



**Internship report on  
Assessing quality of IT services in Bangladesh:  
A case study of “Planet IT”**

**Submitted to  
Professor Dr. Ahmed Fakhru Alam  
Department of Business Administration**

**Submitted by  
Israt Jahan  
Student ID: 141-11-749**

**Date of submission: 24<sup>th</sup> December 2018**

## **Letter of Transmittal**

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Date: December 7, 2018

Professor Dr. Ahmed Fakhru Alam  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship report on “Assessing quality of IT services in Bangladesh: A case study of Planet IT”**

Dear Sir,

It is an immense pleasure for me to submit the report on **“Assessing quality of IT service in Bangladesh: A case study of Planet IT”** which I have prepared to fulfill the requirement of my internship course in the department of Business Administration, Faculty of Business & Economics, Daffodil International University.

I sincerely believe that, creating this kind of report will help us to enrich our adaptability quality in the long run when we will be involved in the practical field. I am grateful for your advices and great cooperation. I tried my level best to go deep into the matters and make full use of my capabilities in making the report meaningful, though there may be some mistakes and shortcomings. I will be pleased to answer any kind of query you think necessary.

Now I have placed this report before you for your kind approval. We hope that my report will satisfy you. For any of your further queries, I will be at your disposal at your convenience.

Sincerely Yours,

Israt Jahan

Student ID: 141-11-749

Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## **Student's Declaration**

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I am Israt Jahan (Student ID: 141-11-749) students of Daffodil International University, hereby declare that, the report on the title Faculty of Business & Entrepreneurship is an original and authentic work done by me for the fulfillment of Bachelor of Business Administration, as a part of our academic curriculum.

Sincerely,

Israt Jahan

Student ID: 141-11-749

Program: Bachelor of Business Administration

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Supervisor's Certificate**

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This is to certify that internship report on **“Assessing quality of IT service in Bangladesh: A case study of Planet IT”** has been prepared by Israt Jahan (Student ID: 141-11-749) as a partial fulfillment of the requirement of Bachelor of Business Administration from the department of Business Administration, Daffodil International University. She has done her job accordingly to my supervision and guidance. She has tried her best to do this successfully. I believe her program will help her in future to build up her career.

I wish her success and prosperity.

Best Regards,



**Professor Dr. Ahmed Fakhru Alam**

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## **Acknowledgement**

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This special thank goes to my helpful course instructor and project **Professor Dr. Ahmed Fakhru Alam**. The instruction and support that he gave me truly helped the progression and smoothness of the paper. The cooperation is much indeed appreciated.

Grateful thanks to also my classmate for their contribution. They helped me with their best to create the report appropriately. Their hard work and made this report so meaningful. All works during the report would be nothing without the enthusiasm and imagination from them. This project makes me realized the value of working hard and as a new experience in working environment which challenges me every minute. The whole project really taught me so many things which will help me in the long run of my career.

The whole project paper is created through the help of different articles, web sites and with the interview of Country Manager, Bangladesh of **Infobip**. Mr. Rahad Hossain who gave me so many information which made my report more standard.

Last but not least, I would like to thank every single person who helped me throughout the report preparing.

## **Abstract**

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Bangladesh is emerging as a freelance IT and IT-enabled services outsourcing (ITES) center and the ICT sector in Bangladesh is poised for continued expansion. According to the International Telecommunication Union (ITU), the number of internet users has nearly tripled from 6.5 percent of the population in 2013 to 18.2 percent in 2016 and continues to grow. **“Digital Bangladesh”** is an integral part of the government’s Vision 2021-which promises a prosperous and equitable middle-income Bangladesh by its golden jubilee of independence. ICT is the backbone of any digital initiative and it covers the vast area of information technology, communication technology and the telecommunication technology. Bangladesh successfully leveraging this rising penetration and has earned \$800 million in 2017 by exporting ICT products and services. The total number of Internet Subscribers has reached 80.483 million at the end of December, 2017, can be seen as a consequential blessing of the recent progressive steps taken by the present government and the growing ICT sector.

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# **Chapter: 1 Introduction**



## **1.1 Background of the report**

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Software and ICT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the mainstream. Not only the industry is contributing significantly in the national income, but also, it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country.

The presence of high number of young entrepreneurs is one of the distinctive features of this industry. In last decade many tech savvy young graduates, some of them returning from abroad after finishing education, have started their ICT ventures. Despite various local and global challenges, these young spirited entrepreneurs have done remarkably well in building sustainable business organizations through their hard work and passion. Surely, the enthusiasm and resilience of the young entrepreneurs are the main driving force of Bangladesh ICT industry.

The software and ICT industry contribute significantly to Bangladesh's national income. It has also been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country. The total ICT industry size is estimated to be around USD 250 million. Software contributes around 44% to the overall industry revenue whereas ITES contributes around 56% to the overall industry revenue. Approximately 30,000 professionals, majority IT and other graduates, are employed in the industry. In terms of creating high quality employment (average monthly compensation over Tk. 15,000 per month), software and IT service industry is surely one of the top graduate employment sectors in the country.

Till date mobile telecom industry remains the largest contributor to FDI and national exchequer for the government of Bangladesh and total investment is more than 50000 crores. Mobile communication has raised GDP growth in Bangladesh by 0.12% for every 1% increase in mobile penetration. In both connections and subscribers, Asia Pacific currently represents just fewer than 50% of the global total and this share will remain constant through 2017.

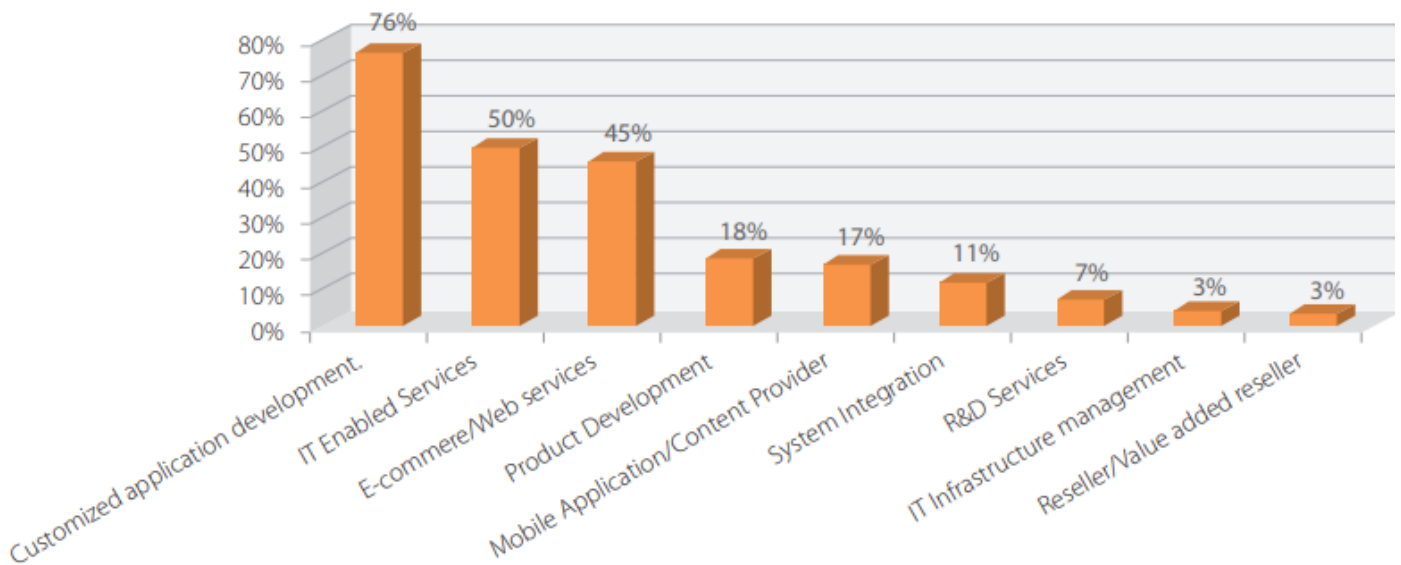


Figure 1.1: Market overview (Source: Bangladesh Investment Development Authority)

Figure 1.1 To show the Market overview of our ICT industry over the time. For completing my internship, I have joined a Software Company registered under ICT Sector named “PLANET IT” under the supervision of Professor Dr. Ahmed Fakhurul Alam Sir. I hope to gain the necessary requirements and knowledge in completing my internship.

## **1.2 Origin of the Report**

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Internship program is a mandatory part for a BBA student. As a student of BBA, Daffodil International University I had to complete three months attachment with any company. My attachment was with “PLANET IT” and I worked as an intern from 2nd September’18 and at that period, I collected information regarding preparing a report on **“Assessing quality of IT service in Bangladesh: A case study of Planet IT”**

## **1.3 Objectives of the Study**

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### **Main Objective:**

The main objective of the study was to assess the quality of IT service of **“Planet IT”**

### **Specific Objectives:**

The specific objectives of my study were to understand the overall activities of an ICT related company especially **“Planet IT”** as well as gain some professional skills, corporate culture & knowledge on organizational related activities. The specific objectives of this report were:

- Analyzing the Bangladeshi ICT Sector.
- Presenting the scenario of Bangladeshi ICT Industry.
- Analyzing performance of **“Planet IT”**
- Gaining experience in **“Planet IT”**
- Making Recommendations for the improvement of their performances as well my performances.

## **1.4 Data collection Method**

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To make my report I was follow 2 matehoods for data collection. Primarily I follow “**Documents and Records**” and Secondary “**Questionnaires and Surveys**”

## **1.5 Benefit of the Report**

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As a BBA student of Daffodil International University proudly I have learned about ICT sector of Bangladesh & ICT related organization like “**Planet IT**”. This report will be make benefits for those people, who are interested to know about ICT sector of Bangladesh & “**Planet IT**” as well. Moreover, this report includes performance analysis of ICT industry which will help reader to know about the current situation of the ICT industry and take effective decisions who wants to involve themselves in the ICT industry. Various sectors have been discussed about the Bangladesh software industry and ICT sector. The reader can know what factors help in the growth of Bangladesh ICT sector and software industry & Bridging the Gap between Dutch and Bangladeshi ICT sectors as well.

## **1.6 Limitations of the Report**

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There are some limitations to make this report full feel, but I manage this by applying my academic experience, relations with the employees of “**Planet IT**” & some articles, which was published by newspapers.

# **Chapter: 2 Company Profile**

## **2.1 Organization Overview**

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Planet IT– The SMS, Voice, Email & Chat Apps (Viber & WhatsApp) specialist, established in 2010. Today Planet IT is leading in providing messaging solutions along with custom application development to all conglomerates and individuals ensuring highest level of customer satisfaction. Their equipped with a young competent group of people who are ready to provide quality IT solutions round the clock.

Planet IT's customize solution is scalable, robust, and performs consistently well over time. As a fundamental part of any computer-based information system, it will improve an organization's productivity and efficiency and meet your unique organizational needs through its customizable suite of programs that support.

## **2.2 Planet IT at a glance**

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Name of Company: Planet IT

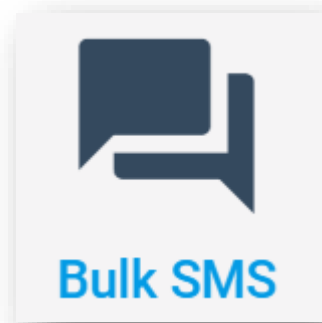
Chef Executive Office: Rahad Hossain

Office Address: Suite 8C, Hashim Tower (Level-8), 205/1A, Gulshan Tejgaon Link Road

Dhaka-1208, Bangladesh.

## 2.3.1 Services of Planet IT (SMS)

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Mobile Marketing is the easiest way to promote your business.

More than 7 Core people are using Mobile in our country. Let

everybody knows about you. We will provide the SMS service to

reach you in every hand. We provide Low Cost Business SMS

service to reduce your Marketing Cost. Planet IT will provide new

service of most effective Marketing with our Web SMS portal.

Planet IT offered "Web Based Complete SMS Solution"

Features of that Solution:

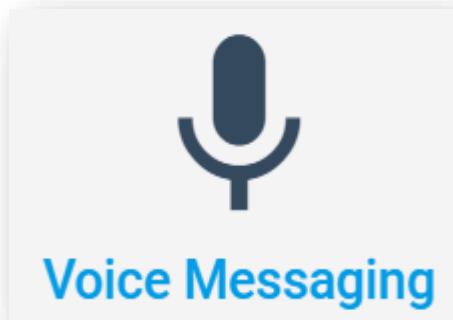
- Scale: Heavy Redundancy, High Throughput, 160 Characters per SMS.
- Pricing: Competitive Pricing for SMS.
- Reliability: Instant Delivery, SMS Signaling, Automatic Resend Queue, 48 hours default Validity, SMS Delivery Report.
- Flexibility: Customizable Sender ID, Easy Platform access options, Schedule SMS, SMPP Connection, API functionality etc.
- Terms: Regular Registration Fee is only 5000Tk (For Reseller Panel).
- Service: A dedicated account manager plus 24/7 sales and tech support.
- No hidden fees, no expiring credits, pre-paid billing model.

Planet IT's classy messaging services are suitable for any application environment, financial institutions, software development companies, mobile marketing / advertising / promotions / alerts, enterprises and other players in the global ICT industry & they are based on Reliability-Quality-Service. They also provide test account completely free-of-charge, so that client can make sure the stand behind Planet IT's words.



## 2.3.2 Services of Planet IT (Voice)

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Voice calls are pre-recorded voice messages to a mobile or landline networks across the country.

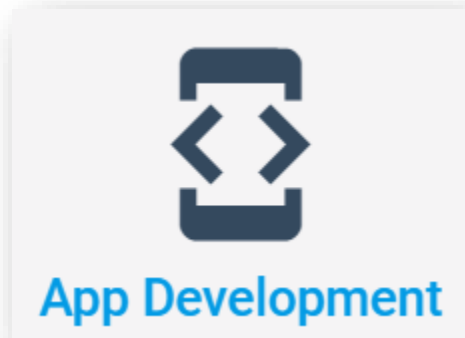
Bulk voice calls are automated calls which involves automated dialing multiple numbers at once using computer managed lists, playing a pre-recorded

message to automatically dialed mobile or landline numbers. This communication technique of bulk voice calls has the advantage of most penetrative reach and personalized messages. A telephone messaging solution, a smart auto dialer for reaching thousands of people with personalized messages and response options you choose. The voice call system dials from numbers that you send to us and plays your recorded voice message. No person or agent is required to talk with the receiver of the automated call. The receiver of bulk voice call simply listens to the recorded voice message.

### **Voice SMS Campaign Could be Used for Following Purposes:**

- Political Campaign, Voter Registration, Vote reminders
- Business Promotion
- Reminders like EMI, Insurance premium
- Appointment Reminder
- Health Care
- IT Support Process
- Stock brokers & Bankers

### **2.3.3 Services of Planet IT (App Development)**



Planet IT has been designing and developing web and mobile applications with Oracle APEX for many years now. They are leading APEX developer in country and really love to build applications with Oracle APEX.

In fact, their team includes some of the APEX Experts and developers from Bangladesh, and they can hit the ground running to move you from idea to implementation in record time. Seriously – client will be amazed. So, have an idea for a solution you want to explore and develop? Or, already know what client want and just need a web or mobile application built? Or maybe client have an existing APEX application that has become wildly successful, and now client need help taking it to the next level? No matter where you are in the development process, Planet IT team can help.

## 2.3.4 Services of Planet IT (Mobile Top-up)

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Top-up any Bangladeshi GSM mobile anytime from online.

Planet IT Mobile Top-up app will help to recharge client mobile balance instantly with a friction of second. Planet IT mobile top-up app is a user-friendly app for individual and corporates to send mobile top-up instantly. Using their mobile top-up app, client can recharge any Bangladeshi mobile number anytime. Client can also send bulk top-up to a group of numbers at a time. Realtime reporting allows client to track the top-up history and transaction IDs. Planet IT have special module for resellers as well. Resellers can easily white able their app and resell the app as their own applications.

## 2.4 Findings (Survey regarding Planet IT's service)

Within my internship period I survey regarding Planet IT's service. For this survey I've chosen below question. Within these 2 questions was documentation related & 3 question was client's satisfaction related. Questions was given below:

1. Planet IT will maintain all rules & regulations of ICT, Government of the People's Republic of Bangladesh?
  - a. Yes, as per their documentation Planet IT will maintain all rules & regulations of ICT, Government of the People's Republic of Bangladesh
2. Planet IT will provide proper VAT & TAX in every year?
  - a. Yes, as per their documentation Planet IT will provide proper VAT & TAX in every year.
3. Planet IT will provide the customized solution, what they commit?
  - a. Based on their **top 10 client's** feedback **60% strongly agree, 30% agree & 10% Neither agree or Disagree.**
4. Clients are satisfied their service & after sales service or not?
  - a. Based on their **2<sup>nd</sup> top 10 client's** feedback **50% strongly agree, 20% agree, 20% Neither agree or Disagree & 10% Disagree.**
  - b. 10% disagreed clients continuing their business with Planet IT because of getting all service under one umbrella & pricing.

5. As Planet IT demands they are the leading APEX developer in Bangladesh and really, they love to build applications with Oracle APEX. Is it authentic or not?
- a. Based on **top 30 client's** feedback (20 enterprise client & 10 Reseller client) **60% strongly agree, 20% agree, 10% Neither agree or Disagree & 10% Disagree.**

# **Chapter: 3 Internship Experience**

## **3.1 Position, Duties & Responsibilities**

As an intern in Planet IT, I was work there as a Business Executive in their business development team. The first few weeks I had to observe the activities, how they generating new lead & how they provide after sales service. After that I have to create a summary regarding new lead generating count, opportunity, requirements & nest step for those clients. For SMS, Voice & Top-up service need to collect proper documentation from the clients & for developing any Apps I'll tag IT team with the client. After 2 month I've to collect feedback from the client and update accordingly to top management.

## **3.2 Training**

There was not professional training program. But they provide training through observation or by doing anything one can get training. The team was very co-operative. They gave me extensive trainings on Microsoft excel as well as taught me to analyze big amounts of data through excel. I learned how to communicate with the clients and how to handle them.

### **3.3 Evaluation**

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I have contributed well enough in the activities of the organization although I feel that there were more I could have given and learned. There was an internal tracking system in there system when an employee check in and when check out from the organization. My supervisor kept track of time when I checked in the office and when I check out. Also, he gave me specific time to write letters and prepare presentation topics to evaluate my performance and they give me task which seems really challenging to me for their google business page review. My supervisor also kept notice of my communication with other employees in the office as well as my fluency of speaking. He also checked every day how I kept updates of anything new introduced in their business development and how I presented my findings about those new things.

### **3.4 Skilled Applied**

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I had good skill in MS Power point and MS Word. So, I was tasked with preparing some presentations. I had a little knowledge on MS Excel before joining as an intern so it was easy for me to understand the activities done through excel. I was fast enough to carry out the activities that the managers told me. Although I also have to communicate much with the managers & were quite pleased with my communication skill as I was fluent and clear. I was able to show good time management skill. I was very punctual and attended the office in time which the supervisor praised me very much.



# **Chapter: 4 Recommendation**

## **4.1 Recommendation for Improving Planet IT**

Planet IT has a small team. I see in the Business development team a single person handling a lot of work at once which could have been done properly when two or more are involved. Planet It have no HR & Admin department. I think they should hire at list one person for HR & Admin department & it can help them to come forward.

## **4.2 Recommendations for Improving Self-Performance**

Most important part of a job is communicating effectively and it's important to communicate properly with the clients. Though I wasn't that much involved in client management, I feel that there was more I can learn in client management if I do it in a regular basis. I have a very low patience when I manage any client. I also need to improve my communication with other employees. be able to complete the task because of it sometimes I do some mistakes. So, I'll have to adapt myself to handling pressures. I need to improve my listening skills. Sometimes I had to ask my job supervisor about the work I need to do multiple times. Although he wasn't bothered to answer I felt my listening skill needs improvement and I should pay more attention when someone say about something. As I was there an intern, they do not charge me for my activities but I personally feel I don't act that much professional when I talk with someone. I should be more professional when I'll work in another organization.

# **Chapter: 5 Conclusion**

## **5.1 CONCLUSION**

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I'm really enjoying my internship from the learning and experience point of view. I'm confident that this three months internship program at Planet IT help me a lot to realize my future career in the job market. Planet IT is one of the well-known ICT based company in Bangladesh & I found below important information relevant with ICT.

### **Leading Sub-Sectors of ICT:**

- ICT Infrastructure and Equipment.
- Including telecommunications towers and related infrastructure.
- Data Centers and related equipment and services.

### **Opportunities:**

- Mobile Applications.
- Data and Content Development.
- Online Healthcare and Government Services Solutions.
- E-commerce Applications and Solutions.

During the course of my practical orientation I've tried to learn the practical ICT based organization's activities to realize it my theoretical knowledge, which I've gathered and going to acquire from various courses of my BBA program.

## 5.2 References

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[https://apps.planetgroupbd.com/ords/f?p=PLANET IT:ABOUT:::NO:::](https://apps.planetgroupbd.com/ords/f?p=PLANET_IT:ABOUT:::NO:::)

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[https://basis.org.bd/resource/About\\_Industry.pdf](https://basis.org.bd/resource/About_Industry.pdf)