IMPLEMENTATION AND CUSTOMIZATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OF ODOO ERP

Internship as Intern Software Engineer at Metamorphosis Ltd. Company

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Computer Science and Engineering

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DHAKA, BANGLADESH

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APPROVAL

This Internship titled "Implementation and Customization of Customer Relationship Management (CRM) of Odoo ERP" is submitted by Nigar Sultana to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on September 11, 2021.

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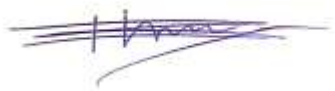

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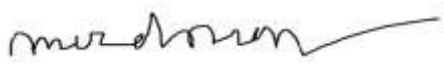

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I hereby declare that, this Internship has been done by me under the supervision of **Dr. Sheak Rashed Haider Noori**, **Associate Professor & Associate Head, Department of CSE** Daffodil International University. I also declare that neither this Internship nor any part of this has been submitted elsewhere for award of any degree or diploma.

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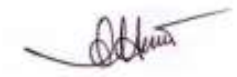

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ABSTRACT

Customers are heart of any business and Customer Relationship Management (CRM) is a very import tool for customer centric modern business. Odoo as the most popular Open-Source ERP System, its CRM is very robust, flexible and offers lots of options. CRM is a process in which a business or other organization administers its interactions with customers, typically using data analysis to study large amounts of information. In this internship, I tried to implement and customize the Odoo CRM application through learning the python coding language and PostgreSQL database. In this project CRM for a real business was studied and implemented - and through the process business process and development was learnt.

TABLE OF CONTENTS

CONTENTS	PAGE NO
Board of examiners	II
Declaration	III
Acknowledgements	IV
Abstract	V
CHAPTER 1: INTRODUCTION	**1-4**
1.1 Introduction	1
1.2 Motivation	1
1.3 Internship objectives	1
1.4 Introduction to the Company	2
1.5 Business Background	2
1.6 Mission and Vision	2
1.7 Report Layout	3
CHAPTER 2: ORGANAIZATION	**4-8**
2.1 Introduction	4
2.2 Product and Services	4
2.3 Target Group	6
2.4 SWOT Analysis	7

CHAPTER 3: TASKS, PROJECTS AND ACTIVITIES 9-27

3.1 Daily Task and Activities 9
3.2 Events and Activities 9
3.3 Internship Task and Activities 9
3.4 Challenges 27

CHAPTER 4: COMPETENCIES AND SMART PLAN 28-29

4.1 Competencies Earned 28
4.2 Smart Plan 28
4.3 Reflections 29

CHAPTER 5: CONCLUSION AND FUTURE CAREER 30

5.1 Discussion and Conclusion 30
5.2 Scope for Further Career 30

APPENDIX 31
REFERENCE 32

LIST OF FIGURES

Figure	Page No.
Fig: 2.1 SWOT Analysis	07
Fig 3.1 login page	11
Fig: 3.2 Odoo dashboard	12
Fig: 3.3 CRM Dashboard	13
Fig: 3.4 Developer mode activate	14
Fig: 3.5 Real-time Overview	16
Fig: 3.6 New column add into pipelines	17
Fig: 3.6 Creating a lead	18
Fig: 3.7 Schedule Activity	19
Fig: 3.8 View Leads list	20
Fig: 3.9 Convert leads to opportunity	20
Fig: 3.10 Line graph of pipeline	21
Fig: 3.11 Bar Chart	22
Fig: 3.12 Pie Chart	22
Fig: 3.13 Activities page	23
Fig: 3.14 Leads Analysis	23
Fig: 3.15 Change configuration setting	24
Fig: 3.16 Adding a new customer	24
Fig: 3.17 Pivot view and View calendar	25
Fig: 3.19 Odoo configuration with pycharm	26
Fig: 3.20 Create a module named hospital management	26

CHAPTER 1

INTRODUCTION

1.1 Introduction:

By doing internship students are able to gain applied experience. Internship is more challenging opportunity rather than project or thesis paper because it's the opening for a student to work in practically with a good collaboration with skilled staff. Internship is the best way for a student to grow his/her carrier in job market. This internship provides me the opportunity to gain vast experienced with Odoo CRM software.

Customer relationship management (CRM) basically describe the relationship between customer and organization/companies management and that help business owners to run the business efficiently by maintaining a good relation with their clientele as well nurture their business. CRM is as a great system that all kinds of records from a business transactions lead and clients can be connected in a place through it. In a business, most of task can be possible to analyze by CRM software.

1.2 Motivation:

My motivation for the internship program is to build up my career on cloud based software solution, particularly in Odoo CRM. They can better help the employee in learning new strategies and ideas for the growth of the any company.

I can use my strong technical knowledge and skills in Odoo CRM, its application and customization. Organizations can expect to experience various types of benefits when these CRM is carefully implemented.

1.3 Internship Objectives:

I have cavernous interest in doing internship and the core objective of my internship is to study on CRM characteristics and its practical implementation and customization. Internship helps me to develop my innovative ideas, can easily to explore the ideas through CRM implementation. It is the best opportunity to develop my career in software

development sector. That is why in Metamorphosis Company I choose to work on CRM and took challenge to learn CRM implementation and application. For customization of the CRM application python coding language and PostgreSQL database skills was learned.

1.4 Introduction to the Company:

Metamorphosis Ltd. team is here to help driving digital transformation of business in Bangladesh offering end to end solution with Software, Mobile Applications, Hardware, IOT and Business Intelligence. We are a dynamic team having right skill, knowledge, and attitude with a goal to transform businesses in a professional manner. Metamorphosis consists of:

1.5 Business Background:

The word Metamorphosis implies evolving from an immature form to a matured form. While choosing our company name, Metamorphosis have selected this name particularly and wanted to be a part of the digital transformation of Business and Industries, especially in Bangladesh Metamorphosis are a dynamic team having right skill, knowledge, and attitude with a goal to transform businesses in a professional manner. Metamorphosis, team is here to help driving digital transformation of business in Bangladesh offering end to end solution with Software, Mobile Applications, Hardware, IOT and Business Intelligence. -

1.6 Mission and Vision:

Mission:

- 1.To familiarize new service platforms.
- 2.To smooth digital customer involvement and
- 3.Optimization of Business progress.

Vision:

- Help to drive the business revolution according to digital road map.
- To achieve functioning and pecuniary competence

1.7 Report Layout:

The student has an opportunity to demonstrate development as a technical creator through providing, studying, and evaluating his or her very own work on the process. I have defined objective of internship, motivation of internship and practical learning from whole internship period. I have described the learning sector of my internship.

The student who does an internship gets credit from the college; graded credit score decided by way of the technical writing faculty, there wishes to be documentation further to the website supervisor's assessment as a basis for that graded cred.

CHAPTER 2

ORGANIZATION

2.1 Introduction:

Metamorphosis Ltd. is a software company. Metamorphosis team is here to help driving digital transformation of business in Bangladesh offering end to end solution with Software, Mobile Applications, Hardware, IOT and Business Intelligence. Metamorphosis is the first odoo country partner in Bangladesh. Metamorphosis provides different kinds of business solution. They provide ecommerce ecosystem, Document management, Sales lead management, Fixed asset management, end to end odoo solutions. Metamorphosis is a dynamic team having right skill, knowledge, and attitude with a goal to transform businesses in a professional manner. Metamorphosis consists:

- Brainstorm business challenges for optimum solution
- Analysis for transforming existing business model to a digital one
- Provide Software and Mobile applications solution with end-to-end support for their customer [1].

2.2 Product and Services:

Products:

Odoo:

Metamorphosis is the first Country Partner in Bangladesh for Odoo, the best open source ERP in the world. Under the partnership, Metamorphosis is the authorized Reseller and Implementation Service Provider of Odoo Enterprise Solutions. Metamorphosis also provides Customization, Operations, and Maintenance support to the Odoo Enterprise Clients.

Payroll and Payroll Tax Management:

Built on Odoo, Payroll and Payroll Tax Solution provides seamless platform for producing monthly pay slips and all reports along with automated tax calculation according to Bangladesh Income Tax Rules. Ecommerce Ecosystem:

Using Odoo as back end and web, we have developed Android and iOS mobile app for customers and integrated payment gateways, SMS Gateway, and Delivery Service providers. Hence, you can have a complete ecommerce ecosystem ready for you in a month

Point of Sale:

A POS solution to cover Sales, Inventory and Payment function of SMEs. Our PoS solution covers all the features any business may need including barcode scanner support, various report generation, inventory control etc.

Development Services:

Metamorphosis offers different kinds of Development services. Like: Business Requirement Analysis, Odoo Implementation, Odoo Customization and Development, Mobile Application Development, Custom Web Development.

Mobile Application Development:

Metamorphosis offers different kinds of Development services. Mobile Application is one of them. Basically they provide native mobile app development for their client. They work with: Android, IOS, UI and UX [2].

Web Application Development:

- PHP, net & Python language; SQL, PostgreSQL & Couchbase Database
- WordPress and Joomla Extension Development
- CMS Customization such as ASP.NET, Magento, OpenCart or Drupal.
- Framework: Symfony, CodeIgniter, Laravel, django, node.js [3].

Business Platforms:

Metamorphosis provide one-stop solutions for diverse needs and customers of different scale. We plan, design and develop e-commerce and service platforms for both national and international clients. We are expert in integrating various global payment gateways for any web and mobile platforms.

Digital Marketing:

- Metamorphosis do Search Engine Marketing and build strategy for their clients.
- They experience in setting up Google AdWords campaign and precision targeted successful Facebook Advertising campaigns for their happy customers.
- They produce audio visual content for everything to meet digital marketing needs for their target clients.

Integration Services:

- Payment Gateway Integration i.e. Paypall, SSL Commerz, LebuPay
- Masking and Non-Masking SMS Gateway Integration i.e. Elitbuzz, Infobip
- Web and Mobile API Integration - Google Map API Integration - Hardware Integration, IoT

2.3 Target Group:

- Target groups are the group of customers to whom a company desires to sell its goods and facilities. A company at first identify or select its target customers when it starts its journey in the market or launce any new product in market. They always work for these target customer group. Company provides extra service or benefits to these kinds of customers to gripe them for long term in future. We can do target fill-up support and manipulate employee effectively to attain sustainable results in our client.

- As developer company, Metamorphosis has many target customers as it's provides different software to different organization. They provide service as their customers' demands.
- Metamorphosis completed 25+ projects covering Retail, eCommerce, Manufacturing and Service industry in both national and international market. Apart from Odoo, they also provide Web and App development services towards their valued customers. They are: Cross-world Limited, Skydragos, Hasan Rubber Industries, BYSL Industries, Baatighar, GreenTiger, Top Spinning, ATM Dyeing, ACE Advisory, Rajkumar Textiles, Daffodil Computers, Bangladesh Armed Services Board, RKE, Islampur Market (Fatullah Group), OEM Bikes, Tex Zipper, Honda Bangladesh, SmartClub, HappyDeal, Pathaksambesh.

2.4 Analysis of SWOT:

Fig: 2.1 Analysis of SWOT

Strengths:

The strength of a business is a service, business model or product that differentiates it from peers, this difference should also be visible through balance sheets so that the analyst know it's not a biased opinion of the business owner or someone who work there. Business

should focus more on this strength and extend the services in that domain with their web application development. During last 4 years plus journey Metamorphosis completed 25+ projects covering Retail, eCommerce, Manufacturing and Service industry in both national and international market. Apart from Odoo, it also provides Web and App development services towards our valued customers.

Weaknesses:

A weakness is what's causing problem for a business even incurring losses on balance sheet. So business owners beware about weakness is an opportunity for their competitor, they need to check is it worthy to fix that weakness. If yes, then how to turn their weakness in to strength. If it is a service that is incurring losses for their business, then they can include service in their business's web application and go for digital marketing as well as SEO (search engine optimization) to record profits. If it is a problem inferring their business process, then they can develop a cloud-based web app for business process management to overseer the whole process and eliminate the problems effectively.

Opportunities:

Opportunities indicates the advantageous outside factors that carry out a competitive advantage for an organization. By taking the opportunity a company is able to get superfluous advantage in market.

Threats:

Threats indicate to exterior factors that may obstacles from achieving its objectives and goals. Though the factors always out of control for any company but if any company unable to sort out the threats for them or ignored these threat, business can't be progress. Entrants of new software company, unfavorable government regulations, sudden change of customers' needs and demand, competitors imitating our ideas, fraudulent activities etc. are the general threats of any software company.

CHAPTER 3

Tasks, Projects and Activities

3.1 Daily Task and Activities:

Metamorphosis Ltd. company's office work hours is 10.00 am to 6.00 pm. My daily task and activities under the internship program are the following:

- Explore and learn the features of Odoo CRM.
- Collect leads and enter them in CRM.
- Follow up leads in CRM.
- Gather new requirements for CRM.
- Developing custom module for CRM as per requirements.
- Report to management about progress.

3.2: Events and Activities

Internship provides there has provide many activities and event. It arrange internship student in a placement. The placement process and work with a coordinator. Coordinator the assist and if he wants to resume it. The scheduling process organized large network and event companies. Event planning internship offers an experience and many responsibilities. The responsibilities are parties, ceremonies, competition big and small. If I got the experience is good for me.

3.3: Internship Task and Activities:

I often visit to the organization in internship period to know about the existing system and analyze the new requirement. Meetings were conducted time to time with the authorize officials and staff members. After collecting all the relevant information, we start

generating overall idea about the system, and prepare software as per the organizations requirement. The activities we have to perform are as follow:

I often assigned the task by the project manager. The project manager assign task to team leader and based on the task team leader reassign the task to us. The task contains the problem that need to be solved or list of activities that need to be done along with the design of it. We start generating overall idea as per the assigned task, and start to code it as per the task requirement.

Working Profile:

Implementation and Customization of Customer Relationship Management (CRM) of Odoo ERP

Requirements:

➢ Hardware: PC.

➢ Software: Python, JavaScript, XML, PostgreSQL

First of all, I need to install Python, JavaScript, XML, PostgreSQL, for developing

odoo. Then I have to install Odoo in my local environment.

After the process of installation, we see the log in page.

Login page:

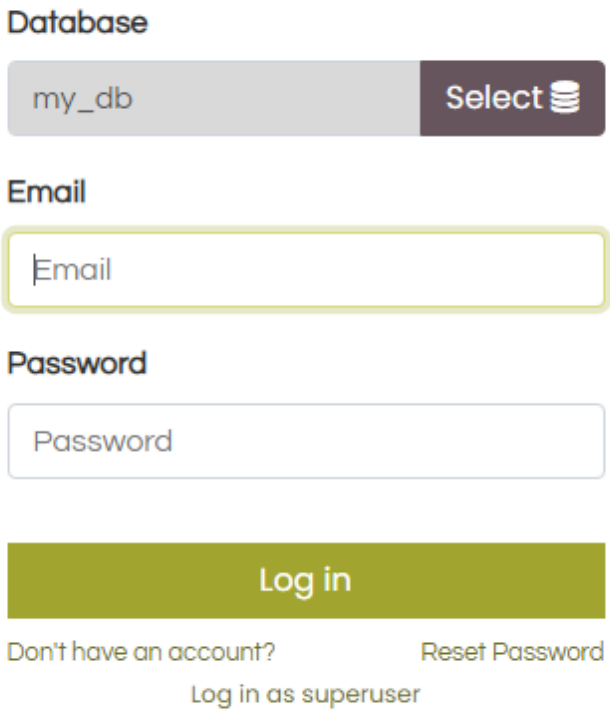

Fig:3.1 login page

This is the login page. I have to login my dashboard. I already create a database named my_db. I can also create a new database when I work with a new software.

Odoo Dashboard:

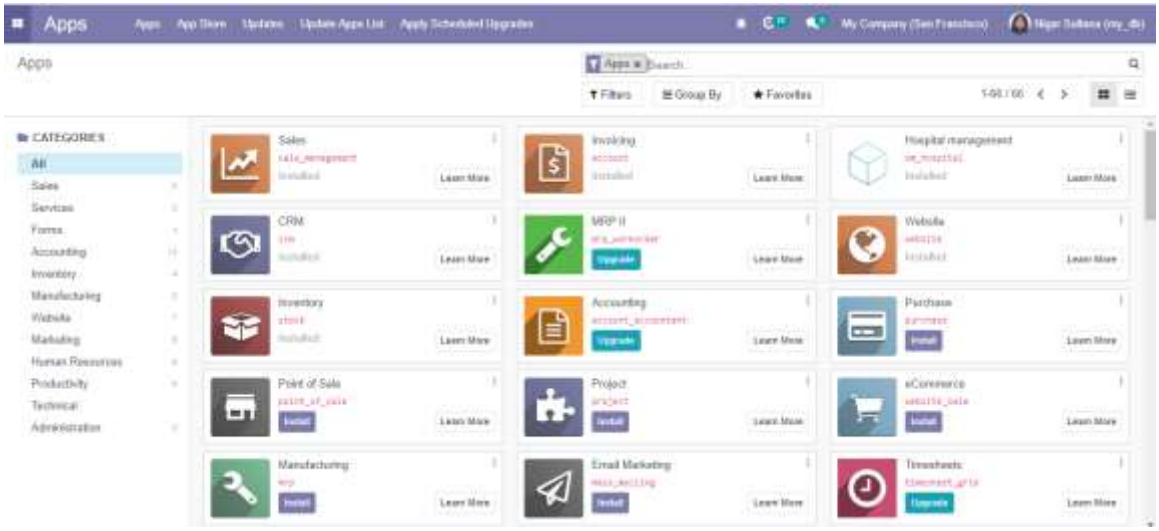

Fig: 3.2 Odoo dashboard

Here is the Odoo dashboard. In this Odoo Dashboard we see a lot of module present here. We can easily install any module what we want to work. I install CRM module from there. We can easily add more apps what we want.

Odoo Customer Relationship Management (CRM) Software:

I have to install the CRM module from odoo Dashboard.

Overview of CRM Dashboard:

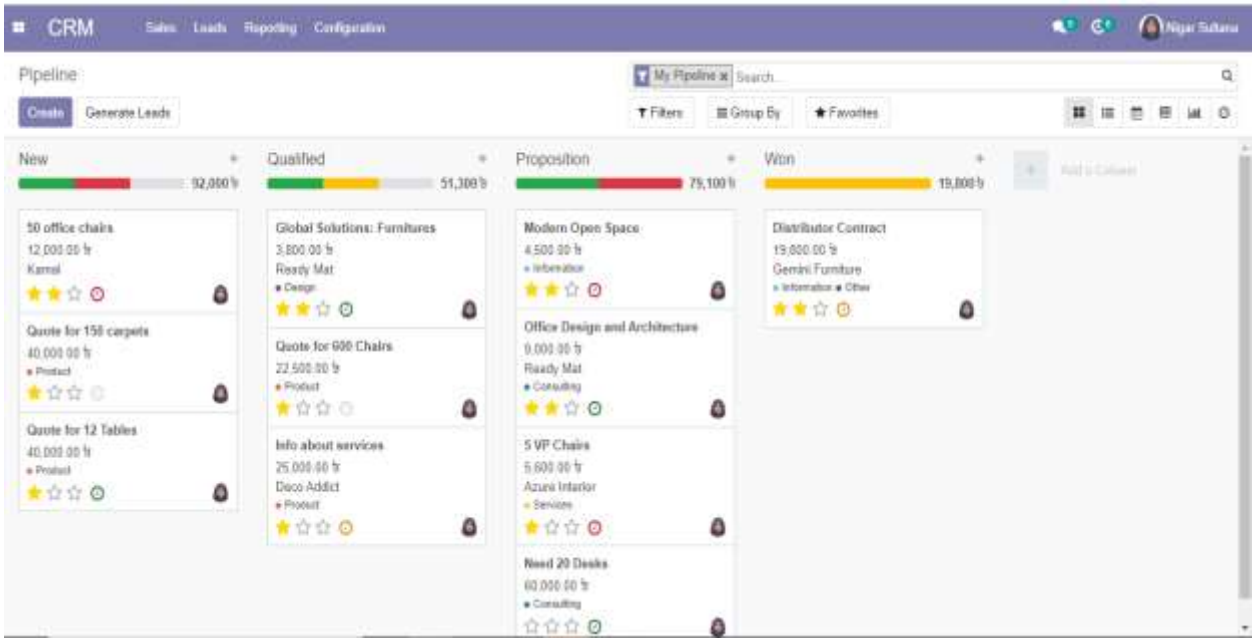

Fig: 3.3 CRM Dashboard

When we install it from odoo we see a CRM dashboard like this. In this Dashboard we see different kinds of pipelines which is New, Qualified, Proposition, Won. We can easily change the position of this pipelines by using drag and drop.

Activate Developer mode:

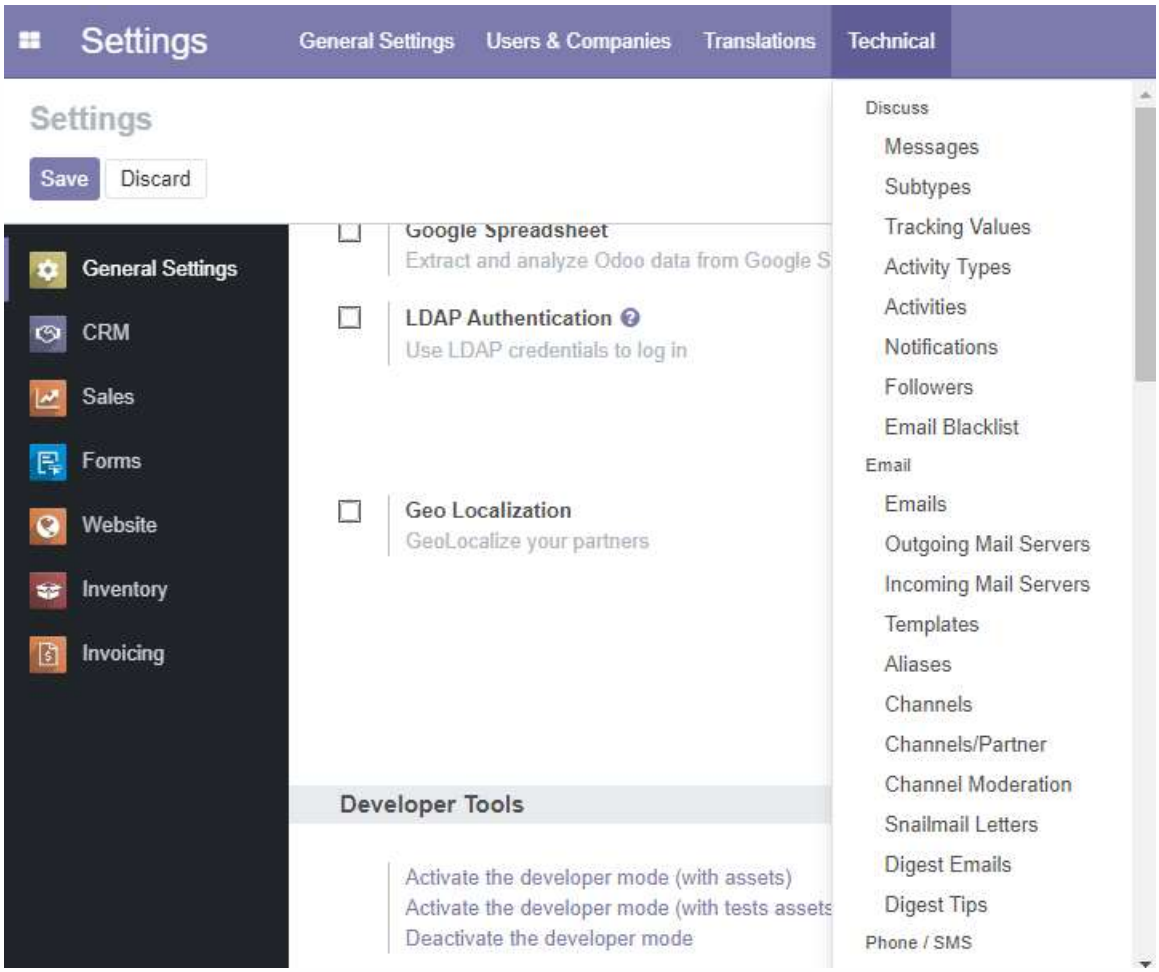

Fig:3.4 Developer mode activate

Advantages of Odoo CRM:

- CRM is a great tool for to organize sales activities, automated task, and empower task with customer daily.
- Easy to Drag and drop**.**
- Easy to schedule meetings, calls or task.
- Easy to see an overview of today's meeting or and next activities.

- Easy to call the prospects directly by using the app.
- In CRM emails are automatically integrated.
- VOIP integration allows us to make calls easily.
- In CRM schedule is synchronized with Odoo calendar.
- Odoo CRM also can be used in smartphone or tablets along with other Odoo apps.
- Easy to see individual or team performance by using Odoo's reporting function.
- Easy to drill down any data point for comparison.
- Easy to create pivot tables to better analyze the pipeline.
- The Odoo CRM is fully integrated with other business applications like ecommerce, Marketing, Sales, e Signature, Emailing.
- It's quite easy to design professional quotes.
- Easy to create visually engaging email campaigns.
- Easily can sign a contract with Odoo e Signature.

Overview of Real-time:

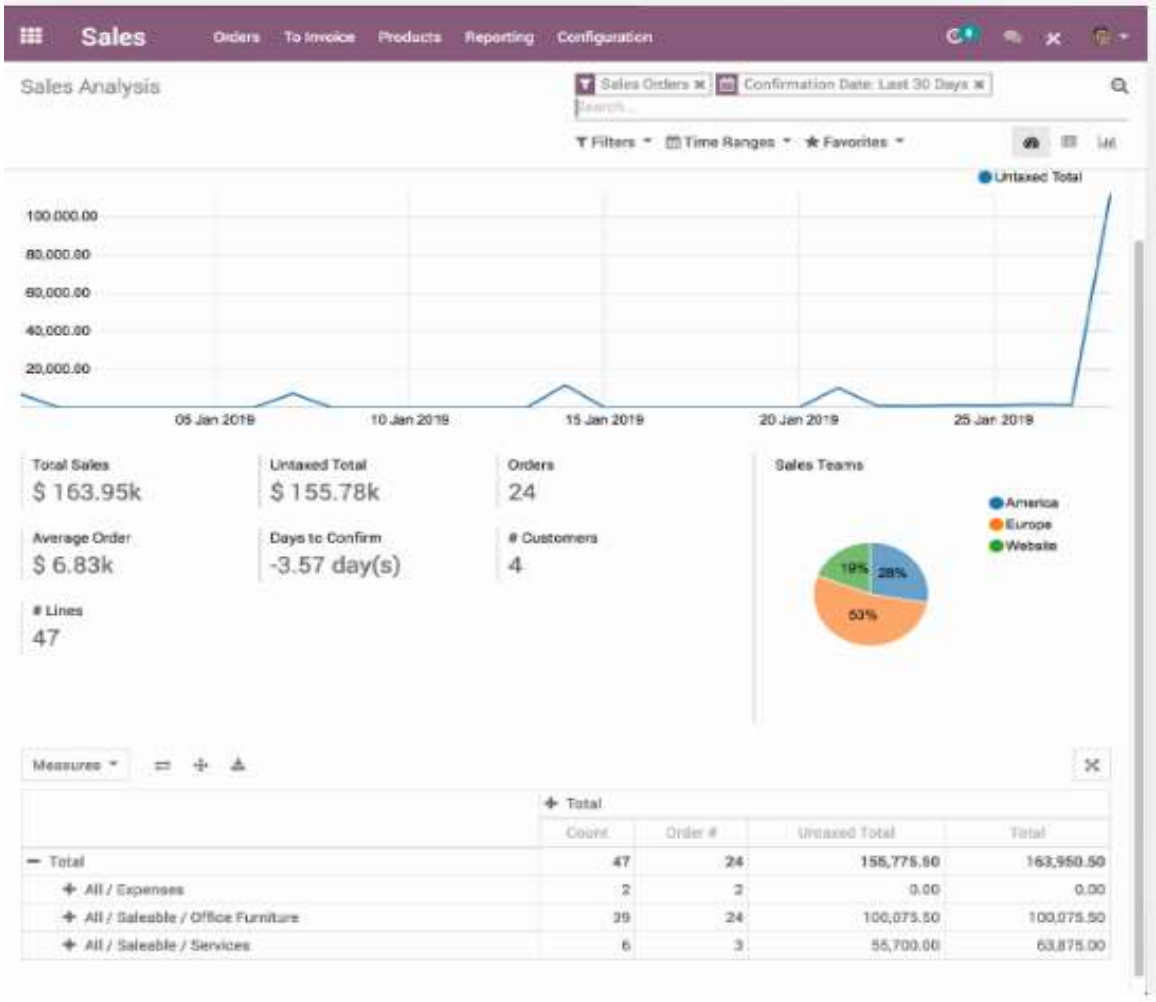

Fig: 3.5 Real-time Overview

Add a new column:

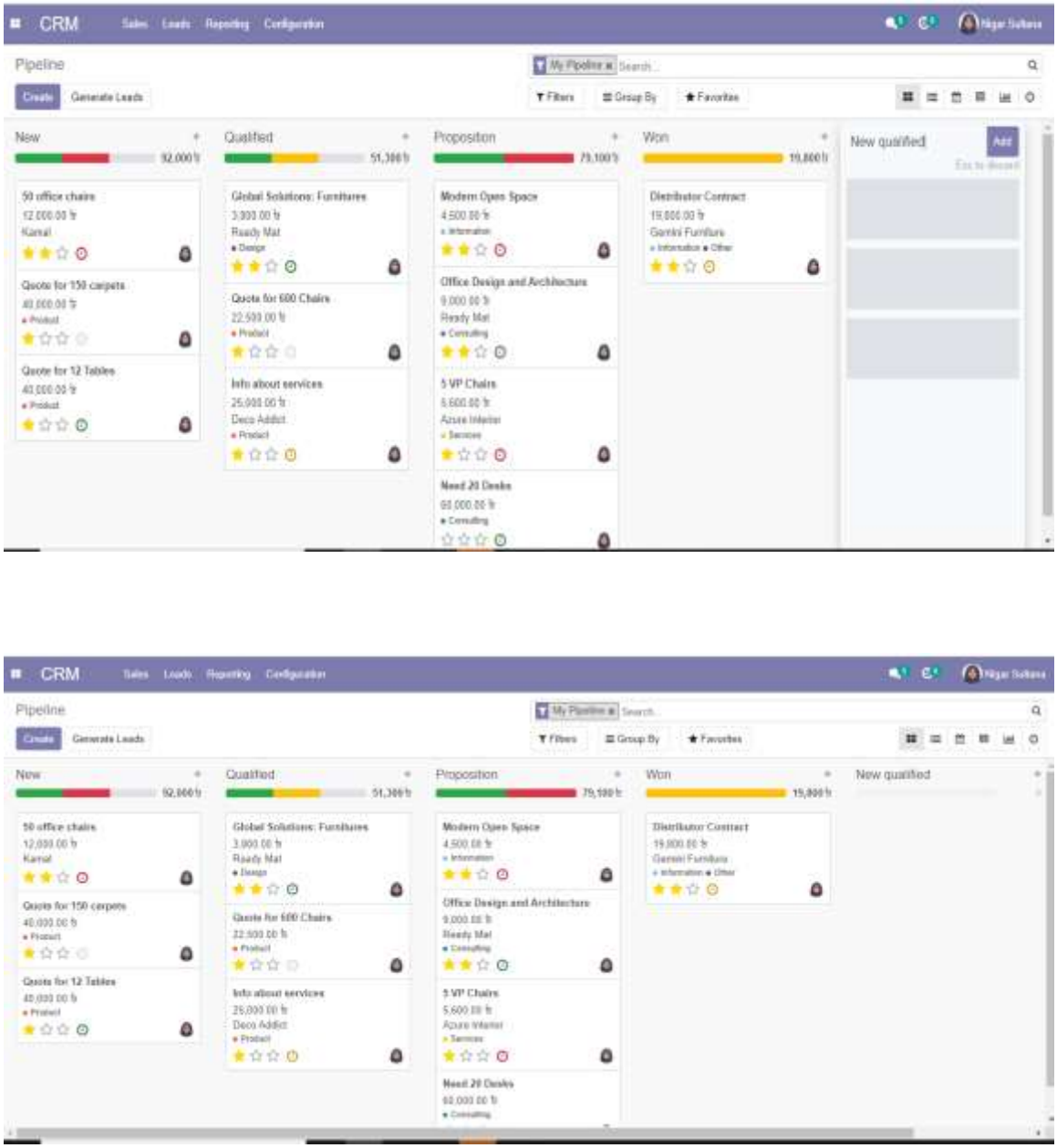

Fig: 3.6 new column add into pipelines

We can easily add a new column in our pipelines. In CRM dashboard already some column is existing which is New, Qualified, Proposition, Won. I added a new column called New Qualified in this pipelines. I can easily move this column by using drag and drop.

Create a lead:

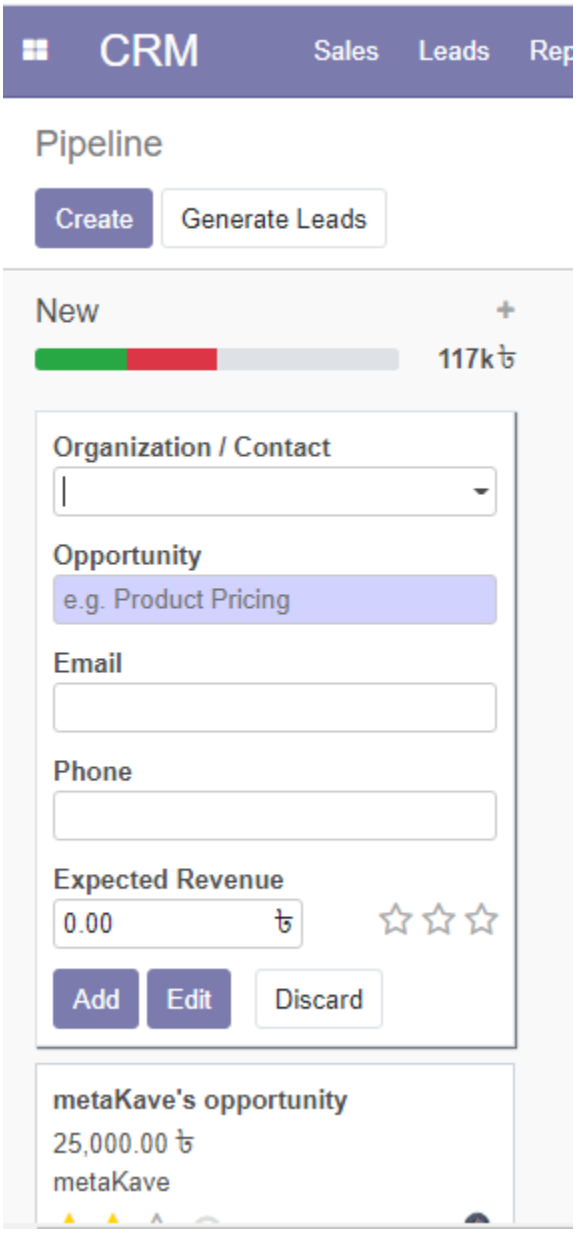

Fig: 3.7 creating a lead

We can create a lead manually by clicking the create button.

Schedule Activity:

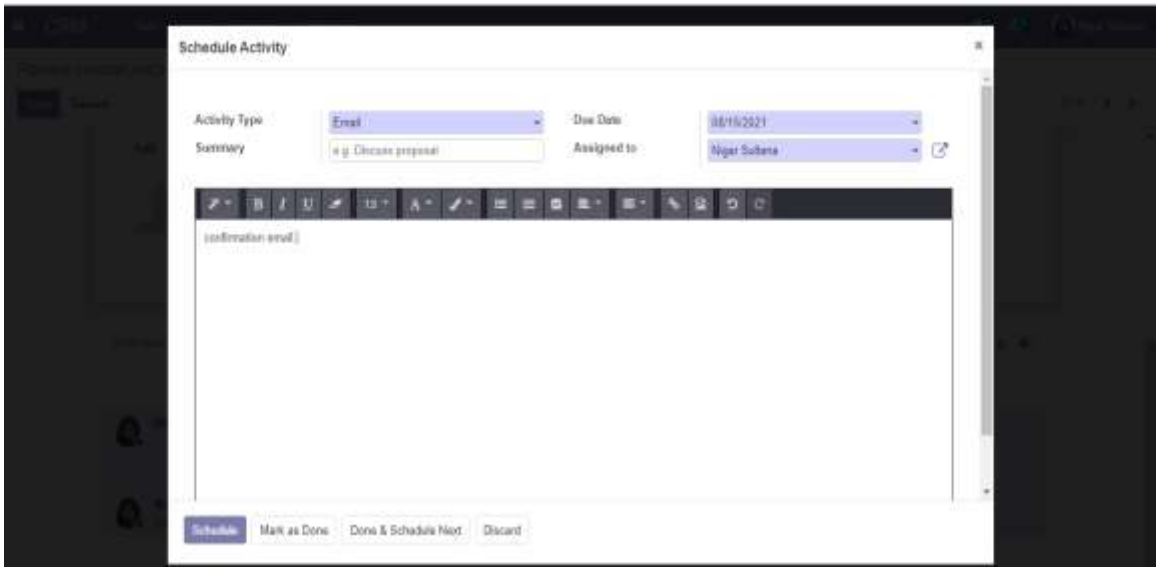

Fig: 3.8 Schedule Activity

By using Odoo CRM it's too easy to schedule meetings, calls or task. We can easily make a schedule by using Email or else procedure. Its helps us to alert our next follow up with our valuable client or customer or a company which is very important.

View list of leads:

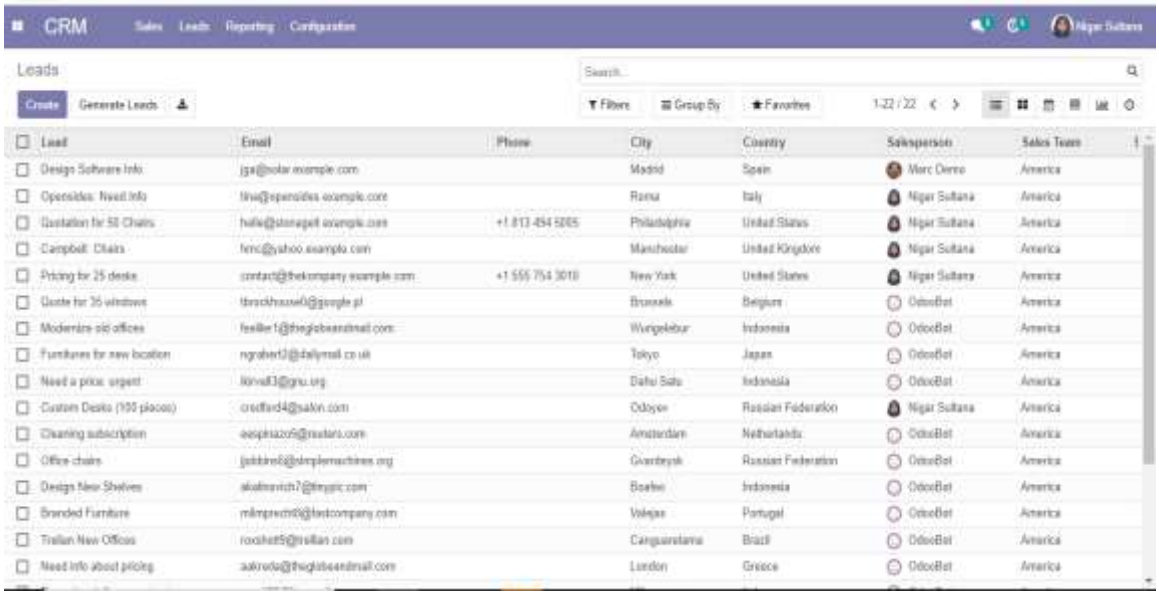

Fig: 3.9 View Leads list

Here are the leads of list that we created in CRM.

Convert to opportunity:

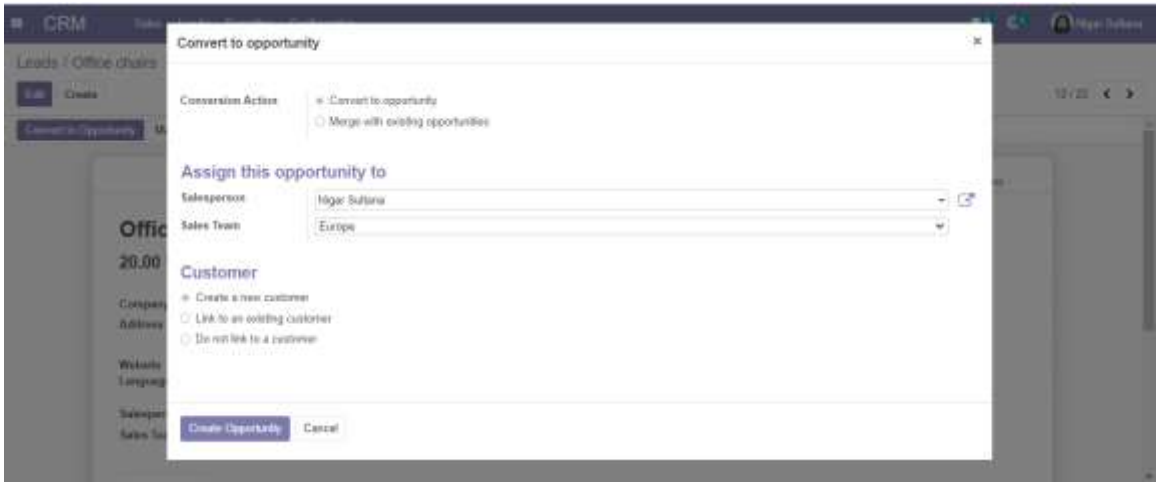

Fig: 3.10 Convert leads to opportunity

Analysis of pipeline:

We can easily manage the pipeline analysis in two ways:

1. Graphical Type
2. Pivot Type

In Graphical Type, we see three different views and they are:

- Bar Graph
- Line Graph
- Pie Graph

Graphical Interface of Pipelines:

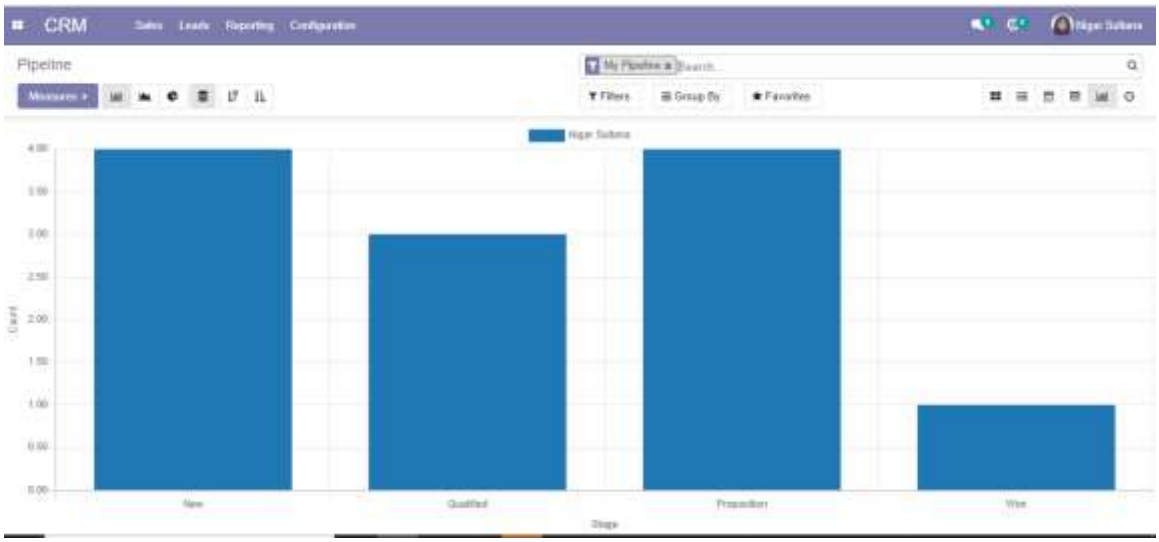

Fig: 3.11 Line graph of pipeline

This is the graphical view of line graph for our pipelines.

Bar Chart:

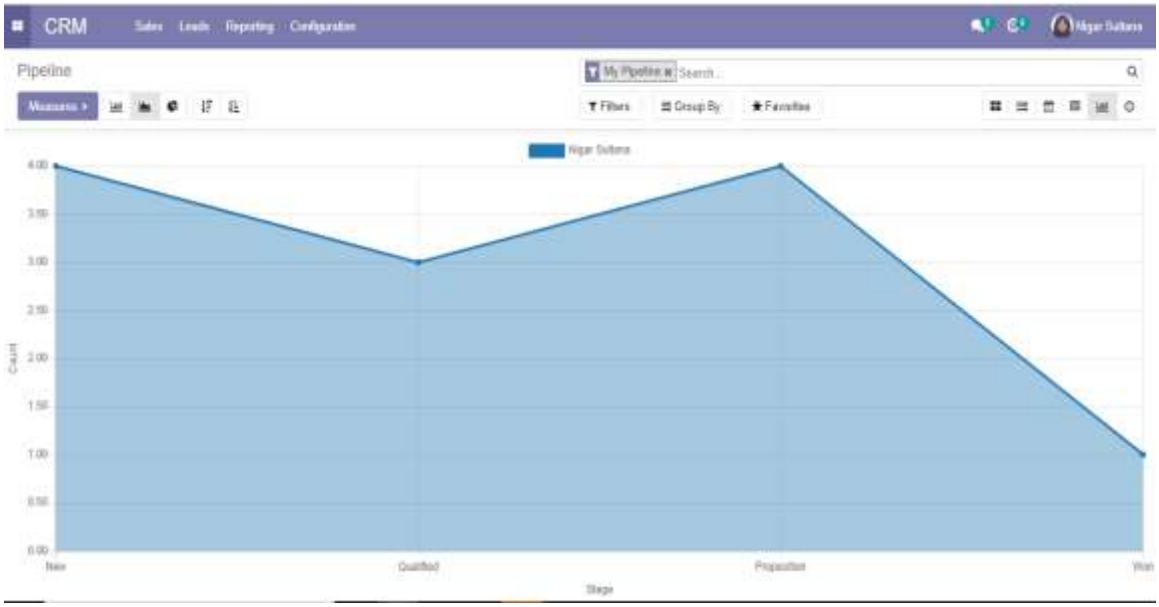

Fig: 3.12 bar Chart

Pie Chart:

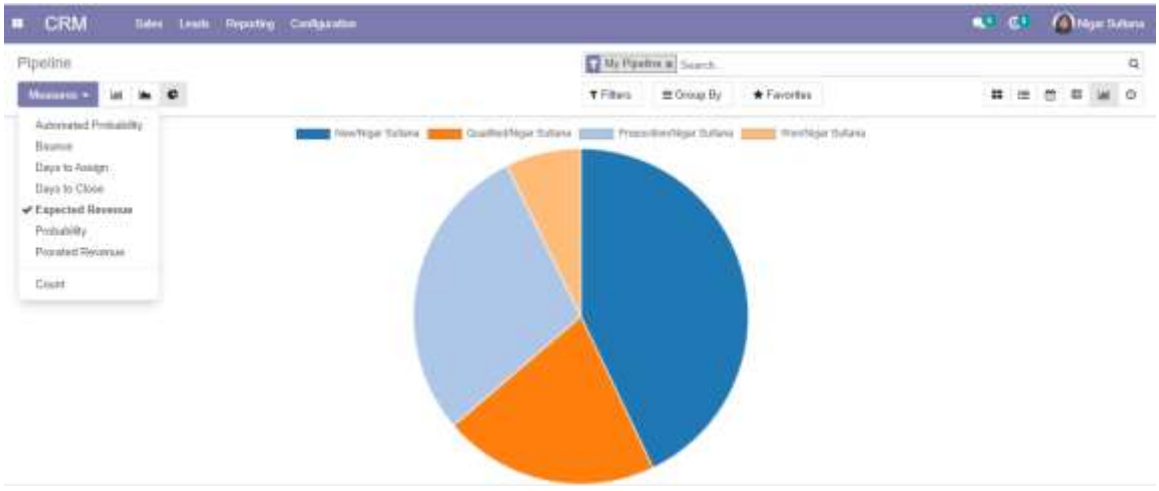

Fig: 3.13 Pie Chart

This is the bar chart and pie chart for measures the pipelines.

Activities in CRM:

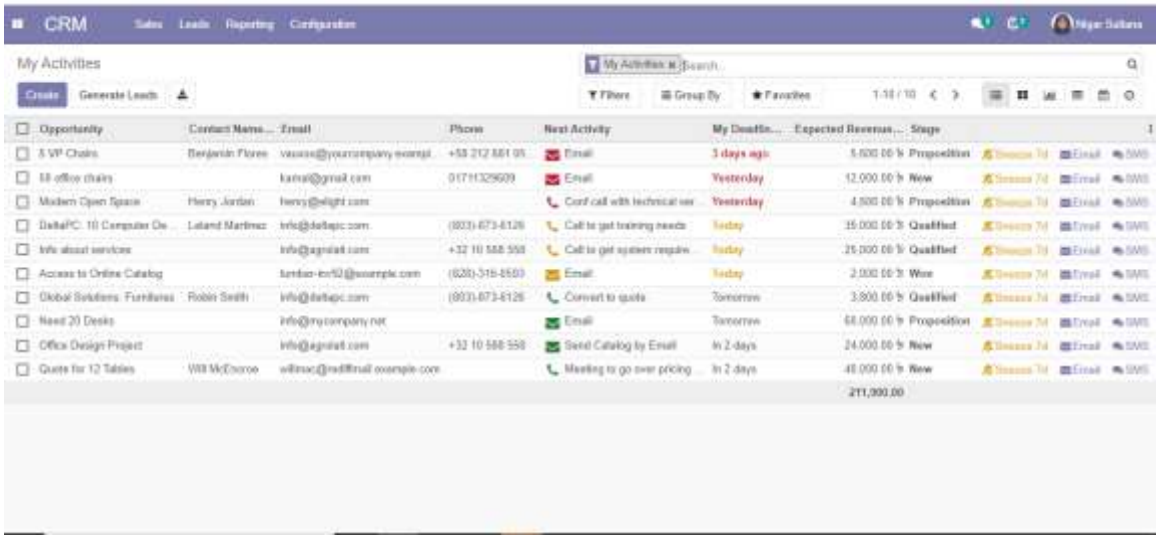

Fig: 3.14 Activities page

This is our activity page. Here we see our all of activity for a company.

Leads Analysis:

Fig: 3.15 Leads Analysis

From this section we can see our leads of different months for our company.

Configuration:

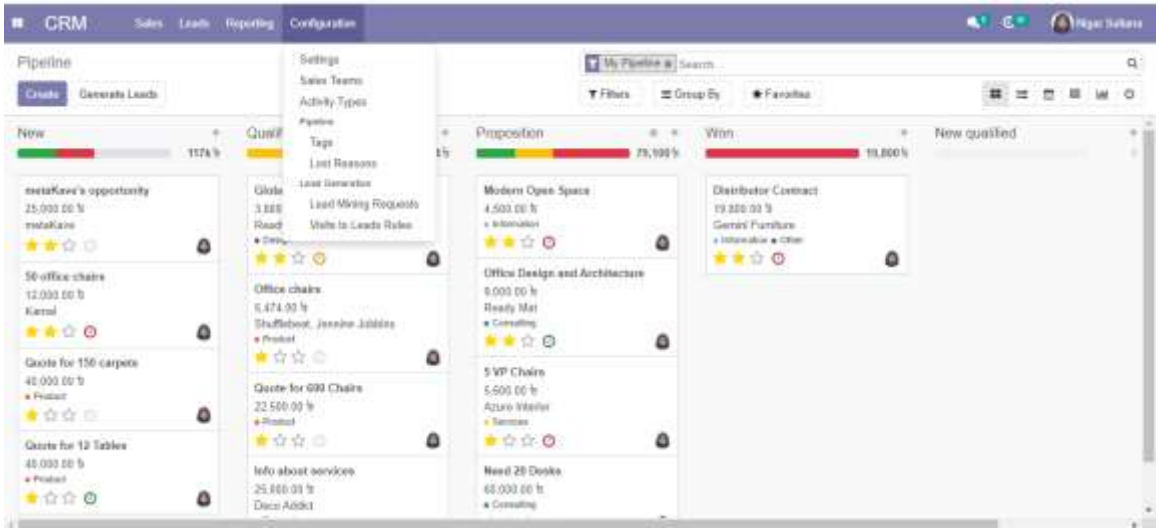

Fig: 3.16 Change configuration setting

We can easily change the configuration of CRM by using configuration option. Here we can see many options are there.

Add a new Customer:

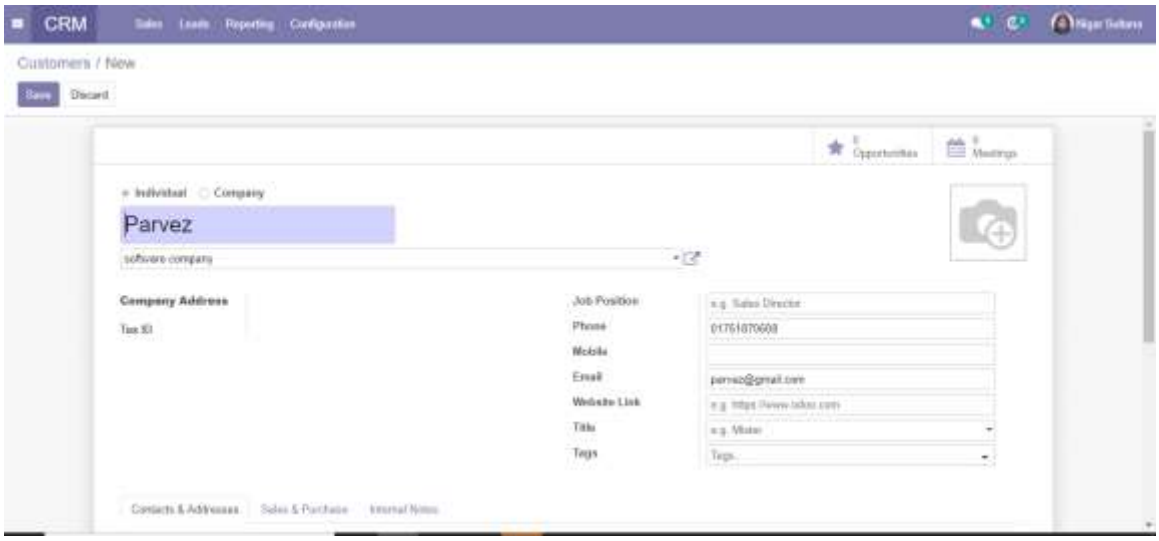

Fig: 3.17 adding a new customer

It’s very easy to add a new customer in our pipeline.

View pivot and Calendar View:

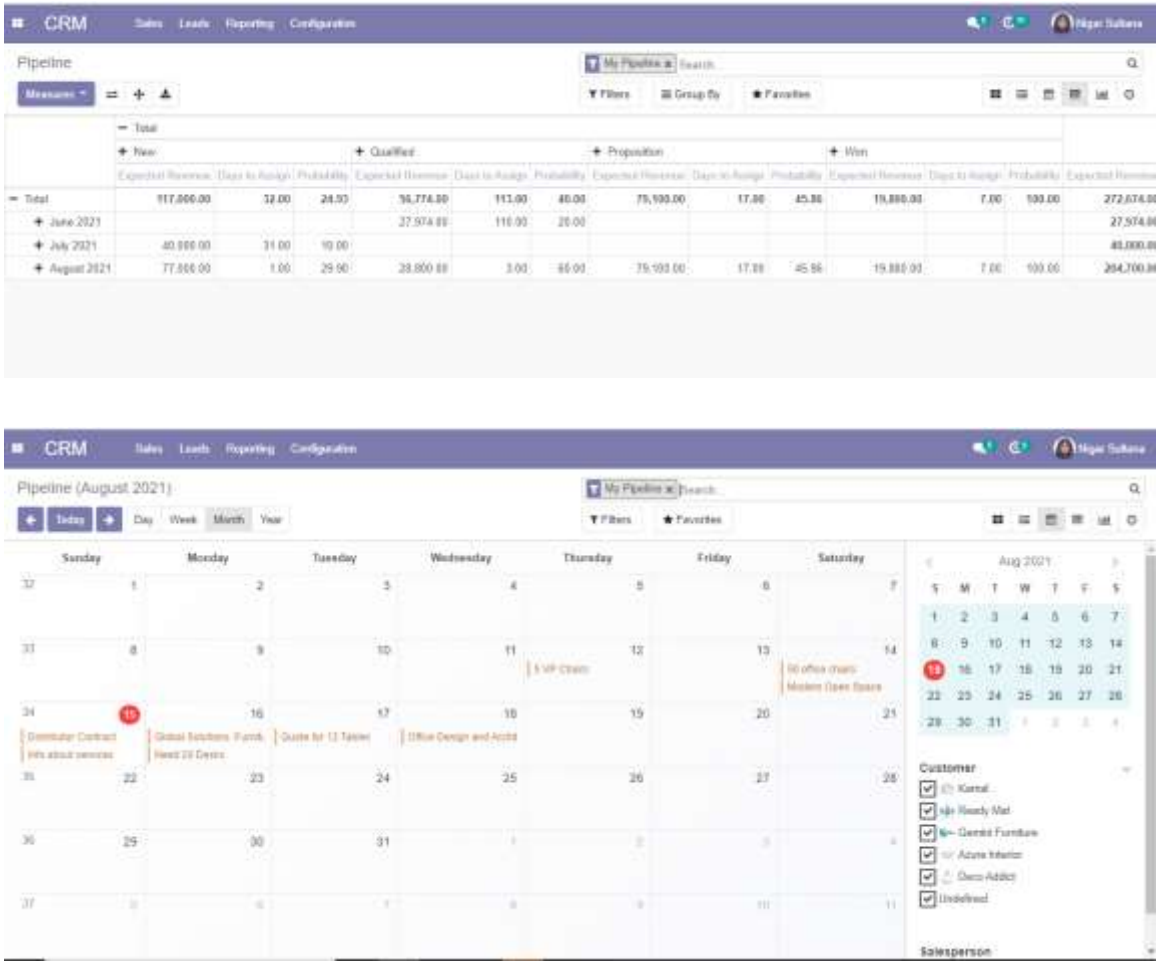

Fig: 3.18 Pivot view and View calendar

Odoo configure with pycharm:

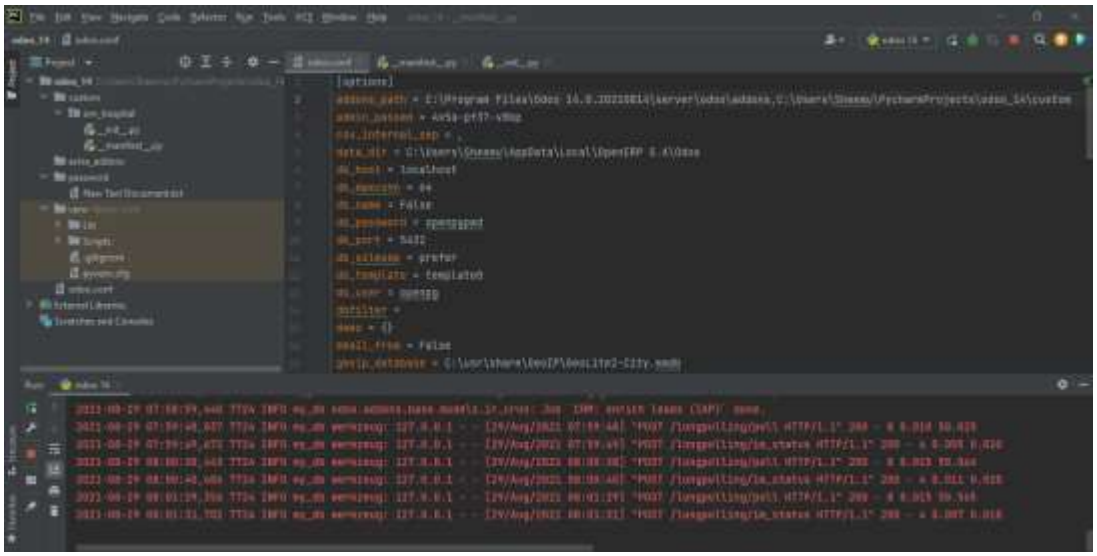

Fig: 3.19 Odoo configuration with pycharm

How to create a module in odoo:

I create a module called hospital management in odoo which is shown in this figure. Running I work on this hospital management software.

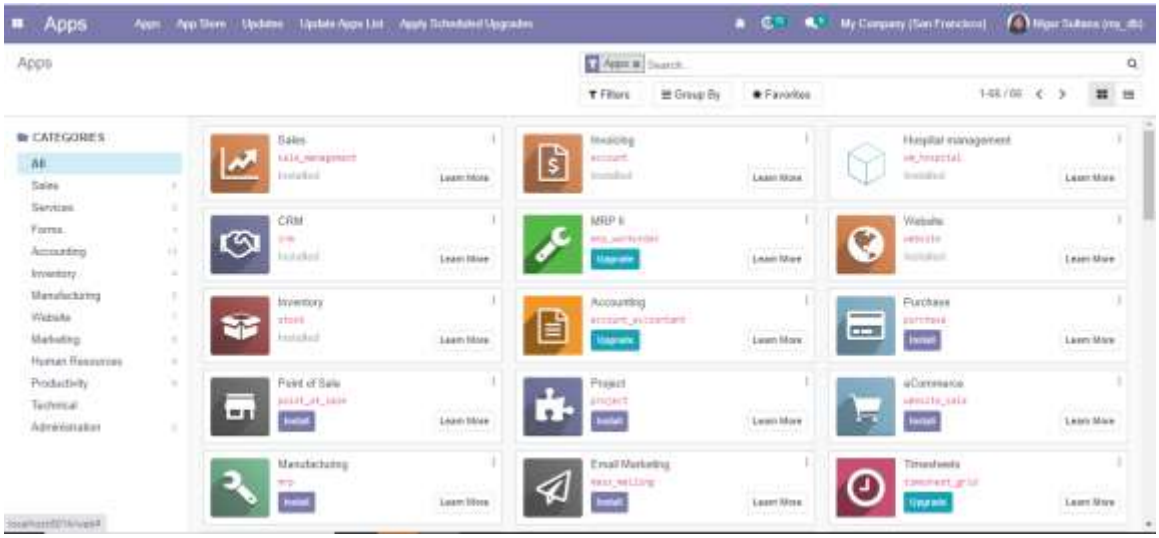

Fig: 3.20 create a module named hospital management

3.4 Challenges:

Many other challenges this work of developed a software in odoo. I have zero knowledge about Software development. Then I gather knowledge day by day about Software Development. Then first two months I just learn basic of odoo development. In this learning time I face different of problem, and error. Then day by I learn how to solve error. Then last two months I work on this CRM application. When I start to implement and customize the CRM apps I also face many other problems. Then senior odoo developer of our company was help me for solving that problem and errors. We need to accept the challenge for our successful implementation. We have to face it. These are the challenging part of my internship period.

CHAPTER 4

COMPETENCIES AND SMART PLAN

4.1 Competencies Earned:

To assist internship in the development of competence in a range of activities in the practice Software Development in order to be competent entry-level professionals at the conclusion of Internship. I gather the knowledge about ERP software. For being implementing and customizing the CRM app. I gather a lot of practical skill on odoo CRM in my internship period. In this internship period I also work with python and Django framework for the implementation of CRM. This coding Knowledge helps me in future to develop may career. Technical knowledge and abilities, performance, and personal conduct and attitudes. The internship supervisor Competency development also consists of records for developing a company competency development technique that employers can use for the non-stop evaluation and improvement of employer practitioners.

4.2 Smart Plan:

For future success every business need to set up its mission and vision. Along with these, business also fixed their smart plan so that they can easily achieve their target goal. In business, smart plan work as direction for setting business plan. Metamorphosis has its own smart plan for its business to achieve the goal. Without proper planning it's quite impossible to achieve the target goal. The company has clear mission and vision as well as sets the companies smart plan. Metamorphosis sets their smart plan in such a way that it is achievable within their target period and obviously the plan is relevant with their performed task.

- Specific – Objective should be clear so that it can easily understand by others who will do it.
- Measurable – That is measuring the objectives that helps the organization to determine the progresses.

- Achievable – If the objective is realistic given the realities objectives helps set the project up for success of a company.
- Relevant – A relevant objective makes sense for a company, it fits the purpose of the grant, and it addresses the vision of the project.
- Time-bound – Every organization have a specific timeline for the completion of objective.

4.3 Reflections:

After completing the internship now I am capable of coding smoothly. Though I work as a Software developer and coding with python now it's being easier to me. My coding skill is improved more from the beginning. Now I am confident with myself and believe that I am capable of working at any company as a Software engineer.

CHAPTER 5

CONCLUSION AND FUTURE CAREER

5.1 Discussion and Conclusion

My internship program was going on 4 months. Now I am working with the CRM application and the goal is to make such an internship by which the customer management experience can be automated and very task of the reporting information comes easier to the different kinds of department and management.

Software Development for whole Bangladesh is a large of the IT/Software sector. It requires lots of opportunity, if this CRM can be implemented properly and completely, it has a very bright future in Bangladesh in near future.

5.2 Scope for Further Career:

Now a days ERP Software is becoming more popular. In this pandemic situations of Covid19 demand of ERP software is being increasing. So that in Bangladesh many companies are interested to implement ERP Software. That’s why ERP and CRM has a good future prospects for career.

Appendix A: Internship Reflection

I'm smooth to signify an internship as a studying experience or the other, however it takes a bit more paintings to discern out what had been the fine and terrible elements of the enjoy. Ensure I write to want approximately all of the level in my record. After completing the Internship, I am confident with myself and believe that I am capable of working at any company as a Software engineer. One manner to evaluate an internship is first to break it down into its key additives. Subsequent, consider the fee to me (terrible and nice) of every issue**.**

Appendix B: Company Details:

It is my company logo. My internship company name is Metamorphosis Ltd. Metamorphosis Limited was established in 2016 as a limited company. Now, Metamorphosis Ltd mainly offer offerings for growing business software, Web database control, e-Commerce Ecosystem, Mobile Application, Web Application, Integration Services etc.

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References:

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