Internship Report On

"Working as a Sales Development Executive at Daffodil Software Limited: A Report"

Submitted by

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ID: 202-10-662

Batch: 18th PC - A

Semester: Spring 2024

Course Title: Project Paper with Internship

Course Code: ENG-431

Submitted to

Ms. Nahid Kaiser

Assistant Professor

Department of English

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This Report is submitted to fulfill the Requirement for the Degree of B.A (Hons) in English.

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Declaration

I hereby declare that the internship report I handed to the English Department at Daffodil International University for my course, "Project Paper with Internship" (Course Code ENG: 431) is completely my work. The internship report on "Working Experience and Learning as a Sales Development Executive at a Software Firm - Daffodil Software Limited" was completed under the supervision of Nahid Kaiser, Assistant Professor, Department of English, Daffodil International University.

I am delighted to submit the internship report to the Daffodil International University English Department to finish my project and fulfill the criteria for my B.A. (Hons.) in English degree. This report does not violate any copyright restrictions; I am using it only to meet the requirements of this course.

_____

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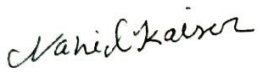
Certification

This is to certify that Sadia Talukder Taj, ID: 202-10-662, is currently a student in the English Department at Daffodil International University in Ashulia.

I am glad that she worked sincerely to come up with this report and completed the project paper under my guidance. Since she has not published this report anywhere else, all of the data and statistics it contains are entirely real. I wish her success in both her personal and professional life.



Nahid Kaiser
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Acknowledgment

First of all, I want to thank Almighty Allah. And now, with all due gratitude and respect, I would like to show my gratitude to my supervisor, Nahid Kaiser Ma'am. I want to express my gratitude for the unwavering support, insightful advice, and keen observation, which helped me to finish my project paper on time. She provided me with a lot of insightful advice and remarks that allowed me to complete this internship. Then I cordially thank Mr. H M Forhad, the honorable Manager of Business Development at Daffodil Software Limited, for giving me the chance to complete a three-month internship there. I would like to thank to Md. Nazmul Haque Patowary Coordinator of Business Development at Daffodil Software Limited. Their love and support encouraged me to complete my tasks. I would like to express gratitude to everyone who has provided me with resources, guidance, and support during this three-month internship, all of which made it possible for me to successfully complete it.

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Abstract

This report is on my internship experience as a Software Business Development at Daffodil Software Limited. Daffodil Software Limited is a sister concern of Daffodil Computers Limited. It deals with all the things that I have learned throughout this time, along with my observations and experience. This paper contains information about my working experience with a business development team. It also has information about the company, its structure, and the people involved with it. I have divided my information of work as week-based. This paper also contains information about the software that Daffodil Computer Limited works for. Some marketing strategies of the company are being discussed too.

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Chapter 1

Introduction

I am going to complete my Bachelor's degree from the Department of English at Daffodil International University (DIU), which is a four-year program. At Daffodil International University, students in the bachelor's program are given the valuable chance to undertake an internship. This experience provides them with early exposure to the actual job market before they graduate. The internship program allows students to apply their theoretical knowledge in real-world settings and gain insights into the employment sector they wish to join. Before graduating, students need to do an Internship in an Academic or Non-academic sector. For the final part of my practical training, I completed my internship in a non-academic sector at “Daffodil Software Limited” Which is a sister concern of "Daffodil Computer Limited" where I served as a Sales Development Executive. Daffodil Computer Limited is recognized as a prominent IT and software company within the country. My report’s primary focus is on communication skills, management, marketing skills, coordination, presentation skills, and some vital problem-solving skills that I have learned more from the company. A Sales Development Executive holds a crucial position in the, and my journey was far from simple. I faced numerous challenges, including dealing with customization issues, management complexities, and adapting to new technologies. Overcoming these obstacles, however, helped me realize my greater potential. I am eager to apply the invaluable skills I've developed to my everyday life. Moreover, the non-technical skills I've gained alongside technical expertise will undoubtedly be beneficial for my future career.

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Chapter 2

Background and Objectives of the Internship

2.1 Background:

The purpose of this report is to deliver a comprehensive overview of my internship experience. It includes a detailed narrative of my experiences, the challenges I faced, and the measures I implemented to address these issues. Additionally, this report provides insights into the working conditions and services offered by Daffodil Software Limited.

2.2 Objectives:

1. To learn the basic techniques of Sales Development.
2. To develop communication skills, and presentation skills, and build up the confidence to cope with the corporate sector.
3. To learn how to deal with clients.
4. To learn the manners of the corporate sector.
5. To investigate the current situation of Daffodil Software Limited.
6. To explore the company's standards and their impact on employee and customer satisfaction.
7. To emphasize how a Sales Development Executive might improve the effectiveness and productivity of sales.

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Chapter 3

Methodology

The strategy implemented to achieve the project's goal will produce ideal results. The three main elements of the System Development Life Cycle—planning, implementation, and analysis—are the foundation of the methodology used to evaluate this project.

From the beginning of the internship program, I was very nervous and worried about completing it successfully. However, my supervisor Ms. Nahid Kaisar ma'am was so friendly and helpful that I enjoyed the work and completed it successfully. She helped me whenever I needed it.

Search Internship: As a fresher, I was confused about the job field where I could find myself fit. I have searched for an internship opportunity in BD Jobs, Skill Jobs, and several Facebook-oriented groups. In a competitive job field, there was more to think about in my background of study. As I was a student of Business Studies student in my secondary school and higher secondary school life, it was a plus point for me to search internship for the position of sales and marketing. As I am doing B.A. Honors in English pushed my skills as well. I have applied for sales development positions in many companies through email and websites.

Interview Call: I dropped my CV in many corporate comapanies. Finally, after a few days, I got an email and call from Daffodil Software Limited to attend an interview. They called me and gave me some online tasks with a deadline to do before attending the interview. After Completing online tasks, they called me to attend the interview.

Interview System: I went to their office at Sukrabad, Dhanmondi 32 to attend the interview. At first, they told me to wait in the relaxation zone and asked for my certificates and other documents. After a while, HR called me to attend an interview with the respected Manager sir. The interview was conducted in English. They asked me about my skills and background, where I live, and wanted to know my interest in this position. I expressed my feelings and showed my interest in

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working as a Sales Development Executive. After completing the formal interview process, they told me to wait for the confirmation at least for seven working days.

Selection: After three working days I got a call to join the position of Sales Development Executive at Daffodil Software Limited. After that, I got an email from HR regarding the joining process. After this process, they called me again to come to the office with the necessary documents like certificates, photographs, etc.

Placement Process:

- I filled out a form when I got to the office and brought all the necessary documentation.
- I sent the official letter that my institution provided to Daffodil Software Limited's HR department.
- Then I received an internship appointment letter from HR.
- I forwarded my appointment letter to my departmental office, where they issued a letter for submission to my workplace.
- After completing all the paperwork, I joined my office on 1st February 2024.

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Chapter 4

Company Overview

Daffodil Computers originated in 1990 as a sole proprietorship under Mr. Md. Sabur Khan, a notable figure in Bangladesh's business community. By 1998, it transitioned into a Private Limited Company, known as Daffodil Computers Limited (DCL). In a significant move for the IT sector, DCL became the first IT-based company to go public on the Dhaka Stock Exchange in 2003, followed by a listing on the Chittagong Stock Exchange in 2006. DCL quickly rose to prominence as Bangladesh's leading provider of computer assembly, marketing, and sales services.

While initially focused on computer hardware, Daffodil Computers expanded its scope by establishing a computer training division in 1997 and a software development firm in 1998. These divisions later evolved into separate entities: the computer training division became Daffodil Institute of Information Technology, and the software development firm became Daffodil Software Limited.

Company Name – Daffodil Software Limited.

Location – 104/2, Daffodil Tower, 102/1, Shukrabad, Mirpur Road, Dhaka-1207, Bangladesh.

Establishment – 1998

Numbers of Buildings – 1

Number of Employees – Above 200

Employee's Qualification – Honors and Masters.

Dress Code – Formal

Economics – Public Company

CCTV Monitoring – Yes.

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Chapter 5

Internship Activities

Observations: With a suite of specialized software solutions designed to the various requirements of contemporary businesses and institutions, Daffodil Software Limited is at the forefront of technological innovation. With a portfolio that includes Virtual Gate, 1Card, Smart Edu, Smart Business 24, Smart Hospital, Smart Edu, and IUMS, Daffodil Software Limited provides comprehensive, scalable, and integrated technologies that boost user engagement, facilitate digital transformation, and increase operational efficiencies.

Sales Development team is the engine that drives growth and revenue for a company. There are a total of three teams for sales development. Each of the team has four members. The strategy they follow is a bit confidential. The basic strategy of the work is to generate leads from phone call marketing, email marketing, etc. If anyone feels interested in the product then we fix a meeting. Sometimes if a client cannot come to the office, we conduct the meeting online. We send a demo video, flowcharts, and user manual and offer them a one-month free subscription. If they feel the product is convenient to them, the official authority manages the paperwork to sell the product.

My Responsibilities: I worked in the Sales Development sector. There are six products of Daffodil Software Limited that they work for. Those include Virtual Gate, 1Card, Smart Business 24, Smart Hospital, Smart Edu, and IUMS. We have four members on our team. Four of us look at four sectors. My responsibilities are given below -

- Lead Generating – I conducted research to identify potential leads and prospects through various channels such as online research, social media platforms, industry events, and networking.
- Outreach – I initiated contact with potential clients via cold calls, emails, or social media messages to introduce the company's products or services.

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- Appointment Setting: I scheduled appointments or product demonstrations for the sales team with qualified leads to further nurture the relationship and move them through the sales funnel.
- Sales Support: I assisted the sales team with administrative tasks such as preparing sales materials, creating presentations, making flowcharts, and coordinating follow-up activities with leads.
- Training and Development: I participated in training sessions which was conducted by the office supervisor to enhance sales skills, product knowledge, and understanding of sales processes.

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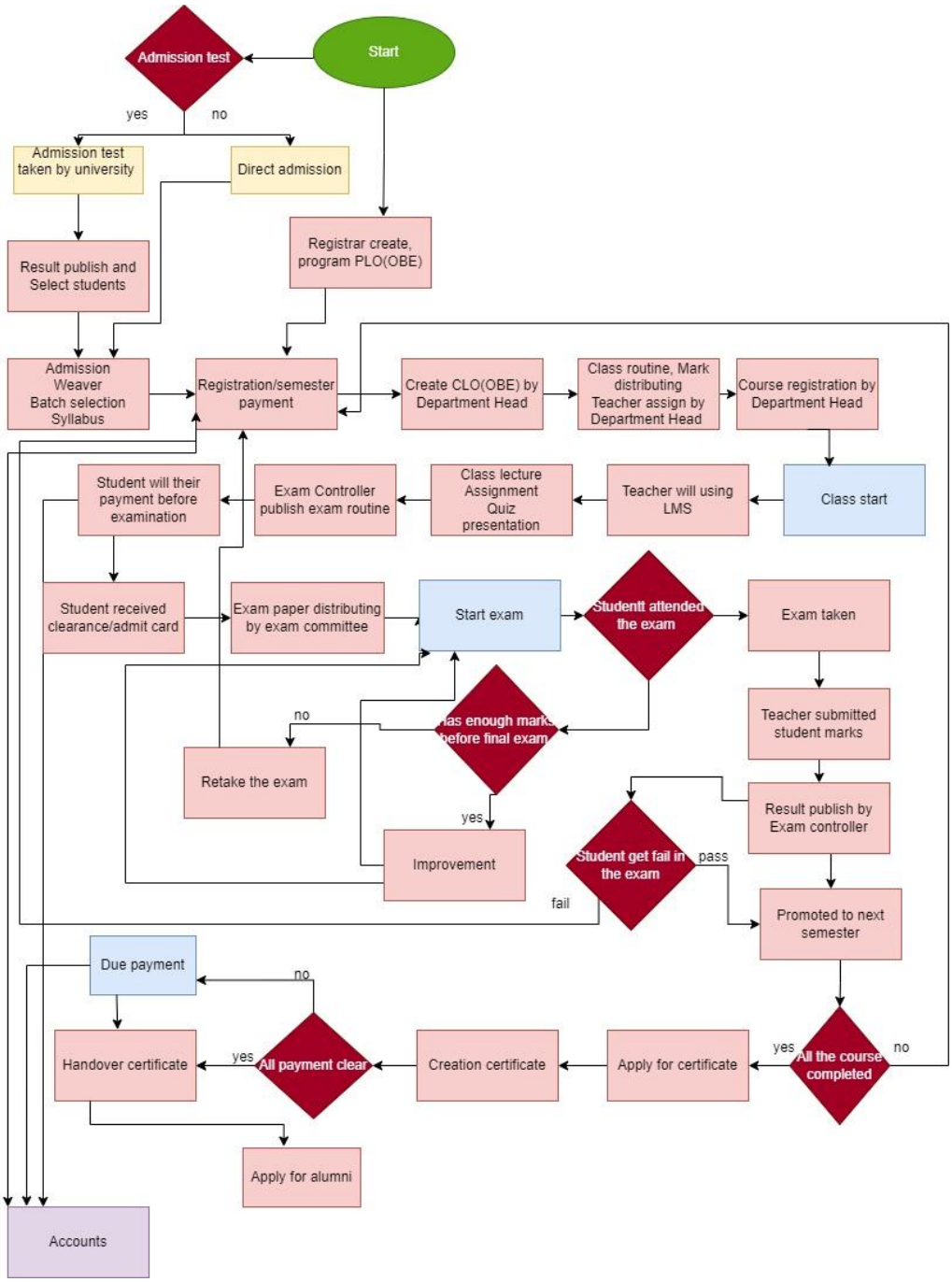
A Sample Case Study: One of my works is to make flowcharts to show the connectivity between the relevant offices. The products are run by commands where authority can see what the next step is. Here, I am putting a flowchart that I have made for a Private University below –



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My Activities:

1st Week – Introduction	1. Meeting with the office supervisor H M Farhad sir. 2. Greeting with the employees of Daffodil Software Limited. 3. Ice-breaking session. 4. Knowing everyone's designation. 5. Brief about my designated work. **6.** Attended everyday meetings.
2nd Week – Knowing About the Product Smart Edu.	1. I got to know about Smart Edu. 2. Computer simulation of Smart Edu. 3. Knowing about the features of Smart Edu. 4. Attended a Client meeting. 5. Attended everyday meeting to follow up.
3rd Week – Works on Smart Edu.	1. First day, I worked on the connectivity of relevant offices ' wise flowcharts for the Public University Model of Smart Edu. 2. On the second day, I made some corrections to the first day's work. And then learned about the Private university model. 3. Third day, I worked on the connectivity of the relevant office's command-wise flowchart for the Private University Model of Smart Edu. 4. Got some correction in the next day. 5. Arranged a meeting on smart edu to explain the flowcharts to my teammates. 6. Attended everyday meetings as well.

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4th Week – Knowing About the Product Smart Business 24.	1. First day, I got to know in details of Smart Business 24. 2. Second day, I worked on the simulation of the product. 3. Attended office supervisor's training season. 4. Conducted my first client call. 5. Made a client call sample. 6. Attended daily meetings.
5th Week – Works on Smart Business 24.	1. I made a flowchart for the product Smart Business 24. 2. Worked on the correction of the flowchart. 3. Gave a presentation on the flowchart of Smart Business 24. 4. Conduct Client calls as well. 5. Attended daily meetings.
6th Week – Knowing about the product Smart Hospital.	1. Gathered details from sir of Smart Hospital. 2. Computer simulation of Smart Hospital. 3. Attended daily training sessions conducted by H M Forhad sir. 4. Attended daily meetings.
7th Week – Works on Smart Hospital.	1. Made a flowchart on Smart Hospital. 2. Attend client call. 3. Started email marketing for the first time. 4. Attended a presentation on Smart Edu. 5. Attended daily training sessions. 6. Attended daily meetings.
8th Week – Knowing about 2 products, 1Card, and Virtual gate.	1. Attended training session to learn about the products 1Card and Virtual Gate. 2. Computer simulation of the products. 3. Managed client calls. 4. Contacted clients via email. 5. Attended daily meetings.

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9th Week - Knowing about the product IUMS (Integrated University Management System)	1. Attended a training session on the product IUMS. 2. Computer simulation of the product. 3. Managed client calls. 4. Contacted clients via email. 5. Attended daily meetings.
10th week – Vacation.	**EID Vacation**
11th Week – Official Works	1. Attended a discussion of all the products. 2. Talked about the feedback on the products. 3. Meeting with the GM sir. 4. Managed client calls. 5. Attended daily meetings to follow up.
12th Week – Official works	1. Called hospitals to tell them about our product Smart Hospital. 2. Called Universities to tell them about our products Smart Edu, 1Card, and IUMS. 3. Called industries to tell them about our product Virtual Gate, Smart Business 24. 4. Attended daily meetings.

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Chapter 6

Limitation of the Study

The works that exist in the world, everything has some limitations. By managing the limitation, we need to do our work. Along with the limitations I have enjoyed my work a lot. Here some of the limitations are discussed below –

Academic Limitations

At first, when I registered for the course, I went to the office to find the name of my supervisor. For some technical difficulties, it took so many days to know the name of my supervisor. In that situation, I have zero knowledge about this program and it is obvious to know the procedure first. After searching for an internship for more than one month I found Daffodil Software Limited to do my internship. I found difficulties in attending my academic courses. I had classes on Sunday and Wednesday. Here, At Daffodil Software Limited I needed to work six days a week. I had no idea how to handle this situation. And I did not know who is my supervisor. I searched in the student portal, there were blank in the section of the name of the supervisor. I take consultancy from our department head, sir. Then I contacted my course teachers. They allowed me to attend at least one day a week. My office supervisor also helped me to handle this situation. I started to work and I also needed to write my report. After consulting with the department coordinator again I got to know the name of my supervisor. I was very much lucky that I got a chance to work under Nahid Kaiser, ma'am. She is very much a workaholic and energetic. Whenever I stuck to do something, I got an easy solution from ma'am immediately. Limitations and pressure of work were reduced for all of them.

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Other Limitations

As an intern, I had to work for 7-8 hours a day. Besides academic and personal limitations, it is a bit hard to maintain all the things. As I managed to do the work five days a week, I needed to work more to fulfill my work. If academic courses were not included with the internship program this could be reliable for me, I think.

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Chapter 7

Observation and Findings

From my observation and real-time experience,

- The environment of my workplace is suitable for female employees.
- There is a relaxation zone for the employees to rest if they need to.
- The workspace is air-conditioned.
- Every team has a WhatsApp group so that they can discuss among themselves for the betterment of the communication.
- There is a space to share thoughts and perspectives in my team. We discuss in meetings when we need to decide something.
- The punctuality of employees is excellent.
- There is competition among the teams. Working together can increase sales.
- There is no official PC to work. I needed to bring my heavy laptop every day.
- There is no bus service to drop on-off.

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Chapter 8

Recommendation

- Drop-on-off bus service should be included to maintain punctuality.
- Official PC should be included for flexibility.
- The speed of the server needs to be faster.
- They should emphasize their focus on digital marketing.
- They can be a sponsor of university and hospital college events.

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Chapter 9

Conclusion

English is not just used in everyday communication; it is also used in business and professional settings all over the world. Learning English is a matter of joy. By criticizing works of literature, one can sharpen his observation skills. English is the most popular communication medium. One can learn communication skills by learning a language like English. Skills that I have learned from my academic life helped me a lot to work in a position like a Sales Development Executive. Here, communication skills are must much-needed skill. while talking to the clients I needed to observe about the client's needs. This observation report will set my next move. I have learned to be more patient from there. My previous knowledge of business studies helped me a lot indeed.

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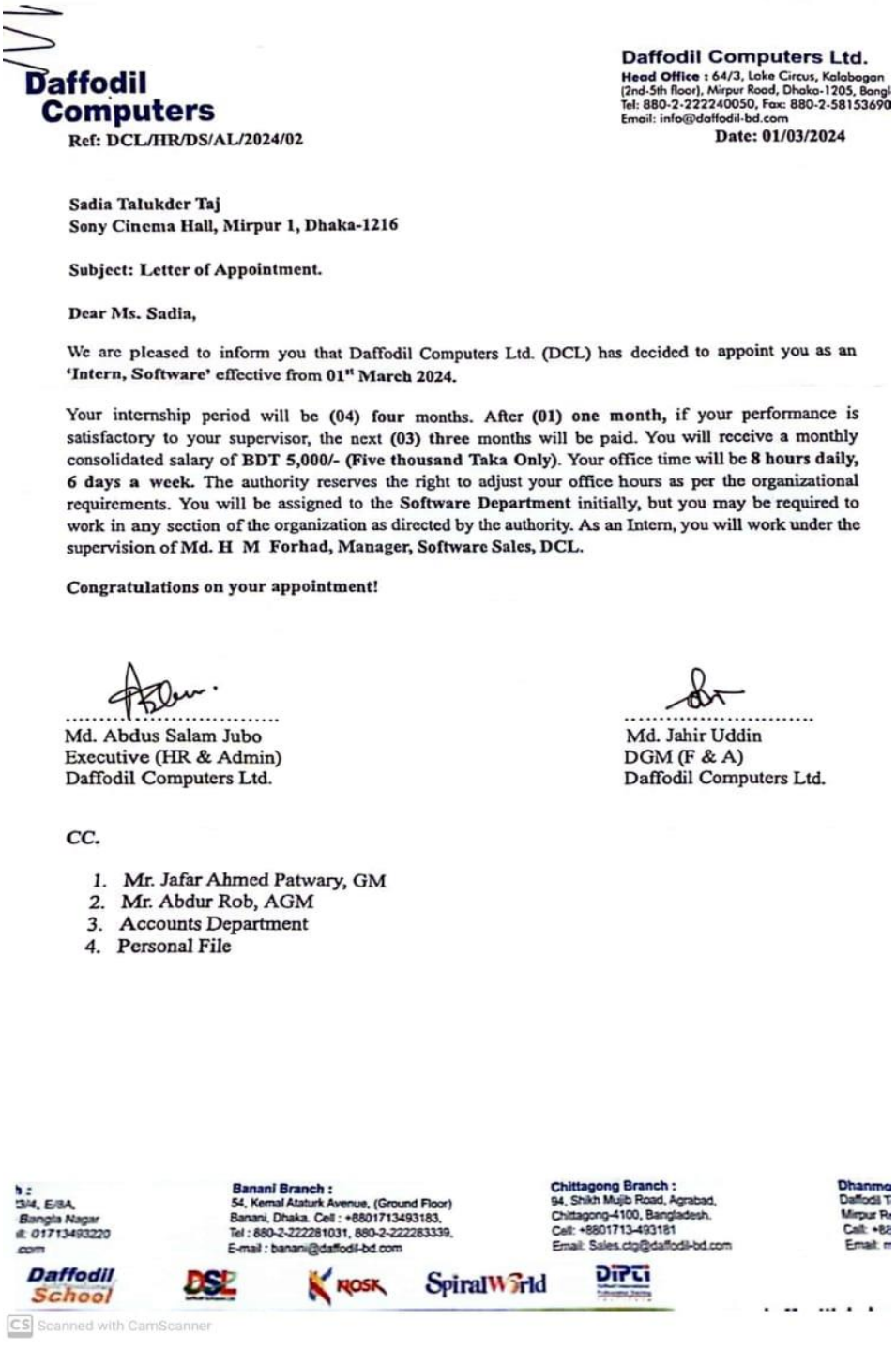
Appendix



Daffodil Computers

Ref: DCL/HR/DS/AL/2024/02

Daffodil Computers Ltd.
Head Office : 64/3, Lake Circus, Kalabagan
(2nd-5th floor), Mirpur Road, Dhaka-1205, Bangl
Tel: 880-2-222240050, Fax: 880-2-58153690
Email: info@daffodil-bd.com

Date: 01/03/2024

Sadia Talukder Taj
Sony Cinema Hall, Mirpur 1, Dhaka-1216

Subject: Letter of Appointment.

Dear Ms. Sadia,

We are pleased to inform you that Daffodil Computers Ltd. (DCL) has decided to appoint you as an **'Intern, Software'** effective from **01st March 2024.**

Your internship period will be **(04) four** months. After **(01) one month,** if your performance is satisfactory to your supervisor, the next **(03) three** months will be paid. You will receive a monthly consolidated salary 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. You will be assigned to the **Software Department** initially, but you may be required to work in any section of the organization as directed by the authority. As an Intern, you will work under the supervision of **Md. H M Forhad, Manager, Software Sales, DCL.**

Congratulations on your appointment!

Md. Abdus Salam Jubo
Executive (HR & Admin)
Daffodil Computers Ltd.

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

CC.

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Daffodil Computers

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Date: April 30, 2024

To Whom It May Concern

This is to certify that Sadia Talukder Taj has completed her internship at Daffodil Computers Limited as an Intern, Software Business Development from February 01, 2024 to April 30, 2024.

During her internship, she demonstrated good communication skills with a self-motivated attitude. She is a hard worker who is always looking to learn new skills. We appreciate her active participation and contribution.

We wish her all the best in all her future endeavors.

Sincerely,

H M Forhad
Manager, Software Product and Solution
Daffodil Computers Limited

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