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Business Implementation for Assist Edge



Submitted To

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Letter of Transmittal

10 November, 2025

Dr. Mohammad Reyad Hossain
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Subject: Submission of Project Report 12 title “Business Implementation Plan for Assist Edge”

Dear sir,

It is my great pleasure to submit the project report titled “**Business Implementation Plan for Assist Edge**” as part of Project 12 under the Department of Innovation & Entrepreneurship for your kind consideration.

This report focuses on the strategic implementation, operational development, and sustainability plan for Assist Edge, a Bangladesh-based talent company. The study highlights how the business aims to enhance communication efficiency, strengthen operations, and establish a sustainable growth model in the global outsourcing market.

Thank you for your guidance and support throughout this project.

Sincerely yours,

Zahidul Islam Dipu

ID: 221-45-036

Department of Innovation & Entrepreneurship
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DECLARATION

We hereby declare that this project has been done by us under the supervision of **Dr. Mohammad Reyad Hossain, Assistant Professor**, Department of Innovation and Entrepreneurship, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma

Submitted by



Zahidul Islam Dipu

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Certificate of Approval

This certifies that **Zahidul Islam Dipu**, bearing ID No. 221- 45 - 036 is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed project report 12 named “**Business Implementation Plan for Assist Edge**”.

I have gone through the project and found the business idea feasible.

I wish him every success in life.



Dr. Mohammad Reyad Hossain

Assistant Professor and Project Supervisor

Department of Innovation & Entrepreneurship

Daffodil International University

Acknowledgment

With the kind help of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind help and support of many individuals and organizations. I would like to extend our sincere gratitude to all of them.

I am highly indebted to our supervisor, Dr. Mohammad Reyad Hossain Sir, for your guidance and constant supervision, as well as for providing the necessary information regarding the report, and also for his support in completing the project.

I would like to express my special gratitude and thanks to our teachers, Md. Kamruzzaman Didar and Didarul Islam Faisal, for giving me such attention and time

Abstract

This project presents the founding, strategy and implementation plan for Assist Edge, a Bangladesh-based outsourcing start-up launched in May 2024 to connect pre-vetted Bangladeshi professionals with international clients. The company was formed to address two linked market needs: (1) clients' growing demand for flexible, cost-efficient access to skilled offshore talent without long-term payroll burdens, and (2) the under-representation of Bangladeshi professionals in global outsourcing due largely to perceived communication and brand-positioning gaps.

The study documents Assist Edge's twin revenue models — an Internal Team Model (company-operated teams) and a Talent Partner Model (managed independent professionals) — and analyses the internal challenge of English and soft-skills shortfalls alongside external market forces and competitors (India, Philippines, Pakistan). A SWOT, market and financial analysis demonstrates competitive advantages (low operating costs, young skilled workforce) and key risks (client concentration, communication barriers).

Drawing on these findings, the project proposes a three-phase innovation and implementation roadmap (Foundation 0–12 months; Growth 1–3 years; International Expansion 3–5 years) focused on communication training, quality assurance, niche service packages, digital marketing, and scalable operations. Expected outcomes include improved client satisfaction and retention, 20–30% revenue growth within three years, and a scalable talent pool target of ~500 professionals by year five. The plan positions Assist Edge to transform Bangladesh's outsourcing reputation by combining affordability with communication-ready talent and sustainable growth practices.

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Chapter 1 – Introduction & Background

1.1 Business Origin and Foundation

I was hired as I work as a Business Manager in a company based in the US in April 2024. The main role I played was to do research and come up with new business opportunities. In this position, I was able to identify a certain market specificity, that is, too many enterprises in developed economies were excessively reliant on off-shore workers in the Philippines, India and Pakistan. These nations had established strong positions in the field of outsourcing through delivery of affordable services to the international firms.

But as I began to further examine the market, I found out that indeed the companies were seeking offshore labor, but also efficient cost reduction measures that would enable them to cut on costs and yet attain a good business performance. Organizations required greater flexibility. They preferred to employ qualified professionals under specific situations and not subscribe to costly contracts and overhead expenses.

Concurrently, it became evident that the representatives of the Bangladeshi professionals were not represented adequately in this area, even though they possessed great skills and potential. A lot of companies did not know the talent level of the Bangladeshi and those who thought of it tended to complain of communication skills, namely, English. In my case, it was a challenge and at the same time an opportunity. Provided that we manage to address the issue of communication gap and establish Bangladesh as a competitive source of offshore talent, the growth could be achieved.

It was out of this belief that I come to one of my former co-founders and presented him with the idea with a very clear execution plan. As three co-founders, we have started Assist Edge in May 2024. The company began with nothing, as it was an investment-free company. We got our first client by June 2024, who will include as a co-founder. This success early was what helped us to have loads of confidence and we started our operations with a definite view of expansion and sustainability.

1.2 Mission

Assist Edge has the mission of placing proficient members of Bangladesh professionals in the global outsourcing market by demonstrating their abilities in addition to filling communication and training gaps. We strive to offer companies some of the most flexible and pre-vetted talent at reasonable hourly prices to ensure that the company fulfills its demands without causing an avoidance of financial waste.

Our mission is both a commercial and a social one. Through our position as the country representative of the global outsourcing industry, we hope to provide decent jobs to the citizens of Bangladesh, enhance professional capacity, and demonstrate to the world that Bangladeshi talent will compete with the most.

1.3 Vision

We intend to expand Assist Edge globally without losing our brand as a company based in Bangladesh. We aim at establishing a presence in UK, Europe, Dubai and Australia in the next few years. Another strategy that we intend to implement is the expansion of the human resource base and provide a prominent avenue through which Britain professionals can acquire international experience in Bangladesh.

In addition to expanding business, we would like to contribute to economic and social progress of Bangladesh by providing them employment opportunities and forming a good reputation of professionalism and credibility in outsourcing business.

1.4 Core Values

Guiding principles Assist Edge is driven by the following values:

Flexibility: Businesses can hire talent only when needed rather than on a long-term basis.

Quality: All professionals that we offer are pre-vetted and trained to offer quality work.

Support: We do not just staff, we administer wages, train and develop our talents.

Impact: Our vision is to position Bangladesh to the world through opening opportunities to professionals that could otherwise be left untapped.

1.5 Current Business Model

Assist Edge has two revenue models in operation.

Internal Team Model: We employ and operate an internal staff team. Under this model, all the revenue is passed to Assist Edge and we assume total responsibility on service delivery.

Talent Partner Model: This model involves recruiting and screening of individual professionals before they are assigned to clients on demand. Assist Edge pays the payroll, supervision and support, whereas the professional and the company share the revenue.

This twin model enables us to strike a balance in the context of stability and scalability. Internal team model offers stability in revenue whilst talent partner model can expand at a rapid rate through accessing a greater pool of professionals.

1.6 Industry Overview

Outsourcing industry is also one of the fastest growing business globally. Grand View Research (2023) states that the world market of business process outsourcing (BPO) has already reached USD 260 billion(s) in 2022, and is projected to increase at a compound annual growth rate (CAGR) of 9.4% between 2023 and 2030. The reason is that the growth is fuelled by businesses in need of cost minimization, access to international talent, and efficiency.

The country traditional dominance in the outsourcing sector has been taken by countries such as India and the Philippines. India is established as the center of IT and software solutions, whereas the Philippines has turned into the center of customer support and business process management (Kshetri, 2021). It was also in recent years when Pakistan has been on an upswing because of the huge number of English speaking workforce available.

On the contrary, Bangladesh remains a newcomer. Although the country has generated a large pool of trained experts especially in information technology, online services and the freelance sector it does not enjoy international reputation that its competitors in the region do. The Oxford internet institute (2021) states that Bangladesh is one of the leading countries in terms of online freelancing provision, but its branding position on the global platform is lower than that of India and the Philippines.

Communication skills represent one of the key barriers to the increased involvement of Bangladesh. Although the technological expertise is not lacking, the U.S and European businesses tend to complain about the level of English skill and formal communication. This poses apprehension to employ Bangladeshi professionals in front office jobs.

Nevertheless, Bangladesh has its powerful strengths also. Its workforce is young and technology-oriented and are getting increasingly trained and skilled in digital skills. Some of the governmental initiatives like the vision of Digital Bangladesh have nurtured the development of IT and outsourcing businesses (Bangladesh Association of Software and Information Services, 2022). Cost advantage is also very high the Bangladeshi professionals are able to offer services at low rates than other Asian destinations.

With such dynamics, Assist Edge is well placed to fill the gap by providing business a solution that is cost efficient and flexible at the same time giving the Bangladeshi talent a boost in the international scene.

Chapter 2 – Problem Identification

Each of the businesses has its own problems in the early phases and in the case of Assist Edge, the biggest issue that was noted was the issue of communication. Although the company has been formed on the basis of Bangladeshi talent representation in the global outsourcing market, it was soon discovered that a significant impediment to growth was the communication skills gap between the local professionals especially in the English language.

Simultaneously, Assist Edge was also established in order to address a business issue to the clients: the necessity to outsource their services in a cost-efficient way, but receive high-quality outcomes. As such, the challenges can be conceptualized along two dimensions (1) internal problematic situations of Assist Edge and (2) business issues that have been resolved on behalf of the clients.

2.1 Assist Edge’s Internal Challenge – The Communication Gap

The Bangladeshi professionals are known to be technically skilled, committed and industrious. Nonetheless, in dealing with clients such as the United States, United Kingdom and Australia, professional and unambiguous communication in most cases is equivalent in significance to technical expertise. The global clients demand not just precise work but also the effective cooperation, including the updated and polite work.

However, most of the Bangladeshi talents, even though they may be well versed in technical aspects, have a problem with fluency, pronounced pronunciation and cultural styles of communication. This leads to miscommunication, stagnation in the cooperation, and, in other instances, generates the desire of customers to go to specialists in India or the Philippines where English is better used. On this account, Bangladesh is not competing on an equal footing even though the country is competitive with respect to its pricing and labor.

2.2 Why This Problem Matters for Assist Edge

Client Retention Risk: In case there are still gaps in communications, the international clients will not be confident in Bangladeshi professionals. Good workmanship may be done, but poor communication may cause frustration which will make clients change providers.

Market Expansion Limitations: Assist Edge is seeking to venture into new markets, including the UK, Europe, Dubai, and Australia. The level of communication in such areas is very high, and corporations demand professionalism in all kinds of interaction. Global expansion will not be easy without the issues of communication barriers being tackled.

Brand Positioning Issue: Assist Edge has one of its objectives as being regarded as the representative of Bangladesh as an outsourcing center. Nevertheless, there is a risk that unless the communication problems are resolved, the brand will be linked to cheap, yet poor-quality services, a notion that may be detrimental to further development in the long run.

Internal Efficiency: Ineffectiveness in the team is also factored by poor communication. The errors arise because of the misunderstandings, slowness, and inefficiencies. This increases cost of operations and decreases productivity with time diluting the business model at large.

2.3 Client-Side Problem – Business Cost Efficiency

The primary issue is different in the view of the clients. All businesses in the world and in particular the small and medium enterprises have been on a continuous pressure to minimize costs and still deliver performance. Full time employed employees would usually translate to high overheads in form of salaries, benefits, office space and training.

The type of solution demanded by the client is one that is cost effective and permanent yet flexible so that they find skilled professionals only when they need them. This enables them to save on costs, enhance productivity as well as profitability without necessarily incurring payroll liabilities.

That is where Assist Edge will be of value:

- Clients are able to save on their operations by getting pres-vetted talent at a low hourly price.

- Clients do not have to bear the cost of long-term contracts as this flexibility (on-demand, project-based, or subscription-based hiring) will be provided.
- Through payroll management, training, and supervision, Assist Edge decreases the amount of workload on management so that clients can concentrate on expansion.

2.4 Industry Context

The global outsourcing market lays much focus on the customer experience and not only the saving of money. A study conducted by Deloitte (2022) has demonstrated that more than 70 percent of organizations select outsourcing partners not only on the basis of knowledge but also concerning the capability of cooperating with them, adhering to deadlines, and maintaining a professional relationship. At this workplace, communication skills will be a competitive advantage.

The demands have led countries, such as India and the Philippines, to make significant investments on language training, accent neutralization, and customer service education products (Kshetri, 2021). Bangladesh has not developed such massive infrastructure yet to facilitate the development of professional communication though it is a talent-rich state. It is this gap that Assist Edge needs to concentrate on in a bid to ensure that it is able to realize its potential of standing out and be able to capture larger portions of the global market.

2.5 Long-Term Implications

Unless the problem of internal communication is resolved, the stagnation of Assist Edge will occur. Failure to solve this problem could make or break even with an excellent business model and competitive pricing.

- Minimize the amount of clients who will be happy to trust Bangladeshi professionals.
- Divide the scale capacity of the company to the international direction.
- Dissolve Prevent Assist Edge in its endeavors of providing job opportunities in Bangladesh.

The Communication, on the other hand, can become one of the strongest assets of Assist Edge when dealt with properly. The company can establish its image as a different competitor in the

outsourcing market across all nations by establishing a reputation of cost-efficiency, as well as outstanding communication.

The cost efficiency business issue will remain an urgent one to the client. Assist Edge through offering solutions that are flexible and economical will allow the businesses to save money, maximize their profits and stay competitive within the industry they are operating in.

Chapter 3 – Mission, Vision, and Objectives of the Business

The business objectives set by Assist Edge in the next three years revolve around the principles of sustainability and building an operationally efficient company. Being a talent based company, we ensure that all the professionals we are offering are ready, and competent and have the abilities to do what is valuable to the companies across the globe.

In our key goals, we have:

Quality and Communication of Talent: When hiring talent we need to assure that all that is hired is technically sound and capable of dealing with foreign companies in terms of effective communication. This involves checking competencies, tracking performance as well as learning after every engagement with the aim of improving to make it the best.

Operational Efficiency: Business operations and communications must be flawless and dependable. Internal systems will be clear, which will minimize mistakes and enhance productivity as well as allow businesses to receive consistent value at Assist Edge.

Learning and Continuous improvement: every project offers room of improvement. Assist Edge can improve its processes by reviewing the performance and interactions with clients, and optimizing the performance to consolidate the future outcomes.

We have the following sales channels at present:

Upwork: This will be where we will be establishing our presence to a great extent. Assist Edge on average brings in a recurring revenue of \$3,000-4,000/ month on Upwork contracts.

Referrals and Direct Business: We also get direct projects in addition to referrals, besides Upwork. Such channels offer opportunity of long run and diversification of revenue.

With an emphasis on sustainability and operational excellence and continuous learning within the first years, Assist Edge eventually hopes to develop a solid base that would allow to achieve long-term growth and compete on the international level.

Growth, Innovation and Sustainability Design Strategies

1. Growth Strategies

- **Strengthen Upwork Channel:**

- Build a Upwork agency profile with verified reviews and case studies.
- Do not concentrate on small gigs but on high-ticket contracts (1,500 and above projects).
- Educate members of the train team on how to make strategic bids and react quickly to business inquiries.

- **Direct Sales & Referrals:**

- Introduce a referral reward program (e.g. 5-10% off to businesses that refer to others).
- Target LinkedIn outreach to the target businesses in U.S., UK and Dubai (smaller and medium sized).
- Place cheap targeted advertisements on LinkedIn/ Meta to find decision-makers (agency owners, start-up founders).

- **Client Retention:**

- Bring in loyalty pricing (e.g. discounted hourly rate after six months of activity).
- Provide priority support to repeat businesses to become stickier.

2. Innovation Strategies

- **Talent Differentiation:**

- Initiate a program of communication ready talent – only talents who make the tests of English fluency and business etiquette pass are launched.
- Offer micro-certifications (internal Assist Edge badges) to talents that have gone through a communication or technical training.

- **Service Innovation:**

- Implement hourly plans (i.e., 80-hour VA support plans at \$999 a month).
- Offer hybrid plans (part-time + project-based packages) to SMBs, who do not need full-time employees.
- Develop niche services (e.g., “Offshore for Real Estate Marketing” or “Offshore for Healthcare Back Office”)

- **Technology Adoption:**

- Develop a bespoke talent dashboard (basic web portal) with which companies will be able to track hours, invoices, and progress real-time.
- Use AI-assisted tools for quality checks (grammar, email clarity, productivity tracking).

3. Sustainability Strategies

- **Diversify Markets:**

- In the short term target U.S. and UK, but intend to enter Dubai and Europe in 3-5 years.
- Dispersed risk through the involvement of numerous industries (agencies, e-commerce, healthcare, real estate).

- **Financial Sustainability:**

- Retain 20-30% of profit in marketing, training and technology infrastructure.
- Make fixed costs lean with a mostly remote operation.
- Construct a cash buffer in order to deal with months of outstanding business

- **Talent Sustainability:**

- Nurture a training academy within the organisation to promote constant communication and enhancement of skills.
- Pay based on performance to retain the best talents to encourage performance and ensure that they do not move to other companies.
- Have a ready reserve pool of talents that has been vetted so that they can be substituted or scaled on demand.

Chapter 4 – Business Analysis

Business analysis is also a crucial component of the knowledge of a company about its current position, and what measures it should undertake in order to develop. In the case of Assist Edge, the internal analysis of capabilities and external analysis of conditions is of special importance since the company is in the initial phases. In this Chapter, the business will be analyzed in three directions, i.e., SWOT analysis, market analysis, and financial analysis.

4.1 SWOT Analysis

The strengths, weaknesses, opportunities and threats are determined through a SWOT analysis. In the case of Assist Edge, this model brings out the internal and external forces that determine the growth of the firm.

Strengths

- **Low-cost operations:** By having its presence in Bangladesh, Assist Edge will be capable of giving really competitive rates per hour when compared to the talents in India and Philippines.
- **Young and skilled labour force:** Bangladesh enjoys a high number of educated and innovation-oriented skilled labour force willing to operate in the world markets.
- **Taiored service models:** There should be a model of flexible service by providing internal team model as well as a talent partner model to suit different types of clients.
- **Leadership background:** The management team has high credentials in the form of foreign work experience and familiarity with the industry.

Weaknesses

- **Communication barriers:** Most of the Bangladeshi professionals do not communicate in English well, which reduces their attractiveness in the markets of the West.
- **Weak international brand image:** Bangladesh has not so far been a household name as an outsourcing destination as India or the Philippines.
- **Infrastructure:** Since Assist Edge is a new business and no one is investing in it, the company is restricted in its ability to scale its operations fast.

Opportunities

- **Increased pressure on affordable solutions:** International companies will be on search of cheap outsourcing vendors.
- **Move to flexible workers:** Companies are now finding it easier to hire their talent on demand or per project as opposed to signing contracts.
- **Unutilized Bangladeshi talent:** Bangladesh has an attractive number of professionals who are willing to be offered an opportunity and this fact is why Bangladesh is a new outsourcing destination.
- **International growth:** It has the opportunities to enter the new markets like the UK, Europe, Dubai, and Australia.

Threats

- **High competition:** There are established out sourcing competitors such as India and Philippines who rule the market.
- **Client reluctance:** The issue with communication can deter international clients to employ the Bangladeshi professionals.
- **Economical unsteadiness:** The Monetary currencies or localized economic issues may disrupt operations.

4.2 Market Analysis

4.2.1 Customer Segments

Assist Edge focuses on small to medium-sized businesses (SMBs) and digital agencies mostly in such countries as the U.S., the United Kingdom, Canada, and Australia. These companies have a high likelihood of requiring low cost and flexible talent with regards to activities like digital marketing, operations support, customer service as well as research.

SMBs cannot usually afford to have all of the positions in-house full-time employees. Rather, they opt to find scalable outsourcing opportunities that would enable them minimise overhead expenditures and at the same time gain access to quality talent. Assist Edge is fulfilling this requirement by serving pre-vetted professionals who can be contracted on an hourly or project basis.

4.2.2 Competitor Landscape

The outsourcing sector is a competitive one. Major players include:

India: The country is famous in terms of IT services, software development, and technical outsourcing.

Philippines: Good reputation on customer service and outsourcing business processes.

Pakistan: There is an increased awareness when it comes to freelancing and digital services.

Bangladesh is yet to build its outsourcing reputation as compared to these countries. Nevertheless, Bangladesh is one of the largest providers of online freelancers in the world (Oxford Internet Institute, 2021). This is a sign of good basis yet there is no big scale recognition of the brand.

The differentiation is the best chance: at a comparatively low price and good communication training and quality management, Assist Edge can develop trust in the markets where no one believes in the abilities of Bangladeshi professionals.

4.2.3 Industry Trends

There are some important market trends in the outsourcing market:

- Pay attention to cost reduction: Outsourcing is still one of the leading options by which companies can reduce costs (Deloitte, 2022).
- On-demand and project-based recruiting: Companies are increasingly becoming attracted towards non-committal contracts over long-term commitments.
- Digital transformation: Companies want partners who can adapt to digital tools, remote collaboration, and automation.
- Quality over quantity: Customers are more discriminating and demand franchisors who offer both affordability and professionalism and reliability.

Assist Edge has a good opportunity to capture such trends, and especially through its flexible service model and pricing strategy.

4.3 Financial Analysis

Being a start-up, Assist Edge started on the zero initial investment basis entirely on the expertise and networks of the founders. The financial model is not difficult, having two primary sources of revenue:

1. **Internal Team Model:** Under the Full-service Full-service teams clients pay Assist Edge directly. The revenue is all directed to the company hence this model is the best profitable one.
2. **Talent Partner Model:** In Assist Edge, clients can hire vetted talent. Professional and the company share revenue, where Assist Edge receives a management fee.

4.3.1 Revenue Performance

The revenue is increasing slowly since it started to operate in June 2024. The initial revenue was earned with few clients, although the retention rates have been good. The number of clients returning with repeat projects is high and that means that they are satisfied with the quality of services.

Here are some of our current Invoices:

Invoices
Create and manage all invoices generated for your business

Settings | + New

- 0 Invoice(s) in Draft: **\$0.00**
- 0 Invoice(s) in Due: **\$0.00**
- 27 Invoice(s) received: **\$36,310.98**
- 0 Invoice(s) Overdue: **\$0.00**

Start Date → End Date | Search | Filters | Download

Invoice Name	Invoice Number	Customer	Issue Date	Amount	Status
PBA Invoice (July 27 to Sept 14)	INV-20250828	PA Plush Beauty Acad...	Sep 18, 2025	\$598.25	Paid
Kaden Realty September Month P...	INV-20250833	BA Bledar Asllani	Sep 30, 2025	\$458.22	Paid
Kaden Coaching September Mont...	INV-20250832	BA Bledar Asllani	Sep 30, 2025	\$2,566.80	Paid

Transaction history

Available balance: **+\$109.72**
\$0.00 pending

Date range: Jun 3, 2024 - Oct 1, 2025 | Transaction type: All types | Client: All clients | Contract: All contracts | Select download

Clear filter (1) Jun 3, 2024 - Oct 1, 2025

Filtered totals	Earnings	Fees	Taxes	Adjustments	Net total
188 transactions	+\$5,374.25	-\$588.45	\$0.00	+\$30.00	+\$4,815.80

Balance details



Statement period

Apr 23, 2025 — Oct 5, 2025

Beginning balance	\$0.00
Total debits	\$4,892.32
Total credits	\$5,665.55
Total change	\$773.23
Ending balance	\$773.23

4.3.2 Cost Structure

The cost base of the company is not very high as the operation is directed remotely. Key expenses include:

- Payments to talents and salary.
- Simple office and software.
- Costs in marketing and getting clients.
- This is a lean cost structure that enables Assist Edge to achieve profits even at low number of clients.

Here is our Current Cost:

Cost Title	Amount
Team Salary	11,96,000/- (\$9966.66)
Marketing & Project Management Tools	15,000/-
Office Rent	27,500/-
AI Tools	4,800/-
Office Operations	8,000/-
Business Email	8,000/-
Sales Operations	20,000/-
Misc	10,000/-
Total	12,89,300/-

4.3.3 Financial Risks

- **Client concentration:** Being overreliant on one, or very few, clients puts more risk on the company. The loss of a single large customer would have a considerable impact on income.
- **Cash flow issues:** Like most start-ups, the cash flow may be destabilized by delayed client payments.
- **Economies of scale:** International expansion will demand further needs in promoting, education, and operations.

4.3.4 Financial Sustainability

The advantage of low overhead cost and high demand of outsourcing makes the business model of Assist Edge sustainable in the short run. Nevertheless, in the long-term, it will need:

- Re-diversifying the client base in many markets.
- Obtaining investment or investing back earned profits.
- Development of systems to handle a greater amount of talent and clients in an appropriate manner.

Chapter 5 – Innovation & Improvement Plan

Innovation is the most powerful way of turning business problem into a business opportunity. For Assist Edge, the key struggle is finding a way to bridge the communication gap while at the same time establishing a strong international presence. The improvement plan below suggests strategic interventions, which integrate talent development, marketing innovation, service differentiation and efficiency of operations.

5.1 Communication and Skills Development

As noted above, communication is the biggest single weakness to the competitiveness of Bangladesh's outsourcing market. Sobriety is a challenge that Assist Edge does not have to overcome-but one that is necessary for long-term survival and global expansion.

5.1.1 English and Soft Skills Training

Assist Edge is obliged to implement an internal communication training programme for all talent that has been taken onboard. This program would focus on:

- English communication skills and vocabulary.
- Accent Neutralization and good pronunciation
- Business communication manners (writing e-mails, participating in meetings, presentations)
- Cross-cultural awareness to enhance partnership between an overseas client.

Such training should not be overly costly. Online platforms such as Coursera, Udemy, and LinkedIn Learning provide low cost courses that can be added into the onboarding talent pipeline.

5.1.2 Continuous Development System

By establishing itself as a resource that produces "communication-ready talents" from Bangladeshi professionals, Assist Edge can distinguish itself from its rivals. This will instill a sense of confidence in international clients as they not only are hiring professionals who work at affordable rates, but also people who can converse well.

5.1.3 Talent Differentiation

By establishing itself as a resource that produces "communication-ready talents" from Bangladeshi professionals, Assist Edge can distinguish itself from its rivals. This will instill a sense of confidence in international clients as they not only are hiring professionals who work at affordable rates, but also people who can converse well.

5.2 Marketing and Digital Expansion

In today's outsourcing business, visibility is everything. Without a powerful marketing strategy, the best services go unnoticed. Assist Edge needs to develop their digital presence and connect with international customers in a more effective way.

5.2.1 Strengthening Online Presence

- **Website Optimization:** A professional website highlighting success stories, testimonials, and service offerings builds trust.
- **Search Engine Optimization (SEO):** Targeting keywords like “hire Bangladeshi talent,” “affordable offshore professionals,” or “flexible outsourcing solutions” can attract international leads.
- **Social Media Marketing:** Using LinkedIn, Facebook, and Twitter to share content about outsourcing trends, client success stories, and thought leadership positions Assist Edge as an industry expert.

5.2.2 Client Acquisition Campaigns

Assist Edge needs to invest in strategic digital advertising (Google Ads, LinkedIn Ads) towards decision-makers of SMBs and agencies. Campaigns need to focus on cost compared to quality and flexibility.

5.2.3 Partnerships and Networking

Collaborations with business organizations, outsourcing sites, and international organizations can create new markets. Participating in industry events, either online or offline, will also increase visibility and credibility.

5.3 Service Innovation

With a highly competitive outsourcing market, Assist Edge needs to make its services stand out from generic providers.

5.3.1 Flexible Hiring Models

Assist Edge already offers an internal team model and talent partner model. These can be improved with more flexibility:

- **Hourly Talent Pools:** Clients can hire talent for as short as 10-20 hours a week.
- **Project-Based Packages:** Packages for specific tasks (such as the setup of a digital marketing campaign or customer support for a product launch), ideally at a fixed price.
- **Subscription Models:** Monthly plans with guaranteed customer support for set costs.

From start-ups to established agencies, this range of possibilities will make Assist Edge a compelling choice.

5.3.2 Quality Assurance System

Clients are likely to trust outsourcing partners if they are sure about the quality of service.

Assist Edge can establish quality monitoring system which includes:

- Frequent check-in with clients
- Internal performance tracking reports
- Dedicated account managers to manage client needs
- This system is accountable and it creates long-term trust.

5.3.3 Specialized Services

Assist Edge can expand to specialized outsourcing services over time such as:

- Single Platform used for Digital Marketing Management.
- Business Automation
- Virtual assistant services.
- Design and Video Editing

5.4 Operational Improvements

Good operations are the anchorage of scalability. As Assist Edge keeps up its development, it should make sure that its internal systems are efficient and sustainable.

5.4.1 Talent Management Systems

Assist Edge needs to implement or have a talent management platform in order to effectively manage its multiple clients and talents. This system would be able to track availability, project assignments, pay, and performance from one place. Tools such as Trello, Asana or custom built dashboards can be good places to start.

5.4.2 Cost Efficiency

While Assist Edge is already enjoying low operating costs, there are still potential areas of improvement:

- Automating the payroll and invoicing process
- Using cloud-based collaboration tools (e.g., Google Workspace, clickup, Meet).
- Outsourcing non-core activities such as accounting to specialized firms.

5.4.3 Scaling Strategy

Assist Edge must make the long term sustainability plan such that it can be rolled out in phases:

- **Short Term (1-2 years):** CFD focus on communication development and digital marketing for the purpose of increasing international clients.
- **Medium Term (3–4 years):** Medium Term (3-4 years): Grow talent and service portfolios, develop presence in UK and Europe
- **Long Term (5+ years):** Open international offices, set up alliances with larger agencies and become a well-known outsourcing brand.

Chapter 6 – Implementation Plan

To ensure success, a business improvement strategy should be supported with well-defined and realistic implementation plan. Considering that Assist Edge is a fast-growing business, it is essential that the plan should focus on the distribution of resources and take a gradual implementation strategy. This chapter outlines how the proposed strategies will be operationalised in both short, medium and long term.

6.1 Step-by-Step Action Plan

Phase 1: Foundation (0–12 months)

1. Talent Training Program

- Design a disciplined syllabus that not only focuses on the communication skills, but also soft skills.
- Join hands with cost effective online sources to provide training on English and business communication.
- Introduce built-in evaluation systems into the onboarding process.

2. Enhancement of Digital Presence

- Increase the use of client testimonials and case studies.
- Trigger SEO campaigns, which key outsourcing.
- Encourage the LinkedIn advertisement by publishing the thought leadership materials on a regular basis of two weeks.

3. Client Acquisition

- Carry out specific LinkedIn and Google adverts to companies in the United States and United Kingdom that are considered to be small to medium-sized enterprises (SMEs).
- Offer potential customers promotional trial packages (e.g. first 20 hours engaged at a reduced cost).

Phase 2: Growth (1–3 years)

1. Expansion of Service Models

- Implement outsourcing packages on subscriptions.
- Grow into niche services, including web development and remote video production.

2. Quality Assurance System

- Implement customer satisfaction questionnaires.
- Position of account managers to oversee bigger client accounts.
- Develop performance dashboards to track the standards of delivery.

3. Operational Efficiency

- Embrace a cloud-based system of project management and talent tracking.
- Automate payrolls and invoices.
- Create small internal teams which focus on specific service categories.

Phase 3: International Expansion (3–5 years)

1. Market Entry

- Create representative offices or enter into partnership in the United Kingdom and Dubai.
- Develop communication with the local chambers of commerce and business associations.

2. Scaling Talent Pool

- Have at least 500 qualified Bangladeshi professionals onboard by Year Five.
- Expand recruitment activities to the cities in different regions other than Dhaka to have multiplier talent.

3. Brand Development

- Attend global outsourcing conferences and forums.
- Issue industry reports to position Assist Edge as a thought leader.

6.2 Required Resources

The application of such measures requires the resources that are allocated in three categories:

● Financial

- Marketing budget, and marketing advertisements, SEO and branding efforts, etc.
- Money spent on training programs on communication.
- Investments in the international offices.

- **Human**
 - Training and development experts.
 - Digital marketing team.
 - Client relationship managerial account managers.

- **Technological**
 - Project management software web-based like Asana, Trello, or ClickUp.
 - Customer relationship management (CRM) system to monitor interaction with clients.
 - Payroll and invoice automation tools.

6.4 Risk Mitigation During Implementation

- **Risk of Communication Gap:** Compete with the periodic observation of training results and continuous observation.
- **Financial Constraints:** Focus more on profit reinvestment before seeking outside capital.
- **Risk Client Acquisition:** Use a mixed market (United States, the United Kingdom, Europe and Middle East) to avoid dependency on a single market.
- **Bottlenecks in operations:** Implement scalable cloud technology to prevent inefficiencies when the company expands.

Chapter 7 – Expected Outcomes

The innovation and improvement strategies introduced in the early stages of Assist Edge are expected to bring measurable results in the short term and the long term. These prospects would cement the existing position of the enterprise and at the same time give it a path towards global growth and sustainable development.

7.1 Business Growth and Revenue Expansion

One of the main results of such a project is expected to be revenue growth. Assist Edge aims to expand its customer base, through the optimisation of the digital marketing process, the implementation of flexible service frameworks, and offering tailored services. The first annum will involve incremental growth as the organisation invests in the training and brand development activities. In medium-term, i. e. between one and three years, the improved communication abilities of the Bangladeshi professionals and heightened marketing campaign will tend to draw a higher number of international customers.

Financially, the internally employed model will maintain a predictable source of revenue, but on the other hand, the model with an external source of talent being a partnership will make it easy to scale the revenues. Assist Edge aims to have a client portfolio of at least fifty to sixty customers who are loyal customers in their third fiscal year and a growth in revenue of between twenty and thirty percent. These financial results are bound to provide the necessary fiscal stability to follow up the international market penetration.

7.2 Improved Client Satisfaction

The reliability and communication capabilities of a literary work are often regarded by client stakeholders as important as technical competence. The adoption of organised training programs, continuous observation plans, and a harsh quality assurance program should inculcate significant improvements in the client satisfaction indices.

Key outcomes in this area include:

- Higher retention of its clients due to simplified teamwork.
- Increased referral numbers via word-of-mouth, hence, promoting organic growth.
- Enhanced customer trust in the professionals of Bangladesh, which will help in strengthening the image of the enterprise on the international level.

In the long run, with the help of effective management, Assist Edge will establish itself among the service providers offering not only cost effectiveness but also professionalism and effective communication practices.

7.3 Sustainability and Long-Term Competitiveness

The long-term strategic goal of Assist Edge is to establish itself as a competitive outsourcing company of global fame. The expected results of the work on this project directly contribute to the achievement of that goal:

- **Jobs creation:** expected to onboard at least five hundred individuals from Bangladesh as professionals at the fifth year.
- **Ethnic presence:** the implementation of offices or joint ventures in the United Kingdom and Dubai, thus the business placement in the neighborhood of the key markets of clients.
- **Better brand status:** a salient and credible brand image that makes Assist Edge better than domestic and international brands.

Sustainability also implies the building of durability to any potential risks. Assist Edge intends to reduce reliance on a single market or service line and reduce reliance on any one of the client portfolios, through diversification of its client portfolio and seeking growth by expanding anew into geographical markets, and investing in professional development and improvement.

Chapter 8 – Evaluation and Reflection

Assessment and reflection are vital attributes of any business venture because they provide insight on the performance and will guide further improvement of the same. When the Assist Edge is considered, the thorough assessment will ensure that the strategies that are outlined by this project will produce the desired results, whereas reflection will help the company to adjust and evolve in the environment of the competitive environment.

8.1 Metrics to Measure Success

Assist Edge will take a convergence of quantitative and qualitative key performance indicators (KPIs) in an effort to evaluate the success of this project.

8.1.1 Financial Metrics

- **Revenue Growth:** Aiming of a 20-30 percent revenue growth in the first three years of operations.
- **Profit Margins:** Checking whether the cost-efficiency programs lead to more healthful margins.
- **Client Acquisition rate:** Targeting the amount of new clients that the company acquires due to marketing and referrals.

8.1.2 Client Satisfaction Metrics

- **Retention Rate:** The retention rate will be determined as the percentage of clients deciding to stay with Assist Edge.
- **Client Feedback Surveys:** Organized feedback on communication, quality of service and reliability.
- **Referral Rate:** In this case, it is the number of times satisfied clients will suggest Assist Edge to a different client.

8.1.3 Operational Metrics

- **Talent Onboarding Efficiency:** When documenting the time spent in pairing vetted professionals with fresh projects of clients.
- **Training Results:** After training, the evaluation of the positive changes in terms of English fluency and communication skills.
- **Project Delivery Timeliness:** Monitoring the percentage of projects that were finished on time or even earlier than the agreed date.

8.1.4 Strategic Metrics

- **Geographic Expansion:** Tracking developments in market penetration of the new markets into the United Kingdom and Dubai markets.
- **Talent Pool Development:** Seeing the amount of Bangladesh professionals that are integrated into the workforce within five years.

8.2 Lessons Learned During the Project

Assist Edge has experienced a number of insights in facilitating the launch and its subsequent growth that will guide future strategy.

1. Opportunities Can Arise from Gaps

Assist Edge was conceived as a result of the realization of the observation that there was an underrepresentation of Bangladeshi professionals in the global outsourcing market. This demonstrates that in a competitive industry, that has very numerous competitive elements, there may be recurring loopholes that could be utilized to create a favorable prospect via effective tactic.

2. Communication Is More Than a Skill

It turned out that communication became not only a technical issue, but also a barrier to trust, brand image and client satisfaction. It highlights the importance of soft skills as often being at least as important as technical skill in service-based industries.

3. Flexibility Creates Value

Customers require solutions that are cost effective and should be flexible. Assist Edge provides affordable value to customers by providing various service models such as internal teams, partner talent, and any possible subscription packages.

4. Small Steps Build Foundations

The first step that is initiated without capital investment and having only one client showed that progress is achievable with few resources with a clear vision. This supports the importance of lean start-up concepts, where growth is made and realised in stages of testing and scaling.

8.3 Future Directions for Business Growth

Moving ahead, Assist Edge must continue innovating and changes. The future directions are:

8.3.1 Scaling Training Programs

Introduction of systematic training academy of the Bangladeshi professionals can handle the issues of communication as well as become a revenue generating service. Provision of certification courses can also help bring customers and talent.

8.3.2 Expanding Market Reach

Although the United States and United Kingdom will continue to form key sources of income, development into new markets, like the Middle East, Europe and Australia, will help volunteer variation in the sources of revenue and lessen reliance on one market, in particular.

8.3.3 Technology Integration

The allocation of resources to AI-based project management, client communication, and performance tracking tools will allow the Assist Edge to grow with a high level of efficiency without deteriorating the quality of service.

8.3.4 Long-Term Social Impact

In addition to profit, Assist edge will have a vision of establishing job opportunities in Bangladesh. In the long run, the company will be involved in alleviating unemployment, empowering women to work, and making Bangladesh a global outsourcing destination.

Conclusion

Business Implementation Plan of Assist Edge shows that a clear vision, sound strategy, and sustainable operating model can help to develop a small idea into a competitive venture. Having been established with an objective of fostering the Bangladeshi talent to be heard on the international platform, the Assist Edge organization aims at filling the communication and skill gaps between most professionals and the international arena.

In this project, the company problems, opportunities and the growth strategies have been carefully examined. The results underline that the improvement of communication skills, the streamline of operations, and cost efficiency are the keys to the success in the long-term. This is a roadmap to these goals since the proposed innovation and implementation plans include talent training, digital marketing, service flexibility, and operational automation.

The model offered by Assist Edge will not only assist international businesses in finding cheap and reliable talent but also help to spread the growth in employment and global awareness of Bangladesh. Assist Edge can become a reliable international partner in outsourcing by focusing on sustainability, quality, and sustained improvement which can make the organization known worldwide as a professional and impactful organization.

To sum up, this project has shown that even zero-investment start-up like Assist Edge can produce a significant value eventually, reinforcing the global business networks as well as making the Bangladeshi professionals shine in the global setting with the help of a properly designed strategy.

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