodil Software Ltd. This report reflects my genuine observations, experiences and outcomes from the assigned tasks under the supervision of Reaz Uddin Ahmed and my academic supervisor, Mr. Emran Khan.



.....

Signature of the Intern

Certification of Supervisor

This is to certify that **Tamanna Islam**, bearing **ID 221-10-918**, has completed her ENG 431 project paper with the Internship course ENG 431 under my supervision. For her internship placement, she selected Daffodil Software Ltd to gain different kinds of knowledge.

Throughout the entire process, **Tamanna** maintained regular contact with me and took guidance whenever needed. The report she submitted reflects her authentic effort. I certify that because of her achievements she is now eligible to present her project paper report for formal review. I wish her all the best for her future as an academic and professional person.

.



.....

Signature of the Supervisor

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Acknowledgement

I would like to express my gratitude to Allah, whose blessings gives me strength to complete my internship at Daffodil Software Ltd (DSL). I am very thankful to my academic supervisor, Mr. Emran Khan, for his constant support, valuable feedback, and encouragement throughout the internship period. I would like to extend my deepest thanks to the Software Sales and Marketing Department at Daffodil Software Ltd., for allowing me to learn and grow in a corporate environment. I am deeply thankful to my mentor, Mr. Joha Sagor, for his patience, advice and support. I would like to thank Mr. Reaz Uddin Ahmed for creating a positive environment to develop my skills at DSL. Finally, I would like to thank my parents for their continuous love, support, and encouragement during this time.



.....

Tamanna Islam

ID: 221-10-918

B.A in English

Daffodil International University

Abstract

My internship report documents the practical learning I acquired through my three-month internship experience with Daffodil Software Ltd.'s Business Development Department, which is a sister concern of Daffodil Computers PLC, and was unexpected for someone with my academic focus on English Literature. I am impressed by how much I was able to relate the skills I learned while pursuing my Humanities degree to a tech-related field.

Overall experiences at Daffodil Software Ltd., enhanced my business knowledge and reinforced my awareness of how the communication and language skills I developed as an English Literature Student can be an effective asset in Digital Marketing and Business Development.

Acronyms

DCL	: Daffodil Computers Ltd
DSL	: Daffodil Software Ltd
DIIT	: Daffodil Institute of Information Technology
ERP	: Enterprise Resource Planning
BDS	: Business Development Strategy
CRM	: Customer Relationship Management
TOR	: Terms of Reference
RMG	: Ready-Made Garments
IT	: Information Technology
IoT	: Internet of Things
SaaS	: Software as a Service

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Introduction

Internships are important to connecting academic learning with the working environment of the company. The purpose of my internship was to prove that critical thinking, communication, and writing skills are used in a technical industry. At Daffodil Software Ltd. I worked in the software sales and marketing department focusing on software sales, generating leads and contacting clients, and converting these leads into sales opportunities. This report details my responsibilities, the challenges I faced while on this internship, my achievements, my learnings and how the experience enhanced my personal growth during my internship. Also, the report has helped me understand how all three components - literature, language and technology. Additionally, this experience has expanded my understanding of how literature, language and technology work together. It helped me to understand how this experience has prepared me with important skills that can use in my upcoming days.

Company Profile

2.1 DSL in Brief

Daffodil Software Ltd. (DSL) stands as one of Bangladesh's prominent software solution providers, operating under Daffodil Computers PLC, which is one of the concerns of Daffodil Group. DSL helps organizations to enhance productivity, simplify their operations, and meet the demands of the digital era.

2.2 Parent Company: Daffodil Computers PLC

Daffodil Computers PLC is the earliest and most established IT company in Bangladesh, with experience in software solutions, IT hardware, and ICT education. It is listed on the Dhaka and Chittagong Stock Exchanges as a public limited company.

2.3 Major Products

DSL's flagship software solutions include:

- Smart Business 24 ERP: An integrated ERP system that supports business functions, such as HRM, inventory, accounting, manufacturing, sales modules.
- Hospital Management system: A complete digital solution for hospitals to manage patient's data, billing, and OPD-IPD records.
- Integrated University Management System: A platform to manage university processes such as fee, student information portal, teachers portal, academic activities, and admissions.

2.4 Client Portfolio

Clients of DSL:

Educational Institutions:

- University of Dhaka (DU)
- Bangladesh University of Professionals (BUP)
- Cumilla University

Hospitals:

- Rokeya Specialized Hospitals
- Cardio Care
- People's Memorial Hospital

Corporate Clients

- East Coast Group
- Olila Group
- Mohammad & Sons

Internship Role and Responsibilities

I started my internship on 17 September 2025. I joined DSL as a Software Sales and Marketing Intern. My role was business development, content writing, cold calling, tender documentation, editing, reviewing, lead generation and client outreach. Also, I worked with digital marketing team, wrote blog posts, content, meta title and meta description.

Weekly Activities

Week 1 (17 Sept – 20 Sept 2025)

From my first working day, I learned the basic of ERP systems, modules, and the way it works. Also, learned about Odoo and lead generation.

Week 2 (21 Sept – 23 Sept 2025)

This week I focused on practicing calling techniques like tone, script, and communication manners. I made my first outbound calls to 10 organizations, which gave me real experience in client interaction. That week's most exciting moment was receiving my first positive lead from HSPP Consultants Ltd, which is now on processed.

Week 3 (24 Sept – 25 Sept 2025)

These two days I studied about clients of DSL, so that I can answer properly if any lead questions about that. I also learned about BD Tender, how tender is used for projects.

Week 4 (12 Oct – 16 Oct 2025)

This week, I learned about SaaS, PaaS, and IaaS models and the differences between them. Also, I learned the difference between cloud-based and on-premise software. Then I contacted with eight admission consultancies and received various responses.

Week 5 (18 Oct – 19 Oct 2025)

This week, I reached out to hospitals and companies to promote ERP and Hospital Management System, and noted their feedback and future interest. Some clients gave positive signs, which motivated me to do my work properly.

Week 6 (20 Oct – 23 Oct 2025)

Cold calling became a daily routine for me, and I enjoyed the process. Because with each call, I became more confident and stepped out of my comfort zone. Also, I explore different directories to source new leads. Also, I attended a meeting with the Chairman Sir, where Sir gave us instructions about how we can improve, which helped me a lot.

Week 7 (25 Oct – 26 Oct 2025)

I started this week with email outreach. From the engagement list of the campaign, I sorted some clients who are interested, then I emailed them our company profile with full details, explaining how our ERP systems work. For tracking, I used SalesHandy.

Week 8 (28 Oct – 30 Oct 2025)

I wrote a blog for DSL's website entitled "10 Software Development Companies in Bangladesh." I also continued my call, and contacted 15 corporate offices and took their opinion.

Week 9–13 (1 Nov – 30 Nov 2025)

I continued daily call-outs throughout November across universities, business industries, and hospitals. I also helped my teammate by writing the meta title and meta description for digital marketing. Also drafted SEO-friendly content, helped to update product description and copywriting. Then followed up on previous leads. Overall, I worked with the business team as well as the digital marketing team.

Week 14-15 (1 Dec – 10 December 2025)

In my final weeks of internship, I followed up on previous leads who gave us a hint that they will discuss with us for details, and they will show our presentation. This experience boost up my confidence, interaction and communication skills. Its helps me to become more adaptable, resilient, and made me prepare for real world setting.

Key learnings and Observations

5.1 Communication in a Corporate Setting: The most valuable learning from my internship was how to communicate properly in a professional business context. I refined my ability through client interaction and email outreach. Also I understand which modules they need right now, and noted them.

5.2 Understanding ERP Market and Software Sales

English literature background, and working in most leading software company was both challenging and exciting. Day by day I became more comfortable with IT-related terminology and market strategy. Also acknowledged the growing demand of digitalization.

5.3 Lead Generation and Data Collection

I learned how to find data and from that data how to convert potential clients, using tools like Apollo.io, SalesHandy, and Instant Data Scraper. When we find a lead then how to track, how to prioritize them was also a crucial part of my learning.

5.4 Mentorship and Teamwork

My teammates and mentors' constant prioritizing of me and helping me through the whole journey made my days insightful. Also, their constant feedback helped me to refine my mistakes.

5.5 SEO and Content Writing

From watching Facebook ad running to learning meta title and writing a blog post, I gained lots of experiences.

5.6 Business strategy

I became familiar with various business industries, various hospitals in Bangladesh. Also known about vendor expectation, pricing and limitations. This helped to understand how different organizations approach software procurement.

5.7 Professionalism and Confidence

As I was totally new to professional life, it was an amazing journey to learn and grow. I became more confident in engaging the professionals. The internship shapes me in a new way, which was I once dreamed of. That was not only a job, but it was teaching manner, etiquette in a professional environment.

Tools and Methodologies

6.1 Tools Used

Instant Data Scraper: A Chrome browser extension that can collect data by crawling, using maps or any other websites.

Apollo.io: I used this for finding promising clients.

Yellow Pages BD: I used this tool for collect data of the whole Bangladesh from one site.

SalesHandy: SalesHandy was used for tracking email open rates and the effectiveness of the campaign.

Google Sheets and Excel: Used for managing contact lists, their remarks, and follow-ups.

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WhatsApp: For sharing brochures with clients and for further queries, I used WhatsApp.

6.2 Methodologies

Email Marketing: Sending personalized emails to source leads from scraped data.

Calling: To introduce DSL's brand value and sales, reaching out via phone. Sometimes outbound, sometimes inbound.

Lead: Categorizing leads based on their requirements, responses, and interest.

Tender Analysis: From BD Tender portal, filtering relevant scope of work mentioned tenders, and outreach properly

Tender Documentation: After analysis then I also write the response of the Request For Proposal

Content Writing and SEO: Crafted blog articles and web content for best search engine visibility.

Recommendations

7.1 For the Organization

Development of Client Persona: For different type of clients (businesses, hospitals, institutions), creating persona may modernized sales strategies.

Onboarding Sessions for More Intern: A well organized training module for new interns can help the adaptation skill

7.2 For Future Interns

Take Initiative: Take initiative by yourself, do not wait to be assigned, ask mentor, and contribute in ongoing projects.

Embrace Learning: No matter from which background you are, your willingness to learn will help you in your next journey.

Keep Detailed Notes: If client are not interested though try to take their details, or currently what they are using, this will help the strategy over time.

Conclusion

Successfully completing my internship at Daffodil Software Ltd. was an eye-opening and rewarding journey for me. Coming from a non-business background, I was able to do things in the dynamic world of business development. Thanks to DSL for hands-on mentorship and supportive environment at the very beginning of my professional journey. From understanding cloud technologies and ERP solutions to confidently making 300 outbound calls, built my confidence, enhanced my spirit and excite a strong interest in how language, technology, marketing can align in real-world of business. This internship taught me teamwork in a professional setting, shaped my career direction, the value of adaptability, and research. With the deep sense of gratitude I leave and making me ready for future challenges.

Appendix A

Internship Certification



Daffodil Computers PLC.

Head Office : 64/3, Lake Circus, Kalabagan
(2nd Floor), Mirpur Road, Dhaka-1205, Bangladesh
Tel: 880-2-22240050, Fax: 880-2-58153690
Email: info@daffodil-bd.com

Ref: DCL/HR/IC/2025/036

Date: 06/12/2025

INTERNSHIP LETTER

TO WHOM IT MAY CONCERN

This is to certify that **Tamanna Islam** is currently undergoing a three-month Internship Program in the **Software Sales & Marketing** Department at Daffodil Computers PLC. She has been serving as an Intern since **1st October 2025**, and her internship is scheduled to continue until **30th December 2025**.

During her internship, she has been actively involved in various tasks, including:

- Supporting outbound sales activities through cold calling, email campaigns, and LinkedIn outreach (where applicable).
- Maintaining and updating the CRM (Customer Relationship Management) system with prospect and customer data.

We appreciate her dedication and contribution during the ongoing internship period and wish her continued success in her professional development.



.....
Md. Fazlay Rabbi
Executive (HR & Admin)
Cell: 01708 – 129859
Email: hr1@daffodil-bd.com
Daffodil Computers PLC

Appendix B

Lead Details

Customer_contacts											
1	Tr Name	Tr Company	Tr Phone	Designation	Which ERP	Tr 1st contact date	Tr Remarks				
2	Miran Ali	Remi Farms Ltd	01619003620	Managing Director	business ERP	23-09-2025	He changed the job, no number of Head Office				
3	Azad	HSPP Consultants Ltd	01716585913	Director	Hospital	23-09-2025	He wants to work with Daffodil but in November				
4	Noor Mohammad	Walton Hi-Tech Industries L	01775901857	HRM	HRM	23-09-2025	Not Received				
5	Mohammad Al Amin	Praava Health	01981048643	Manager HR & Admin	HRM	23-09-2025	Invalid Number				
6	Zahidur Rahman	Walton Hi-Tech Industries L	01775901857	HRM & Admin	HRM	23-09-2025	Not Received, can call again				
7	HM Mashur Rahman	International Admission Ser	01711875240		Admission Manage...	16-10-2025	Not Reachable				
8	Md Solayman	Bangladesh Student Consul	01711952149		Admission Manage...	16-10-2025	Call later				
9	Jabun Nesa	Alberta Education	01717466508		Admission Manage...	16-10-2025	NO need				
10	Abdul Rahim Khan Mukul	Bangladesh Malaysia Study	01777444422		Admission Manage...	16-10-2025	not received				
11	Nasir Ahmed	Global Vision	01777447744		Admission Manage...	16-10-2025	not received				
12	Mohammad Saifur Rahman	Worldwide Education & Mig	01989800800	manager	Admission Manage...	16-10-2025	CRM cost not affordable				
13	Md Wahiduzzaman	Eduproof	01318473969		Admission Manage...	16-10-2025	no need at this moment, he said to share details via what				
14	Abdullah Al Amin Bappi	Global Pacific Consultancy	01746505920		Admission Manage...	16-10-2025	Do whatsapp, no need at this moment				
15	Name	Mukta clinic	01711576121	manager	Hospital	16-10-2025	talked with maanger, they ALREADY HAVE				
16	Name	Al Madina Diagnostic Cent	Phone		Hospital	19-10-2025	no need				
17	Name	Al Madina Nursing Home &	Phone		Hospital	19-10-2025	no need				
18	Name	Al Razi Islamia Hospital pvt	Phone		Hospital	19-10-2025	not reached				

A1	Name											H
	A	B	C	D	E	F	G					
16	Name	Al Madina Diagnostic Cent	Phone		Hospital	19-10-2025	no need					
17	Name	Al Madina Nursing Home &	Phone		Hospital	19-10-2025	no need					
18	Name	Al Razi Islamia Hospital pvt	Phone		Hospital	19-10-2025	not reached					
19	Name	Sukhi Clinic	Phone		Hospital	19-10-2025	not reached					
20	Name	Armina Clinic	Phone	executive	Hospital	19-10-2025	Do whatsapp, no need at this moment					
21	জনাব মো: মাসুদ রানা	নিউ জেনারেল হাসপাতাল	০১৮১৯১৭৯১৯৮	manager	Hospital	19-10-2025	after 2 month, now they have partnership with tangail's c					
22	Name	Bonolata Consortium Ltd	01727306615	manager	business ERP	19-10-2025	tender partner need, slightly positive					
23	Name	Jahan Pest Control Services	01711876331		business ERP	19-10-2025	Do whatsapp, no need at this moment					
24	Name	Company	Phone			1st contact date	Remarks					
25	Name	United Hospital Limited	019 14 001234		Hospital	22-10-2025	no need					
26	Name	Green Life Hospital Ltd., Dh	01618-800088		Hospital	22-10-2025	no need					
27	Name	Dhaka Community Hospital	01711-194576		Hospital	22-10-2025	no need					
28	Name	CSCR Hospital & Diagnostic	01887-656565		Hospital	22-10-2025	nono					
29	Name	Belle Vue Hospital Ltd., Chit	0 1969-901166		Hospital	22-10-2025	no					
30	Name	Company	Phone		business ERP	22-10-2025	Remarks					
31	Name	Omera LPG	01799-330044		business ERP	23-10-2025	no					
32	Name	Company	Phone		business ERP	23-10-2025	Remarks					
33	Name	Intraco LPG	01975-006271,+88 019:		business ERP	23-10-2025	no					
34	Name	T. K. Gas & Gas Cylinder Ltd	01713-104915	Tarikul Arfan Chowdhury	business ERP	23-10-2025	Remarks					
+ Sheet1 Manufacturing & FMCG Retail & distribution Business IUMS Hospital												

A1	Name						
	A	B	C	D	E	F	G
33	Name	Intraco LPG	01975-006271, +88 019:		business ERP	23-10-2025	no
34	Name	T. K. Gas & Gas Cylinder Ltd	01713-104915	Tarikul Arfan Chowdhury	business ERP	23-10-2025	Remarks
35	Name	Company	Phone			23-10-2025	Remarks
36	Name	Square Hospital Ltd	01313718686		Hospital	23-10-2025	Remarks
37	Name	Long Life Hospital Ltd	01754893050	front desk	Hospital	23-10-2025	Remarks
38	Name	US- Bangla Corporate Office	01708813241		business ERP	30-10-2025	no
39	Name	Royal Group of Bangladesh	01621832053		business ERP	30-10-2025	no
40	Name	FC Bangladesh Ltd	01318110109		business ERP	30-10-2025	not received
41	Name	Ehome Bangladesh Office	01873700727	maanager	business ERP	30-10-2025	not affordable,
42	Name	BDG corporate head office	01315498587		business ERP	30-10-2025	no
43	Name	eBiz Bangla Corporate Office	01842404668	front desk	business ERP	30-10-2025	no
44	Name	United Group Old Head Office	01779524709	executive	business ERP	30-10-2025	no need
45	Name	PT Head office	01714766971		Hospital	30-10-2025	not found
46	Name	Rehab Bangladesh	01796587512	executive	Hospital	30-10-2025	no
47	Name	Pratic apparels Ltd	01711531224	executive	business ERP	30-10-2025	no
48	Name	Delicate Garments Ltd	01715023139		business ERP	30-10-2025	not received
49	Name	MH Corporation	01730949929	It team	business ERP	30-10-2025	they use drive and tally,no need
50	Name	Go Food Head Office Bangla	01619817945		business ERP	30-10-2025	not found
51	Name	The KRF center for Bangla	01630869695		business ERP	30-10-2025	not found

A1	Name						
	A	B	C	D	E	F	G
49	Name	MH Corporation	01730949929	It team	business ERP	30-10-2025	they use drive and tally,no need
50	Name	Go Food Head Office Bangla	01619817945		business ERP	30-10-2025	not found
51	Name	The KRF center for Bangla	01630869695		business ERP	30-10-2025	not found
52	Zaman Wahid	DIRD Group	01925571052		business ERP	30-10-2025	not received
53	rajshahi,	Shah Mokhdum medical col	01712674803	Managing Director	Hospital	06-11-2025	talked with MD, have to call after 10 days, when their team
54	rajshahi	Rajshahi Sishu Hospital	01721770506		Hospital	6-11-2025	this is personal number of someone who resigned
55	mymensigh	Nexus Hospitals Banglades	01796586561	front desk	Hospital	6-11-2025	have to talk physically, they dont know, not possible over
56	mymensigh	pranto specialized hospital	01788222000		Hospital	6-11-2025	cut 2 times
57	mymensigh	Sayem Diagno complex and	01715808065		Hospital	6-11-2025	number off
58	mymensigh	Liberty Hospital	01919292867	manager	Hospital	6-11-2025	talked. taken another number of maanger but no off, can
59	mymensigh	mymensigh union speciali	01324160080	manager	Hospital	6-11-2025	taken number of julfikar ali- 01732367363, he said they h
60	sylhet	sylhet women's medical coll	01712346858	IT	Hospital	6-11-2025	they have, no need
61	sylhet	parkview medical college ar	01849868959		Hospital	6-11-2025	noot received
62	sylhet	Oasis hospital Sylhet	01763990055		Hospital	6-11-2025	call waiting,can try again
63	sylhet	Queen's Hospital	01730700898		Hospital	8-11-1025	busy
64	chittagong	National hospital chottogra	01827402322	front desk	Hospital	8-11-2025	Remarks
65	chittagong	Metropolitan hospitaal	01814651077	manager	Hospital	8-11-2025	talked with first number, then he gavethe number of IT,wh
66	dhaka	health and hope hospital un	01611216232	front desk	Hospital	8-11-2025	have to talk with IT team physically, over the phone not al
67	Brahmanbaria	Royal Hospital	01948024427		Hospital	9-11-2025	busy

Appendix C

Appointment Letter

Daffodil Computers

Daffodil Computers PLC.
Head Office : 64/3, Lake Circus, Kalabagan
(2nd Floor), Mirpur Road, Dhaka-1205, Bangladesh
Tel: 880-2-222240050, Fax: 880-2-58153690
Email: info@daffodil-bd.com

Ref: DCL/HR/DS/AL/2025/07 Date: 01/10/2025

Tamanna Islam
Mirpur 1, Dhaka

Sub: Letter of Appointment.

Dear Ms Tamanna Islam,

We are pleased to inform you that Daffodil Computers PLC (DCL) has decided to appoint you as an **Intern, Sales & Marketing (Software Section)**, effective from **1st October 2025**.

Your internship period will be **3-6 months**. On successful completion of the internship period with satisfactory performance, the service may be extended or made permanent based on management approval. You will receive a monthly consolidated allowance of **BDT 5,000/- (Five thousand Taka Only)**. Your office time will be **8 hours daily, 6 days a week**. The authority reserves the right to adjust your office hours as per the organizational requirements. As an Intern, you will work under the supervision of **Mr. Reaz Uddin Ahmed, AGM, Sales & Marketing (Software Section), DCL**.

Congratulations on your appointment!

Md. Fazlay Rabbi
Executive (HR & Admin)
Daffodil Computers PLC.

Md. Jahir Uddin
DGM (F & A)
Daffodil Computers PLC.

CC:

1. Jafar Ahmed Patwary, GM
2. Md. Abdur Rob, AGM
3. Accounts Department
4. Personal File

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Daffodil Smart (C)
Binulia, Savar, (C)
Cell: +8801711-
Email: mir@gi

dcl **DSL** **Daffodil School** **ROSK** **DIPTI** **computer clinic** **SK**

www.daffodil-bd.com

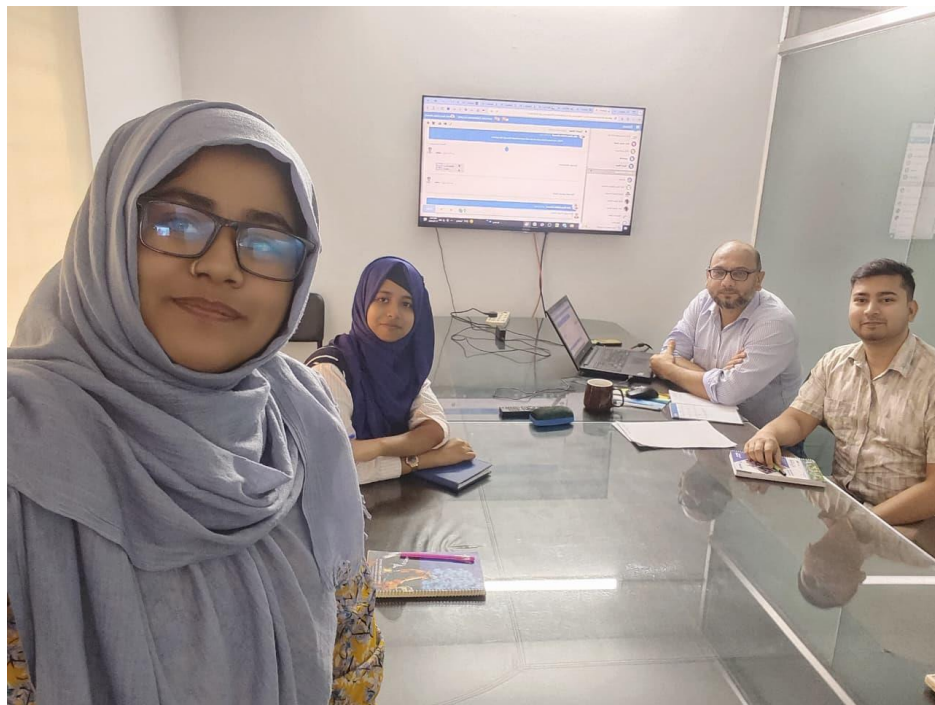
Appendix D

Photographs

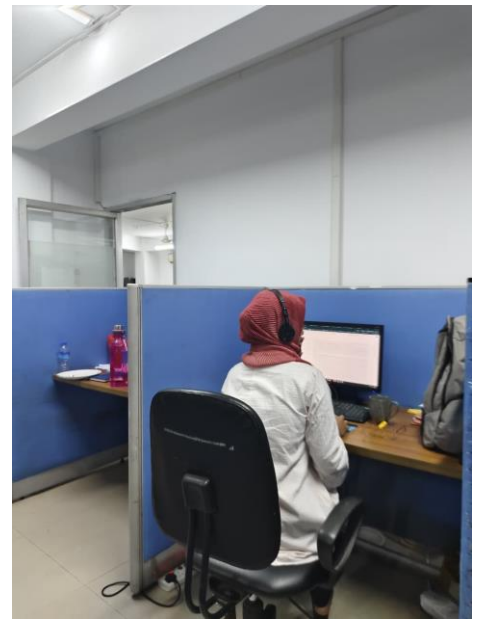
Team DSL



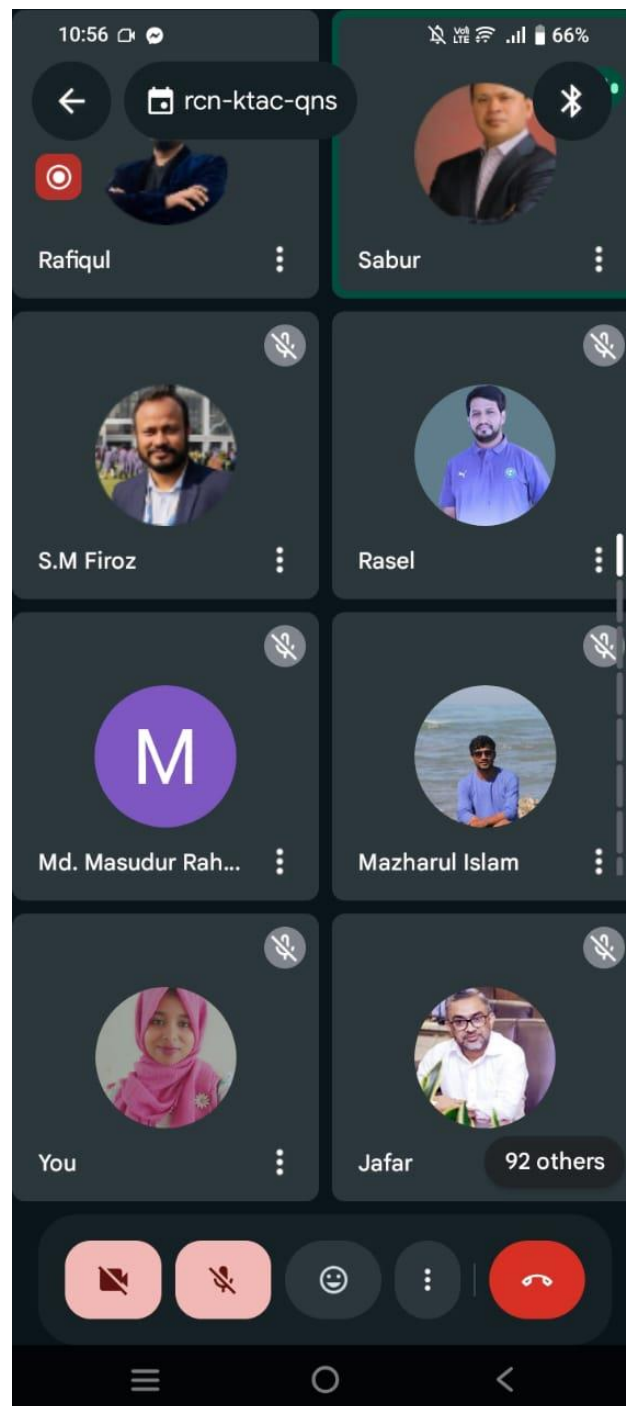
Meetings



My Desk



Meeting with Sabur Khan Sir



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Colleagues



[©Daffodil International University](#)

Supervisor and Teammates

Coffee Break



References

Internal Sources and Company Documents

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Islam, T. (2025). *Weekly reports and Internship activity log* (Unpublished internal document)
Sagor, J.(2025) *Mentorship and verbal instructions*. Executive, Daffodil Software Ltd.

Technical Documentation and Software Platforms

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