

Internship Report
On
An Analyze of Business Development Support
Process of Tally Solutions BD

Submitted To:

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**An Analyze of Business Development Support Process
of Tally Solutions BD.**

LETTER OF TRANSMITTAL

Date: December, 2025

To

Mr. Siddiquir Rahman

Assistant Professor and Head

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on **An Analyze of Business Development Support Process of Tally Solutions BD.**

Honorable Sir,

It is a great honor for me, I am Shuvo Kumar Mondal, to submit the internship report titled “**An Analyze of Business Development Support Process of Tally Solutions BD.**” This report has been prepared as a requirement for the completion of the BBA program. I have given my best effort to compile all the relevant information, experiences, and insights gained during my internship at **Tally Solutions Bangladesh.**

I sincerely hope this report meets your expectations and requirements.

Sincerely,

shuvo

Shuvo Kumar Mondal

ID: 221-11-1507

Program: BBA (Major in Marketing)

Department of Business Administration

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LETTER OF APPROVAL

This is to certify that the internship report entitled internship report on **An Analyze of Business Development Support Process of Tally Solutions BD.** has been prepared by Shuvo Kumar Mondal, ID: 221- 11-1507, as part of the requirements for the Bachelor of Business Administration (BBA) Program, Major in Marketing, under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

The report is an original work carried out under my supervision and is hereby recommended for submission.



Mr. Siddiqur Rahman
Assistant Professor and Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
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DECLARATION

I am Shuvo Kumar Mondal, a student of the Department of Business Administration, bearing ID: 221-11-1507, Major in Marketing, at Daffodil International University (DIU), do hereby sincerely declare that the internship report entitled **An Analyze of Business Development Support Process of Tally Solutions BD.** has been authentically prepared by me.

While preparing this internship report, I have not intentionally violated any copyright laws or academic integrity policies.

I further declare that this report has not been submitted anywhere else for the purpose of obtaining any degree, diploma, or certificate.

shuvo

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ACKNOWLEDGEMENT

In the first instance, I would like to Thank Almighty Allah for giving me energy, patience and all possible efforts in order to accomplish my internship report. I am also genuinely grateful to my family who have been supporting, encouraging and blessing me in all walking of success of life. I am grateful to Professor, my internship supervisor. Mr. Siddiquir Rahman, for his precious supervision, constructive comments and continuous effort to supervise me throughout the report. His knowledge and guidance helped us to understand it all in a way that made sense.

I am grateful to for giving me the chance to work as a Marketing Intern at Tally Solutions Bangladesh. I am appreciative of the valuable coaching, materials and inspiration provided in my traineeship that greatly enriched my learning process.

shuvo

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Executive Summary

The paper reports on a case study of the business development support (BDS) process in Tally Solutions Bangladesh, which offers accounting and business management software for small- and medium-sized businesses. The role within the Business Development and Sales & Marketing Department has held a focus on assessing how the firm is utilizing its positioning, customer support and approach to future growth as Bangladesh marches forward in the digital finance sector.

METHOD This article relies on qualitative and exploratory research via secondary sources that include company reports, departmental documents and daily log books as well as first-hand interpretations from experiences compiled over the course of the internship. The author was given the chance to participate in various duties that gave missives lessons of how efficient an organization could make it enhancement activity. This involved training on the product, mining data in customer support and sales support with a micro decision technology which gave an insight into how the development process worked for business within his organization.

Internship findings suggested that the product line and brand image of Tally Solutions BD is good but at a risk due to some threats such as less market popularity, tough competitors, absence of user training and pricing concerns. These are some of the roadblocks that prevent a company from taking advantage of an open opportunity -in case it is with no Bangladeshi SMB market. However in the face of such challenges, the vendor's market strength and investment into new ranges and local support remain stand outs. Tally Prime is the company's flagship product, which is an active business management platform that offers accounting (simple to complex), inventory management mathematics of taxation like excise, TDS efficacies, PAYROLL and utility goalie etc.; which might explain its high customer retention — along the brand trust Ratings.

At this internship as well, the writer looked at how Tally Solutions BD uses busy marketing and communication strategies to come out tops. Key business development elements of CRM, post-sale support and data driven communication have coincided with the company's efforts to drive brand awareness, acquire new customers and customer retention strategies in the long term. However, Tally Solutions BD has to struggle more for market share and competitive advantage by resolving the problems like increasing market knowledge, creating a complete user-training program increase the commercialization and using flexible pricing strategy. Moreover, increased investment in digital marketing initiatives and user-education programs might greatly expand customer range and engagement for the company.

Overall, the internship was an fantastic opportunity to bridge what I had learn in school about

marketing theories and how to apply them into a tech environment for business. The time spent in Tally's marketing and business development team has helped shape the author's perspective on how a company can leverage customer relations, data analysis and product support to drive growth and penetration in a market. The Internship also developed a lot of skills to understand about how software works and became literate in the language as well as communication, teamwork/team partner abilities and good problem-solving skills that are critical for a career in marketing or business development.

In conclusion, the internship at Tally Solutions Bangladesh has provided me a vast vision on business development in software industry. These nuggets of information learned from operating in this role have expanded the author's skill base for where they are positioned now, and grew with them in a constantly changing game that is business development and marketing.

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CHAPTER ONE:

Introduction

1.1 Background of the Study

The rapid digitization of all walks of life in BD the exponential digital metamorphosis happening in every industry, today very much needed an agile and seamlessly integrated business management application. This trend, already experienced at large corporates level is now catching up with all categories of small and medium-sized enterprises (SMBs), the backbone of our economy, moving from manual to digital accounting to boost productivity and transparency in their financial information. In a business environment filled with so much dynamism, Tally Solutions Bangladesh (Tally Solutions BD) has emerged as the most preferred software solutions provider with an enviable list of clients. The company founded in year 1986 operates under Tally Solutions Pvt. Ltd., India, a business that has went global by creating user-friendly, ground-breaking software for the businessman.

So, now you know all of the most exciting Tally Prime features! THE END-If I missed any important Tally Prime features then let me know in the comment section below. Powered by Product innovation, high focus on product support and customer satisfaction, Tally Solutions BD Provides Businessmen the capability to manage their business Simply and Effectively in the Digital era along with making more accurate business decisions. Business development acts as a bridge between marketing and customer acquisition by boosting brand awareness, educating consumers and fostering a seamless user experience. In the face of this growing competition in this niche software market, it is nice to have an inside look into Tally Solutions BD business growth support process – how does a company attract new customers and keep existing ones while still being the leader in the small-and-midsize-business (SMB) sector of Bangladesh.

1.2 Statement of the Problem

Perhaps, though the software industry has an extremely large percentage of organizing sector, Tally Solutions BD stands as one of few tall leaders. First and foremost is a low market awareness with small businesses that are still using pen, paper and spreadsheets for their accounting today and don't know there's a digital option. The problem is that as competitors keep introducing budget alternatives, the company is struggling to differentiate brand and position it as a proposition where you just need to understand what they have to offer if you consider buying one.

A second problem is the cut-throat competition in the accounting software market. Now the local and global players, and even cloud services provider providers are piling into it. Furthermore, there is no uniform training and capacity-building support available to users so that they do not benefit from the full potential of this tool. Poor tech literacy and no one to return to AFTER they've sold you the hardware is what puts many small businesses off going

digital. Additionally, pricing and payment flexibility become an issue for smaller businesses with limited promotional budgets to lift brand awareness, customer loyalty and overall growth of the market. However, this can be instructive to Tally Solutions BD for focusing on those aspects and take itself to the next level in competing among the SMBs of Bangladesh.

1.3 Objectives of the Study

This internship report is designed to explore and evaluate the business development support process of Tally Solutions Bangladesh (Tally Solutions BD), focusing on how the company integrates marketing, communication, and customer support strategies to enhance growth and competitiveness in the Bangladeshi SMB sector.

Broad Objective:

To analyze the overall business development support process of Tally Solutions BD.

Specific Objectives:

1. To explain the business development support process of Tally Solutions BD.
2. To identify the major challenges and limitations within the company's business development support process and development recommendations.

1.4 Methodology of the Study

This article is Qualitative research and it explores the business support development process of Tally Solutions BD in depth. For the report it's a form of qualitative research, and exploratory in nature. Material of the nature that was studied has been gathered from secondary sources. This method is based on open questions that elicit free-response descriptions with no restriction imposed.

For the evaluation and validation of business development support process model and strategies, secondary data was used throughout the report. The sampling included sales and business development departments. The data were simplified to be easy to understand, but the study was limited for time reasons, had a small sample and could not access company secrets.

Types of data used:

In preparing this study, I derived its subject-matter almost exclusively from secondary sources in the literature.

The sources include:

- Daily Reports
- Log Books
- Office Documents

The study was subject to some constraints, however. The internship was of a short duration, and access to sensitive information and sustained field experience was restricted. Secondly, a great deal of the data was secondary and this may not have captured market dynamics or competitive aspects. These limitations should not impinge on the credibility of inferences that can be drawn from this qualitative study with regard to how Tally Solutions BD creates and confronts impediments for sustainable company growth through its business development support procedure.

CHAPTER TWO:
Company Overview

2.1 Company Profile

Marketing & customer handling at Tally Solutions Bangladesh is focused on an elaborate business development model. The Business Development team is a bridge between marketing, sales and customer success building market awareness and generating both customer delight and growth.

Supporting business development, the method for 1, wherein the step of supporting business development includes:

- **Sales & Presales Support** – looks after lead generation, sales presentations, and proposals preparation. A common way to bring this transfer along is by the updating of client lists and making calls on leads, which interns like myself can aid in.
- **Training and Knowledge Transfer** Tally Solutions BD provides continuous product training for clients, employees, and partners. While interning, I was introduced to Tally Prime several times during my internship which enabled me to get a better understanding of the company's offerings and assist customers more effectively.
- **Post-Sale Support:** This includes Renewal of TSS/Service Tally Care along with attending Customer Queries (Both Retail and Licensee). I was able to help on the client-communication and ensure that post-sales support goes smoothly.”
- **Data Mining and Market Research:** The development team will have the facility to cross reference this critical information since they can obtain an invaluable data with the aid of data mining to study market conditions and trends and also scout for potential leads. It's one of the drivers for the close relationship between new business development and sales strategy – check your market.

All of these allows Tally Solutions BD to remain capable of competing effectively in the marketplace as products are well promoted, customers are supervised and can easily crawl into new markets.

2.2 Mission

There's no explicit mission statement listed on its Bangladesh pages, but here is one we Build from the universal brand message for Xero about what its vision could be in Bangladesh: “Empower SMBs in Bangladesh with simple, reliable and scalable business management software and services that enhance decision making process. The proposed mission above is very much in line with the focus on ‘best-in-class business software for SMBs’ as well as a

training / support part of the model designed to help small businesses get started and move online.

2.3 Vision

Again, there is no dedicated vision statement on a public (Bangladesh) website however Tally Solutions Pvt Ltd does have one that applies globally. It aims to be “the trusted partner of businesses everywhere in their digital transformation, the company adds, bringing innovation and value over the long term as well as simplicity to use.” Among the Bangladesh market this vision is medium for “SMB” sector of Bangladesh to get converted into digitizing way from manual or half manually.

2.4 Core Values

The culture at Tally Solutions BD is driven by its core values, which are reflected in every aspect of our operations, from decision making to interacting with customers. These numbers compare with those of Tally Solutions Pvt. Ltd., the Bangalore-headquartered parent company, which has over 30 years of experience and millions of users worldwide.

- **User friendliness:** Tally’s apparelt software is quite user friendly that even a non techie can navigate through it. Its UI and automation are designed to make it easy for entrepreneurs to work with messy financial data.
- **Reliability:** The company has solid, reliable coverage. Its use is rigorously validated to verify accuracy and adherence to financial and tax rules in the local context, i.e., the Bangladeshi context.
- **Innovation:** Tally has been invigorating its arm to keep pace with connected scenario in the current digital era and attempts to be GST/VAT ready. Contains features like real-time reporting, release updates for business changes etc.
- **Customer-Lead:** we lead every product and service by first being led how customers will derive utility from our offering. And depending on the vendor, there are training programs, partner certifications and customer-support reps to ensure that user experiences go off without a hitch.
- **Honesty and Transparency:** Not once does Tally jeopardize the trust placed on them by their customer, ensuring absolute transparency in all transactions between the company and its customers.

These values combined make up Tally Solutions BD’s corporate identity and will drive its marketing as well as business development efforts. By injecting these values into its daily

operations, Rokomari has become a recognized name in Bangladesh's digital business ecosystem for integrity driven growth and innovation.

2.5 Services Offered

We Tally Solutions BD, are the Accounting Management Software distributor in Bangladesh for small and medium sized business.

- **Tally Prime:** The Tally Software which serves as your business management solution accounting, inventory and payroll.
- **TSS (Tally Software Services)** – Subscription Packages Features: Product updates, local support and partners services are accessible to the users with their service subscription of Tally.
- **Partner Training & Certification:** There is a network of channel partners to provide software, training, implementation and ongoing support as needed.
- **Market Research & Data-Support:** By way of data sourcing, contact campaigns and training events (all to be done by you inhouse whilst on your internship) that enhance brand visibility and lead generation.
- **Pre-Sales & After-Sales Support:** Ensuring all the exposure that customer will need manage to get a (query, installation and set-up), training, customization or renew -- This is something crucial in long term margin for recurring business model.

2.6 History and Current Operations

Tally Solutions Pvt. Ltd. Founded in 1986 by Shyam Sunder Goenka and Bharat Goenka, it was initially promoted as an easy business software solution provider in Bangalore under the name Tally Engineering Company Pvt. The company's first product was Petronis Financial Accountant, which became Tally 3.0—the opening scene of automation in accounting for India. Thereon, Tally Erp further added capability and extensibility (Tally Definition Language) on its technology platform to add value for the business owner eventually shown them how automation can fulfill their requirements. - Overtime businesses have grown bigger and bigger demanding more from managing a business. ERP 9). Its latest platform, Tally Prime (global launch occurred in 2020) is a next-generation simple and intelligent business software.

With 27.3 lakh small and medium businesses (SMBs) looking to rise in Bangladesh, Tally Solutions aimed at catering this segment with a structured solution for their accounting, compliance and legal reporting needs. Tally Solutions BD: Tally. ERP solutions is sold through local partners, has a partner channel used to sell and support the product and also attends some trade shows in each segment. Directory of Directors Profile Csv Version 2.0. until! Profiles_of_Directors\Listed - Non-Executive. csv H:\Website_fram a\website content\Election Portal\Other Forms etc. The Company provides software training,

implementation and re-up services through the TSS program, has availed by clients to get optimum value from their investment.

Currently Tally Solutions BD is operating in channel way and there are several thousand business users. It conducts workshops and studies, INCLUDING ONLINE Marketing of the automation involved. As it is with the current activity of the Dept. Business Development, who are crucial in data catching, communications and CRM (they bring to sales and markets extension).

As Bangladesh goes digital with the vision of Smart Economy and Digital- Bangladesh, Tally Solutions BD is leading the front in enabling businesses across country with technology to drive their growth through improved productivity and efficiency, transparency, greater compliance while facilitating sustainable business.

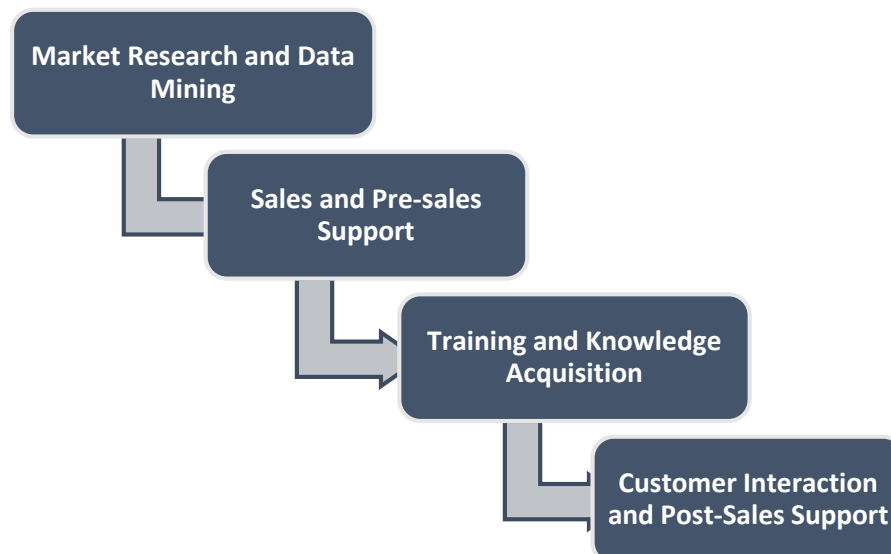
CHAPTER THREE:
Internship Role and Responsibilities

3.1 Role and Responsibilities

During my internship at Tally Solutions Bangladesh (Tally Solutions BD), I was under the Business Development and Sales & Marketing Department, responsible to supporting marketing and business development activities to increase market share for its solutions. The internship provided hands-on experience in strategic and operational marketing, as well as the company's client-engagement efforts.

- **Market Research / Data Mining** I worked on several data-mining assignments acquiring and tracking the information of customers and market intelligence. This enabled the company to turn around its customer segmentation and targeting efforts.
- **Pre-sales / Sales support-** I was involved in the sales data base, creating sets of demos and following up on leads. I was assisting the team in ensuring proposals to clients were done correctly and everything anything was followed up on time.
- **Training and education:** I joined product trainings of Tally Prime and gone through various features, utilities & advantage of the applications for small size business houses to medium sizes business. This information allowed me to provide better customer care and product education.
- **Customer Support (after sale)** I had to respond to both email and phone calls at a fast pace, with clients who already bought the product, working out small issues and making sure software was installed smooth and clean. I have also assisted with TSS renewals Reminders and helped to ensure customers were satisfied.

Those were moves that aligned with the business development framework of Tally Solution BD and enabled me to witness firsthand how the company drives customer adoption, engagement and market awareness.



3.2 Rationale of the Roles and Responsibilities

Each service position I held in the past as a trainee intern had been about business needs and educational competencies. Here the thing to that I want to highlight is, I had learned and got responsibilities with a purpose of giving the hands-on experience as how marketing or business development principles are implemented in Tally solutions BDM which is one of its mostly part works in technology-based company.

The pre-sales training sessions were important, as essentially this was the foundation to Tally Prime and TSS. Understanding about these products was also a prerequisite to be able to give good advice to customers, and take part in marketing communication activities. LLM from very good university and college I completed my LLB in 2009 and got a low 2:1, will this really hurt me job wise? I am not sure really, just looking for your points of view to try and find some more.

I saw on C/S the way the company handles relationships. face to face contact with customers I learned from (a) customer expectations, (b) satisfiers, and of course (c) service recovery...all critical components in services marketing.

The sales and pre-sales positions made me realize how marketing theories, such as the AIDA model (Attention, Interest, Desire, Action), were being used in real business. Along the way, market research and data mining projects strengthened my analytical credentials and taught me how to convert information into strategic business decisions.

All in all, it was a logically sequenced series of tasks to make sure I learned around the realm of marketing research/b-c communication and client relationship management -primary requirements for the position of business development support in Tally Solutions BD.

3.3 Examples of Tasks Completed

In my internship, I have been handling -2-5 tasks such (removing-) practical assignments ○ Some practical assignments embeds to reaching its general goal of a duplicating mechanism and port replicator.

to the firm's growth objectives.

- **Training Support:** I took some session of Tally Prime which was held for house persons as well as potential clients. I helped write internet-based training, power points and materials submission all used to prepare the clients for workshops.

- **Data Processing & Communication:** I worked with the marketing department to scrub and cleanse lists of customers. This included sifting/collating info on prospective leads, categorizing according to industry focused and country location whilst assisting with chasing up via phone and email.
- **TSS (Tally Software Services) Renewal Support:** I was involved in studying client' We could provide support on this and they gained from brand retention, business continuity.
- **Sales Support:** I have assisted the sales team with reports analyzed, Sales Orders (SO's) data and to update pipeline leads status. And I went to client meetings and software demos, where my business communications and negotiations improved.

They gave me a place to sort of bridge the gap between what you learn about marketing theory with actually doing it. They also allowed me to improve my communication, team work, problem solving and time management skills vital for future positions in marketing and business development.

CHAPTER FOUR:
Key Learnings and Experiences

4.1 Important Learnings

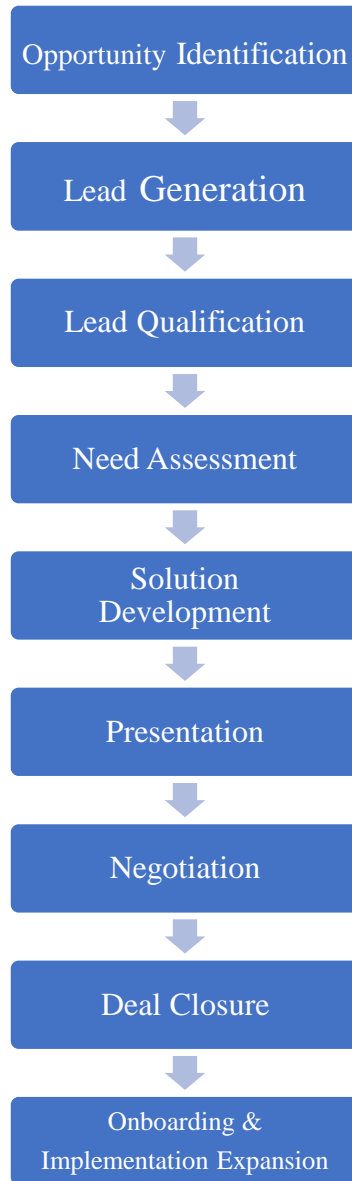
During my internship I learned how Tally Solutions BD analyzes market demand and increases brand exposure. "The main things I did were:

- **Mining Data:** I worked with the market team to sort and organize databases of clients, distribute potential leads, and monitor customer engagements. This campaign afforded the team to discover new market segments, behavior of targeted users, and improve marketing strategies. The company could segment this data to customize its outreach strategies for better SMB targeting and engagement in Bangladesh.
- **Customer Communication:** I engaged in customer communication directly through sending follow-up emails, answering questions and making sure demos were on the schedule. This constant communication also served to develop the company's relationship with existing customers and bring in new leads. I increased brand recognition and developed customer confidence through clear communication and prompt service.
- **Brand Promotion** - I was instrumental in the brand promotion efforts having been involved closely with client interactions and support on Tally prime training sessions. Arranging Demos for clients which enhanced the image of Tally Prime in their mind to its maximum capability and how it streamlines business management.

During these initiatives, I learned first-hand experience that how data-driven marketing along with proper communication can help Tally Solutions BD improve its market insight and also grow its brand awareness.

4.2 Business Development Process:

The Business Development Process is a systematic approach to the development of an organization's business, typically with regard to customers and their needs and wants. Here is a clear explanation the below diagram -what's happening at every stage:



4.2.1 Opportunity Identification

- This is the "scouting report" on companies - who they are, what they do, and whether business interactions with these potential buyers is feasible. Companies scour multiple verticals, market areas and customer problems for opportunities for their product or service. This is a fundamental step to start identifying who's the right customer for you and what are you're going to offer them.

4.2.2 Lead Generation

- Lead generation is the act of finding or drawing in prospects (leads) interested in what your company sells. This, you can do in many ways such as through digital

marketing, attending networking events, advertisements and most important of all referrals. At this point, all you want is to generate a list of prospects.

4.2.3 Lead Qualification

- After leads are produced, they are ready to be filtered according to those standards. Qualification encourages businesses to figure out which leads are most likely to end up paying users. This includes solving for the needs, budget, buying power and purchase readiness of the lead. This quantity of leads isn't useful however; you must analyze the data and seek out potential high value opportunities.

4.2.4 Needs Assessment / Discovery

- In such phase, act of the businesses with the prospective clients in order to understand how you can meet their needs and requirements. Through long conversations or meetings, the company will understand what it is that client needs, why they need that thing and how their product or service can make them get that thing in a timely manner. This step is essential to create solutions aligned with the client's goals.

4.2.5 Solution Development

- Once the customer's needs have been determined, the company designs a custom solution. This could mean modifying the product or service to better suit the client for example. The process of creating a solution ensures that the company is delivering something unique and valuable, including solving customer's problems.

4.2.6 Presentation

- Now that the solution is completed, the business pokes around with it a bit and shows it to the potential client. The presentation or pitch is supposed to articulate just how the product or service in by what means it's going to resolve woes for the client, make their processes run smoothly and convey an advantage over competitors. This step is crucial in order to prove the value proposition and set itself apart from others in the market.

4.2.7 Negotiation

- Negotiation starts after the pitch. This would include negotiating things like pricing, terms, delivery and contract time frames. Both sides negotiate to find a solution that is good for everyone. At this point things can be particularly sensitive, as companies need to remain nimble but also meet their own financial and operational targets.

4.2.8 Deal Closure

- The deal is closed once the sides are in agreement. This will include closing the deal and getting the client to agree on something. Putting the deal to bed in an era of intense scrutiny like the modern is all about "the attention to detail and getting everything over the line". It's a crucial step: the move from prospect to client.

4.2.9 Onboarding & Implementation Expansion

- Once the sale has been done, the business then enters an onboarding phase where – through the system itself and other means – they bring you into their ecosystem, get you fully trained and help out if any help is going to make a difference with effective use of the product or service. In addition, businesses might want to look at the potential for growth (e.g., new services or products that can be offered, client satisfaction for repeat referral business) and sustainability of that relationship.

4.3 Connection with Academia

This internship was closely associated with the lectures I had during my Marketing degree (E.g. consumer behavior, marketing communication. Services marketing and business strategy). Now all the theories that I have read are getting turned into practical in Tally Solutions BD.

For example, the firm's use of marketing communication techniques mirror elements of IMC (Integrated Marketing Communication) including a consistent message at training days on its.com and in customer conversation. The relationship marketing theory I've learned during College wasn't theory, but a live and visible reality, when we saw how Tally engaged the client over years not only with renewals of Tally Software Services (TSS), but also as they reinvented customer support.

The second one also attracted the marketers, as they knew this stuff from experience.

research in the way described in my class. Munching on client databases and working leads, I got to see precisely how the data translated in marketing action -- literally sitting at cube level. I also observed the AIDA model (Attention, Interest, Desire and Action) when it comes to sales – how our business development team took interest and generated trials from viewing demos/explaining appliances.

I also learned more about service marketing, which is important when you sell intangible products like software. What I discovered is that the win/retention motivator is so intertwined with customer satisfaction and perceived value. "That was a lesson well learned in your carcass of a classroom, and it's the fundamental truth about customer experience and brand loyalty.

All in all, it was practicing real life business scenario exercises and applying theoretical models on the ground that makes up my academic foundation. Its amazing how it strengthened my belief in “All Good Things Marketing Analytics, Communication and Customer relationship: A Recipe for Success”.

4.4 Example of Experience and Personal Growth

The internship at Tally Solutions BD was not just an experience but a journey of changing me as a person. First Ever corporate exposure Which allowed me to adapt and practice professionalism, collective working, time management and actions upon the job fluctuations.

A key item for me was client facing and a client interaction and support role. It took a while for me to get used to my customer, but thanks to my boss who made me repeat it over and over again, I am now Confident with Talk. Gradually, I was able to handle questions, explain features and follow up on my own. It helped me learn to peacock and it definitely trained my patience in dealing with clients.

One other valuable lesson I learned was when I worked in data-mining to uncover leads from a company's list of customers. This project further honed my problem solving skills and improved my perception of the way data influences business decisions. To oversee TSS renewals and the reporting with the sales team, I picked up skills in workflow organization, taking on responsibility myself and documenting everything.

Other than the technical exposure, internship has also thought me team building and leadership. Experienced professionals played a formative role in setting a tone of challenge and proactive thinking. The daily speech sessions, team meetings and brain storming's all helped me to become clearer in my thinking and vocalization/discussion of concepts that contributed to the team cause.

Overall, this internship affected my attitude towards my career greatly. And also, to help me to be more confident, it makes me improve my communication and exercise this part of myself, and for give a direction clear of course that I decided for something that involve marketing or business development. The experience what I have got from of Tally Solutions BD, can be a great opener for my long career life.

In short, my internship in Tally Solutions Bangladesh (Tally Solutions BD) was the most satisfying episode of my learning and working stages. It ends with summary of my accomplishments, academic influences and personal lessons I have learned in general from dealing with Business Development Sales & Marketing department. Being part of product training,

data mining, communication and customer support, I have also had the opportunity to see how marketing works in practice in an IT- active company.

This combination of the academic information and to be practical for Marketing communication, Customer Relationship Management and Service marketing clarified these theories should be applied strategic ways. Being in the mix of all areas of business contributed greatly to my analytical, interpersonal and communication skills needed in sales, too.

It taught more over confidence, team spirit and the bonding (Much needed for professional success in modern world). In total, it allowed my marketing book knowledge to be active in the business development and corporate growth – outset.

CHAPTER FIVE:
Critique and Reflections

5.1 Critical Evaluation of the Internship Experience

The internship I underwent with Tally Solutions Bangladesh (Tally Solutions BD) was simply not an internship for me - that time turned into the most priceless and precious phase of my academic life ever. Working in the business development honeypot and sales & marketing center of excellence helped me so much, because I saw marketing management as a tech company does it. The traineeship enabled me to match my academic ground knowledge in marketing as a company, developmental training workshops (product training, data mining, customer communication and sales support).

On the upside, I did receive a good primer in how a business software company operates. Team Life is an interactive and energetic environment where everyone plays a full role in achieving the shared goal. I also found the culture was confident support -- follow up with supervisors was good and co-workers always eager to help/learn so great learning environment. Knowledge of Tally Prime and TSS has given me a good insight into the technical if part of how accounting software are getting developed, marketed and served to the customer's needs.

However, further examination of the experience revealed some limitations. Having a more clearly defined learning plan for the internship with key milestones/progress check-ins. I was denied access to high level strategy meetings and confidential marketing information that might have enabled me to better forecast market behavior and the initiation of transactions. Besides, the absence of time limits for completing missions also restricts participation in more ambitious promotional campaigns, which could have fleshed out the experience even further.

Aside from that, I had a great internship experience in Tally Solutions BD. It was an exquisite blend of theory from academia and in the field. I was mentored in the duties of a professional, client interaction and execution of data-driven direct marketing. Overall, the experience contributed much to my communication, team working and problem solving abilities and had been a significant stepping stone for my desired career progression into marketing & business development.

5.2 Major Findings and Observations

The imprints of the working process and marketing & problem sector of Tally Solutions BD is one of my major findings during the course of internee-ship. The only significant evidence we have so far is: The company's good name and reputation in SMB Bangladesh, why would they want to throw that away or put it at risk? What does Tally Prime launch offer There are several products on the market, and while it's a crowded space filled with slick software, tally prime full

version Crack stands ahead due to its simplicity, ease of usage and compliance with local business policies such as VAT regulations.

Another major finding was the importance of data mining and advertising campaigns to driving business growth. The company depends heavily on internal databases to track client engagement, monitor renewals and identify new leads. Such a data-driven approach allows you to maximize marketing campaigns, and increase the follow-up effectiveness. But one thing is for sure; the company still relies on semi-manual data treatment processes). Not an easy decision, this firm understands that enhancing automation of its processes through a more robust CRM would enhance accuracy and timeliness of client interactions.

Competitive environment manifested itself also as a major theme. In Bangladesh, the Accounting and ERP industry sector is expanding fast with local & foreign brands offering economical software. This is going to result in a tough battle where brand acumen, along with price flexibility, are key. It doesn't stop there - now we enter a space that isn't viable which only becomes so when discussing digital marketing targeting, and particularly smaller cities.

Overall, while Tally Solutions BD has an intelligent brand reputation and deep technology skill maintaining the current customers and their belief in good tech they already bought, it needs to invest additional information in promoting data analytics and sound digital communication strategies along with customer training programs. These actions would further the case for its first-mover advantage and exceed future growth in Bangladesh's rapidly digitizing economy.

5.3 Key Challenges of the Process

There were some issues at Tally Solutions Bangladesh in terms of business development. All these are learning curves and all helped gaining a higher level of appreciation for how difficult it is to become established.

Opportunity Identification

o Finding the right business to engage in a market guarded jealously by competitors was quite the challenge. The SME Sector in Bangladesh is heterogeneous and a solid number of small business operators continue to use manual accounting software. From there it was a matter of painstakingly analyzing the market in order to determine which companies were best suited as candidates for using Tally's solutions.

Lead Generation

o It was difficult to generate leads with limited means and budget. Traditional methods such as networking and social media did not always produce high quality leads you needed to convert new business. It took leads a quite long time to generate and wasn't a AI tailored tool to produce leads of an audience I wanted.

Lead Qualification

o Weeding through leads and knowing which lead was good enough. A lot of leads were interested initially but, whether for budget reasons or being ready to pull the trigger yet, they just weren't there. It was the proverbial requirement to identify good leads early — and that had been difficult due to a lack of proper qualification logic.

Needs Assessment / Discovery

o Another obstacle was to understand the specific needs of clients from various sectors. Businesses had varying requirements, from single-entry book keeping to more complex tools like inventory or payroll. This process of asking the right questions and truly knowing what our clients wanted, was a nuanced questioning technique that required skill and flexibility.

Solution Development

o Developing custom-built solutions for specific client needs was even more difficult and time-intensive – not to mention, it came with high costs of development. As the range of Tally products was very wide, we had difficulty customizing and modifying it. We soon realized that we missed a higher-level configuration system for shaping solutions to given needs - especially when the client comes with some really peculiar security demand.

Presentation / Pitch

□ Describing the solution in a manner which could illustrate its relevance to specific business issues faced by prospects was difficult. They struggled to articulate and demonstrate to customers how the product would “solve their problem.” Condensing the pitch to be concise and customised by client needs was a challenge - not because of what I could include, but all the information simply wasn't suitable: this won't interest you now!

Negotiation

o Negotiating price and working out budget challenges were a recurring hurdle. Some customers liked Tally's products but not its pricing. Figuring out how to strike that proper balance – where the pricing is competitive enough but flexible for small businesses – was difficult and involved some evolved negotiations and creativity.

Deal Closure

o It was a consistent battle to get deals negotiated and closed in a competitive space where customers had many other options. Although Tally had a great product, its prospects would not take the final leap of faith and make a purchase due to being price sensitive, fear of competition or not understanding her value proposition.

Onboarding and Implementation

o Then too, it would also help in ensuring a smooth on-boarding and better post-sales support. And once a sale had been made, there was more work to do, the kind of follow-up and handholding that would urge the customer not only to purchase but also use whatever product they had purchased. However, customers did get into some trouble in the install, which delayed release and need of lot support to analyze for them.

5.4 Recommendations and Next Steps

Based on some observations and anecdotal evidence from my own life as an intern, this is what I have to say.

Recommendations From Based on the above problems in an organization during business development, below is some recommendation and next steps for Tally Solutions Bangladesh how they can have operation running and be more efficient dealing with the customer. The prompts for all the challenges can be found in here:

Improve Opportunity Identification

- **Recommendation:** Conduct deep market segmentations and targeting strategies by the entire customer, market and competitive way.

- **Next Step:**

- o Apply advanced marketing research techniques, such as surveys or focus groups, to converge the understanding of customer needs towards certainty.

- o Apply the use of data analysis tools to follow market trends and customer needs in order to recognize if an opportunity exists more quickly.

- o Train the BD team to laser on clearly defined, actionable hits.

Enhance Lead Generation

- **Recommendation:** Do digital marketing better (LinkedIn Ads, Google Ads and content strategy creation) to get stronger leads.

- **Next Step:**

- o Investment in online presence like SEO or ads on Google and LinkedIn.
- o Collaborations with other industry influencers or business counterparts to boost visibility and attract higher quality leads.
- o Fine tune lead qualification criteria to ensure that only top leads would be pursued.

Optimize Lead Qualification

- **Recommendation:** Develop a set lead qualification process, such as BANT or CHAMP models.
- **Next Step:**
 - o Standardize the way leads are qualified across companies- CRM.
 - o Train sales on the value of lead scoring systems and how to determine where their top leads are.
 - o Automating tools which track information about the behavior of a lead and.... Evaluate [...] Lead Quality [...].

Enhance Needs Assessment

- **Recommendation:** Enhance the needs assessment process using more comprehensive discovery calls and question sets tailored for collecting to plan, so that we can capture finer grain data.
- **Next Step:**
 - o Develop discovery call scripts based on industry to obtain client knowledge.
 - o Use surveys or more detailed questionnaires when you first speak to the prospect – uncover pain/challenge points and specific requirements.
 - o Obtain contact information for a follow-up telephone evaluation of the data collect.

Enhance Solution Development

- **Recommendation** It is recommended that greater sales, technical and marketing synergy must further be developed to achieve customer- specific solutions more effectively.
- **Next Step:**
 - o Conduct regular dialogues between sales and technical workforce in order to match solutions to customers.
 - o Develop product configurators to speed up the delivery of solutions for common client requests.
 - o Establish a post-sale field support group to ensure successful installation.

Improve Presentation

- **Recommendation:** Beginning to organize and shape presentations to deliver clear on what the take-aways from each meeting should be and continue to build use cases and success stories that fit different types of customers.
- **Next Step:**
 - o To prepare pitch decks for different industries, how Tally Prime can be useful to run the businesses in such industry.
 - o Include more client successes and customer references in presentations.
 - o Find out presentation skills training for business development team.

Overcome Negotiation Challenges

Recommendation: Need flexible pricing model, e.g., alleviates above issue.. g. tiered price & discount for long term to match customer budget).

- **Next Step:**
 - o Provide a range of pricing offerings that map to different product levels based on customer size and requirements.
 - o Offer Payment strands (Month payments, quarters and then Yearly).
 - o Train sales personnel to negotiate more aggressively, and offer creative pricing solutions.

Simplify Deal Closure

- **Advice:** Lower the barrier to closing the deal, such as through short-term discounts or bundled services and easy-to-read contracts.
- **Next Step:**
 - o Start transient discounts, or special promotions to try and make people buy quick.
 - o Normalize agreements, contracts for a fair game and transparency.
 - o Offer digital contract signing, to close the deal faster.

Enhance Onboarding and Implementation

- **Rating:** 4/5 • **Name of the Commenter:** Sponsor Should pay little additional for onboarding us. They have a dedicated team off peoples just to easily move people from local software to Ball Pack.
- **Next Step:**
 - o Develop thorough onboarding documentation (video how-to's, readme docs, install script)

- o Assign onboarding dedicated team member to be available to help through the first weeks of implementation with your clients.
- o Monitoring throughout implementation to ensure clients are using software as directed and address any challenges immediately.

- **Problems Identified:**

1. Inefficient Data Mining Process

The online data mining process is mostly manual, which makes lead collection time-consuming and increases the chances of data duplication and inaccuracies.

2. Lack of Updated Customer Database

The existing customer and prospect database is not regularly updated, causing difficulties in follow-up communication and lead conversion.

3. Limited Feedback Collection from Customers

There is no structured system to collect and analyze customer feedback, which restricts service improvement and product adaptation

CHAPTER SIX:
Conclusion

This marketing internship at Tally Solutions Bangladesh (Tally Solutions BD) has been a rewarding and an enriching experience integrating marketing theory and concepts with the practical aspects of business. Now, I experience in life that Marketing, Communication and CRM works within a fast-growing tech company(jet fast) due to working in the Business Development and Sales & Marketing Department. This exposure has enriched my understanding of how well poised business strategies play a part to sustain growth, for software companies like Tally Solutions BD in Bangladesh's competitive market.

As an intern, I was doing Product Training, DUB deals Communication & TSS-R (Tally Software Services) Renewals and sales support. These responsibilities allowed me to develop insights into how a business-to-business software company develops and launches marketing campaigns to acquire, serve and retain customers. I watched the theories of marketing work in practice through segmentation, positioning and relationship marketing. Once you do a product launch, Trump said that ensures the checking account gets even larger and larger but never comes back down, because If you're in business as He is You know first-hand How critical it is to treat the Customer right And continued support for Your Product through PPC Advertising.

The experience turned out for me was able to spot a few strong plus points of Tally Solutions BD:
1. Rule & regulation the product - i.e. it's segments no do not offers anything else than accounting, so I can swear about quality.
2. Excellent customer support is key and
3the training-based business model! But I also saw white space, such as low market awareness, too much competition, issues with pricing and a huge opportunity for digital marketing. If you can solve these problems, Tally Solutions BD may be able to increase that market reach and build its brand.

Personal: About myself I was able to enhance myself professionally and develop my confidence personally, thanks to internships. I also enhanced my communication, team work skills and analytical / problem solving ability while dealing with Social Professionals and Clients. I also learned the art of fitting in into corporate culture, multitasking and thinking on my feet when it came to marketing and business development challenges.

From a theoretical stance, the internship related concepts learned in classroom instruction such as AIDA model, service marketing and IMC to real-life business entitlements. It shed light on how marketing is implemented in companies for example real live case studies.

In the end it was more than just an academic project for me, but rather a time where I started to carve out my little niche of normality in my professional life. “I had an opportunity to become more practical, hone my marketing abilities and prep myself for being able to make a difference at any company. The Tally Solutions BD experience will always remain an asset of my future for marketing, business development and corporate management.

CHAPTER SEVEN:
Implications

7.1 The Effect of the Internship

My internship at Tally Solutions Bangladesh (Tally Solutions BD) has been instrumental in my student and professional life. It was nice to trade theory for practice. Staying in the Business Development and Sales & Marketing Department got me acquainted with on ground marketing, customer interaction preached and corporate communication.

I gained important confidence in working as a professional, managing time well and adjusting to corporate life.” It provided me a close-to-home view of how marketing plans are developed, executed and analyzed in a fiercely competitive software arena. I have also developed the ability to make evidence-based decision, through exposure in the company’s data mining and customer communication strategies that permit them to keep a hold on customers and attain maximum business performance.

I got to work with a lot of interesting people, from team leads and marketing managers down to clients. These were experiences which polished my interpersonal, team work and business communication skills. And my participation in Tally Software Services (TSS) renewals and training sessions taught me as much about the customer relationship management model as it’s a means for creating longer lasting relationships with them.

Overall, my internship has also changed how I view the field and what I want to do in regards to marketing/business development in general. It is the one that has showed me how to do things in industry and it also made I had to learn a characteristic on the workplace; it was responsible for punctuality and profession.

7.2 Relevance to Academic Learning

This internship expanded my theoretical knowledge on market and it’s implementation opened up new doors to me. The other such as marketing communication, consumer behavior, relationship marketing etc. I had in action during my internship at though.

For example, the firm’s plan to make people aware of Tally Prime by communicating directly with the clients and by educating customers is aligned with Integrated Marketing Communication (IMC). This customer retention (in terms of TSS renewal and continuance) focus is associated with a relationship marketing orientation that stretches beyond sale to long-term customer satisfaction.

Similarly, my data mining and market research experiences allowed me to employ the knowledge I have learned.

Academic training of marketing analytics and data analysis. I learned how to segment customers, spot market trends and better leverage them for communications. I began to get more structured in my approach to looking at customer data through using a few tools and had taken some of the theory I learned about how marketing research works and applied that on business decisions.

And then some exposure to the AIDA (Attention / Interest / Desire / Action) model applied to lead conversion helped me understand what effective marketing funnels are supposed to look like in practice. Emphasis was placed on the applicability of those applications in terms of unifying marketing theory and business practice.

All in all, this internship connected the mental with the physical. Along the way, I learned how practical marketing theories work and also improved my analysis and communication skills as well as strategic thinking - all of which would be very important to have under a career that related to marketing.

7.3 Organizational Impact

The internship was also a win-win situation for Tally Solutions BD as the insights I had given were useful to many of their business development use-cases. I serviced companies with data mining, customer contact and sales support in generating leads for them to drive sales. Lead Database handling and Renewal tracking was also a part of my job in Tally Software Services (TSS) which resulted in good follow up, leading to more client retention.

I have closely cooperated with my colleagues during the project, and I provided help as well in training support and tools development to increase user's awareness and knowledge about our product. I supported the sales team with prospecting leads, creating Promotional content and organized call logs that made workflow more streamlined.

It was an open and communicative department, to be sure, and I made suggestions — some of which my boss took up. For instance, I suggested to use more visuals in customer workshops for more lively product education discussions. This idea was piloted over one session and the feedback from respondents about the activity was very positive.

Organizational: Organizationally, having an intern like me (fresh graduate) brings value to Tally Solutions BD as they can get a fresh/new perspective, innovative ideas, people who can come in for an extra hand on their daily work. It also reinforces the organization's corporate social responsibility (CSR) stance, assisting in molding the Bangladeshi youth through learn-and-earn

development program in one of Bangladesh's buoyant ICT industries. So the internship had been a two-way learning process — I'd learned how to grow as a professional.

7.4 Lessons Learned

But the one that I learned during the internship wasn't really a technical lesson. Feel the Value of Good Communication and Team Work to the Whole Organization. What I concluded was that promoting is not about selling things, it must be about building trust value added and keeping at the forefront of your customer.

Being flexible was another major lesson. Every day at Tally Solutions BD was different and I had to keep up - new customer issues, news data inputs. It was the lesson that being adaptable and having a good attitude would take me far, no matter what kind of environment I ended up working in.

It has helped me in giving insights of out of box thinking while making marketing decisions through data mining and marketing operation. Analyzing data on prospects taught me not just what trend analysis is, but showed me how to detect and understand client needs and translate them into actionable tasks.

I also found out the role of continuous learning in your carrier development. The tech world is fast-paced, and keeping up with software, customer needs and digital marketing are key to success.

And last but not least, I learned what they meant to be professional — keeping whispers of confidential information in the confines of your heart, and treating colleagues with respect and abiding by requests from the organization. These are things taught me, not alone in my professional, but also in my personal and business career and they have prepared me to meet the future as a businessman.

7.5 Skill Development

The internship played a very big part in building my technicality, analytical and applicable human relation skills. On the technical end on hands exposure to Tally Prime and TSS (that is -Tally Software Services) which allowed me climb one more milestone of in software-oriented accounting & enterprise solution. This knowledge has allowed me to stay ahead of the curve in integrating tech with marketing and business development.

Analytically, I cut my teeth on customer data and market insight. I was able to leverage my data mining experience in identifying new lead opportunities, attacking the business case, and feeding information to make decisions. These are the analytical skills that today's marketer — working in a world of data — must live by. It also improved my skill to communicate, operate in a team and lead people on a personal level. As I was placed to communicate with clients, colleagues and my boss on a daily basis, I know how to write well and can be more confident. I've learned that I can be successful on any team, troubleshoot effectively with grace and keep it professional in an office setting.

Furthermore, I honed my multi-tasking and time management capabilities. Although I think the single actual downfall of what happened to me was it forced me to juggle so many different things at once: supporting customer renewals, contributing to training, marketing and other campaigns — prioritizing work "to quota." At 1.5M in direct pipeline bookings (and each month crazier than the next) you are learning how focus on your business when there is a literal world-record setting amount of pressure being applied for every decision.

Overall, this was a taster session for me to develop myself professionally in the future. Also prepared me to do well in a corporate environment, and it provides a good platform for future marketing/business development/management type roles.

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DAFFODIL INTERNATIONAL UNIVERSITY

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

INTERNSHIP LOG BOOK

Student's Name:	Shuvo Kumar Mondal	Internship site:	Tally Solutions BD.
Supervisor's Name	Jobayer Anam Rana	Week beginning:	15-05-2025
Internship Coordinator/Advisor	Mr. Siddiquir Rahman		

Summary of Internship Activities

During my internship at **Tally Solutions BD**, I worked under the **Business Development** function. The internship provided practical exposure to software-based business operations, customer communication, and sales support activities. My major responsibilities included **data mining, communication with potential and existing clients, TSS (Tally Software Services) support activities, and sales support**. Through data mining, I collected and organized business leads from online sources to support marketing and sales initiatives. I regularly communicated with clients to provide product information, follow-up support, and service-related assistance. I also assisted the **TSS department** by coordinating service requests, maintaining client records, and helping customers understand software usage and renewal processes. Additionally, I supported the sales team by preparing customer lists, updating sales data, and assisting in field-level promotional activities. Overall, the internship enhanced my understanding of **ERP software marketing, customer relationship management, service operations, and professional communication**, which contributed significantly to my practical business knowledge.

Week & Date:	Description of Activity
Week 1:	<ul style="list-style-type: none"> • Orientation about company policies and workflow • Introduction to Tally software and business development process • Basic training on data mining tools and methods
Week 2:	<ul style="list-style-type: none"> • Online data mining from business directories and social platforms • Preparing and organizing client databases • Learning professional communication techniques
Week 3:	<ul style="list-style-type: none"> • Client communication through phone calls and emails • Follow-up with potential customers • Assisting in lead qualification process
Week 4:	<ul style="list-style-type: none"> • Supporting TSS activities • Coordinating customer service requests • Updating service and renewal records
Week 5:	<ul style="list-style-type: none"> • Sales support activities • Assisting sales executives with customer information • Preparing reports on customer responses
Week 6:	<ul style="list-style-type: none"> • Field work with sales team • Observing customer meetings and demonstrations • Collecting market feedback

	Description Of Activity
Week 7:	<ul style="list-style-type: none"> • Continued data mining and communication • Supporting software service follow-ups
Week 8:	<ul style="list-style-type: none"> • Assisting in sales promotions and campaigns • Supporting customer inquiries related to pricing and packages • Preparing summary reports for sales team
Week 9:	<ul style="list-style-type: none"> • Advanced data mining and lead verification • Updating customer information regularly
Week 10:	<ul style="list-style-type: none"> • Supporting software service and renewal follow-ups • Coordinating between customers and service team
Week 11:	<ul style="list-style-type: none"> • Review of data mining and sales support activities • Final follow-ups with customers
Week 12:	<ul style="list-style-type: none"> • Final reporting and internship documentation • Evaluation of learning outcomes • Submission of internship report and supervisor feedback

Intern Signature:	Shuvo Kumar Mondal	
	Signature Over Printed Name of Student	Date: 25/08/2025

221-11-1507

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