

FINAL YEAR PROJECT
INTERNSHIP ON DIGITAL MEDIA AND MARKETING

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Science in Multimedia and Creative Technology

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DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH

13 February 2022

APPROVAL

This project titled “**Internship on Digital Media and Marketing**”, submitted by **Md. Mahadi Hasan (Id: 181-40-470)** to the Department of Multimedia and Creative Technology, Daffodil International University has been accepted as satisfactory for the partial fulfilment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 13 February 2022.

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I hereby declare that this internship has been done by me under the supervision of **Mr Mizanur Rahman Lecturer (senior scale), Department of Multimedia and Creative Technology,** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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ACKNOWLEDGEMENT

An internship is a professional learning opportunity that provides a student with meaningful, practical work in his subject of study and career interest.

My internship was a very good experience and memorable. I have gained a better understanding of a real work experience of practical life.

Firstly, I would like to thank all the persons who have guided and helped me throughout my internship period. I am grateful to my supervisor Mr Mizanur Rahman, Lecturer of Multimedia and Creative Technology (MCT), DIU who has guided me and also helped me to prepare the internship report.

I would like to thank Pridesys IT Ltd too for allowing me to intern as a Graphic designer of their Company. I also want to give special thanks to the Senior Graphic designer of Pridesys IT Ltd, Saidur Rahman for his genuine support during my whole internship period. I have learnt many things from the fieldwork experience.

Finally, I would like to express my heartiest gratitude to **Dr Shaikh Muhammad Allayear, Professor and Head**, Department of MCT, Md. Samaun Hasan, assistant professor of the Department of MCT and Md. Salah Uddin, Lecturer of Department of MCT from Daffodil International University.

I am also grateful to the Department of Multimedia and Creative Technology, Daffodil International University.

ABSTRACT

An internship is a formalized program that a company provides to qualified workers. An internship helps students to apply what they've learned in class to real-world situations. Internships are sometimes organized by an educational counsellor for his students. It is an excellent opportunity to further develop skills and professionalism in the long run. An internship teaches versatile skills such as teamwork, communication, and computer proficiency in addition to specific talents in a particular industry.

During my internship, I gained a variety of experiences that have aided in the development of my ability to be a skilled worker. I chose Digital Media and Marketing for Pridesys IT Limited with my internship. During my internship, I got the opportunity to work with some of the most talented media professionals in the industry. They have taught me a great deal.

I worked on a variety of projects throughout my internship, including brochures, digital banners, ID cards, and company profiles. I also took involved in some non-project projects. All of those jobs gave me real-world experience and taught me how to do my job better. I am certain that I will be able to put all of these skills to good use in my future professional life.

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CHAPTER-ONE

INTRODUCTION OF MY INTERNSHIP

1.1 What is an internship?

An internship is a process of gathering professional experience that offers practical work related to a student's field of study or career interest. It also provides an opportunity for a student of career exploration and development. Having an internship gives experience in a career field that someone wants to pursue. ^[1]

An internship can provide a student with practical experience as well as the ability to handle a lot of work pressure both during the internship and in their professional lives. He is under the supervision of an expert in the field. The internship also allows you to contribute fresh ideas and energy to the workplace. He can develop this talent by studying real-life career scenarios, work patterns, problem-solving techniques, and so on.

1.2 Why is it important?

Academic knowledge is insufficient for professional life, and while it may imply us participating in discussions, peer interaction, debate, and sharing our learning experiences, it is critical to apply theoretical knowledge and build academic notions. An internship is an essential aspect of a student's career preparation. It is the most practical approach to obtain first-hand experience in a potential professional sector without committing long-term. ^[2]

Studying for a degree and working as a professional is not the same thing. It is impossible to have a thorough understanding of a certain field of work without participating in an internship. All businesses nowadays require a qualified employer, and an internship can assist students in realizing their full potential. On the other hand, an internship provides exposure to the challenges of a working environment and expertise in dealing with difficult situations. ^[3]

So, as students, we all should utilize our internship period to make ourselves skilled and prepare for the future.

1.3 Name of the Company:

“Pridesys IT Limited”



Figure: 1.1 Company Logo

1.4 Introduction of the organization:

Pridesys IT Limited is one of Bangladesh's leading IT companies, offering Secure, Scalable, On-Demand Application System and Data Access Solutions under the slogan "Innovate, Integrate, and Differentiate" to assist its clients around the world in improving their business performance. It is also an IT Enabled Service (ITES) provider in the Call Center and e-Commerce Portal domains. We are committed to doing everything possible to serve our corporate and public sector clients of all sizes, from strategic planning to assist with the implementation and management of technology solutions. Collaboration deep industry expertise, and we bring to each professional integrity based on our long-standing core business values.

1.5 Description of my internship

Throughout my internship, I gained experience by working on a variety of tasks. As previously said, I worked on a variety of projects. First and foremost, I created a company profile for the firm. I also did some work that wasn't related to the project. Aside from these responsibilities, I had the opportunity to learn about digital marketing and how to create relationships with coworkers. There were a lot of problems initially, but they progressively got better. The most significant thing I learned during this time was how to operate in a team, obey regulations, and be disciplined. So, I'd like to add that my internship was amazing, that I enjoyed working in a professional setting, and that I'd like to work with professionals again. I visited other departments of the organization to get further information for this reason.

1.6 Duration of my internship: 1st August-2021 to 25th November-2021.

CHAPTER –TWO

EXPLANATION OF SOME WORKS IN RELATED AREA

2.1 Introduction of previous work in this field.

Throughout my internship, I participated in various projects where the company assigned me to create an individual project. Now I'll talk about the projects that I've completed during my internships, such as a brochure, business card, company profile, dairy, money receipt, user manual cover, and social media banner.

‘Brochure’: A brochure is a paper document that contains information and is often used for advertising. It can be folded into a template, pamphlet, or leaflet. A brochure can also be a collection of related unfolded papers placed in a pocket folder or packet. Brochures are promotional documents that are primarily used to introduce a company, organization, products, or services, as well as inform prospective customers or members of the general public of the benefits.

A brochure is a type of corporate marketing tool that is used to promote a product or service. It is a tool for disseminating information about a product or service. A brochure is similar to a magazine, but it contains images of the product or service that the brand is promoting. There are various types of brochures based on various factors, including Gate Fold Brochure, Fold Brochure, Trifold Brochure, and Z-Fold Brochure.

‘Social Media Banner’: A social media Banner, also known as a banner ad, is a type of advertising on the World Wide Web that is delivered by an ad server. This type of online advertising involves inserting an advertisement into a web page. Its purpose is to drive traffic to a website by linking to the advertiser's website. Banners are frequently delivered by a centralized ad server. This payback system is frequently how the content provider pays for the Internet access required to supply the content in the first place.

2.2 Problem findings & solution:

The design world is around finding solutions to problems. Graphic designers experience challenges daily, not only in their specific projects and working with clients, but also in the industry and with themselves. I had also some problems and I will discuss this.

1. Balance of Client Needs & Personal Design Preferences



Figure 2.1: Balance of Client Needs & Personal Design

As designers, we commonly have choices for what we design and have a personal style. When working with a client, it's important to find the balance between our style and what the client is looking for. Keep in mind that a great designer is also a great collaborator. So we have to think about the client's choice.

2. Design and function must be balanced

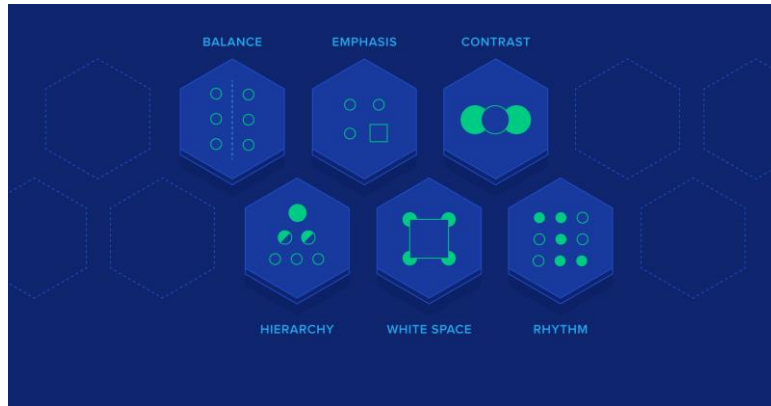


Figure 2.2: Design and function must be balanced

Designers are passionate about creating innovative and visually appealing projects, but they must also be able to create functional designs. Just like colours, fonts can also elicit certain moods and feelings, so it's important.

3. Keeping relevant and developing new skills daily



Figure 2.3: Skill developing

The creative world is continuously developing and growing. It's not just a personal challenge to keep on top of design trends, it is also an interpersonal challenge to constantly push your creative talents to the next level. It's critical to stay current with the latest trends, colour schemes, creative tools, and innovative methodologies, among other things. Staying relevant is the key to success in the creative industry.

4. Being Unique



Figure 2.4: Example of being Unique

It's just as crucial to stay true to yourself as it is to study design trends and receive inspiration from outstanding designers. When working on a new project, research and inspiration are a huge part of a good beginning.

CHAPTER –THREE

DETAILS OF USED SOFTWARE

3.1 Description of used software:

During my internship, I worked with different software. I did not employ all of them in the same project at the same time. Our team was made up of numerous persons, each of them had a certain job to play with various software. Some were for video editing, digital marketing, SEO marketing, and motion graphics, among other things. But I had a part to play. As a designer, I was responsible for creating banners, brochures, user manual covers, money receipts, and more. I also utilized Adobe Illustrator, Photoshop, Adobe Premiere Pro, and Adobe After Effects on occasion.

All of the team members were helpful, and they gave me the materials I needed to add to and build the projects. The majority of the software I've used is detailed here.

3.2 Adobe Illustrator



Figure 3.1: Illustrator logo

Adobe Illustrator is a vector-based design and drawing program for professionals. Illustrator is used by designers to create posters, symbols, logos, patterns, and icons, among other things. The software was the first choice of my client. I have used the software to create posters, symbols, logos, patterns, icons, and other things.

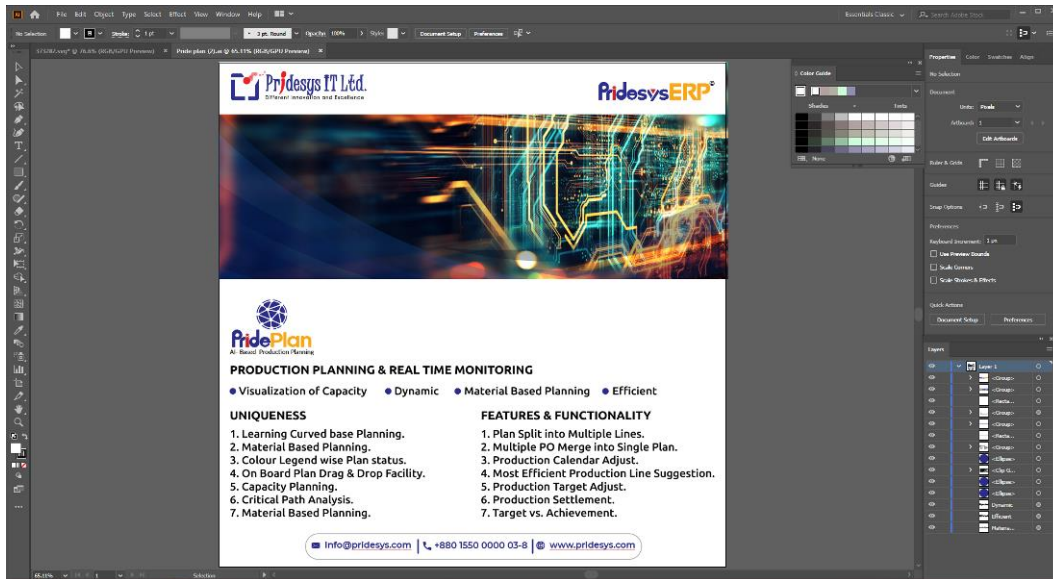


Figure 3.2: Social Media Banner



Figure 3.3: Social Media Banner

3.3 Adobe Premiere Pro:



Figure 3.4: Adobe Premiere Pro logo

Adobe Premiere Pro is a video editing software. The goal of using video editing software is to take various pieces of media and arrange them to give them more value than each piece on its own. I mostly used the software to combine all of my videos. I was able to add video clips in the order I desired in the software, and the location where we would do this is referred to as a timeline. The video clips can be moved and stacked in different vertical layers for an indefinite amount of time.

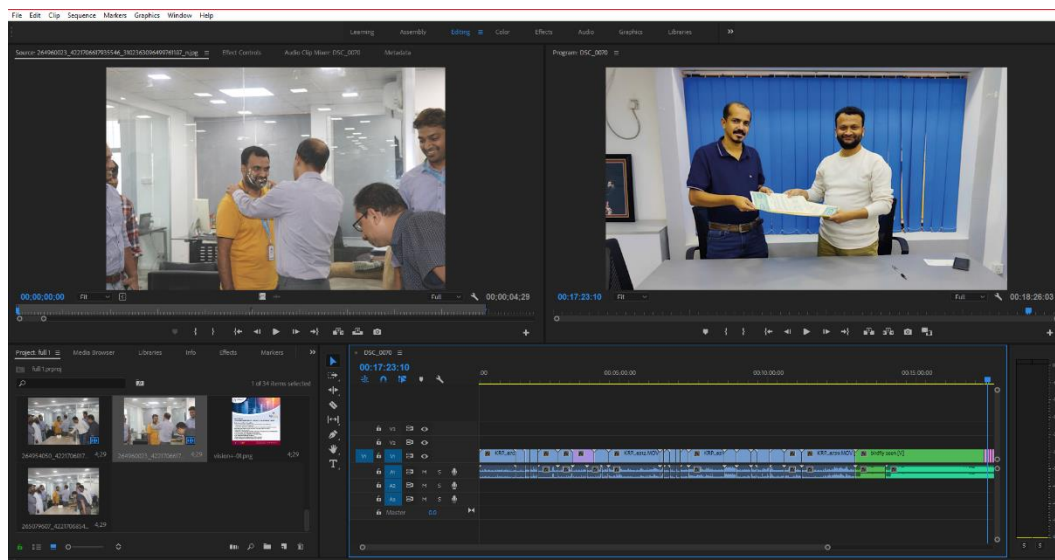


Figure 3.5: Project file.

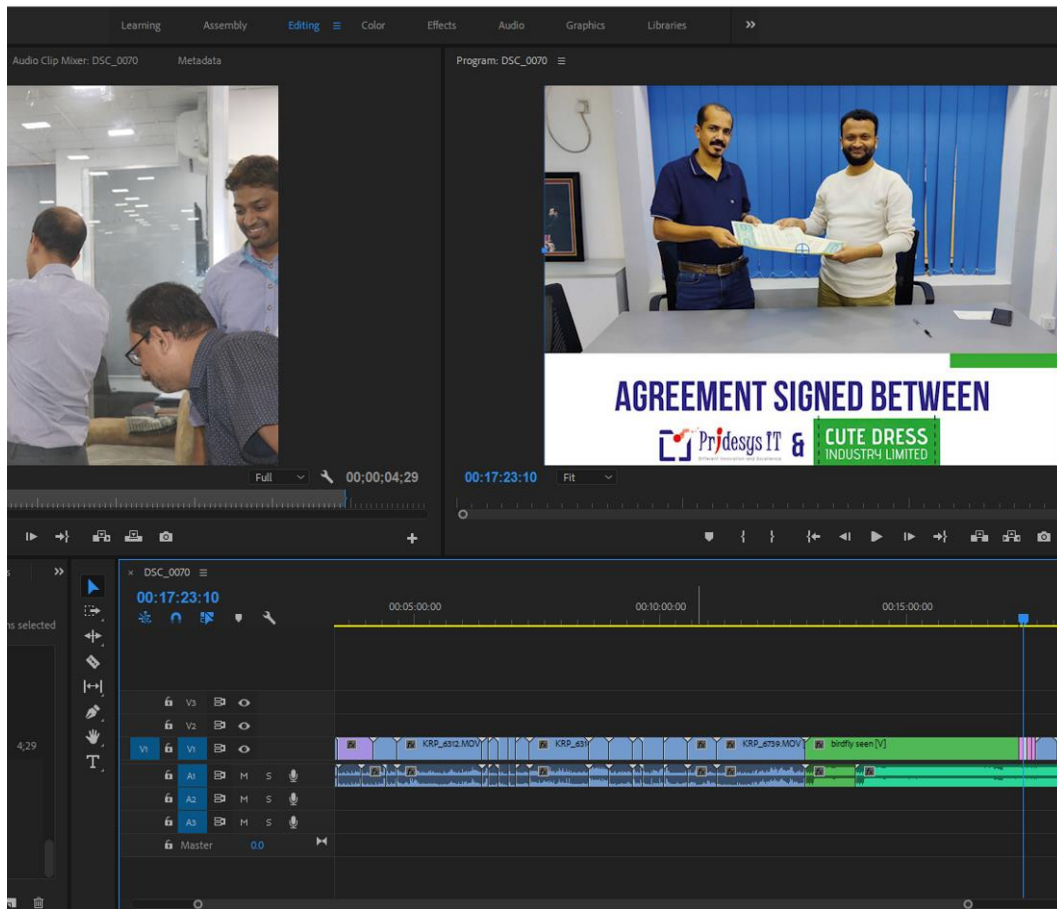


Figure 3.6: Rough Cut.

3.4 Adobe After Effect:



Figure 3.7: Adobe after effects logo

Adobe After Effects is a compositing application for creating motion graphics and special effects used in the video, online content and presentations. After Effects is available on both MacOS and Windows computers. ^[4] Since 1995, Adobe After Effects has been available to add visual effects to video and create motion graphics and animation sequences.

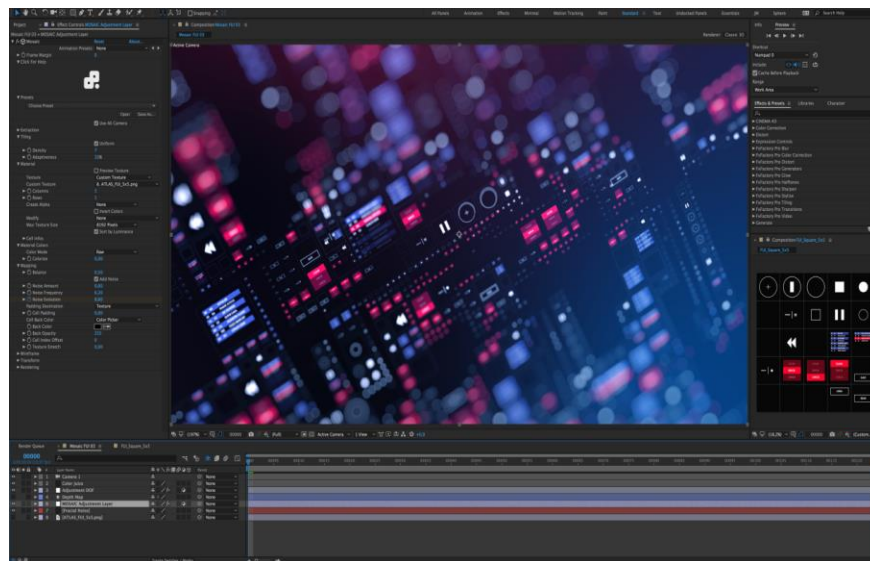


Figure 3.8: Demo work

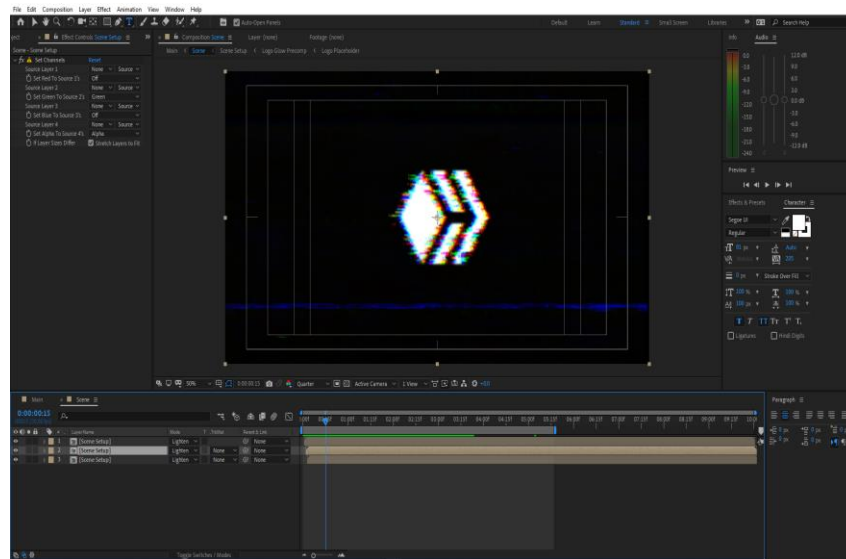


Figure 3.9: Practice work

3.5 Adobe Photoshop 2020:



Figure 3.10: Photoshop Logo

The software provides many image editing features for raster (pixel-based) images as well as vector graphics. It uses a layer-based editing system that enables image creation and altering with multiple overlays that support transparency. Layers can also act as masks or filters, altering underlying colours. Shadows and other effects can be added to the layers. In addition to making AI-powered adjustments to any portrait, Neural Filters were introduced to help repair damaged and broken images, including Photo Restoration, Dust and Scratches.

MONEY RECEIPT

SL. NO _____ Date: _____

Received With thanks from _____

Amount of taka _____

By Cash ☐ / Cheque ☐ No _____ Bank _____ Date: _____

For the purpose of _____ Contact No _____

Taka

Received By _____ Authorized Signature _____

Figure 3.11: Money Receipt.

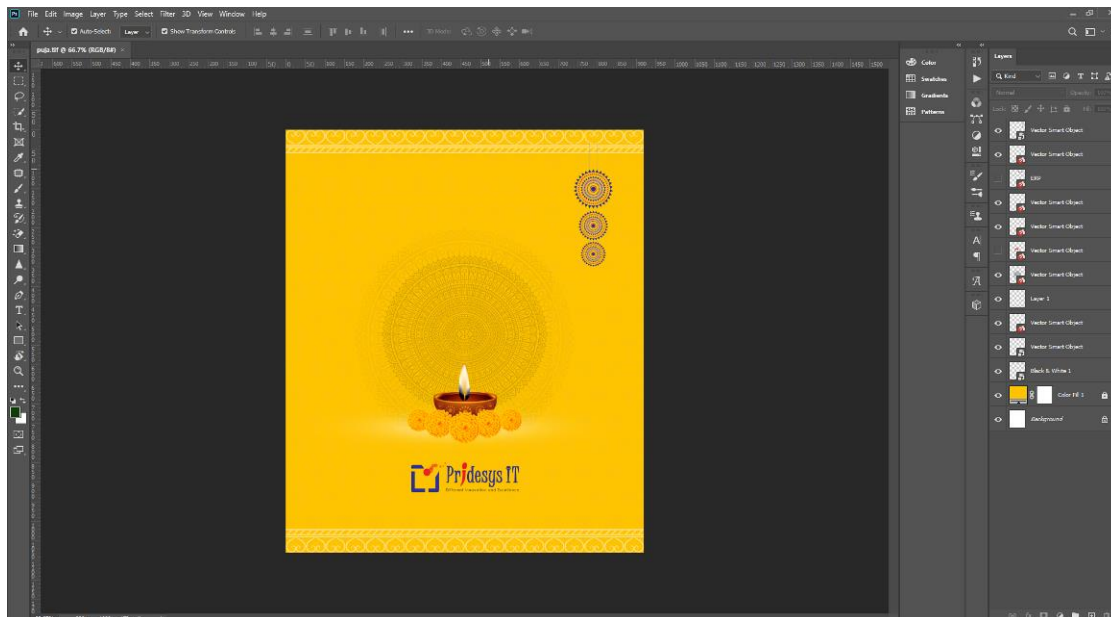


Figure 3.12: Occasional Poster

CHAPTER –FOUR

EXPLORATION OF MY INTERNSHIP

4.1 Category of my Work:

- ❖ **Brochure**
- ❖ **Company Profile**
- ❖ **Social Media Banner**
- ❖ **Money Receipt**
- ❖ **Business Card**
- ❖ **Dairy**
- ❖ **User Manual Cover**

4.2 Work Process:

The graphic design process is a term that refers to the various stages of a design project. It has nine single steps and is divided into four sub-processes definition, creation, feedback, and delivery. This method can be applied to practically any design project:

The graphic design process is broken down into nine steps and consists of four phases' definition, creation, feedback, and delivery. You can use design collaboration tools to assist you to complete all nine steps. ^[5]

This method can be used in almost any design project:

Definition Phase

Step 1: Creative Brief

Step 2: Graphic Design Research

Step 3: Brainstorming / Mood Boarding

Creation Phase

Step 4: Sketching

Step 5: Design Building

Step 6: Refining

Feedback Phase

Step 7: Presenting

Step 8: Revisions

Delivery Phase

Step 9: Final Delivery

4.2.1 Definition Phase:

1. The Creative Brief



Figure 4.1: Creative Brief

The creative brief is the initial step in the creative graphic design process. It assists the designer in learning more about the client's requirements. This step is crucial because the designer needs to learn everything he or she can about the client, his or her company, and the project's goals.

2. Market Research



Figure 4.2: Market research

The second step of the graphic design process, like the first, does not entail any designing. This does not, however, diminish the importance of either of them. After a designer receives the brief and understands what the client requires, they should conduct market research. This part of the process is obtaining as much data as possible to aid the development of your design. This refers to the path your design will go as well as all of your future project decisions. This information could be about the client, what they do, previous designs, and so forth. It's possible that the client's competitors' brands and designs are to blame. Alternatively, the target audience and what they respond to and don't respond to. What is currently performing well in the industry in general? Market Research is essential to gauge what your design should or should not look like.

3. Brainstorming and Mood boarding



Figure 4.3: Brainstorming

Brainstorming is the initial stage in determining how you will approach the client's brief in terms of design. This entails determining what you will develop for the client. Brainstorming is putting pen to paper (or whatever method you like!) and coming up with spontaneous ideas for how to creatively tackle the challenge presented by the client. This is something that can be done as a group. This has advantages since the more people there are, the more ideas you can generate. If you work alone or freelance, you may complete your brainstorming on your own, ensuring that all of the ideas are yours and yours alone! Not all of the suggestions you make will work.

4.2.2 Creation Phase:

4. Sketching



Figure 4.4: Brainstorming

Instead, go offline to help you focus and eliminate any digital distractions from your workspace. You might use a large sketchpad and your favourite pens to cut down on distractions and increase your productivity and focus. Now it's time to start drawing based on your prioritized ideas. You won't always use a computer to create your sketches. You also don't have to sketch on the internet.

5. Design Building



PRODUCTION PLANNING & REAL TIME MONITORING

- Visualization of Capacity
- Dynamic
- Material Based Planning
- Efficient

UNIQUENESS

1. Learning Curve based Planning.
2. Material Based Planning.
3. Colour Legend wise Plan status.
4. On Board Plan Drag & Drop Facility.
5. Capacity Planning.
6. Critical Path Analysis.
7. Material Based Planning.

FEATURES & FUNCTIONALITY

1. Plan Split into Multiple Lines.
2. Multiple PO Merge into Single Plan.
3. Production Calendar Adjust.
4. Most Efficient Production Line Suggestion.
5. Production Target Adjust.
6. Production Settlement.
7. Target vs. Achievement.

PridesysERP

Figure 4.5: Process of making design

After you've shown your client your best sketches, he or she will give you some first input. You can now begin working on the final designs (finally!). It will be crucial at this point to come up with various design options. You'll be able to provide clients with the option of choosing between current designs this way. You'll probably need several various graphic materials to develop these designs; you shouldn't make everything from scratch.

6. Refining



Figure 4.6: Refining design

It's time to refine your design into something you can give to the client after you've had fun exploring and playing. Hopefully, I'll be able to create something they'll enjoy! Begin by doing some self-reflection. Examine what you've created so far to determine if it's reacting well to the brief you were given in the first phase. Compare it to the findings of your market study. Is it relevant to your intended audience? Is it distinct enough from its competitors? Return to your design programs and begin tinkering once again after you've answered these and any other questions that come to mind. Keep tweaking and fine-tuning your design until it not only appears ideal to you but also feels right.

4.2.3 Feedback Phase:

7. Presenting

The manner you present your work will influence the number of revisions you receive as well as the feedback you receive. Of course, it is also contingent on your customers. The ability to tell a tale regarding your designs will aid you in persuading and persuading your client.

8. Revisions



Figure 4.7: Finding problems and solution

Most of the time, you'll get a lot of requests for revisions and a lot of unstructured comments. As a result, you'll need to collect feedback, organize it, and make the necessary changes to build an approval procedure. It's much easier said than done.

4.2.4 Delivery Phase:

9. Final Delivery



Figure 4.8: Client published the design

Congrats! The client is pleased with the final design that was provided.

4.3 My contribution to the company:

4.3.1 Company Profile

A company profile is a written introduction to a company that tells the reader about its activities, mission, goals, and weaknesses. A company profile typically includes the company's history as well as a description of its products or services. The owner of a small business may write a company profile. On the other hand, larger corporations can delegate this responsibility to an employee.



Figure 4.9: Front page of Company Profile

WE ARE TEAM PRIDESYS



Pridesys IT Ltd is one of the leading software companies in Bangladesh. We provide Secure, Scalable, On-Demand Application Systems and Data Access Solutions with the slogan of "Different Innovation and Excellence", helping our clients worldwide to improve their business performance. Pridesys IT has been on top since it was founded in 2013 and has seen numerous successes in this short span of time.

We have a team of 150+ highly motivated members with an extremely dedicated client relationship attitude to provide amazing solutions. Moreover, we have highly qualified management professionals this short span of time. with extensive domain expertise.

Our Vision

To be a leading global technological solution provider at global scale for enterprises that produces cost- effective, innovative, and result oriented IT solutions, delivered by highly skilled professionals.

Our Mission

Our mission is to build a long term relationship with customers, to provide exceptional services that exceed expectations, by pursuing business through a competitive and motivated team of engineers using the state-of-the-art technology.

Figure 4.10: 2nd page of Company Profile



Figure 4.11: 3rd page of Company Profile



Figure 4.12: 4th page of Company Profile

FEATURED CLIENTS

Government Clients

 ICT DIVISION FUTURE IS HERE				
Bangladesh ICT Division	Bangladesh Council of Scientific and Industrial Research	Department of Public Libraries	Bangladesh Muktijoddha Kalyan Trust	Directorate of Madrasa Education
				
Teletalk Bangladesh Ltd.	Ministry of Expatriates Welfare and Overseas Employment	Wage Earners Welfare Board	Bangladesh Press Council	

Local Clients

 MAHAMUD GROUP	Masafi Group	 Anowara Group® Today • Tomorrow • Together	 ANANTA PROGRESS & GROWTH BY INNOVATION	 DYSIN
Mahamud Group-15 Units	Masafi Group-4 Units	Anowara Group-9 Units	Ananta Group-9 Units	Dysin Group-18 Units
 SHANGU GROUP	 NASSA GROUP	 Unilliance®	 IDS Group	 DONG BANG GROUP
Shangu Group-4 Units	Nassa Group - 7 Units	Unilliance Group-1 Units	IDS Group-5 Units	Dong Bang Group-4 Units
 NIPA GROUP	 VG VISION GROUP	 SA	 al-muslim group	
NIPA GROUP	Vision Group-6 Units	Sams Attire Ltd.	al-muslim Group - 8 Units	Multazim Group

International Clients

 Miracle Advance Technology, Thailand	 MADAGASCAR GARMENTS	 tagflix
	Madagascar Garments, Madagascar	Tagflix Inc, USA
	 ORIGINAL CONFECTION MADA	
	Original Confection Mada	

Figure 4.13: 5th page of Company Profile

OUR SERVICES

Enterprise Resource Planning (ERP)

- Garments & Textile Process Management
- Human Capital Management
- Fabric Specialized Cutting Management
- Garments Specialized Planning Management
- Financial Management
- Fixed Asset Management
- Inventory & Material Management
- Supply Chain Management

Application Development

- Custom Software Development
- Business Intelligence
- Mobile App Development

Big Data Analytics

- Data analysis and insight
- Data Visualization
- ETL Pipeline
- IT consultancy Service

On Premises to cloud Migration

- On Premise to Cloud Migration Consultancy
- Serverless implementation for Cost Optimization
- and High Availability
- Cloud based Solution Architecture Consultancy

Figure 4.14: 6th page of Company Profile



Figure 4.15: 7th page of Company Profile

ENTERPRISE RESOURCE PLANNING (ERP)

Pridesys ERP is designed to elevate performance, productivity, and profitability within your business. Pridesys ERP has evolved with the latest technology to provide the value and flexibility that its users have come to rely on. Our ERP system delivers solutions that increase user productivity and decrease overall costs.

Pridesys ERP is a complete enterprise management solution that was developed to help progressive companies' streamline operations, manage with insight, and springboard to the next level.

INDUSTRY SOLUTION

PridesysERP® for Garments Industries

PridesysERP® for Textile Industries

PridesysERP® for Telecommunication Industries

PridesysERP® for Insurance Company

PridesysERP® for Healthcare Services

PridesysERP® for Corporate Solutions

PridesysERP® for Financial Organizations

PridesysERP® for Trading Services

PridesysERP® for Footwear Industries

PridesysERP® for Public Organizations

- Around 100+ Factories are using PridesysERP®
- Yearly 1+ Billion dollars exported by using PridesysERP®
- Around 2,00,000+ worker wages generated by using PridesysERP®
- Around 50,000+ Staff salary generated by using PridesysERP®

Technologies We Use



Clients

Government	 Bangladesh ICT Division	 Bangladesh Council of Scientific and Industrial Research	 Department of Public Libraries	 Bangladesh Madrasah Education	 Directorate of Madrasah Education	 Dhaka Water Supply and Sewerage Authority
	 Teletalk Bangladesh Ltd.	 Ministry of Equities Welfare and Overseas Employment	 Wage Earners Welfare Board	 Bangladesh Press Council	 Department of Livestock Services (DLS)	
Private	 Ahanta Group-9 Units	 Dong Bang Group-4 Units	 DYSIN	 IDS Group-5 Units	 Mahul Group-10 Units	 al-madina Group-8 Units
	 NASSA GROUP	 NIPA NIPA GROUP	 Samp. Adore Ltd.	 SHANGU GROUP	 Vision Group-6 Units	 Masafi Group
International	 Miracle Advance Technology, Thailand	 MAMAGASCAR GARMENTS	 tagflinx	 Original Confection Made, Madagascar		

Figure 4.16: 8th page of Company Profile

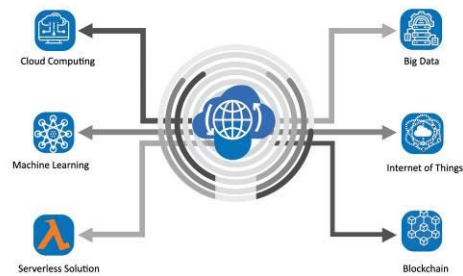
BIG DATA ANALYTICS

Teaming up with our Big Data engineers and business domain experts, we implement Big Data infrastructure and solutions at client's end to improve their business performance.

Our Big Data analytics help in analyzing the voluminous information to provide you the deepest insights into undiscovered possibilities. Our data scientists have a unique approach to develop solution that analyzes each piece of information before taking any critical business decision.

BIG DATA ANALYTICS

- Installation and Integration of Hadoop Clusters.
- Configuring Hadoop Clusters for optimum performance.
- Monitoring of Hadoop Clusters.
- Inferential Statistical Analysis.
- Machine Learning/Data Mining.
- Data Modelling.
- Predictive and Prescriptive Analytics.
- Data Visualization & Insights.



Technologies We Use



Clients



Figure 4.17: 9th page of Company Profile

ARTIFICIAL INTELLIGENCE

Pridesys IT offers AI, Machine Learning, Deep Learning and Data Science services to enterprises. With proficiency in Artificial Intelligence , we help businesses to adopt intelligent solutions by providing AI consultancy, AI solution deployment, implementation and support services.

Our proven experience and expertise empower us to guide enterprises on how AI solutions can help in maximizing their ROI and to ease business operations.

We also help enterprises in building the best artificially intelligent software, virtual agents or assistants that can understand and interpret human behavior for delivering extensive support thus enriching user experience.

BIG DATA ANALYTICS

- Data Analysis/Ad-hoc Analysis.
- Feature Engineering.
- Model Validation/Hypothesis Testing
- Developing Machine Learning Models/Deep Learning Models
- Robotic Process Automation (RPA)
- NLP Modelling
- Model Deployment, Training, and Testing

FRAMEWORKS

PLATFORMS

Clients

 TensorFlow
  PyTorch
  mxnet


 Microsoft Azure



Tagfix Inc. USA

Figure 4.18: 10th page of Company Profile

INTERNET OF THINGS (IOT)

Pridesys IT collaborates with both start-ups and enterprises and help them to take a leap in this new connected world.

Pridesys IT delivers enterprise and consumer IoT applications to support smart initiatives from the diverse industries which are ranging from home automation to industrial IoT that can transform business operations and change people's lives.

We build smart connected products that harness the power of machine learning and advanced analytics to help you become more efficient by providing integrated services to deliver and manage IoT solutions.

OFFERED SERVICES

- Virtual Assistant i.e Amazon Alexa, Google Assistant
- enabled smart home building with IoT.
- IoT device integration support for manufacturing business.
- Device monitoring, analytics extraction and real time insights.
- State & action management of smart devices
- IoT cloud management using Cloud Platforms like
- Amazon Web Services.

SOLUTION	PLATFORMS	Clients

Figure 4.19: 11th page of Company Profile

Clients



CLOUD NATIVE DESIGN & DEVOPS

Pridesys IT provides cloud native application design- ing & DevOps Support to industries by adhering to best practices and using state-of-the-art tools avail- able in the market to provide clients with the most efficient solutions aimed at reducing costs, maximiz- ing ROI and simplifying development process.

With our expertise in DevOps and Cloud Platforms, we help our clients to gain the best from high performing cloud environments. By using Amazon & Microsoft Cloud Computing Services, Pridesys allows business- es and large enterprises to experience enhanced security and faster performance in applications and tools as well as planned infrastructure.

Develops

Our team creates flexible and agile environment using DevOps to meet Business needs as streamlined processes and high performance software faster and more efficiently. Right from release management, continuous deployment to performance optimization, we use latest DevOps techniques to optimize performance. Our DevOps services span the application lifecycle from customer-facing to enterprise-level products.

Develops

Our team creates flexible and agile environment using DevOps to meet Business needs as streamlined processes and high performance software faster and more efficiently. Right from release management, continuous deployment to performance optimization, we use latest DevOps techniques to optimize performance. Our DevOps services span the application lifecycle from customer-facing to enterprise-level products.

Figure 4.20: 12th page of Company Profile



OFFSHORE DEVELOPMENT

Pridesys IT is a client oriented software development company which is providing Strategic Solutions for building ROI driven Software & Application products within your budget. We work for companies, startups, small, mid & large size enterprises & provide Intelligent & Cost- effective custom Softwre. Web & Mobileapp Development Services.

We provide offshore and outsourcinh software development services with custom-built software, dynamic web, mobile applications and let them Benifit from significant cost savings and business saving and businessprocesses optimization. Our technological expertise, skill and knowledge provide you the most reliable development services.

BIG DATA ANALYTICS

- Dedicated Software Development Team
- Custom Software Development
- Cloud-Based SaaS Development
- Big Data processing & Analytics services
- Cloud Migration Service for enterprise busi-
nesses
- Mobile Application Development
- Quality Assurance
- Maintenance and Support
- IT Consultancy Services
- Advanced E-commerce Solutions

Clients



Figure 4.21: 13th page of Company Profile

MOBILE APP DEVELOPMENT

Developing Innovative Mobile Apps for Android, iOS, Windows.

Pridesys IT Limited knows how to transfer your solutions which will result in the growth of your business. We have the expertise to work on cross-platform, Hybrid mobile applications. Our goal is to give you the most secure backend and an attractive user interface.

Pridesys IT provides innovative mobile application development services to a variety of industries and clients, from startups to large scale organizations. We have dedicated developers with proficiency in different platforms to build enterprise oriented applications that is perfect for your business by integrating trendy and smart notification features. We help create a relentless digital presence and increase customer engagement for you.



SUPPORTED PLATFORMS



PRIDESYS LABS

Our team is spread up around the globe with deep scientific, technical and industry expertise including computer science, design, engineering, mathematics, physics, healthcare, chemistry, retail, financial services, and more. We give our researchers the time and the resources to bring their ideas to maturity. And when those ideas take off, we have the capacity to scale them faster than any other company. Pridesys Labs put technology innovation to work for you. Our R&D groups research and apply the newest technologies to help companies boost results today and future-proof their business

BIG DATA ANALYTICS

- Data Management and Machine Learning
- Robotics and Artificial Intelligence
- Machine Learning and Data Mining
- Big Data & Cloud Computing
- Human-Computer Interaction
- Blockchain
- Computer Vision
- Natural Language Processing
- Information and System Security

Figure 4.22: 14th page of Company Profile

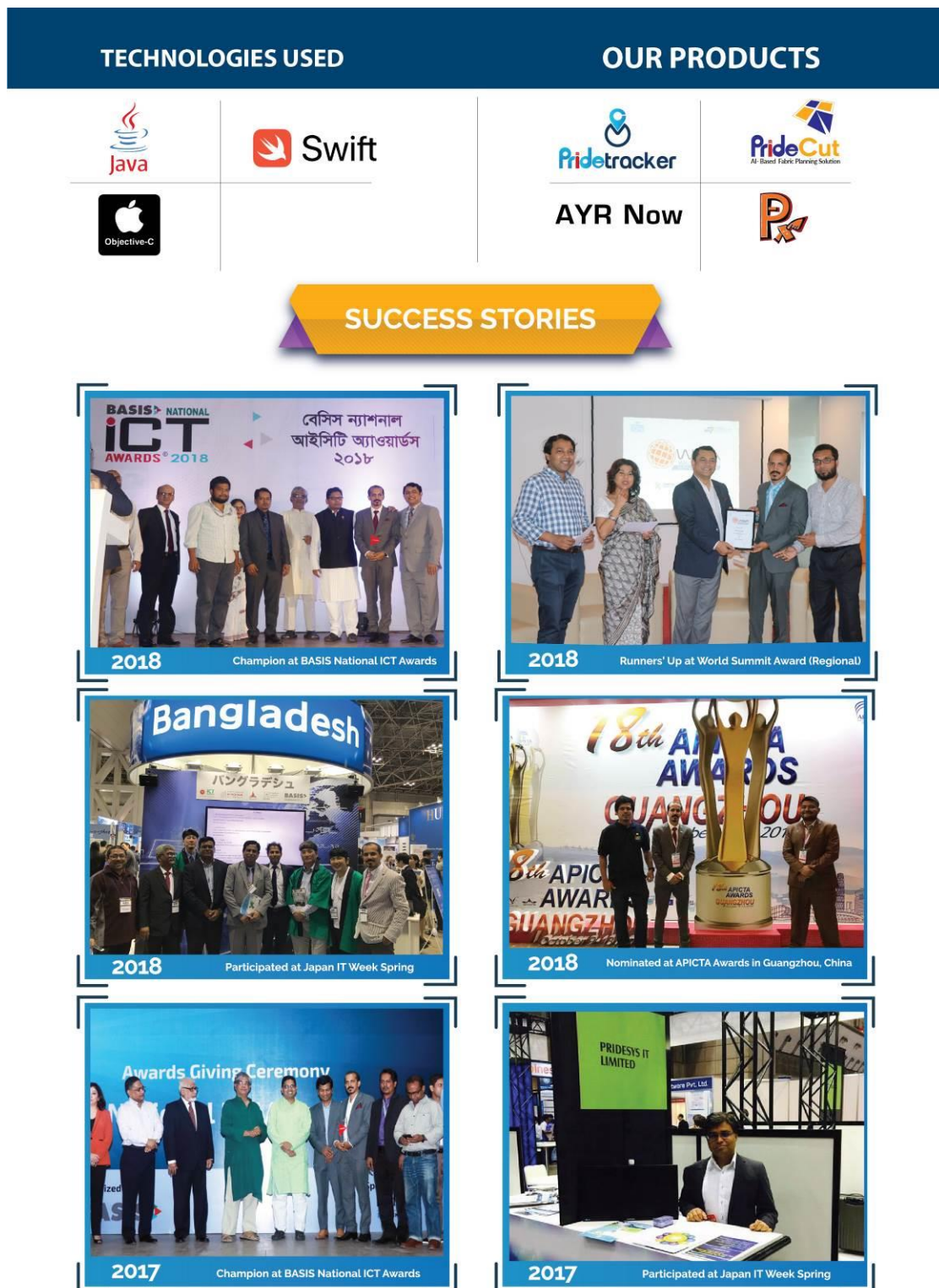


Figure 4.23: 15th page of Company Profile

Pridesys ERP Module

Office Organizer
Accounts & Financial Management
Human Capital Management
Purchase Management
PridePlan
Business Intelligence (BI)
Textile Process Management

Analytics (IAS)
PrideCut
Garments Process Management
Material Management
Production Management
Sales & Commercial

INDUSTRY SOLUTION

PridesysERP® for Garments Industries
PridesysERP® for Textile Industries
PridesysERP® for Telecom Industries
PridesysERP® for Insurance Company
PridesysERP® for Healthcare Services
PridesysERP® for Corporate Solutions
PridesysERP® for Financial Organizations
PridesysERP® for Trading Services
PridesysERP® for Footwear Industries
PridesysERP® for Public Organizations

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twitter.com/pridesysit

pinterest.com/pridesysit/
instagram.com/pridesysit/
youtube.com/pridesysit/

CONTACT US

Corporate Office: Level 6 & 8, 20/21 Garden Road, Kawranbazar, Dhaka- 1215
R&D Center: Software Technology Park | Level-11 | Janata Tower | 49 kawranbazar C/A, Dhaka-1215
Hotline: +880 1550 000 003-8, Tel : +88 02 55013300-1, E-mail: info@pridesys.com

Figure 4.24: Last page of Company Profile

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The difference with the previous company profile:



Figure 4.25: Difference with previous company profile

Changes: The Company changes their logo.



Figure 4.26: Companies updated logo

File Size: A4 size (8.27x11.69) inch with bleeds 5 mm.

Research: A company profile gives its audience an idea about products and services. Typically employed as a marketing strategy to make a lasting impact on the reader's mind ^[5]. The business is

regarded as a flexible and dynamic document that aids in persuading clients to conduct business with it. Potential employees look through the corporate profiles of the companies they want to work for. It provides customers with a general notion of the company's value proposition. The paper comes in handy during the hiring process. The corporate profiles make it easy to showcase the benefits of working for your company. This statement establishes market credibility and image. Allows potential consumers and clients to learn about and comprehend the company's strengths and approach. It colours an organization's capacity to meet client needs.

The company where I work its theme colour is **Dark Moderate Blue**



Figure 4.27: Colour psychology

Font



Figure 4.28: Font Name

Font Name: **Ubuntu**

The Ubuntu typeface was designed specifically to match the Ubuntu tone of voice. It has a modern design and features that are unique to the Ubuntu brand and convey a precise, dependable, and unrestricted attitude. Creating an engaging company profile will assist your customers in understanding your company beyond the basics. Finally, your company profile is what entices a new visitor to learn more about your products or services and persuades potential customers to choose your company over competitors. ⁽⁶⁾

4.3.2 Social Media Banner



Figure 4.29: Services of PrideVAT software

Pridesys IT Limited has released PrideVAT, a National Board of Revenue (NBR) authorized software, to service the country's vat administration operation. PrideVAT is a web-based VAT administration software that may be used by any type of business, including manufacturing, service businesses, trade, import and export, and so on. This program allows you to conveniently manage your organization's VAT operations by NBR compliance.



Figure 4.30: World Tourism day 2021

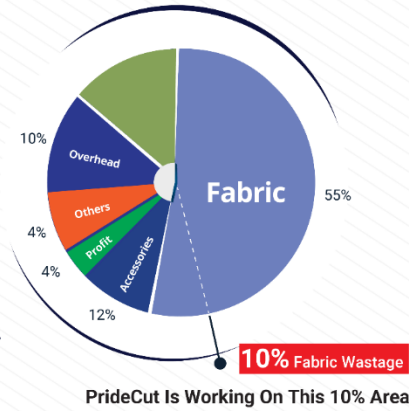
World Tourism Day 2021. Tourism for Inclusive Growth. As a result, the United Nations World Tourism Organization has selected World Tourism Day 2021 as a day to concentrate on Tourism for Inclusive Growth. World Tourism Day, observed annually on September 27, is a global observation day promoting awareness of tourism's social, cultural, political, and economic worth, as well as the sector's role in achieving the Sustainable Development Goals.

GARMENTS INDUSTRY

Approximate Cost Distribution for Single Order

- 55% Fabric.
- 10% Overhead.
- 4% Others.

FABRIC IS THE MAJOR EXPENSE
AND ALMOST 10% IS WASTED & UNTRACEABLE.



Features of PrideCut

1. PrideCut Saves Fabric Cost 3%-4%.
2. Cutting Efficiency Improved.
3. Reduce Human Error and all Process Automated.
4. Ensuring Cutting Efficient Planning.
5. Proper Roll Management and Right Roll Suggestion.
6. Constant Marker Changing Reduce.
7. Quicker Planning.



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Figure 4.31: Features of PrideCut

PrideCut is Pridesys IT Ltd's most well-known software for the garment sector. It is an AI-based cut plan module that assists the team in obtaining the best plan with a single click. Our major focus is on reducing fabric waste, increasing fabric use, and improving cutting plan efficiency, among other things. PrideCut is a close-knit team of professionals with over 8 years of hands-on experience in the garment industry. Our program not only shows the manufacturer the available end-bits but also plans them in smaller markers to assure their optimal usage. The technology also assists the team in accurately grouping the fabric based on the user's specifications and assigning the fabric groups to the markers/lays, guaranteeing maximum fabric usage.



Figure 4.32: Teachers are the leader of success

Teacher's Day 2021 is on September 5, and it brings back many memories for practically all of us. A day dedicated to our dear teachers who created us with their knowledge, love, scolding's, and punishments is unforgettable. Our parents gave us life, but it was you who taught us how to live it.



Figure 4.33: Occasional banner

May the divine blessings of Goddess Durga enrich your life and fill your home and heart with happiness and joy. Wish you a happy Durga Puja! May Goddess Durga guides you and protect you in whatever you do and wherever you go. Wishing you a happy puja and a blessed Durga Puja.



Figure 4.34: Key features of PrideCrm

PrideCRM is a cloud-based, all-in-one sales and marketing solution that assists businesses in tracking and managing client interactions in a centralized system of record. It is a sophisticated customer relationship management solution suitable for all types of enterprises. It can monitor your progress, prioritize deals, and anticipate revenue. PrideCRM provides capabilities to handle leads, track client communications, bespoke Chabot's, automate repetitive processes, AI-enabled automation, performance insights, metrics and reports, data security modules, and mobile applications, which distinguishes our software and makes it easy to use satisfaction.



Key Features

- Class Setup And Management
- Student Fee Setup And Management
- Student Admission Module
- Fees Management
- Transport
- Attendance Management
- Course Management
- Time Table Management

Benefits

- Institution Administration
- Management
- Teachers
- Examination
- Students
- Guardian
- Human Capital Management
- Transport
- Students Payment System
- Financial Accounting System

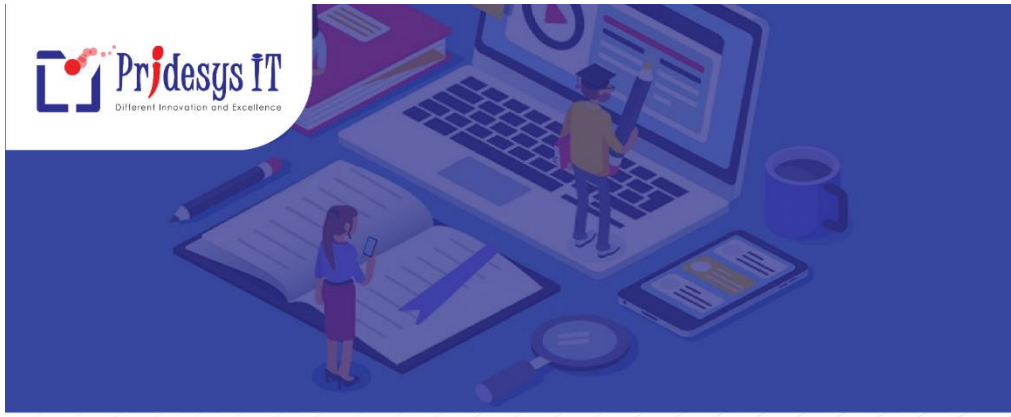
PrideEDU
Education ERP

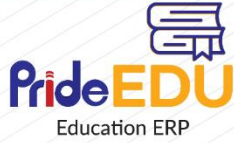
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Figure 4.35: PrideCrm's main characteristics

PrideEdu offers the most advanced academic ERP for the educational business. It is such a solution that ensures automatic campus administration, student or staff management, inventory management, Finance and payroll processes, and so on, so that educational institutes can eliminate or reduce their reliance on staff and instead rely on an automated system that can provide better results at a faster pace. Because record-keeping operations are not disrupted by vacations, time, or employee changes, relying on automated systems is preferable to relying on manual systems. It has been a huge assistance to both teachers and parents because it allows teachers to do their daily duties more smoothly and allows parents to keep track of their children's progress more clearly.





Key Features 💡 Class Setup And Management 💡 Student Fee Setup And Management 💡 Student Admission Module 💡 Fees Management Benefits 💡 Institution Administration Management 💡 Teachers 💡 Examination 💡 Students	💡 Transport 💡 Attendance Management 💡 Course Management 💡 Time Table Management 💡 Guardian 💡 Human Capital Management 💡 Transport 💡 Students Payment System 💡 Financial Accounting System
--	--



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Figure 4.36: Benefits of PrideEdu

If you need educational organization management software but are concerned about the cost and bother of hiring a group of specialists to use ERP training and want to save time, PrideEdu is the perfect answer for you. It is software that provides a simple solution for school management ERP and includes everything you need to administer your institute.





Pridesys IT
Different Innovation and Excellence



PrideSupport
24/7 Support System

TECHNICAL SUPPORT

Key Features of prideSupport

- ✓ Robust Customization
- ✓ Define Ticket Filters
- ✓ Automated help Desk
- ✓ Excel report download
- ✓ Maintenance and repair budget stability
- ✓ Improved return on your investment through loss protection
- ✓ Better trained, more confident facilities administrators
- ✓ Access to technology and expertise
- ✓ Greater security system reliability resulting in reduced risk and liability
- ✓ Reduced security equipment downtime

Modules of prideSupport

- ✓ Custom fields
- ✓ Ticket Filters
- ✓ Custom Columns and Queues
- ✓ Service Level Agreements
- ✓ Agent Collision Avoidance
- ✓ Assign, Transfer, & Referral
- ✓ Auto-Responder
- ✓ Service Level Agreements
- ✓ Customer Portal
- ✓ Thread Action



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Figure 4.37: Features and modules of PrideSupport

Are you seeking an active customer care solution that is available 24 hours a day, 7 days a week? Then you've come to the right place! PrideSupport's automation solution handles your service support operations so you can focus on providing memorable customer service. You can view all of a customer's data while speaking with them, and you may alter orders, modify subscriptions, and refund payments without leaving your workstation. Create a knowledge base and set up bots and assistance widgets to assist your customers and agents in finding answers quickly.



Figure 4.38: Job post for the developer team

So locating and employing the appropriate people – and doing so quickly – is critical to the success of your company. Smart businesses understand that their job postings play a critical influence in their ability to attract top talent. If your job posting fails to entice job searchers to apply, your time to hire will suffer, as will your outcomes.

WE ARE HIRING



Jr.Executive-Finance & Accounts



NUMBER OF VACANCY: 05

Apply Now

<https://pridesys.com/career>

Figure 4.39: Hiring Jr. Executive for Finance & accounts team

Have you hired someone who exactly matches the job description? When it comes to hiring, it's usual for managers to utilize the best job description they can find. They promote it, attract candidates, and make a recruiting decision as soon as a likely candidate walks in.



PRODUCTION PLANNING & REAL TIME MONITORING

- Visualization of Capacity ● Dynamic ● Material Based Planning ● Efficient

UNIQUENESS

1. Learning Curved base Planning.
2. Material Based Planning.
3. Colour Legend wise Plan status.
4. On Board Plan Drag & Drop Facility.
5. Capacity Planning.
6. Critical Path Analysis.
7. Material Based Planning.

FEATURES & FUNCTIONALITY

1. Plan Split into Multiple Lines.
2. Multiple PO Merge into Single Plan.
3. Production Calendar Adjust.
4. Most Efficient Production Line Suggestion.
5. Production Target Adjust.
6. Production Settlement.
7. Target vs. Achievement.

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Figure 4.40: Production planning of PridePlan

PridePlan is the best choice for you if you want to make your company planning simple, successful, and profitable. Through common data processing and communications protocols, PridePlan enables the integration of operations, business processes, and activities. We provide effective solutions in planning spreadsheets and face issues like a quick reaction to consumer demands, high quality of products or services, customer happiness, consistent delivery dates, high efficiency, and many more.



PRODUCTION PLANNING & REAL TIME MONITORING

- Visualization of Capacity ● Dynamic ● Material Based Planning ● Efficient

Uniqueness

1. Learning Curved Base Planning.
2. Material Based Planning.
3. Colour Legend wise Plan Status.
4. On Board Plan Drag & Drop Facility.
5. Capacity Planning.
6. Critical Path Analysis.
7. Material Based Planning.

Features & Functionality

1. Plan Split into Multiple Lines.
2. Multiple PO Merge into Single Plan.
3. Production Calendar Adjust.
4. Most Efficient Production Line Suggestion.
5. Production Target Adjust.
6. Production Settlement.
7. Target VS. Achievement.

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Figure 4.41: Features and functionality of PridePlan

If you want to make your company planning simple, effective, and profitable, PridePlan is the best answer for you. PridePlan facilitates the integration of operations, business processes, and activities via common data processing and communication protocols. We provide effective solutions in planning spreadsheets and face issues like a quick reaction to consumer demands, high quality of products or services, customer happiness, predictable delivery dates, high efficiency, and many more.



Pridesys IT Ltd.
Different Innovation and Excellence

PridePlan
AI- Based Production Planning

PRODUCTION PLANNING & REAL TIME MONITORING

- Visualization of Capacity
- Dynamic
- Material Based Planning
- Efficient

UNIQUENESS 1. Learning Curved base Planning. 2. Material Based Planning. 3. Colour Legend wise Plan status. 4. On Board Plan Drag & Drop Facility. 5. Capacity Planning. 6. Critical Path Analysis. 7. Material Based Planning.	FEATURES & FUNCTIONALITY 1. Plan Split into Multiple Lines. 2. Multiple PO Merge into Single Plan. 3. Production Calendar Adjust. 4. Most Efficient Production Line Suggestion. 5. Production Target Adjust. 6. Production Settlement. 7. Target vs. Achievement.
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Figure 4.41: Features and functionality of PridePlan

Unless you want to make your company planning simple, effective, and profitable, PridePlan is the best answer for you. PridePlan facilitates the of operations, business processes, and activities via common data processing and communication protocols. We provide effective solutions in planning spreadsheets and face issues like a quick reaction to consumer demands, high quality of products or services, customer happiness, predictable delivery dates, high efficiency, and many more.



Why Use PridePOS

- ☑ Save time and money with your all-in-one POS system
- ☑ Run your business from anywhere with a cloud-based POS system
- ☑ Get real-time data and reports from your POS system
- ☑ Improved inventory management with your POS system
- ☑ Better employee management
- ☑ Increased customer loyalty with CRM
- ☑ New sales and payment channels with your POS system

Uniqueness of PridePOS

☑ Multiple payment methods/split payments	☑ Stock Transfers
☑ Returns, refunds and store credit features	☑ Searchable customer database
☑ User accounts and permissions	☑ Customer history is attached to each profile
☑ Mobile Registers	☑ Custom properties
☑ Bulk product imports	☑ Loyalty program
☑ Product variants and composites	☑ Product reports
☑ Stock and auto-filled orders	☑ Employee reporting
☑ Inventory tracking	☑ Customer report



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Figure 4.42: Uniqueness of PridePos

If you want to have better control over your suppliers, inventory management, sales, and improving product acquisition and distribution, and you want it done by updated software, PridePOS is the perfect choice for you. It is an all-in-one point of sale system that can be rapidly set up, accept payments, manage multichannel inventory, and much more. PridePOS provides simple user interfaces and creative modular elements that can help you manage your workflow and boost operational efficiency, allowing you to run a more successful business.



Features of PrideGov

- Citizens relationship management
- Procurement
- Project management
- Finance Management
- Customization management
- Budgeting
- IT Administration
- Supply Chain Management

PrideGov Advantage

Government to Citizen (G2C)	Government to Business (G2B)	Government to Government (G2G)	Government to Employee (G2E)
• eServices • Applications • Records Request • Tax Remittances • Public Utility Invoicing • E-Payments • Complaints and Feedback • Public Opinion	• Taxation • Licensing • Contracting & Procurement • Subsidies • Approvals	• Budget Management • Policy Implementations • Approvals • Revenue Management • Trainings • Notices and Alerts • Projects	• Attendance • Policies • Payroll • Administration • Self-Service • Pension • Healthcare

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Figure 4.43: PrideGov advantages

PrideGov provides a smart e-governance solution for the digital country to give best-of-breed government technology. PrideGov can meet all public-sector demand while also streamlining internal operations and processes. PrideGov's tech specialists fully understand the need for digital transformation in the government sector today. Pridesys IT provides a comprehensive spectrum of e-governance assistance and services, from boosting efficiency and transparency to increasing citizen satisfaction and confidence.



Why Use PridePOS

- ☑ Save time and money with your all-in-one POS system
- ☑ Run your business from anywhere with a cloud-based POS system
- ☑ Get real-time data and reports from your POS system
- ☑ Improved inventory management with your POS system
- ☑ Better employee management
- ☑ Increased customer loyalty with CRM
- ☑ New sales and payment channels with your POS system

Uniqueness of PridePOS

☑ Multiple payment methods/split payments	☑ Stock Transfers
☑ Returns, refunds and store credit features	☑ Searchable customer database
☑ User accounts and permissions	☑ Customer history is attached to each profile
☑ Mobile Registers	☑ Custom properties
☑ Bulk product imports	☑ Loyalty program
☑ Product variants and composites	☑ Product reports
☑ Stock and auto-filled orders	☑ Employee reporting
☑ Inventory tracking	☑ Customer report



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Figure 4.44: Uniqueness of PridePos

When you want to have greater control over your suppliers, inventory management, sales, and improving product acquisition and distribution, and you want it done by updated software, PridePOS is the perfect choice for you. It is an all-in-one point of sale system that can be rapidly set up, accept payments, manage multichannel inventory, and much more. PridePOS provides simple user interfaces and creative modular parts that can help you manage your workflow and boost operational efficiency, allowing you to run a more successful business.



Figure 4.45: Introduction of PridesysERP

If you want greater control over your suppliers, inventory management, sales, and enhancing product acquisition and distribution, and you want it done with up-to-date software, PridePOS is the best solution for you. It is an all-in-one point-of-sale system that can collect payments, manage multichannel inventory, and much more. PridePOS offers easy user interfaces and innovative modular pieces to assist you in managing your workflow and increasing operational efficiency, allowing you to operate a more profitable business.



Key Benefits

- ⊙ Higher management performance
- ⊙ Improved coordination
- ⊙ Easier access to management systems
- ⊙ Improved customer service
- ⊙ Better accuracy and availability of information
- ⊙ Scalability and flexibility
- ⊙ Cost-effectiveness
- ⊙ Precise planning
- ⊙ Enhanced reports

Modules of PrideTELCO

- ⊙ Accounts & Financial Management
- ⊙ Human Capital Management
- ⊙ Office Organizer
- ⊙ Purchase Management
- ⊙ Material Management
- ⊙ Sales & Commercial Management
- ⊙ Fixed Assets
- ⊙ Security & Access Control

Figure 4.46: Modules of PrideTelco

PrideTelco is a telecom ERP software platform that can intelligently manage all department-specific business processes. CRM, HR & Payroll, and Financial Management are just a few of the tools we provide. PrideTelco may establish end-to-end procedures throughout your value chain to gain a deeper understanding of your company. Furthermore, our Telco ERP solution assists the telecommunications sector in adapting infrastructure to the dynamic market to speed customers' digital transformation and thereby provide competitive value to their services.




Benefits given by PrideGov
Features of e-Governance Solutions

- Citizens relationship management
- Customization management
- Procurement
- Budgeting
- Project management
- IT Administration
- Finance Management
- Supply Chain Management

Government to Citizen (G2C)	Government to Business (G2B)	Government to Government (G2G)	Government to Employee (G2E)
e-Services	Taxation	Budget Management	Attendance
Applications	Licensing	Policy Implementations	Policies
Records Request	Contracting & Procurement	Approvals	Payroll
Tax Remittances	Subsidies	Revenue Management	Administration
Public Utility Invoicing	Approvals	Trainings	Self-Service
e-Payments		Notices and Alerts	Pension
Complaints and Feedback		Projects	Healthcare
Public Opinion			

PridesysERP[®]

✉ Info@pridesys.com | 🌐 www.pridesys.com | ☎ +880 1550 0000 03-8

Figure 4.47: Benefits are given by PrideGov

PrideGov provides a smart e-governance solution for the digital country to give best-of-breed technology in the government sector. PrideGov can provide all of the demand for public services while also streamlining internal operations and processes. PrideGov's IT specialists understand the need for digital transformation in the government sector today. Pridesys IT offers a comprehensive spectrum of e-governance assistance and services, from boosting efficiency and transparency to increasing citizen satisfaction and confidence.



Pridesys IT
Different Innovation and Excellence

PrideVision
AI - Based Video Intelligent System

Key Modules

- Automatic Attendance • Security • Surveillance • Retail

Features and Functionalities

- Improve production efficiency through Production Line efficiency, tracking and automatic suggestion.
- No need for physical contact with a device for authentication thus no errors associated with them such as improper scan due to dirt on fingers.
- Improved level of security.
- Managing & forecasting inventory effectively through inventory item tracking.
- Can be used to help automate authentication.
- Unauthorized people identify in restricted areas.
- Get real time violence & fire alerts.
- Automatic real-time attendance without queuing.
- Easy to integrate with existing security features.

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Figure 4.48: Features and Functionalities of PrideVision

PrideVision is a video-intelligence system that recognizes faces, tracks individual people, monitors cars, and tracks inventory supplies. It also assures total premises security by broadcasting live Closed-Circuit Television (CCTV) footage and analyzing it using AI and Machine Learning, providing real-time notifications and reports to make corporate life easier. It can monitor the whole work environment by raising the security level without the inconvenience of using Closed-Circuit (CC) cameras and updating your company environment, and it works against the intimidation of illegal or abnormal behaviours by recognizing them in a very short period.

Research: A social media Banner, also known as a banner ad, is a type of advertising on the World Wide Web that is delivered by an ad server. This type of online advertising involves inserting an

advertisement into a web page. Its purpose is to drive traffic to a website by linking to the advertiser's website. Banners are frequently delivered by a centralized ad server. This payback system is frequently how the content provider pays for the Internet access required to supply the content in the first place.

Colour Theory: If you want to understand colour psychology then you have to see the logo of the company's product.



Figure 4.49: Logo of the company's product.

Here, we look at all of their products made in three basic colours. Colours are

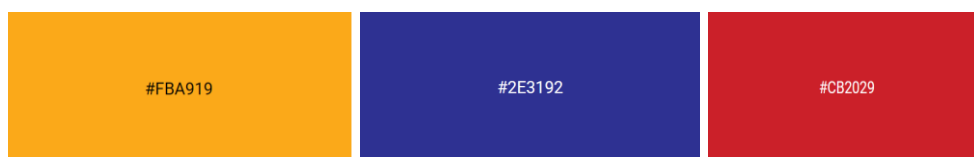


Figure 4.50: Logo colour of the company's product.

Red, Jackson Purple, Dark Tangerine. I try to use similar colour's in the design.

Size: Company has requirements that all banner sizes must be square size. We know Facebook boosting banner size is 1080 in height and 1080 in width.

Font:



Figure 4.51: Ubuntu Font

Font Name: **Ubuntu**

The Ubuntu typeface was designed specifically to match the Ubuntu tone of voice. It has a modern design and features that are unique to the Ubuntu brand and convey a precise, dependable, and unrestricted attitude. Creating an engaging company profile will assist your customers in understanding your company beyond the basics. Finally, your company profile is what entices a new visitor to learn more about your products or services and persuades potential customers to choose your company over competitors. ⁽⁷⁾

4.3.3 Money Receipt



PRIDESYS IT LIMITED
Level 6, 20/21 Garden Road,
Kawranbazar, DHAKA - 1215, Bangladesh
E-mail: info@pridesys.com, www.pridesys.com
Hotline: +88 02 55013300-1

Customer Copy

PRIDESYS IT LIMITED
Level 6, 20/21 Garden Road,
Kawranbazar, DHAKA - 1215, Bangladesh
E-mail: info@pridesys.com, www.pridesys.com
Hotline: +88 02 55013300-1

MONEY RECEIPT

Sl. No. 1985 Date:

Received with thanks from.....

a sum of taka (in words).....

by Cash/CQ/PO/DD No. Dated.....

For.....

TK.

MONEY RECEIPT

Sl. No. 1985 Date:

Received with thanks from.....

a sum of taka (in words).....

by Cash/CQ/PO/DD No. Dated.....

For.....

TK.

Received By 

Figure 4.52: Money Receipt



Pridesys IT
Different Innovation and Excellence

KAWRAN BAZAR, ROSE GARDEN
Level 6, 20/21 Your City town-1215
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E: info@gmail.com, W: www.pridesys.com

MONEY RECEIPT

SL. NO Date: _____

Received With thanks from _____

Amount of taka _____

By Cash ☐ / Cheque ☐ No _____ Bank _____ Date: _____

For the purpose of _____ Contact No _____

Taka

Received By _____

Authorized Signature _____

Figure 4.53: Money Receipt

A receipt is a document that acknowledges that a person received money or property as payment for a sale, other transfer of goods, or provision of a service. All receipts must include the date of purchase. In many countries, retailers are required to include sales tax or VAT in the displayed price of goods sold, from which the tax amount is calculated at the point of sale and remitted to the tax authorities. Similarly, as with taxes withheld from wages, amounts may be deducted from amounts payable. However, tips or other gratuities are given by a customer, such as in a restaurant, would not be included in the payment amount or appear on the bill.

4.3.4 User Manual Cover

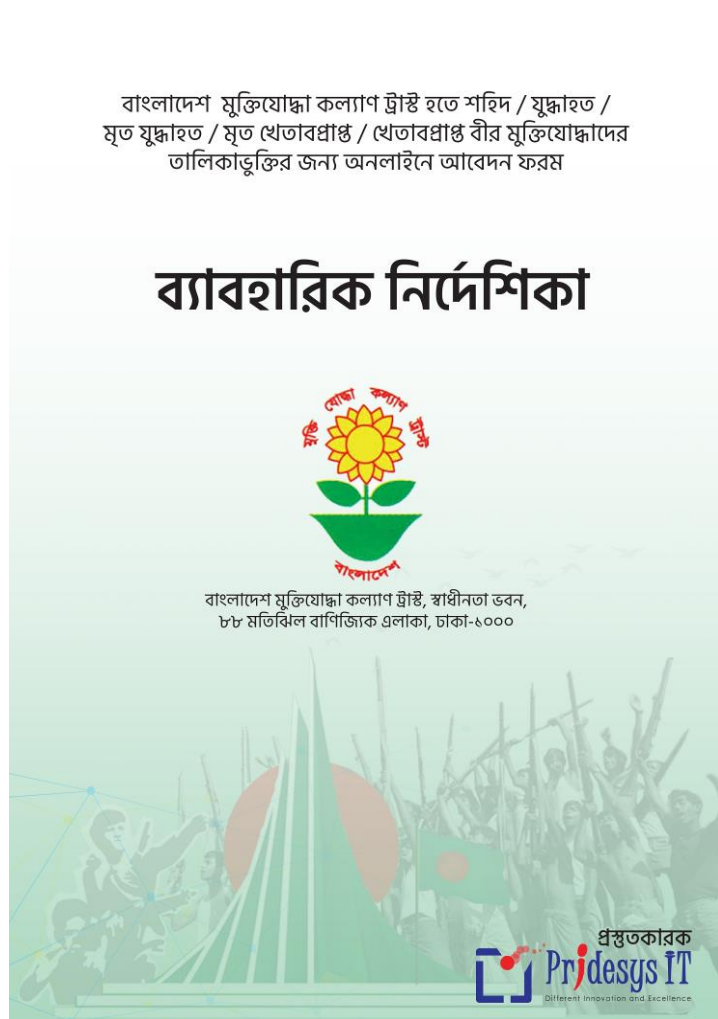


Figure 4.54: User Manual Cover

The goal of the office manual is to save time, provide common norms for everyone, and give a firm basis of knowledge. Manuals can be used to document policies, organizational structures, departments, processes, or any combination of the foregoing. This manual is made for 'Bangladesh Muktijoddha Kalyan Trust'.

4.3.5 Dairy



Figure 4.55: Front Page of Dairy



Figure 4.56: Last Page of Dairy



Figure 4.57: Second Page of Dairy



Figure 4.58: Third Page of Dairy



Figure 4.59: Front Page of Dairy

PERSONAL Information

Name :
 Business Address :
 Phone :
 Email :
 Home Address :
 Phone :
 Passport/NID no :
 Driving License :
 Blood Group :
 Address :
 Telephone :

Figure 4.60: Last Page of Dairy

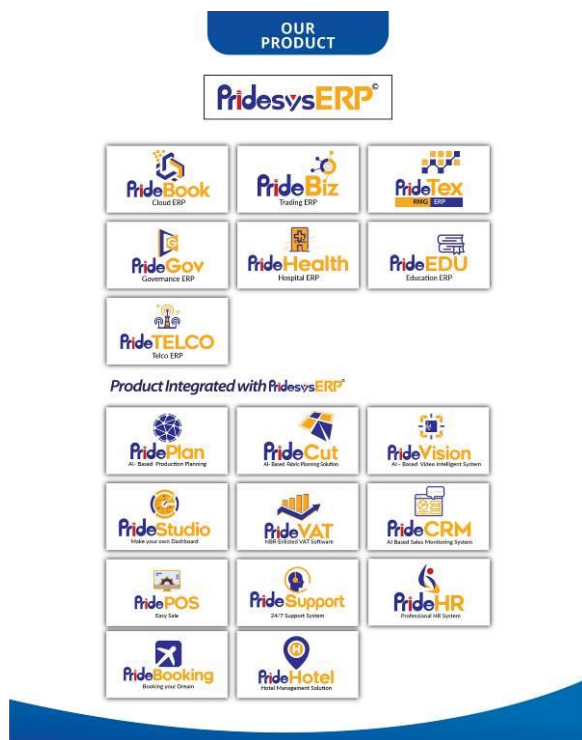


Figure 4.61: Product of Company



Figure 4.62: Achievement

4.3.6 Business Card:



Figure 4.63: Business Card

4.3.7 Brochure

1. Pride Health

KEY BENEFITS

- Strong Patient Centric Controls right from admission to billing
- Seamless integration of data for strong Operational, Functional and Strategic Management, and Business Intelligence
- Better resource utilization
- Better Supply Chain & cost control
- Fully compliant with NABL & NABH standards
- Fewer errors with analyzer interface with bar code
- Online data interface to Doctor Desk for viewing patient reports (current and history) and seamless integration to display management system at waiting area, Pharmacy, Nursing Station.
- Easy to read lab test report formats with out-of-range results separated
- Well controlled scroll management
- Flexibility in controlling service rates, manages multiple rate types
- Option to create multiple OPD clinics.
- Management Information System (MIS) Reports providing information about better business management of hospitals can be generated on a need basis
- Well mapped processes that leads to a paperless management, and requires minimal changes in the business processes.
- Health site license does not have any restrictions on number of users
- Improved efficiency and effectiveness in operations
- Better decision support
- Relatively short implementation cycle time
- Modular / complete implementation.
- Ease of enhancement
- Customized add-on features
- Manages Service Bill of Material to compute more accurate material consumption, thereby controlling material leaks.
- Integration with other applications, if necessary
- Interfaces with Display Management, Barcodes, Biometric, EPABX, Lab Analyzers, PACS
- Mobile Apps made available wherever necessary
- Allows to Manage multiple rates types
- Data Replication process for Multi-location deployment for data consolidation
- Water tight integration between HIS and Inventory Management to plug inventory leakages thereby increasing the organization's profitability
- Seamless integration of core HIS with support modules such as Dietary Management, Linen & Laundry Management, CSSD management and Business development.
- Manages pre-defined discount schemes for Outpatient & Inpatient at Service Group, Class or Service code levels. Helps manage business development in a professional manner
- Automated Doctor Payment process
- Well proven application design, caters to data mining to work on service costing and fix service rates with required margins
- Rate Contract methods and vendor - Item link to manage better procurement in cost effective way
- Allows for inventory depletion at FIFO, LIFO

PrideHealth Hospital Management System

HIS Modules

- Patients Registration
- Appointment Management
- Billing
- Charge Masters
- Healthcare Packages
- Professional Fees (Doctors Pay-out) Management
- Bed Administration
- Corporate/ Organisations Management
- Insurance Management
- Indents Management
- Medical Equipment Services Management

ERP Modules

- Financial Management System
- Accounts Receivable
- Accounts Payable
- Purchase Management
- Inventory Management
- Fixed Asset Management System
- Human Resources Management
- Pay Roll Management
- Performance Management System

Information System

- Radiology Information System
- Nursing Information System
- Blood Bank Management
- Ward Information System
- Pharma Information System
- IP Formulary Management
- Diet and Nutrition Services
- Medical Records Module
- CSSD Management
- Laundry and Linen Management
- Housekeeping Management
- Help Desk

BI & Analytics

- Top Management Dashboards
- Financial Dashboards
- Operations Dashboards
- Clinical Dashboards
- Predictive Analytics & Consulting

Remote Healthcare

- Chat & Video Consulting
- Remote Monitoring of Vitals & ECG
- Home care

Interfacing

- Laboratory & Medical Equipment
- Bar Codes & RFID
- Biometrics
- PACS
- SMS Gateway
- Credit/ Debit Card Swipe Machines
- Payment Gateways
- Third Party Solutions

Patient Interfaces

- Patient Portal
- Patient Mobile App

EHR Modules

- Standards Compliant Electronic Health Records (EHR)
- Clinical Workflow Management
- Clinical Decision Support System (CDSS)
- Clinical Care Pathways
- Order Set Management
- Drug Database & Information Framework
- Computerised Provider Order Entry (CPOE)
- e-Prescription Platform
- Electronic Medication Administration (eMAR)
- ER & Daycare Module
- OT Management
- Anesthesia Management

AWARDS AND RECOGNITIONS

Champion of BASIS National ICT Award 2019
For Patient Access System - The Nation's Top 100 Healthcare Companies

Entrepreneur Award 2019
Most Innovative Small Business - Bangalore
Award from Bangalore Open Source Network (BOSN)

Runners Up of World Summit Award
PrideSys ERP became the Runners Up in Business & Commerce Category

Champion of BASIS National ICT Award 2018
For Patient Access System - The Nation's Top 100 Healthcare Companies

Runners Up of BASIS National ICT Award 2019
For Patient Access System - The Nation's Top 100 Healthcare Companies

Runners Up of BASIS National ICT Award 2018
For Patient Access System - The Nation's Top 100 Healthcare Companies

Copyright Certificate
PrideSys ERP was awarded the Copyright License

Champion of BASIS National ICT Award 2017
For Patient Access System - The Nation's Top 100 Healthcare Companies

OUR VALUED CLIENTS

Government Clients

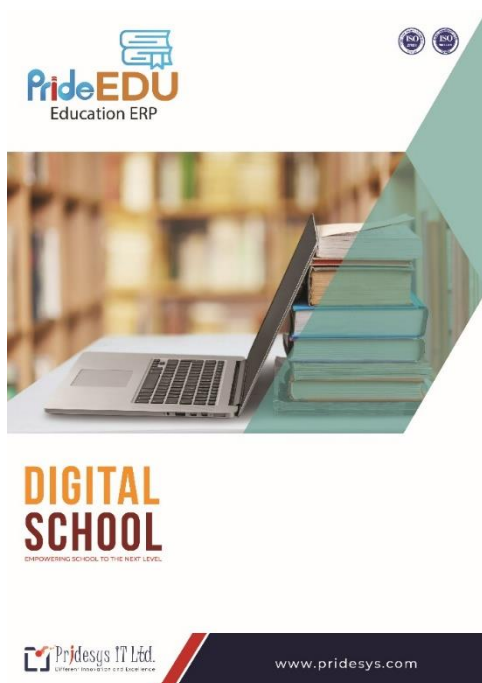
Local Clients

International Clients

CONTACT US
Corporate Office: Level 6 & 8, 20/21 Garden Road, Karamnash, Dhaka-1016
R & D Center: Software Technology Park, Level-01, Jashida Tower @Banarbanagar/C/A Dhaka-1016
Hotline: +880 1550 000 003-8, Tel: +88 02 55013300-1, E-mail: info@pridesys.com, web: www.pridesys.com

Figure 4.64: PrideHealth Brochure

2. Pride Edu



KEY FEATURE



CLASS SETUP AND MANAGEMENT
Allows entering all basic information of class and sections of the institution so that software is synchronized to the present structure of your school.



STUDENT FEE SETUP AND MANAGEMENT
Allows creating and entering all basic information of the school fees so that software gets synchronized present fee structure.



STUDENT ADMISSION MODULE
This module simplifies admission procedure of the school and helps to admit a student directly in school without filling a ready form. It is quick and easy to use.



FEES MANAGEMENT
Helps the office staff in managing monthly/termly school fees and quickly generates receipts. It keeps track of fee details and daily collection along with the dues and fees applicable.



Transport
It helps to track & allocation of each transport; allow to manage transports for Official or student.



ATTENDANCE MANAGEMENT
Tiresome task of student daily attendance can be done easily with the help of PrideEdu. Attendance data is auto calculated by the software and can be shared easily with parents. Auto alerts for the regular absentees encourage them to the regular in institute. Beautiful graphs are used to display attendance information for better.



COURSE MANAGEMENT
Enter all required basic information of subjects in institute so that software easily gets synchronized to the present subject structure of the institute.



TIME TABLE MANAGEMENT
This module is a well-organized class management system. It is an effective solution to the problem of adjusting timetables in a single way. Timetable module checks the class duration, faculty availability and voids conflicts in timings. It makes.

3 main reasons explaining why to choose us



The best price
We offer the lowest possible charge as the market with excellent quality work.



Best support
Our well-trained team provides round the clock continuous service without any kind of interruption.



Flexibility
Web-School has a high level of customized School Management System.



BENEFITS

Management

- Campus Management
- Zero redundancy in managing the institutions records.
- Effective communication between teachers, parents and students
- Creation of school's tech savvy image
- Complete automation of all operations
- Best possible resource optimization
- Auto-generation of timetables with dynamic substitute

Teachers

- Automated student attendance
- Computerized management of marks and grades
- Timetable creation in advance
- Availability of more time for students
- Efficient and effective interaction with parents
- Access to a forum common to students and parents
- Access to view and students' attendance
- Better organization of institutional activities
- Manage class information and analytical reports
- E-mail & internal messaging system

Guardian

- Get connected to the institution effectively and easily
- Frequent interaction with teachers
- Active participation in institution activities
- Reliable update on child's attendance, progress report and fee payment
- Prior information about institutional events and holidays
- Regular and prompt availability of institution updates through articles, discussion forum, image gallery and messaging system.

Human Capital Management

- Personal Directory
- Leave Management
- Payroll
- Disciplinary Management
- Final Settlement
- Appraisal Management

Financial Accounting System

- Classified Chart of Accounts
- Multi-Branch Books of A/C
- Payment Voucher
- Journal Voucher
- Voucher Posting
- Provisional / Final year Ending
- Ledger
- Trial Balance
- Income Statement
- Balance Sheet
- Budget

Institution Administration

- Easy performance monitoring of individual modules
- Automated and quick report generation
- Authenticated profile dependent access to data
- User friendly interface requiring minimal learning and IT skills
- Design for unproblematic scalability
- Elimination of people-dependent processes
- Minimal data redundancy

Examination

- Grading system
- Marks Distribution
- Grade Sheet Entry
- Grade Sheet Statistics
- Suspicious Grade entry Managing
- Project, Membership Dissertation Evaluation
- Result Publishing
- Result Blocking
- Semester GPA
- Classified Transcript

Students

- Enhanced interaction with teachers, parents and peers
- Access to attendance, timetable, marks, grades and examination schedule
- Freedom to browse through library books catalogue and identify the books to be issued
- Prior information of events & holidays

Transport

- Registration
- Transport Payment
- Smart Card based Ticketing
- Schedule Management
- Booking

Students Payment System

- Payment Scheme
- Distributed Payment Collection
- Transaction Locking
- Detail/Consolidate daily collection summary
- Accounts Clearance For Registration/Admission cardpoint
- Auto Payable Generate according registration
- Student Ledger/Receivable
- Payment Details Exploration
- Scholarship/Availment
- Student Portal
- Course Registration
- Teaching Evaluation
- Payment Status view
- Accounts/Result view
- Apply for connection

AWARDS AND RECOGNITIONS	Champion of BASIS National ICT Award 2019 Our Product Awarded as the Champion National Manufacturing Company	Champion of BASIS National ICT Award 2018 Our Product Awarded as the Champion National Manufacturing Company
	Entrepreneur Award 2019 We successfully won the Entrepreneur Award 2019 from the Ministry of Industries (DIT)	Runners Up of BASIS National ICT Award 2018 Our Product Awarded as the Runner Up of BASIS National ICT Award 2018
	APICTA Award winner 2019 MERIT PrideEdu won the merit award in Industrial Manufacturing Category	Runners Up of BASIS National ICT Award 2017 Our Product Awarded as the Runner Up of BASIS National ICT Award 2017
	Copyright Certificate PrideEdu ERP was awarded the Copyright Certificate in the Software Category	Champion of BASIS National ICT Award 2017 PrideEdu ERP was awarded the Champion of BASIS National ICT Award 2017

OUR VALUED CLIENTS



PrideEdu for Collage
PrideEdu for University
PrideEdu for School
PrideEdu for Kindergarten

CONTACT US

Corporate Office: Level 6 & B, 20/21 Garden Road, Kavarinabazar, Dhaka-1215
R&D Center: Software Technology Park I Level-11, Janaka Tower 49Kavarinabazar C/A, Dhaka-1215
Hotline: +880 1550 000 003, 8, Tel: +88 02 55013300 1, E-mail: info@pridesys.com, Web: www.pridesys.com

Figure 4.65: PrideEdu Brochure

3. Pride Gov

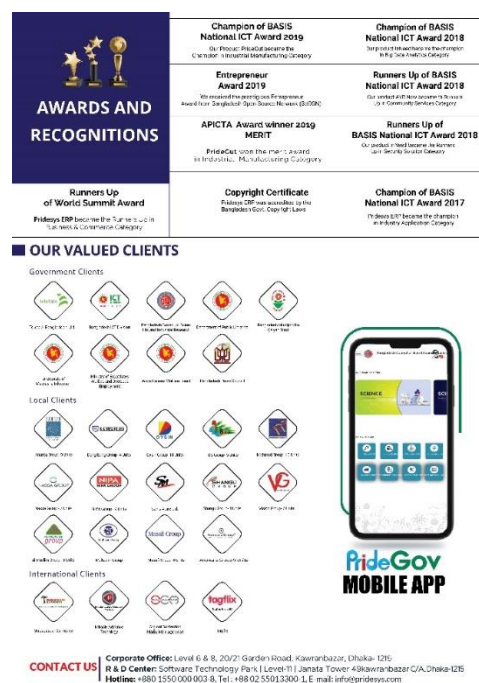
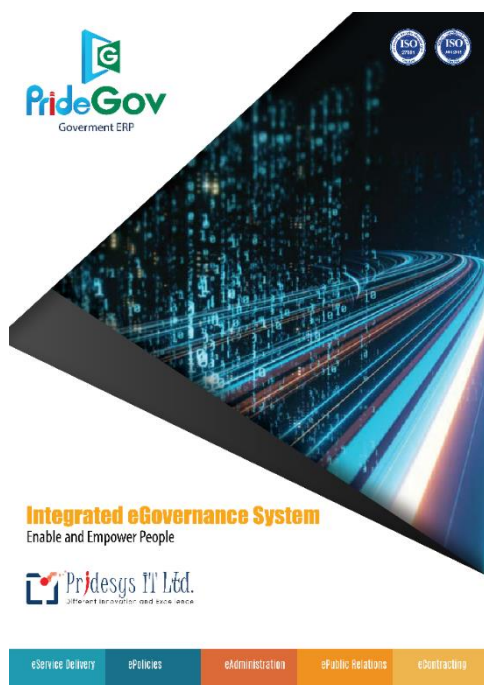


Figure 4.66: PrideGov Brochure

4. Pride Vision



KEY MODULES:

- Automatic Attendance
- Security
- Surveillance
- Retail

OBJECTIVES:

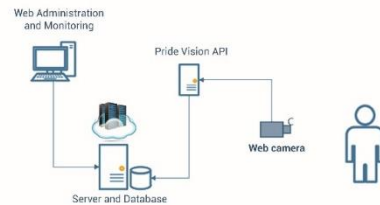
RMG Industry	Educational Institution	Bank and Corporate Institution	Hotels and Hospitality Industry
One of the main objectives of innovation is to transform our manufacturing industry to industry 4.0 revolution. If each employee could be identified within a few seconds, their work hours could be accurately monitored, the overall work environment will be more secure, and valuable time will be saved.	Students, teachers, staff and all officers of the institution can be automatically checked in when they enter or exit the premises making it easier to count attendance, enhancing the safety of everyone.	Safety and security in financial has been always a major concern over the years. Manual inspections and surveillance over the CCTV camera in those institutions is a costly and time consuming. Pridevision can identify possible threats, abnormal activities which can help the authority to take immediate security measures.	With Pridevision, the industry can identify a customer with face recognition and determine their preferences, protect the likelihood of criminal behaviour based on previous record, provide a more personalized and faster service, and improve the security of their payments through face authentication.



Features And Functionalities

- Improve production efficiency through Production Line efficiency tracking and automatic suggestion.
- No need for physical contact with a device for authentication thus no errors associated with them such as improper scan due to dirt on fingers. Improved level of security.
- Managing & forecasting inventory effectively through inventory item tracking.
- Can be used to help automate authentication. Unauthorised people identify in restricted areas.
- Get real time violence & fire alert.
- Automatic realtime attendance without queuing.
- Easy to integrate with existing security features.

ARCHITECTURE OVERVIEW



- facebook.com/pridevis
- linkedin.com/company/pridevis
- twitter.com/pridevis
- youtube.com/pridevis

AWARDS AND RECOGNITIONS Runners Up of World Summit Award Pridesys ERP became the Runners Up in Business & Commerce Category.	Champion of BASIS National ICT Award 2019 Our Pridesys ERP became the Champion in National Manufacturing Category.	Champion of BASIS National ICT Award 2018 Our Pridesys ERP became the Champion in National Manufacturing Category.
	Entrepreneur Award 2019 Micro, Small and Medium Enterprises Award from Bangladesh Export Development Corporation.	Runners Up of BASIS National ICT Award 2018 Our Pridesys ERP became the Runners Up in National Manufacturing Category.
	APICTA Award winner 2019 MERIT Pridesys ERP won the merit award in Industrial, Manufacturing Category.	Runners Up of BASIS National ICT Award 2018 Our Pridesys ERP became the Runners Up in National Manufacturing Category.
	Copyright Certificate Pridesys ERP was awarded the Copyright Law.	Champion of BASIS National ICT Award 2017 Pridesys ERP became the Champion in National Manufacturing Category.

OUR VALUED CLIENTS

Government Clients



Local Clients



International Clients



INDUSTRY FUNCTIONS

- Risk-Vision for Garments Industries
- Risk-Vision for Textile Industries
- Risk-Vision for Telecom Industries
- Risk-Vision for Insurance Company
- Risk-Vision for Healthcare Services
- Risk-Vision for Corporate Solutions
- Risk-Vision for Financial Organization
- Risk-Vision for Trading Services
- Risk-Vision for Footwear Industries
- Risk-Vision for Public Organization
- Risk-Vision for Food Beverage

CONTACT US

Corporate Office: Level 6 & 8, 20/21 Garden Road, Kowloonbazar, Dhaka-1215
 R & D Center: Software Technology Park | Level-11 Janata Tower, Kowloonbazar C/A, Dhaka-1215
 Hotline: +880 1550 000 003-8, Tel: +88 02 55013300-1, E-mail: info@pridesys.com

Figure 4.67: PrideVision Brochure

CHAPTER- FIVE

OVERALL CONTRIBUTION

5.1 Discussion of my role:

As a graphic designer, I was responsible for creating banners, brochures, business cards, corporate biographies, and a variety of other materials. When any of the professionals had a problem, they would always come to me for assistance, and I would then have to create designs based on the instructions given to me by the staff. The things I realized are that the customer is always the second God and that sometimes I had to address the difficulties of artists on my own. My daily regimen began with the design and finished with social media marketing. I made certain that everyone was informed of their time and schedule.

As we all know that graphic design is not only a designer. The duties and responsibilities of the designer are completely different. I have learnt many things from my internship career. My role played significant importance in the company as I had taken care of the whole team.

CHAPTER- SIX

DISCUSSION & CONCLUSION

6.1 Discussion:

I have worked on many projects as mentioned earlier mostly Company Profiles Social media banners. There were many issues at first, but they gradually improved. The most important thing is that I learned how to work in a team, follow rules, and be disciplined during this time. So, I'd like to say that my internship experience was fantastic, and I enjoyed working in a professional environment, and I'd like to work with professionals again. Through this internship, I have learnt various things, such as time management skills, note-taking research techniques, corporate behaviour, project management, client handling techniques, and convincing techniques.

6.2 Conclusion:

An internship provides in-depth practical knowledge and makes a person skilled, both of which are essential to be successful in a career. It also enhances our academic knowledge. I have gathered a lot of experience that helped me to develop my potential to be skilled in the workplace. I have chosen ' Digital Media and Marketing' at Pridesys IT Limited for my internship.

Throughout my internship, I got the opportunity to work with some of the most talented individuals in this sector. I've learned a lot from them. I also took part in other non-project related work. All of those jobs provided me with real-world work experience and helped me become more adept in my craft. I am optimistic that I will be able to apply all of these talents in my future career.

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7. your company profile is what entices [December 23-12-2021]
<https://design.ubuntu.com/font/>
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10. American Graphics Institute (April 12, 2021), What is After Effects, Retrieved September 28, 2021, from <https://www.agitraining.com/design-news/after-effects-training-news/what-after-effects>
11. This report contains all of the information about the company where I am doing my internship.
<https://pridesys.com/>