



Daffodil
International
University

**An Analysis of Marketing Activities of Dolphin Computer
Limited**

Submitted To

Mr. Mohammad Shibli Shahriar

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

Submitted By

Md. SK. Asif Imtiyaz

ID: 072-11-2058

BBA Program, 17th batch

Major: Marketing

Faculty of Business and Economics

Daffodil International University

DATE OF SUBMISSION: 05-11-2014

LETTER OF TRANSMITTA

Date:05-11-2014

To

Mr.Mohammad ShibliShahriar

Assistant Professor

Department of Business Administration

Daffodil International University

Subject: Submission of the Internship Report on An Analysis of Marketing Activities of Dolphin Computer Limited.

Dear Sir,

It is my pleasure to submit the report on "**An Analysis of Marketing Activities of Dolphin Computer Limited**". I tried my best to complete this report properly for your kind consideration. I have enjoyed preparing this report which enriched my practical knowledge of the theatrical concept. I have completed my internship program within the time duration from 21 July 2014 to 21 October 2014 in Dolphin Computer Limited.

I would like to adept my report and oblige thereby.

Sincerely Yours,

Md. SK. AsifImtiyaz

ID: 072-11-2058

Major in Marketing

BBA Program

Daffodil International University

STUDENT DECLARATION

I hereby declare that, this project has been Prepared by me under the supervision of Mr. Mohammad Shibli Shahriar, assistant professor, Department of Business Administration, Daffodil International University.

Submitted by:

Md. SK. Asifmtiyaz

ID: 072-11-2058

Major in Marketing

Program BBA, 17th batch

Faculty of Business and Economics

Daffodil International University

LETTER OF ACCEPTANCE

This is to certify that **Md. SK. AsifImtiyaz**, ID # 072-11-2058; Program: BBA, Major in Marketing, is a regular student of Department of Business Administration, Daffodil International University. He has successfully completed his internship program in Dolphin Computer Ltd. It is IT Product Company: 24-27, BCS Computer City (Ground Floor), IDB Bhabon, Sher-e-Bangla Nagar, Agargaon, Dhaka-1207 and has prepared his internship report under my direct supervision. His internship topic is "An Analysis of Marketing Activities of Dolphin Computer Limited.

I think that the report is a worthy of fulfilling the partial requirement of BBA Program.

I wish his every success in life.

.....

Md. Shibli Shahariar

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

ACKNOWLEDGEMENTS

I would like to thank almighty Allah for giving me the patience and the ability to work hard. First, The thanks goes to my Supervisor, Mr.Mohammad Shibli Shahriar for his invaluable guidance, encouragement and suggestion throughout period of my project work without which it could be impossible to complete and submit this report on time. We would also like to thank the following organizations for their unconditional support.

I would also like to thank all the faculty members of Business Administration Department, employees of computer lab of Daffodil International University who unconditionally helped me and supported me while the report was been prepared.

I would like to thank Mr. Md. Nur-A-Iqbal Khan (Liton) (Office-in-Charge) the employees with whom I worked as a co-worker and all other employees of Dolphin Computer Ltd. who helped me a lot to collect information for preparing my report.

Lastly, I would like to thank to my entire family, their extreme care, support and cooperation during the last three months of my project report.

EXECUTIVE SUMMARY

This report has been prepared on the basis of experience gathered during the period of internship. For preparing this report, I also got information from monthly report of Dolphin Computer Ltd. and website of Dolphin Computer Ltd. I have presented my experience and finding by using different charts and tables, which are presented in the analysis and findings part. Dolphin Computer Ltd. is a IT Product Company and it is a IT Product Purchase and Sales based company. The entire IT Product Company from local People. Dolphin Computer Ltd is committed to mitigate IT Product crisis and to help consumer dreams come true protecting consumers interests keeping our business as its logical sequence. Relevant data for this report has been collected primarily by direct investigation of different records, papers, documents, operational process and different personnel. No structured questionnaire has been used. Information regarding office activities of Dolphin Computer Ltd. has been collected through consulting and discussion with company personnel or employee.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction:

In the year 2008 the Company has merged with daffodil computers Ltd. Dolphin is now one of the largest IT Product Company of the country. Dolphin Computer's Ltd. Believes in innovation and therefore started the first digital IT hardware online shopping site www.dolphin.com.bd in Bangladesh

1.1 Background of the study:

In the last four years BBA classes, we studied our courses on business studies from theoretical aspects. There was no scope to earn practical knowledge about business and its environment, theory and practice are inter-related and are equally important. Knowledge is not fruitful one unless it is a combination of both theory and practical. Under the department of Business Administration, BBA Program allows its student to study and analysis a selected organization in order to get a practical knowledge which also facilitates use of theoretical knowledge, students have already gathered. As a part of requirement of BBA Program, I was also assigned to prepare

Report titled on "Financial Performances Analysis of Dolphin Computer's Ltd." A Study based on Head Office : 24-27, BCS Computer City (Ground Floor), IDB Bhabon, Sher-e-Bangla Nagar, Agargaon, Dhaka-1207.

1.2 Significance:

This report is the result of three months internship in Dolphin Computer's Ltd. I enter as an internee in Dolphin Computer's Ltd. beginning from 21 July to 21 October, 2014 and I have completed this internship period successfully. This internship report contains all the knowledge that I gather at the time of my internee in Dolphin Computer's Ltd. In this internee time I noticed that they work day to day. They work hard and soul. My topic is "An Analysis of Marketing Activities of Dolphin Computer's Ltd." It would be a great opportunity for me to get familiar with this system. So this study is very significant for both the Company and me. They are strongly satisfied for my work.

1. 3 Objectives of the Study:

Broad Objective:

The main objective is to analyze the Marketing Activities of Dolphin Computer's Ltd.

Specific objectives:

- To identify the 4ps of Dolphin Computer's Ltd.
- To analyze the Marketing activities of Dolphin Computer's Ltd.
- To prescribe some suggestions based on findings

METHODOLOGY OF THE STUDY

1.4 Research Methodology:

This report has been prepared on the basis of experience gathered during the period of internship. For preparing this report, I also got information from monthly report of Dolphin Computer's Ltd. and website of Dolphin Computer's Ltd. I have presented my experience and finding by using different charts and tables, which are presented in the analysis and findings part. Actually, this study is descriptive in nature. Maximum data were collected from the secondary sources. The details of the work plan are furnished below-

Data collection method:

Relevant data for this report has been collected primarily by direct investigation of different records, papers, documents, operational process and different personnel. No structured questionnaire has been used. Information regarding office activities of Dolphin Computer's Ltd. has been collected through consulting and discussion with Company personnel or employee.

Primary sources:

- Different manuals of Dolphin Computer's Ltd.
- Files and documents of the Head Office.
- Monthly report of Dolphin Computer's Ltd.
- Different paper of Dolphin Computer's Ltd.
- Newspaper and Internet.

Secondary sources:

- Face to face conversation with the Company Head, Manager, Dy. Manager, Executive and other Employee.
- Notes taken from day to day working.

Method of data collection:

- Face to Face interview method.

Target population:

- Officers of all Dolphin Computer's Ltd.
- Clients of Dolphin Computer's Ltd.

Sample Size:

- Four officers and twenty clients select to take interview.

Sampling Technique:

- Convenience sampling.

1.5 Limitations:

Preparation of this report helps me to know huge information about accounts and finance department activities of a Company. All situations or all people were in favor of mine. But in some cases I face some problem on account of some limitations. Those limitations are-

- As an internee I had only three (3) months time which is not enough to know as much information as this report required.
- Different officials express the same topics in different way. Sometimes I became confused.
- To collect information I had to difficulty because of the excessive nature of confidentiality by the officials.
- The Company has no structured overview information so it was another problem for me.
- Some important data that are necessary for the report are highly confidential to disclose.

CHAPTER TWO

Company Profile

2.0 About Dolphin Computer Limited

Dolphin Computers Limited is termed as a leading enterprise in the new digital era. For more than two decades Dolphin Computers Ltd is delivering the quality products to its customers. The Business philosophy of the company and enduring commitment towards bringing best quality products ensuring the services has placed the company in a very respective and leading position in the ICT industry. During the past years, the visionary approach of Dolphin has helped it become a major proponent in consumer technology, bringing quality innovation and design into consumers' lives and our vision is to bring new and improved product lines with best value.

2.1 Short Profile of Dolphin Computer Ltd:

Name of the Organization	: Dolphin Computer's Ltd.
Year of Incorporated	: 2008.
Nature of Organization	: IT Product
Corporate Office	:24-27, BCS Computer City (Ground Floor), IDB Bhabon, Sher-e-Bangla Nagar, Agargaon, Dhaka-1207.
Board of Directors	: Mrs. Shahana Khan Mr. Md. Sabur Khan Mr. Abdul Halim Patwary Mr. Md. Emran Hossain Mr. Md. Delwar Hossain chowdhury
Number of Employees	:35 Employees
Type of Business	: Trade Mark.
Bankers	: Islami Bank Ltd., Dutch Bangla Bank Ltd.
Web	: www.dolphin.com.bd

2.2 Mission and Vision of the Company:

Our Vision:

To reach the highest level of ICT sector and contribute in the micro and macro economy of the country and provide better IT services to the nation. Achieving the target of the services ultimate is to expand from national proximity and approach in the international market. Since the inception the company enriches the human resource to compete in the international market and the entity become national proud.

Our Mission:

Use of technology concern the ways people think, express identify and communicate. Information and communication technologies combine Computers and tele communications to create a new form of communications. The potential impact of new technologies is increasing the positive involvement of all people in the successful development of their own and in particular people at risk of exclusion from these benefits due to factors such as poverty, lack of education and disability.

Board of Directors of the Company:

Chairman	: Mrs. Shahana Khan
Managing Director	: Mr. Md. Sabur Khan
Director	: Mr. Md. Emran Hossain
Director	: Mr. Md. Delwar Hossain Chowdhury
Director	: Mr. Md. Abdul Halim Patwary

CHAPTER THREE

Marketing Activities of

Dolphin Computer's Limited

3.0 Analysis 4 p's of Dolphin Computer's Ltd.

3.1 Products

- a. Key Board
- b. Mouse
- c. LCD Monitor
- d. Laptop
- e. Speaker
- f. Sound Box
- g. Chair
- h. Table
- i. Bag
- j. Tab
- k. Note Pad
- l. Mobile Phone
- m. Anti-Virus
- n. Home Theater
- o. Digital Camera
- p. Web-Cam
- q. Head Phone
- r. Printer
- s. Pendrive

3.2 Pricing Strategy

Inspiron 3000 Series



Dell Inspiron 3542/3442
Price: Tk. 30,800/31,000

- 4th gen Intel® PDC 3558U Processor (1.7 GHz)
- 2/4 GB DDR3 RAM
- 500 GB Hard Drive
- 15.6" / 14" Display
- Black/Blue Color
- 1 Year Warranty



Dell Inspiron 3442
Price: Tk. 37,400/38,000

- 4th gen Intel® Core™ i3 4005U Processor (1.7 GHz)
- 2/4 GB DDR3 RAM
- 500 GB Hard Drive
- 14" Display
- Black/Red Color
- 1 Year Warranty



Dell Inspiron 3542
Price: Tk. 37,400/38,000

- 4th gen Intel® Core™ i3 4005U Processor (1.7 GHz)
- 2/4 GB DDR3 SDRAM
- 500 GB Hard Drive
- 15.6" Display
- Black/Blue Color
- 1 Year Warranty



Dell Inspiron 3421
Price: Tk. 37,450

- 3rd gen Intel® Core™ i3 3217U Processor (1.8 GHz)
- 2 GB DDR3 SDRAM
- 500 GB Hard Drive
- 1 GB Dedicated Graphics
- 14" HD LED Backlit Display
- Black Color
- 1 Year Warranty



Dell Inspiron 3442
Price: Tk. 48,150

- 4th gen Intel® Core™ i5 4210U Processor (1.7 GHz)
- 4 GB DDR3 RAM
- 1 TB Hard Drive
- 14" Display
- Black Color
- 1 Year Warranty



Dell Inspiron 3542
Price: Tk. 51,895/52,000

- 4th gen Intel® Core™ i5 4210U Processor (1.7 GHz)
- 4 GB DDR3 RAM
- 1 TB Hard Drive
- Intel HD/ 2 GB Dedicated Graphics
- 15.5" Display
- Black/Silver Color
- 1 Year Warranty



Dell Inspiron 3437
Price: Tk. 51,895

- 4th gen Intel® Core™ i5 4200U Processor (1.6 GHz)
- 4 GB DDR3 RAM
- 1 TB Hard Drive
- 2 GB Dedicated Graphics
- 14" HD LED Backlit Display
- Black Color
- 1 Year Warranty



Dell Inspiron 3537
Price: Tk. 60,455

- 4th gen Intel® Core™ i7 4500U Processor (2.7 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 2 GB Dedicated Graphics
- 15.6" HD LED Backlit Display
- Black Color
- 1 Year Warranty

Inspiron 5000 Series



Dell Inspiron 5447
Price: Tk. 43, 870

- 4th gen Intel® Core™ i3 4010U Processor (1.9 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 14" HD LED Backlit Display
- Silver/Red Color
- 1 Year Warranty



Dell Inspiron 5437
Price: Tk. 48,685

- 4th gen Intel® Core™ i3 4010U Processor (1.7 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 2GB Dedicated Graphics
- 14" HD WLED True-Life Display
- Blue/Red/Silver Color
- 1 Year Warranty



Dell Inspiron 5437
Price: Tk. 52,430

- 4th gen Intel® Core™ i5 4200U Processor (1.6 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 2 GB Dedicated Graphics
- 14.1" HD WLED Display
- Silver/Blue/Red Color
- 1 Year Warranty



Dell Inspiron 5447
Price: Tk. 57,245

- 4th gen Intel® Core™ i5 4210U Processor (1.7 GHz)
- 6 GB DDR3 RAM
- 1 TB Hard Drive
- 2 GB Dedicated Graphics
- 14" HD LED Backlit Display
- Silver/Red Color
- 1 Year Warranty



Dell Inspiron 5547
Price: Tk. 57,245

- 4th gen Intel® Core™ i5 4210U Processor (1.7 GHz)
- 4 GB DDR3 RAM
- 1 TB Hard Drive
- 2 GB Dedicated Graphics
- 15.6" HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Dell Inspiron 5442
Price: Tk. 39,000

- 4th gen Intel® Core™ i3 4005U Processor (1.7 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 14" HD LED Backlit Display
- Black Color
- 1 Year Warranty

* Core™ i5 based Notebook is also available.



Dell Inspiron 5447
Price: Tk. 72,760

- 4th gen Intel® Core™ i7 4510U Processor (2.0 GHz)
- 8 GB DDR3 RAM
- 1 TB Hard Drive
- 2 GB Dedicated Graphics
- 14" HD LED Backlit Display
- Black Color
- 1 Year Warranty



Dell Inspiron 5423 Ultra
Price: Tk. 87,740

- 3rd gen Intel® Core™ i5 3337U Processor (1.8 GHz)
- 8 GB DDR3 SDRAM
- 128 GB SSD Hard Drive
- 1 GB Dedicated Graphics
- 14" HD LED Backlit Display
- Genuine Windows 8
- Silver Color
- 1 Year Warranty

Inspiron 7000 Series



Dell Inspiron 7437
Price: Tk. 69,000

- 4th gen Intel® Core™ i5 4200U Processor (1.6 GHz)
- 6 GB DDR3 RAM
- 500 GB Hard Drive + 32 GB SSD
- 14" HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Dell Inspiron 7537
Price: Tk. 66,875

- 4th gen Intel® Core™ i5 4200M Processor (1.6 GHz)
- 6 GB DDR3 RAM
- 500 GB Hard Drive
- 2 GB Dedicated Graphics
- 15.6" HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Inspiron Touch Series



Dell Inspiron 3138
Price: Tk. 35,845

- 4th gen Intel® Celeron Dual Core™ i3 2815 Processor (2.13 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 11.6" Touch HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Dell Inspiron 3147
Price: Tk. 42,900/43,500

- 4th gen Intel® Celeron/PQC N2830/3530 Processor (2.16/2.56GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 11.6" Touch HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Dell Inspiron N3421
Price: Tk. 44,000

- 3rd gen Intel® Core™ i3 3217U Processor (1.8 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 14" Touch HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Dell Inspiron 7537
Price: Tk. 98, 440

- 4th gen Intel® Core™ i7 4500U Processor (1.6 GHz)
- 8 GB DDR3 SDRAM
- 1 TB Hard Drive
- 2 GB Dedicated Graphics
- 15.6" Touch HD WLED Display
- Silver Color
- 1 Year Warranty



Dell Inspiron N3437
Price: Tk. 53,500

- 3rd gen Intel® Core™ i5 4200U Processor (1.6 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 2 GB Dedicated Graphics
- 14" Touch HD LED Backlit Display
- Silver Color
- 1 Year Warranty



Vostro Series



Dell Vostro 5460
Price: Tk. 48,150

- 3rd gen Intel® Core™ i3 3120M Processor (2.5 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 2 GB Dedicated Graphics
- 14.0" HD WLED True-Life Display
- Silver Color
- 1 Year Warranty



Dell Vostro 5470
Price: Tk. 46,010

- 4th gen Intel® Core™ i3 4010 Processor (2.5 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- 14.0" HD WLED True-Life Display
- Silver Color
- 1 Year Warranty

Dell Vostro 5460
Price: Tk. 44,940

- 3rd gen Intel® Core™ i3 3120M Processor (2.5 GHz)
- 4 GB DDR3 RAM
- 500 GB Hard Drive
- Intel HD Graphics
- 14.0" HD WLED True-Life Display
- Silver Color
- 1 Year Warranty



Samsung GALAXY Tab3 7"
 7" WSVGA TN Display
 1.2 GHz Dual Core Processor
 Android Jelly Bean
 8 GB Internal Memory (up to 32 GB)
 2 MP Camera
 3600 mAh Battery



Samsung GALAXY Tab3 7" Large Display
 7" Large Display
 1.2 GHz Dual Core Processor
 Android Jelly Bean 4.1.2
 8 GB Internal Memory (up to 64 GB)
 3 MP Camera
 4000 mAh Battery



Samsung GALAXY Note PRO
 12.2" WQXGA TFT Display
 Octa Core: A15, 1.9 GHz Quad + A7, 1.3 GHz Quad
 Android Kitkat 4.4.2
 32 GB Internal Memory
 3 GB RAM
 8 MP Camera with LED Flash + 2 MP Front Camera
 9500 mAh Battery

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 5.7" Full HD Super AMOLED Display
 1.9 GHz Octa Core Processor
 Android Jelly Bean 4.3
 32 GB Internal Memory (up to 64 GB)
 13 MP Camera with Flash
 3200 mAh Battery



Samsung GALAXY S5
 5.1" FHD Super AMOLED Display
 CPU: 1.9 GHz Quad + 1.3 GHz Quad
 Android Kitkat 4.4.2
 16 GB User Memory (up to 128 GB)
 IP 67 Certified Dust & Water-Resistant
 16 MP Camera with LED Flash
 2800 mAh Battery



Samsung GALAXY GRAND
 5" WVGA TFT Display
 1.2 GHz Quad Core Processor + 1 GB RAM
 Android Jelly Bean 4.2.2
 8 GB Internal Memory (up to 64 GB)
 5 MP Camera with LED Flash
 2100 mAh Battery



Samsung GALAXY CORE
 4.3" Large Display
 1.2 GHz Dual Core Processor
 Android Jelly Bean 4.1.2
 8 GB Internal Memory (up to 64 GB)
 5 MP Camera with AF
 1800 mAh Battery



Samsung GALAXY Note3 Neo
 5.5" Super AMOLED Display
 Hexa core: Quad Core 1.3 GHz & Dual Core 1.7 GHz
 Android Jelly Bean 4.3
 16 GB Internal Memory (up to 64 GB)
 8 MP Camera with LED Flash + 2 MP Front Camera
 3100 mAh Battery



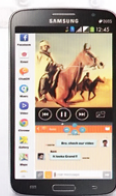
Samsung GALAXY S4 mini
 4.3" qHD S AMOLED Display
 1.7 GHz Dual Core Processor
 Android Jelly Bean 4.2.2
 8 GB Internal Memory
 8 MP Camera with LED Flash
 1900 mAh Battery



Samsung GALAXY S3 mini 2
 4" WVGA Display
 1.2 GHz Dual Core Processor + 768 MB RAM
 Android Jelly Bean 4.2.2
 4 GB Internal Memory (up to 32 GB)
 5 MP Camera with LED Flash
 1500 mAh Battery



Samsung GALAXY Trend
 4" LCD Display, 1 GHz Processor
 Dual SIM Always On, Android Jelly Bean
 4 GB Internal Memory (up to 32 GB)
 3 MP Camera
 1500 mAh Battery



Samsung GALAXY GRAND2
 5.25" HD TFT Display
 1.2 GHz Quad Core Processor + 1.5 GB RAM
 Android Jelly Bean 4.3
 8 MP Camera with LED Flash
 8 GB Internal Memory (up to 64 GB)
 2 MP Front Camera with HD Recording
 2600 mAh Battery

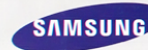


Samsung GALAXY STAR
 4" Display, 1 GHz Processor
 Dual SIM Always On, Android Jelly Bean
 4 GB Internal Memory (up to 32 GB)
 2 MP Camera
 1500 mAh Battery



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Available Camera Models

<p>ST72</p> <ul style="list-style-type: none"> 16.2 Mega Pixel 5X Optical Zoom 3" LCD Digital Image Stabilization H.264 HD Movie Recording (1280x720, 30fps) Up to 32GB Micro SDHC External Memory Support <p>Live Panorama, Motion Photo, Split Shot Photo & Movie Filter, Magic Frame</p> <p>Tk. 8,000</p>	<p>ES95</p> <ul style="list-style-type: none"> 16.2 Mega Pixel 5X Optical Zoom 2.7" LCD Digital Image Stabilization MPEG Movie Recording (640x480, 30fps) Internal Memory 128MB Up to 8GB Micro SDHC External Memory Support <p>Live Panorama, Funny Face, PFP (Still) Movie Filter, Magic Frame</p> <p>Tk. 7,700</p>	<p>ST150F</p> <ul style="list-style-type: none"> Built in WiFi Connection 16.2 Mega Pixel 5X Optical Zoom 3" LCD H.264 HD Movie Recording (1280x720, 30fps) Digital Image Stabilization Up to 32GB Micro SDHC External Memory Support <p>Live Panorama, Motion Photo, Split Shot Photo & Movie Filter, Magic Frame</p> <p>Tk. 10,500</p>	<p>Samsung SMART CAMERA WB250F</p> <ul style="list-style-type: none"> Built in WiFi Connection BSI CMOS Sensor Full Manual Control H.264 Full HD Movie recording (1920x1080p, 30fps) 18X Optical Zoom 3" Touch LCD 14.2 Mega Pixel Optical Image Stabilization Up to 32GB SDHC External Memory Support <p>Best Face, Dual Capture Live Panorama, Motion Photo Split shot, Magic Frame Photo & Movie Filter, Photo Editor</p> <p>Tk. 21,000</p>	<p>Samsung SMART CAMERA WB800F</p> <ul style="list-style-type: none"> Built in WiFi Connection 16.3 Mega Pixel 21X Optical Zoom 23mm wide angle lens BSI CMOS Sensor Full Manual Control H.264 Full HD Movie recording (1920x1080p, 30fps) 2" Touch LCD Optical Image Stabilization Up to 32GB SDHC External Memory Support <p>Best Face, Dual Capture Live Panorama, Motion Photo Split shot, Magic Frame Photo & Movie Filter, Photo Editor</p> <p>Tk. 24,000</p>
<p>DV150F</p> <ul style="list-style-type: none"> Built in WiFi Connection 16.2 Mega Pixel 5X Optical Zoom Dual LCD (2.7" Back LCD + 1.5" Front LCD) MPEG Movie Recording (640x480, 30fps) Digital Image Stabilization Up to 32GB Micro SDHC External Memory Support <p>Live Panorama, Motion Photo, Split Shot Photo & Movie Filter, Magic Frame</p> <p>Tk. 12,600</p>	<p>WB30F</p> <ul style="list-style-type: none"> Built in WiFi Connection 16.2 Mega Pixel 10X Optical Zoom 3" LCD H.264 HD Movie Recording (1280x720, 30fps) Digital Image Stabilization Up to 32GB Micro SDHC External Memory Support <p>Live Panorama, Motion Photo, Split Shot Magic Frame, Photo & Movie Filter</p> <p>Tk. 15,500</p>	<p>WB2100</p> <ul style="list-style-type: none"> 16.3 Mega Pixel 35X Optical Zoom BSI CMOS Sensor H.264 Full HD Movie recording (1920x1080p, 30fps) Manual Control 2" 180° LCD Optical Image Stabilization Up to 32GB SDHC External Memory Support <p>Movie zoom, Dual Capture, Rich tone (HDR), Live Panorama, Split shot Photo & Movie Filter, Photo Editor</p> <p>Tk. 28,000</p>	<p>W200</p> <ul style="list-style-type: none"> Full HD Movie Recording (1920x1080 H2, 30fps, H.264) Water Proof (Up to 3 Meters/10 Feet*) Shock Proof (Up to 2 Meters/6.5 Feet*) Built Proof BSI CMOS Sensor 2.2 Bright Lens Anti Fog Coating Lens Record Frame Record For Movie Recording 2.3" Display LCD 5.5 Mega Pixel Still Picture 18 Optical Zoom Up to 32 GB Micro SD External Memory Support <p>Tk. 12,000</p>	<p>Samsung SMART CAMERA EX2F</p> <ul style="list-style-type: none"> 1x extra large aperture for brighter picture 1/1.7" BSI CMOS Sensor Built in WiFi Feature Built in ND Neutral Density Filter 3" Swivel AMOLED Full Manual Control H.264 Full HD Movie recording (1920x1080p, 30fps) Wide-angle lens (130°, 7 steps) 12.4 Mega Pixel 3.8x optical zoom Up to 32GB SDHC External Memory Support <p>Live Panorama, Movie Maker PFP (Still & Movie) Split Shot, Edit Raw Files, Regressive Body Professional control with three wheel key Dual Capture</p> <p>Tk. 30,000</p>
<p>DV300F</p> <ul style="list-style-type: none"> Built in WiFi Connection 16.2 Mega Pixel 5X Optical Zoom Dual LCD (2.7" Back LCD + 1.5" Front LCD) H.264 HD Movie Recording (1280x720 HD, 30fps) Optical Image Stabilization Up to 32GB Micro SDHC External Memory Support <p>Live Panorama, Motion Photo, Split Shot Photo & Movie Filter, Magic Frame</p> <p>Tk. 15,000</p>	<p>MV800</p> <ul style="list-style-type: none"> 16.2 Mega Pixel 5X Optical Zoom 3" Touch Flip out LCD H.264 HD Movie Recording (1280x720 HD, 30fps) Optical Image Stabilization Up to 32GB Micro SD External Memory Support <p>Live Panorama, Photo & Movie Filter, 3D Photo, Picture in Picture (Still & Movie), Split Shot, Photo Editor, Story Board Maker, Customized wallpaper</p> <p>Tk. 13,000</p>	<p>WB100</p> <ul style="list-style-type: none"> 16.2 Mega Pixel 5X Optical Zoom 22.3mm Ultra Wide Angle Lens 3" LCD Dual Image Stabilization H.264 HD Movie Recording (1280x720, 30fps) Optical Image Stabilization Internal Memory 512MB Up to 32GB SDHC External Memory Support Power Source: Pencil Battery <p>Magic Frame, Live Panorama Picture in Picture Photo & Movie Filter, 3D Photo Photo Editor, Split Shot</p> <p>Tk. 17,500</p>	<p>WB200F</p> <ul style="list-style-type: none"> Built in WiFi Connection 14.2 Mega Pixel 18X Optical Zoom 3" Touch LCD Full Manual Control H.264 HD Movie Recording (1280x720, 30fps) Optical Image Stabilization Up to 32GB SDHC External Memory Support <p>Live Panorama, Motion Photo Split Shot, Magic Frame Smart Filter (Still & Movie), Photo Editor</p> <p>Tk. 19,000</p>	<p>F90</p> <ul style="list-style-type: none"> 52X Optical Zoom 130X Optical Zoom CMOS Sensor H.264 HD Movie Recording (1920x1080, 30fps) 1.6 Mega Pixel Still picture 2.7" LCD Record Frame Record SMART BONE II Up to 64GB SDHC External Memory support <p>Tk. 17,500</p>



Authorized Distributor: **smart Technologies (BD) Ltd.** 01730 701912

Premium Reseller

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E-mail: sales@smartbd.net
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Motijheel Branch: 711048, 01730 317796, 01755 606292; Banani Branch: 9884259, 9883859, 0173071952.61.76; Uttara Branch: 7911585, 7911610, 01730-317749; Shantinagar Branch: 01730701940; Chittagong Branch: 01730317795-6, 01730701917, Khulna Branch: 01730317793, 01712-773320; Rajshahi Branch: 0721-772885, 01730 701907-8; Rangpur Branch: 01730317783, 01730 701982; Bogra Branch: 01730354810, Sylhet Branch: 01730317735, 01730701936, Jessore Branch: 01755-606314-5

Also available at: IDB Bhaban & Multiplan Center Computer market and all SAMSUNG SMART Café

* For detailed specification, please visit: www.samsungimaging.com



M-700U

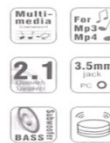


This quality 2.1 subwoofer speaker system is designed for multimedia and computer applications and more. It features a built-in quality decoder to playback digital music stored on a USB key or a SD card. Also featured is a built-in FM radio for up-to-the minute news and sports coverage. Microlab's unique bass technology allows the product to render music with depth and resolution, filling the room with clear and rich sound as if in a concert. Remote control included so the system can be controlled from the couch while watching blockbuster movies.

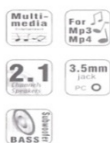
Output power: 14 Watt x 2 + 18 Watt
 Speaker: 2.5" x 2 + 5"
 F/R: 35 Hz - 20 kHz
 S/N: > 75 dB
 Separation: > 45 dB
 Dimensions (W x H x D)
 Subwoofer: 165 x 240 x 290 mm
 Satellite: 90 x 180 x 75 mm



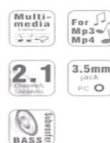
M-590
 Output Power: 4 Watt x 2 + 6 Watt
 Speaker: 2.5" x 2 + 4"
 F/R: 35 Hz - 30 kHz
 S/N: > 70 dB
 Separation: > 50 dB
 Dimensions (W x H x D)
 Subwoofer: 155 x 227 x 283 mm
 Satellite: 96 x 152 x 94 mm



M-600
 Output power: 12 Watt x 2 + 16 Watt
 Speaker: 2.5" x 2 + 5.25"
 F/R: 35 Hz - 20 kHz
 S/N: > 70 dB
 Separation: > 45 dB
 Dimensions (W x H x D)
 Subwoofer: 200 x 216 x 239 mm
 Satellite: 84 x 70 x 194 mm



M-700
 Output Power: 12 Watt x 2 + 16 Watt
 Speaker: 2.5" x 2 + 5"
 F/R: 35 Hz - 20 kHz
 S/N: > 75 dB
 Separation: > 45 dB
 Dimensions (W x H x D)
 Subwoofer: 165 x 240 x 290 mm
 Satellite: 90 x 180 x 75 mm



M-800
 Output Power: 12 Watt x 2 + 16 Watt
 Speaker: 3" x 2 + 6.5"
 F/R: 30 Hz - 20 kHz
 S/N: > 75 dB
 Separation: > 45 dB
 Dimensions (W x H x D)
 Subwoofer: 252 x 252 x 305 mm
 Satellite: 88 x 48 x 96 mm



K310

50 mW of pure sound reproduction
 Circumaural headset type for passive noise reduction
 Two stereo 40 mm drivers for clearer sound
 Adjustable length, and lightweight headband
 Foldable ear cups to allow easy and compact storage
 PU ear cups for comfortable wear
 Ear cups mounted on hinges that fits most head sizes
 Line-in microphone
 Ideal for digital multimedia playback devices such as Mp3, Mp4, Media Players, CD/DVD/Blu-ray player, tablet, smartphone, and PC/notebook

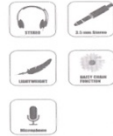


Output power: 50 mW
 Driver unit: 40 mm diameter
 Sensitivity: 108 dB ± 3 dB
 Frequency range: 15 Hz - 20 kHz
 Impedance: 32 Ohm
 Input: 3.5 mm stereo
 Plug: Gold plated
 Ear cups material: PU
 Ear cups size: 70 mm (W) x 100 mm (L)



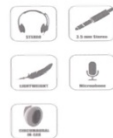
K300

Output power: 50 mW
 Driver unit: 40 mm diameter
 Sensitivity: 108 dB ± 3 dB
 Frequency range: 15 Hz - 20 kHz
 Impedance: 32 Ohm
 Input: 3.5 mm stereo
 Plug: Gold plated
 Ear cups Material: PU
 Ear cups Size: 65 mm diameter



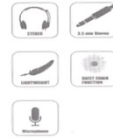
K330

Output power: 50 mW
 Driver unit: 40 mm diameter
 Sensitivity: 108 dB ± 3 dB
 Frequency range: 15 Hz - 20 kHz
 Impedance: 32 Ohm
 Input: 3.5 mm stereo
 Plug: Gold plated
 Ear cups material: PU
 Ear cups size: 60 mm (W) x 78 mm (L)



K380

Output power: 50 mW
 Driver unit: 40 mm diameter
 Sensitivity: 108 dB ± 3 dB
 Frequency range: 15 Hz - 20 kHz
 Impedance: 32 Ohm
 Input: 3.5 mm stereo
 Plug: Gold plated
 Ear cups material: PU
 Ear cups size: 83 mm (diameter)



K360

Output power: 50 mW
 Driver unit: 40 mm diameter
 Sensitivity: 108 dB ± 3 dB
 Frequency range: 15 Hz - 20 kHz
 Impedance: 32 Ohm
 Input: 3.5 mm stereo
 Plug: Gold plated
 Ear cups material: PU
 Ear cups size: 70 mm (W) x 90 mm (L)

3.3 Place

Dolphin Computer Ltd is a IT Company and it is a IT Product Purchase and Sales Based Company. The Entire Project IT Product Purchase From Local People There Has no Branches and no Outlets in Dhaka City and out of Dhaka.

3.3.1 Promotion Strategy:

Marketing System

The Dolphin Computer Ltd Marketing System is a high-performance; versatile platform that they use to perform targeted personalized marketing. It assists commerce enterprises in effectively communicating relevant messages to shoppers in order to improve sales either directly or indirectly.

Marketing:

The process of planning and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy and individual and organizational objective. To help address the complexity of designing marketing communication program, thus, perhaps the simplest but most useful way to judge communication networking option is by the ability to achieve the desired brand knowledge structure and differential response that makes up brand equity.

Advertising:

Although advertising is often a central element of a marketing communication program. It is usually not the only element or even the most important one for building brand equity. Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising plays an important and controversial role in contributing to brand equity, although advertising is recognized as a powerful means of creating strong, favorable and unique brand association and eliciting positive judgment and feelings.

The assumption is that the other element of the marketing program has been properly put in to place. Thus, the optimal brand positioning has been defined especially in terms of the desired target market and product, pricing, and distribution and other marketing program decisions have been made. Follows some of marketing communication tools with their relative advantages &disadvantages,

- Advertising
- Personal selling,
- Sales promotion,
- Field force employees,
- Newspaper,
- Direct marketing,
- Interactive/ Internet marketing

Publicity:

Publicity can be distinct as any paid from of non-personal presentation and promotion of ideas, goods or service identified sponsor. Advertising play an important and controversial role in contributing brand equity. Although advertising is recognized as a powerful means of creating strong, favorable and unique brand association and electing positive judgment and feelings, it is controversial because the specific effect of advertising are often difficult to quantify the predict .nevertheless, a number of studies using very different approach have shown the power of advertising to effect the brand sales. There is several type of advertising technique use in marketing communication, Some time sponsor has given some incentive for attractive theirproduct. In most instances, consumers are reluctant to change their buying behavior. This ad focuses take action for purchasing their product. Advertising sometimes gives the consumer

reasons to switch brand, if that's the goal, convenience, high quality, lower price, warranties-these all might be stressed in advertising.

Personal selling

Personal selling is most important for companies that sell product requiring explanation, domestication, and service. Personal selling is the most important element of marketing communication; it is the help to build the brand equity. Personal selling means the creative source is communicated the right time communicate the right consumer. In this way personal selling is the part of marketing communication. There are several Company follow this type of technique of personal selling are quickly build to the brand equity. Company should select the employee for sell to the product and product marketing.

Personal selling is the other sources of marketing communication. Personal selling occurs the work to the same type of advertising as like as communication, it is most probably doing the marketing communication between the marketer and the consumer.

Field force employees

A number of employees are engaged in door to door marketing. They go to the customer's houses, explain them about projects and request them to come to the office about the real condition of the projects. Generally this is the task of influencing the people to make a purchase decision.

Newspaper

Advertisements are published frequently on the most of the national dailies citing feasibility, opportunities, advances etc along with attractive photograph of the projects.

Direct marketing

Direct marketing is the fastest growing element of the marketing communication mix it provides consumers with the three things they want most convenience efficiency and the compression of decision making time. Message delivered for direct marketing product is called direct response advertising. Advertising design those message to motivate customers to make some sort of response, either an order or an inquiry. Direct response advertising is aimed at target groups through means such as direct mail, telemarketing, print, broadcast, catalog and point-of-purchase displays.

Interactive/ Internet marketing:

Interactive/ Internet marketing a number of potential advantages exist for Web marketing, it is accountable because software can track which ads went to which sales; it is nondestructive, so it doesn't interrupt consumers; and it can target consumers so that only the most promising prospects are contacted.

Competition:

The IT Product industry is highly fragmented, with a large number of potential rivals. Our most serious competitors are **RAYANS** and **COMPUTER SOURCE** is an established Company that has been in operation for the past three years, with a fine track record of quality service. It currently employs 150 agents and has long-term contracts with various IT Product companies. This Company is slightly larger than Dolphin Computer Ltd in size and market capitalization.

Buying patterns and needs

Clients usually deal with IT Product companies based on their reputation of professionalism and quality of services rendered in the past. This reputation is difficult to obtain by new firms unless its personnel bring it with them from previous companies, such as ours. Price and scope are also important reasons for acceptance, especially if the Company is small.

The Marketing Problems

In marketing system of IT Product we found some problem. This problem we identified from our practical experience when we meet our client's or the general people. During marketing, Dolphin Computer Ltd faces some problem and the problems are:

(As a employee of Dolphin Computer's Ltd. I promised to my Company to hide any kind of information that is very sensitive for my Company strategy.)

1. Not using perfect media for marketing.
2. Lack of advertising message.
3. Less interest of client's due to high Product price.
4. Market segmentation is not use in marketing system.
5. No idea about the natural market.
6. Conflict between Board of Director's.

Future Marketing Activities

In the future, Dolphin Computer Ltd will look to give each department within the Company the opportunity to become a more independent entity. This will make expansion efforts more efficient, and will provide specialists in their departments the chance to become more focused in their field.

We are in the process of conducting surveys in order to determine the best possible markets for Dolphin Computer Ltd expansion.

Consumer Awareness

Consumer of IT sector are now very aware. In this time they analysis various matter to take a decision to buy a Product from any Company. To buy a Product they always prefer a reputed Company which is very committed about their offer. They are very aware about the management committee of selected IT ProductCompany. Now they analysis the price of the Product, Types of the Product and also another extra benefits against the Product. Some time consumer try to overlap the Company rules to gain their benefits. We Dolphin Computer Ltd are always appreciated about the aware of consumer. Because we know many of the consumers are invest maximum to buy the Product. So they should to aware about the sector.

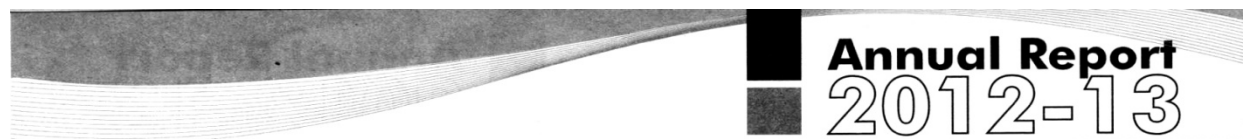
CHAPTER FOUR

FINDINGS, RECOMMENDATION

AND CONCLUSION

4.0 Finding and Analysis:

DOLPHIN COMPUTER'S LIMITED STATE MENT OF FINANCIAL POSITION



Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
4.00 FIXED ASSETS (At cost less depreciation)		
This is made up as follows :		
At Cost		
Opening Balance	195,035,655	193,030,025
Addition During the year	789,773	2,005,630
Total	195,825,428	195,035,655
Depreciation		
Accumulated depreciation up to last year	(59,936,798)	(54,696,890)
Charged for the year	(4,700,443)	(5,239,908)
Total	(64,637,241)	(59,936,798)
Written down value	131,188,187	135,098,857
Details have been shown in Annexure-1		
4.01 CONSOLIDATED FIXED ASSETS (At cost less depreciation)		
This is made up as follows :		
At Cost		
Opening Balance	207,093,304	203,717,366
Addition During the year	819,773	3,375,938
Total	207,913,077	207,093,304
Depreciation		
Accumulated depreciation up to last year	(61,569,350)	(54,696,890)
Charged for the year	(6,110,222)	(6,872,460)
Total	(67,679,572)	(61,569,350)
Written down value	140,233,505	145,523,954
Details have been shown in Annexure-1		
5.00 INTENGIABLE ASSETS		
Customised Software Development	5.01 55,995,732	51,897,676
Work-in-progress(Customized Software Dev.)	5.02 1,575,192	8,075,392
Deferred Revenue Expenditure	5.03 798,080	997,600
Total	58,369,004	60,970,668
5.01 Customized Software Development		
This represent as under:		
Opening Balance	51,897,676	45,918,960
Add: Development cost during this year	7,045,200	8,710,173
	58,942,876	54,629,133
Less: Amortization @ 5%	2,947,144	2,731,457
Total	55,995,732	51,897,676
This represents the cost of Customized Software developed by the Company through various Programmers engaged on contractual as well as regular employment basis.		
5.02 Work-in-progress (Customized Software Development)		
This represents cost allocated to Customized Software which are under progress of development.		
Opening Balance	8,075,392	7,275,392
Add : Incurred during the year	545,000	9,510,173
	8,620,392	16,785,565
Less : Transferred to Customized software Development	7,045,200	8,710,173
Total	1,575,192	8,075,392

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Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
5.03 Deferred Revenue Expenditure		
Opening Balance	997,600	1,247,000
Add: Addition during the period	-	-
	997,600	1,247,000
Less: Amortization 20%	199,520	249,400
Total	798,080	997,600
6.00 Investment in subsidiary and Others		
Dolphin Computer Ltd. (DCL)	14,400,000	14,400,000
Jobsbd.com	20,923,282	20,923,282
Daffodil International school (DIS)	302,036,870	228,588,000
Total	337,360,152	263,911,282
This represent the amount investment in subsidiaries and Others		
6.01 Consolidated Investment in subsidiary and Others		
Jobsbd.com	20,923,282	20,923,282
Daffodil International school (DIS)	302,036,870	228,588,000
Total	322,960,152	249,511,282
This represent the amount investment in subsidiaries and Others		
7.00 INVENTORIES		
This represents as under :		
Computers-Finished/HP	10,932,540	10,969,750
Computer-Daffodil PC	10,165,824	10,085,332
Printers	2,243,485	2,616,596
Monitor	5,451,273	5,826,995
Hardware	11,779,917	11,932,560
Accessories	3,002,451	2,966,937
UPS	944,505	749,581
Stabilizer	45,990	21,127
Software	9,259,617	9,427,176
Total	53,825,602	54,596,054
7.01 CONSOLIDATED INVENTORIES		
This represents as under :		
Computers-Finished/HP	11,918,098	11,945,185
Computer-Daffodil PC	10,822,276	10,708,126
Printers	2,378,235	2,748,119
Monitor	5,484,726	5,856,862
Hardware	12,031,650	12,167,116
Accessories	3,135,981	3,103,813
UPS	1,068,259	887,551
Stabilizer	53,655	28,002
Software	9,259,617	9,427,176
Total	56,152,497	56,871,950
8.00 TRADE AND OTHER RECEIVABLES		
This represents as under :		
Trade Receivable (Note-08.01.01)	15,968,606	20,309,794
Other Receivable (Note-08.01.02)	10,450	40,450
Total	15,979,056	20,350,244
This is unsecured but considered good.		

Annual Report 2012-13

Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
8.01.01 TRADE RECEIVABLES		
This is arrived at as under :		
Opening balance	20,309,794	24,387,850
Add: Addition during the year	192,029,585	195,985,962
	212,339,379	220,373,812
Less: Realized during the year	196,370,773	200,064,018
Closing Balance	15,968,606	20,309,794
8.01.02 OTHER RECEIVABLES		
This is arrived at as under :		
Opening balance	40,450	60,450
Add: Addition during the year	-	45,000
	40,450	105,450
Less: Realized during the year	30,000	65,000
Closing balance	10,450	40,450
This is unsecured but considered good.		
8.02 CONSOLIDATED TRADE AND OTHER RECEIVABLES		
This represents as under :		
Trade Receivable (Note-08.02.01)	17,757,856	21,725,855
Other Receivable (Note-08.02.02)	10,450	40,450
Total	17,768,306	21,766,305
This is unsecured but considered good.		
8.02.01 CONSOLIDATED TRADE RECEIVABLES		
This is arrived at as under :		
Opening balance	21,725,855	24,387,850
Add: Addition during the year	235,286,441	197,402,023
	257,012,296	221,789,873
Less: Realized during the year	239,254,440	200,064,018
Closing Balance	17,757,856	21,725,855
8.02.02 OTHER RECEIVABLES		
This is arrived at as under :		
Opening balance	40,450	60,450
Add: Addition during the year	-	45,000
	40,450	105,450
Less: Realized during the year	30,000	65,000
Closing balance	10,450	40,450
This is unsecured but considered good.		
9.00 ADVANCES, DEPOSITS AND PREPAYMENTS		
A. Advances	49,421,831	48,877,371
Income Tax (Note-9.01.01)	17,505,065	16,320,327
Local Purchase (Note-9.01.02)	30,900	1,135,000
Office Rent (Note-9.01.03)	2,231,384	1,866,476
Salaries (Note-9.01.04)	943,600	785,800
Advance against Development works (Note-9.01.05)	2,441,900	2,441,900
Advance against Projects Expenses (Note-9.01.06)	26,182,016	26,182,016
Advance against C & F Expenses	86,966	145,852
B. Deposits	1,575,314	4,059,657
Security Deposit (Note-9.01.07)	354,214	359,931
Earnest Money (Note-9.01.08)	374,290	383,290
Bank Guarantee Margin (Note-9.01.09)	846,810	846,810
L/C Margin (Note-9.01.10)	-	2,469,626
Total (A+B)	50,997,145	52,937,028
This is unsecured but considered good		

Annual Report 2012-13

Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
9.01.01 ADVANCE INCOME TAX		
This consists of :		
Opening balance	16,320,327	12,878,073
	684,738	2,512,472
Deducted by clients & Customs Authority at the time of Import during the year	300,079	137,222
Deducted by Bank a/c	384,659	2,375,250
AIT paid in Cash	500,000	929,782
Closing Balance	17,505,065	16,320,327
9.01.02 ADVANCE AGAINST LOCAL PURCHASE		
Name of Vendors :		
Sys Computers	20,000	-
Next Technology	10,900	1,045,000
Sys International	-	90,000
Total	30,900	1,135,000
9.01.03 ADVANCE AGAINST OFFICE RENT		
Head Office Rent	98,252	207,452
Banani Branch Office Rent	550,032	675,024
Chittagong Branch Office Rent	780,000	900,000
IDB Branch Office Rent	413,100	-
Branch Office -Jamuna Fiture Park	390,000	-
Elephant Road Branch Office Rent	-	84,000
Total	2,231,384	1,866,476
9.01.04 ADVANCE AGAINST SALARIES	943,600	785,800
This amount has been paid to the staff and officers of the company which is being adjusted against their monthly salary.		
9.01.05 ADVANCE AGAINST DEVELOPMENT WORKS		
KIOSK	2,441,900	2,441,900
Total	2,441,900	2,441,900
9.01.06 ADVANCE AGAINST PROJECT EXPENSES		
BRTA-IS Project	19,831,258	19,831,258
WASA	6,350,758	6,350,758
Total	26,182,016	26,182,016
The Company field a case to Honourable High Court Division against chairman, BRTA to realise the project money and the decesion is still pending with the High Court Division		
9.01.07 SECURITY DEPOSIT		
Opening balance	359,931	363,227
Add: Addition during the year	-	-
	359,931	363,227
Less: Matured and collected during the year	5,717	3,296
Closing balance	354,214	359,931

This is against supply to different Government and Corporate Authorities. This amount has been kept by the buyer/clients as security in compliance with terms of tenders and work orders. It is required for certain supplies and varies from 5% to 10% of the invoice value. The amount will be brought to fund on the event of maturity.

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Figures in Taka

Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
9.01.08 EARNEST MONEY		
The movement is as under:		
Opening balance	383,290	399,115
Add: Addition during the year	-	42,000
	<u>383,290</u>	<u>441,115</u>
Less: Withdrawal during the year	9,000	57,825
Closing balance	<u>374,290</u>	<u>383,290</u>

This amount represents the money that is required at the time of bidding tenders.

9.01.09 BANK GUARANTEE MARGIN

It consists of :

BARI	33,960	33,960
Bangladesh Road Transport Authority	798,000	798,000
UNDP	14,850	14,850
Total	<u>846,810</u>	<u>846,810</u>

This relates to normal trading supply to corporate type clients. These guaranties were issued from Mercantile Bank Ltd. Dhanmondi Branch in compliance with the work order for supply to trading goods. These were issued for certain periods from one or two years depending upon the terms of work orders.

9.01.10 L/C MARGIN

This consists of:

L/C No. DN-174610010509	-	100,000
L/C No. DN-174610010589	-	1,585,000
L/C No. DN-174610010770	-	784,626
Total	<u>-</u>	<u>2,469,626</u>

This represents that portion of imports for which L/C has been opened.

9.01.11 Related Party Transactions- Disclosures Under BAS 24 " Related Party Disclosures"

No amount was due by the Directors (including Chairman & Managing Director), Managing agent, Manager and officers of the Company and any of them severally or jointly with any other person. However during the period under review, the company carried out a number of transactions with related party in the normal course of business. The nature of these transactions and their value have been set out in accordance with the provisiond of BAS 24" Related party Disclosures" Details are given below :

Name of Company	Nature of Transactions	Head of A/C.	2012-2013	2011-2012
"Daffodil International University (DSL)"	Sales of Laptop & PC	Trade & Other Receivables		
"Daffodil Software Ltd. (DSL)"	"Daffodil Software Ltd. (DSL)"	Other Debtors	10,450	40,450
Total			<u>10,450</u>	<u>40,450</u>

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
9.02 CONSOLIDATED ADVANCES, DEPOSITS AND PREPAYMENTS	50,881,275	48,877,371
A. Advances		
Income Tax (Note-9.02.01)	17,505,065	16,320,327
Local Purchase (Note-9.02.02)	30,900	1,135,000
Office Rent (Note-9.02.03)	2,718,884	1,866,476
Salaries (Note-9.02.04)	1,163,845	785,800
Advance against Development works (Note-9.02.05)	2,441,900	2,441,900
Advance against Projects Expenses (Note-9.02.06)	26,182,016	26,182,016
Advance for Furniture & Fixtures	-	-
Advance for Product	751,699	-
Advance against C & F Expenses	86,966	145,852
B. Deposits	1,577,314	4,061,657
Security Deposit (Note-9.02.07)	356,214	361,931
Earnest Money (Note-9.02.08)	374,290	383,290
Bank Guarantee Margin (Note-9.02.09)	846,810	846,810
L/C Margin (Note-9.02.10)	-	2,469,626
Total (A+B)	52,458,589	52,939,028
This is unsecured but considered good.		
9.02.01 ADVANCE INCOME TAX		
This consists of :		
Opening balance	16,320,327	12,878,073
	684,738	2,512,472
Deducted by clients & Customs Authority at the time of Import during the year	300,079	137,222
Deducted by Bank a/c	384,659	2,375,250
AIT paid in Cash	500,000	929,782
Closing Balance	17,505,065	16,320,327
9.02.02 ADVANCE AGAINST LOCAL PURCHASE		
Name of Vendors :		
Sys Computers	20,000	-
Next Technology	10,900	1,045,000
Sys International	-	90,000
Total	30,900	1,135,000
9.02.03 ADVANCE AGAINST OFFICE RENT		
Head Office Rent	98,252	207,452
Banani Branch Office Rent	550,032	675,024
Chittagong Branch Office Rent	780,000	900,000
IDB Branch Office Rent	413,100	-
Branch Office -Jamuna Future Park	390,000	-
Elephant Road Branch Office Rent	-	84,000
Dolphin Computers Limited	487,500	-
Total	2,718,884	1,866,476
9.02.04 ADVANCE AGAINST SALARIES	1,163,845	785,800
This amount has been paid to the staff and officers of the company which is being adjusted against their monthly salary.		
9.02.05 ADVANCE AGAINST DEVELOPMENT WORKS		
KIOSK	2,441,900	2,441,900
Total	2,441,900	2,441,900
9.02.06 ADVANCE AGAINST PROJECT EXPENSES		
BRTA-IS Project	19,831,258	19,831,258
WASA	6,350,758	6,350,758
Total	26,182,016	26,182,016

The Company filed a case to Honourable High Court Division against chairman, BRTA to realise the project money and the decision is still pending with the High Court Division

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Figures in Taka

Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
9.02.07 SECURITY DEPOSIT		
Opening balance	361,931	363,227
Add: Addition during the year	-	2,000
	<u>361,931</u>	<u>365,227</u>
Less: Matured and collected during the year	5,717	3,296
Closing balance	<u>356,214</u>	<u>361,931</u>
This is against supply to different Government and Corporate Authorities. This amount has been kept by the buyer/clients as security in compliance with terms of tenders and work orders. It is required for certain supplies and varies from 5% to 10% of the invoice value. The amount will be brought to fund on the event of maturity.		
9.02.08 EARNEST MONEY		
The movement is as under:		
Opening balance	383,290	399,115
Add: Addition during the year	-	42,000
	<u>383,290</u>	<u>441,115</u>
Less: Withdrawal during the year	9,000	57,825
Closing balance	<u>374,290</u>	<u>383,290</u>
This amount represents the money that is required at the time of bidding tenders.		
9.02.09 BANK GUARANTEE MARGIN		
It consists of :		
BARI	33,960	33,960
Bangladesh Road Transport Authority	798,000	798,000
UNDP	14,850	14,850
Total	<u>846,810</u>	<u>846,810</u>
This relates to normal trading supply to corporate type clients. These guaranties were issued from Mercantile Bank Ltd. Dhanmondi Branch in compliance with the work order for supply to trading goods. These were issued for certain periods from one or two years depending upon the terms of work orders.		
9.02.10 L/C MARGIN		
This consists of:		
L/C No. DN-174610010509	-	100,000
L/C No. DN-174610010589	-	1,585,000
L/C No. DN-174610010770	-	784,626
Total	<u>-</u>	<u>2,469,626</u>
This represents that portion of imports for which L/C has been opened.		

9.02.11 Related Party Transactions- Disclosures Under BAS 24 " Related Party Disclosures"

No amount was due by the Directors (including Chairman & Managing Director), Managing agent, Manager and officers of the Company and any of them severally or jointly with any other person. However during the period under review, the company carried out a number of transactions with related party in the normal course of business. The nature of these transactions and their value have been set out in accordance with the provision of BAS 24 " Related party Disclosures" Details are given below :

Name of Company	Nature of Transactions	Head of A/C.	2012-2013	2011-2012
"Daffodil International University (DSL)"	Sales of Laptop & PC	Trade & Other Receivables		
"Daffodil Software Ltd. (DSL)"	"Daffodil Software Ltd. (DSL)"	Other Debtors	10,450	40,450
Total			<u>10,450</u>	<u>40,450</u>

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
10.00 CASH AND CASH EQUIVALENTS		
This consists of as follows:		
Cash at Bank (Note-10.01.01)	3,042,301	596,780
Cash in Hand (Note-10.01.02)	866,176	375,696
Cheques in Hand (Note-10.01.03)	54,250	102,560
Fixed deposit (10.01.04)	5,291,500	100,000,000
Total	9,254,227	101,075,036

The break up is given below:

10.01.01 CASH AT BANK

Name of Bank	Type of A/C.	" 30 June 2013 Amount in Taka "	" 30 June 2012 Amount in Taka "
The Premier Bank Ltd., Banani Br., Dhaka	CD	22,231	522
Mercantile Bank, Dhanmondi Br., Dhaka	CA	161,089	508
Mercantile Bank, Dhanmondi Br.	CD	550	550
HSBC, Anchor Tower Br., Dhaka	CD	13,261	6,072
Islami Bank BD Limited, IDB Bhaban Br.	CD	523,698	310,667
United Commercial Bank Ltd	CA	1,933,770	-
Southeast Bank Ltd.	CD	130,065	1,054
SIBL	CD	211	47,925
Dutchbangla Bank Ltd.	CA	184,438	13,029
Dutchbangla Bank Ltd.	CD	5,726	3,142
Dutchbangla Bank Ltd.	CD	1,429	2,500
National Bank	CD	58,353	204,701
Mercantile Bank Ltd.	STD	7,480	6,110
Total		3,042,301	596,780

Cash at bank balances have been confirmed with Bank Statements and Bank Balance Confirmation Certificate and reconciliation statements have been prepared where necessary.

10.01.02 CASH IN HAND

H.O. - Main Cash	22,984	50,160
IDB Bhaban Br.	751,608	224,593
Banani Br.	69,142	48,383
Chittagong Br.	22,442	52,560
Total	866,176	375,696

Balance has been confirmed with book balance and supported by certificate.

10.01.03 CHEQUES IN HAND

This represents Credit card & cheques received but not deposited within 30-06-2013

10.01.04 FIXED DEPOSIT

This is as follows :

Opening Balance	100,000,000	200,000,000
Add : FDR during the year	5,000,000	-
Add : Interest received during the year	3,824,998	23,752,533
	108,824,998	223,752,533
Less : Tax deducted at source	382,499	2,375,253
	108,442,499	221,377,280
Less : Encashed to adjust CC, LTR & Term loan	103,150,999	121,377,280
Closing Balance	5,291,500	100,000,000

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
10.02 CONSOLIDATED CASH AND CASH EQUIVALENTS		
This consists of as follows:		
Cash at Bank (Note-10.02.01)	3,177,801	721,280
Cash in Hand (Note-10.02.2)	1,152,708	701,550
Cheques in Hand (Note-10.02.03)	54,250	102,560
Fixed deposit (10.02.04)	5,291,500	100,000,000
Total	9,676,259	101,525,390

The break up is given below:

10.02.01 CASH AT BANK

Name of Bank	Type of A/C.	" 30 June 2013 Amount in Taka "	" 30 June 2012 Amount in Taka "
The Premier Bank Ltd., Banani Br., Dhaka	CD	22,231	522
Mercantile Bank, Dhanmondi Br., Dhaka	CA	161,089	508
Mercantile Bank, Dhanmondi Br.	CD	550	550
HSBC, Anchor Tower Br., Dhaka	CD	13,261	6,072
Islami Bank BD Limited, IDB Bhaban Br.	CD	523,698	310,667
United Commercial Bank Ltd	CA	1,933,770	-
Southeast Bank Ltd.	CD	130,065	1,054
SIBL	CD	211	47,925
Dutchbangla Bank Ltd.	CA	184,438	13,029
Dutchbangla Bank Ltd.	CD	5,726	3,142
Dutchbangla Bank Ltd.	CD	1,429	2,500
National Bank	CD	58,353	204,701
Dolphin Computers Ltd.		135,500	124,500
Mercantile Bank Ltd.	STD	7,480	6,110
Total		3,177,801	721,280

Cash at bank balances have been confirmed with Bank Statements and Bank Balance Confirmation Certificate and reconciliation statements have been prepared where necessary.

10.01.02 CASH IN HAND

H.O. - Main Cash	22,984	50,160
IDB Bhaban Br.	751,608	224,593
Banani Br.	69,142	48,383
Chittagong Br.	22,442	52,560
Dolphin Computers Ltd.	286,532	325,854
Total	1,152,708	701,550

Balance has been confirmed with book balance and supported by certificate.

10.01.03 CHEQUES IN HAND

This represents Credit card & cheques received but not deposited within 30-06-2013

10.01.04 FIXED DEPOSIT

This is as follows :

Opening Balance	100,000,000	200,000,000
Add : FDR during the year	5,000,000	-
Add : Interest received during the year	3,824,998	23,752,533
	108,824,998	223,752,533
Less : Tax deducted at source	382,499	2,375,253
	108,442,499	221,377,280
Less : Encashed to adjust CC, LTR & Term loan	103,150,999	121,377,280
Closing Balance	5,291,500	100,000,000

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
11.00 BANK LOAN, OVERDRAFT AND CASH CREDIT		
Loan against Trust Receipt (LTR - MBL)	Note - 11.01 1,604,127	6,466,332
CC (Hypo)	Note - 11.02 31,133,206	31,110,647
Term Loan - MBL	Note - 11.03 4,609,657	7,271,216
Loan against Trust Receipt (LTR - UCBL)	Note - 11.04 17,134,327	-
Term Loan - SIBL	Note - 11.05 -	30,746,666
Trust receipt - SIBL	Note - 11.06 -	15,172,573
Total	54,481,317	90,767,434
11.01 LOAN AGAINST TRUST RECEIPT (LTR - MBL) :		
Opening balance	6,466,332	7,337,694
Add: Received during the year	-	86,390
Add: Interest during the year	745,869	700,791
Less: Paid during the year	(5,608,074)	(1,658,543)
Total	1,604,127	6,466,332
Details are as under:		
Name of Bank	Particulars	
Limit Amount	: Tk. 6,531,000	
Purpose	: Import of Materials	
Security	: L/C Documents	
Interest Rate	: 16% per annum	
Mode of Payment	: From own sources	
Validity	: 31.08.2013 & 14.03.2012	
Type of Facility	: Loan Against Trust Receipt	
11.02 CC (Hypo)		
Opening balance	31,110,647	26,478,986
Add: Received during the year	32,858,579	49,260,337
Add: Interest during the year	4,222,468	4,759,221
Less: Paid during the year	(37,058,488)	(49,387,897)
Total	31,133,206	31,110,647
Details are as under:		
Name of Bank	Particulars	
Limit Amount	: Tk. 30,000,000	
Purpose	: To meet Working Capital requirement	
Security	: 50% Stocks in trade	
Interest Rate	: 16% per annum	
Mode of Payment	: From your own sources	
Type of Facility	: CC Hypo	
Validity	: Up-to 31.10.2013	
11.03 TERM LOAN - MBL		
Opening balance	7,271,216	11,744,668
Add: Received during the year	302,000	-
Add: Interest during the year	962,441	1,466,548
Less: Paid during the year	(3,926,000)	(5,940,000)
Total	4,609,657	7,271,216
Details are as under:		
Name of Bank	Particulars	
Limit Amount	: Tk. 8,690,000	
Purpose	: To procure Materials	
Security	: 25% of Cash	
Interest Rate	: 16% per annum	
Mode of Payment	: Monthly Installment	
Type of Facility	: Term Loan	
Validity	: Up-to 31.10.2014	

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
11.04 LOAN AGAINST TRUST RECEIPT (LTR - UCBL)		
Opening balance	-	-
Add: Received during the year	17,500,000	-
Add: Interest during the year	489,327	-
Less: Paid during the year	855,000	-
Total	<u>17,134,327</u>	<u>-</u>
Details are as under:		
Name of Bank	Particulars	
United Commercial Bank Limited	Limit Amount : 20,000,000	
	Purpose : Import of Materials	
	Interest Rate : 16% per annum	
	Mode of Payment : From own sources	
	Type of Facility : Loan Against Trust Receipt	
	Validity : 31.10.2013	
11.05 TERM LOAN - SIBL		
Opening balance	30,746,666	52,117,217
Add: Received during the year	-	-
Add: Interest during the year	1,146,666	693,333
Less: Paid during the year	(31,893,332)	-
Total	<u>-</u>	<u>30,746,666</u>
Details are as under:		
Name of Bank	Particulars	
Social Islami Bank Limited	Purpose : Import of Materials	
	Interest Rate : 16% per annum	
	Mode of Payment : Monthly Installment	
	Type of Facility : Term Loan	
	Validity : Expired	
11.06 TRUST RECEIPT - SIBL		
Opening balance	15,172,573	-
Add: Received during the year	-	14,756,551
Add: Interest during the year	115,337	416,022
Less: Paid during the year	(15,287,910)	-
Total	<u>-</u>	<u>15,172,573</u>
Details are as under:		
Name of Bank	Particulars	
Social Islami Bank Limited	Purpose : Import of Materials	
	Interest Rate : 16% per annum	
	Mode of Payment : From own sources	
	Type of Facility : Trust Receipt	
	Validity : Expired	
12.00 TRADE AND OTHER PAYABLES		
Opening balance	15,337,522	8,240,741
Add: Addition during the year	114,525,853	112,560,250
	<u>129,863,375</u>	<u>120,800,991</u>
Less: Paid/ Adjusted during the year	109,617,116	105,463,469
Closing balance	<u>20,246,259</u>	<u>15,337,522</u>

This is against credit purchase of trading goods from local vendors.

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Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
12.01 CONSOLIDATED TRADE AND OTHER PAYABLES		
Opening balance	15,474,367	8,240,741
Add: Addition during the year	193,051,488	112,697,095
	<u>208,525,855</u>	<u>120,937,836</u>
Less: Paid/ Adjusted during the year	188,042,746	105,463,469
Closing balance	<u>20,483,109</u>	<u>15,474,367</u>
This is against credit purchase of trading goods from local vendors.		
13.00 LIABILITIES FOR EXPENSES		
This amount consists of liabilities for salaries , office rent , utilities bill and other purchases. Break up of the above amount is as under :		
Salaries & Allowances	612,524	507,435
Contribution to Employees PF	5,069,965	5,154,229
Audit Fee	161,000	161,000
Telephone Bill	34,520	32,560
Electricity Bill	66,874	62,560
Paper Bills	1,880	1,885
Internet Bills	24,500	11,200
Insurance premium	-	142,531
Renewal Fee	351,028	50,100
Dividend Distribution Tax	6,825,562	2,874,554
Total	<u>13,147,853</u>	<u>8,998,054</u>
13.01 CONSOLIDATED LIABILITIES FOR EXPENSES		
This amount consists of liabilities for salaries , office rent , utilities bill and other purchases. Break up of the above amount is as under :		
Salaries & Allowances	612,524	507,435
Contribution to Employees PF	5,069,965	5,154,229
Audit Fee	161,000	161,000
Telephone Bill	47,320	43,360
Electricity Bill	83,124	75,560
Paper Bills	2,330	2,335
Internet Bills	35,560	19,513
Insurance premium	-	142,531
Renewal Fee	351,028	50,100
Dividend Distribution Tax	6,825,562	2,874,554
Total	<u>13,188,413</u>	<u>9,030,617</u>
14.00 PROVISION FOR INCOME TAX		
Opening Balance	16,690,570	13,763,795
Total Income as per Profit & Loss Account before tax	43,873,115	58,880,733
Less: Income from Software (Note-14.01)	(39,660,390)	(48,237,914)
Less: Dividend Income	(612,548)	-
Taxable Income	3,600,177	10,642,819
Provision for Income Tax @ 37.5%	1,350,066	2,926,775
Provision for Income Tax on Dividend Income (@ 20%)	122,510	-
Total Current Tax provision	1,472,576	2,926,775
Closing Balance	<u>18,163,146</u>	<u>16,690,570</u>
14.01 INCOME FROM SOFTWARE		
Sales of Software	72,080,824	79,316,080
Less : Expenditure	32,420,434	31,078,166
Direct Expenses	20,102,542	18,356,058
Administrative Expenses	6,627,848	6,843,127
Selling & Distribution Expenses	436,789	477,949
Financial Expenses	2,306,111	2,669,575
Amortization Expenses on CSD	2,947,144	2,731,457
	<u>39,660,390</u>	<u>48,237,914</u>

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Particulars	30 June 2013 Taka	30 June 2012 Taka
Assessment of income tax for the accounting year 2001-02, 2005-06, 2006-07, 2008-09 & 2010-11 are still pending as it is under process of settlement by the High Court. Provision for some years of which assessment are completed is yet to be adjusted.		
14.00 CONSOLIDATED PROVISION FOR INCOME TAX		
Opening Balance	16,690,570	13,763,795
Total Income as per Profit & Loss Account before tax	44,240,644	58,880,733
Less: Income from Software (Note-14.01)	(39,660,390)	(48,237,914)
Taxable Income	4,580,254	10,642,819
Provision for Income Tax @ 37.5%	1,717,595	2,926,775
Provision for Income Tax on Dividend Income (@ 20%)	122,510	-
Closing Balance	18,530,675	16,690,570
15.00 SHARE CAPITAL		
15.01 Authorized		
50,000,000 Ordinary Shares of Tk. 10.00 each	500,000,000	500,000,000
15.02 Issued, Subscribed and paid up		
17,500,000 shares of Tk.10 each fully paid up in cash.	175,000,000	175,000,000
1,750,000 bonus share of Tk.10 each issued in 2006-2007	17,500,000	17,500,000
1,155,000 bonus share of Tk.10 each issued in 2007-2008	11,550,000	11,550,000
2,448,600 bonus share of Tk.10 each issued in 2008-2009	24,486,000	24,486,000
2,285,360 bonus share of Tk. 10 each issued in 2009 - 2010	22,853,600	22,853,600
22,853,600 Right Issue of Tk. 10 each issued in 2009 -2010	228,536,000	228,536,000
1,919,702.4 bonus share of Tk. 10 each issued in 2010-2011	19,197,024	19,197,024
	499,122,624	499,122,624

Shareholding position was as follows :

Name of the Shareholders	No. of Shares	%	Amount
Promoters	22,570,326	45%	225,703,260
General Public	27,341,936.40	55%	273,419,364
Total	49,912,262.40	100%	499,122,624

Distribution Schedule-Disclosure under the listing regulations of stock exchange

This distribution schedule showing the number of shareholders and their shareholdings in percentage has been disclosed below a requirement of the "Listing Regulations of Dhaka & Chittagong Stock Exchange":

Shareholders Range in number of Shares	Number of Holders	Number of Shares	% of holdings	Amount of Share Capital
Less than 500 Shares	6,050	1,627,262	3.26%	16,272,624
501 to 5,000 Shares	7,208	13,520,500	27.09%	135,205,000
5,001 to 10,000 Shares	499	2,944,500	5.90%	29,445,000
10,001 to 20,000 Shares	219	2,875,500	5.76%	28,755,000
20,001 to 30,000 Shares	55	2,364,500	4.74%	23,645,000
30,001 to 40,000 Shares	14	1,037,500	2.08%	10,375,000
40,001 to 50,000 Shares	17	1,545,500	3.10%	15,455,000
50,001 to 100,000 Shares	20	2,392,000	4.79%	23,920,000
100,001 to 1,000,000 Share	10	1,350,500	2.71%	13,505,000
Over 1,000,000 Shares	6	20,254,500	40.58%	202,545,000
Total	14,098	49,912,262	100%	499,122,624

16.00 Retained Earnings		
Opening Balance	56,776,665	48,815,267
Add: Addition during the year	42,400,539	55,953,958
	99,177,204	104,769,225
Dividend	49,912,262	47,992,560
Closing Balance	49,264,942	56,776,665

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Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
16.01 Consolidated Retained Earnings		
Opening Balance	56,776,665	48,815,267
Add: Addition during the year	42,400,539	55,953,958
	99,177,204	104,769,225
Dividend	49,912,262	47,992,560
Closing Balance	49,264,942	56,776,665
17.00 REVENUE		
This is made up as follows :		
Sales of Computer and Computer Goods Note-17.01	244,454,094	240,650,319
Sales of Customized Software	72,080,824	79,316,080
Total Net Sales	316,534,918	319,966,399
Revenue recognition has been discussed in Note-3.08.		
17.01 SALES OF COMPUTER & COMPUTER GOODS		
Name of Items		
Computers	146,903,423	146,203,805
Printers	16,375,584	15,944,699
Monitor	16,129,993	16,098,169
Hardware	24,876,802	21,520,364
Accessories	21,682,403	21,250,654
UPS	7,887,417	7,968,377
Stabilizer	754,094	843,710
Software	9,977,529	11,075,893
	244,587,245	240,905,671
Less: Return	7,900	117,450
Less: VAT	125,251	137,902
Total	244,454,094	240,650,319
17.02 CONSOLIDATED REVENUE		
This is made up as follows :		
Sales of Computer and Computer Goods Note-17.02.01	329,118,141	314,735,263
Sales of Customized Software	72,080,824	79,316,080
Total Net Sales	401,198,965	394,051,343
Revenue recognition has been discussed in Note-3.08.		
17.02.01 CONSOLIDATED SALES OF COMPUTER & COMPUTER GOODS		
Name of Items		
Computers	204,658,809	194,413,909
Printers	37,135,435	35,327,122
Monitor	22,283,303	22,595,086
Hardware	24,876,802	21,520,364
Accessories	21,682,403	21,250,654
UPS	7,887,417	7,968,377
Stabilizer	754,094	843,710
Software	9,977,529	11,075,893
	329,255,792	314,995,115
Less: Return	7,900	117,450
Less: VAT	129,751	142,402
Total	329,118,141	314,735,263

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Figures in Taka

Particulars		30 June 2013 Taka	30 June 2012 Taka
18.00	COST OF GOODS SOLD		
	It consists of :		
	Computer and Computer Goods	Note-18.01 224,996,470	232,501,791
	Customized Software & Web hosting etc.	Note-18.01.02 20,102,542	18,356,058
	Total	245,099,012	250,857,849
18.01	COMPUTER & COMPUTER GOODS		
	Cost of Materials	Note - 18.1.1 216,346,148	227,378,262
	Add: Direct Expenses	8,650,322	5,123,529
	Carriage Inward	23,580	92,200
	C & F expenses	229,387	184,200
	Freight	462,345	741,130
	PSI Charges & Other import levies & duties	6,583,184	3,244,357
	Insurance premium	353,536	413,132
	Development surcharge	540,315	398,510
	Assembling Expenses	445,000	50,000
	Network Expenses	12,975	-
	Total	224,996,470	232,501,791
18.01.1	COST OF MATERIALS		
	Opening Stock	54,596,054	58,058,489
	Add: Purchase - Foreign	35,538,750	29,998,933
	Purchase - Local less return	180,036,946	193,916,894
	Total Purchase during the year	215,575,696	223,915,827
	Material Available for consumption	270,171,750	281,974,316
	Less: Closing Stock	53,825,602	54,596,054
	Total Net Cost of Material	216,346,148	227,378,262
18.01.02	CUSTOMIZED SOFTWARE & WEB HOSTING		
	Cost of Production	17,537,042	15,480,208
	Add: Direct Expenses	2,565,500	2,875,850
	Consultancy Fees	300,000	300,000
	Resource Hiring	2,265,500	2,575,850
	Total	20,102,542	18,356,058
18.02	CONSOLIDATED COST OF GOODS SOLD		
	It consists of :		
	Computer and Computer Goods	Note-18.02.01 302,803,505	299,937,470
	Customized Software & Web hosting etc.	Note-18.02.03 20,102,542	18,356,058
	Total	322,906,047	318,293,528
18.02.01	COMPUTER & COMPUTER GOODS		
	Cost of Materials	Note - 18.02.02 294,153,183	294,813,941
	Add: Direct Expenses	8,650,322	5,123,529
	Carriage Inward	23,580	92,200
	C & F expenses	229,387	184,200
	Freight	462,345	741,130
	PSI Charges & Other import levies & duties	6,583,184	3,244,357
	Insurance premium	353,536	413,132
	Development surcharge	540,315	398,510
	Assembling Expenses	445,000	50,000
	Network Expenses	12,975	-
	Total	302,803,505	299,937,470

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Figures in Taka

Particulars	30 June 2013 Taka	30 June 2012 Taka
18.02.02 COST OF MATERIALS		
Opening Stock	56,871,950	59,596,614
Add: Purchase - Foreign	35,538,750	29,998,933
Purchase - Local less return	257,894,980	262,090,344
Total purchase during the year	293,433,730	292,089,277
Material available for consumption	350,305,680	351,685,891
Less: Closing Stock	56,152,497	56,871,950
Total Net Cost of Material	294,153,183	294,813,941
18.02.03 CUSTOMIZED SOFTWARE & WEB HOSTING		
Cost of Production	17,537,042	15,480,208
Add: Direct Expenses	2,565,500	2,875,850
Consultancy Fees	300,000	300,000
Resource Hiring	2,265,500	2,575,850
Total	20,102,542	18,356,058
19.00 ADMINISTRATIVE EXPENSES		
This consists of as follows :		
Directors Remuneration	456,000	456,000
Salaries & Allowances	8,400,729	7,635,265
Bonus	633,294	629,983
Co's Contribution to Employees' Provident Fund	283,010	238,696
Office Rent	2,937,647	3,222,741
AGM Expenses	1,067,885	904,812
Audit fee	161,000	161,000
Bank charges	54,757	81,193
Business Tour & Traveling exp.	77,935	124,800
Car maintenance	261,836	162,239
Commission paid on credit cards	26,826	23,199
Computer Fair exp.	147,847	246,000
Consultation Fees	12,850	11,600
Conveyance	114,533	143,704
Discount allowed	1,000	4,150
Directors meeting attendance fee	105,000	41,490
Donation	51,500	35,000
Electricity	322,294	295,458
Entertainment	207,186	149,895
Internet bills	168,484	59,355
Miscellaneous	130,465	33,829
Office Maintenance	237,206	158,920
Papers & Periodicals	12,685	12,586
Printing & Stationery	155,057	213,138
Renewal expenses	479,788	1,601,261
Repairs & Maintenance	112,430	101,140
Schedule purchase	-	500
Staff welfare Expenses	98,570	85,936
Subscriptions	15,150	20,600
Telephone bills	233,306	215,216
Training Expenses	3,000	45,000
Utilities	61,049	75,909
Human Resource Dev. Expanse.	75,845	40,940
R & D Expenditure	44,200	28,560
Corporate Social Response (CSR)	42,500	61,000
Deferred Revenue Expenditure written off 20%	199,520	249,400
Depreciation	4,700,443	5,239,908
Total	22,092,827	22,810,423

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Figures in Taka

Particulars		30 June 2013 Taka	30 June 2012 Taka
Allocation:			
19.01	Hardware & Network activities 70%	15,464,979	15,967,296
19.02	Customized Software & Web hosting activities 30%	6,627,848	6,843,127
		22,092,827	22,810,423
	Add: Amortization expenses 5% on cost of Customized SW Development	2,947,144	2,731,457
	Total	25,039,971	25,541,880
20.00	CONSOLIDATED ADMINISTRATIVE EXPENSES		
	This consists of as follows :		
	Directors Remuneration	496,000	496,000
	Salaries & Allowances	10,247,261	9,481,801
	Bonus	788,066	785,261
	Co's Contribution to Employees' Provident Fund	283,010	238,696
	Office Rent	4,974,170	5,259,264
	AGM Expenses	1,067,885	904,812
	Audit fee	161,000	161,000
	Bank charges	54,757	81,193
	Business Tour & Traveling exp.	77,935	124,800
	Car maintenance	261,836	162,239
	Commission paid on credit cards	26,826	23,199
	Computer Fair exp.	147,847	246,000
	Consultation Fees	12,850	11,600
	Conveyance	144,784	175,909
	Discount allowed	1,000	4,150
	Directors meeting attendance fee	105,000	41,490
	Donation	63,826	49,235
	Electricity	446,857	417,923
	Entertainment	333,038	274,464
	Internet bills	312,484	203,355
	Miscellaneous	146,997	59,429
	Office Maintenance	293,451	214,716
	Papers & Periodicals	14,843	14,744
	Printing & Stationery	313,641	376,340
	Renewal expenses	479,788	1,601,261
	Repairs & Maintenance	137,016	137,997
	Schedule purchase	-	500
	Staff welfare Expenses	118,818	108,394
	Subscriptions	20,150	25,600
	Telephone bills	334,255	262,779
	Training Expenses	3,000	45,000
	Utilities	106,249	116,409
	Human Resource Dev. Expanse.	75,845	40,940
	R & D Expenditure	44,200	28,560
	Corporate Social Response (CSR)	42,500	61,000
	Deferred Revenue Expenditure written off 20%	199,520	249,400
	Depreciation	6,110,222	6,872,460
	Total	28,446,927	29,357,920
Allocation:			
20.01	Hardware & Network activities 70%	19,912,849	20,550,544
20.02	Customized Software & Web hosting activities 30%	8,534,078	8,807,376
		28,446,927	29,357,920
	"Add: Amortization expenses 5% on cost of Customized SW Development"	2,947,144	2,731,457
	Total	31,394,071	32,089,377

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Figures in Taka

Particulars		30 June 2013 Taka	30 June 2012 Taka
21.00	SELLING & DISTRIBUTION EXPENSES		
	This consists of as follows :		
	Postage & Stamp	78,598	37,545
	Advertisement	5,000	19,100
	Business Promotion Expenses	800,500	500,260
	Carriage outward	42,259	5,100
	Replacement of sold goods	13,280	50,550
	Sales incentives	516,326	980,608
	Total	1,455,963	1,593,163
	Allocation:		
21.01.01	Hardware & Network activities 70%	1,019,174	1,115,214
21.01.02	Customized Software & Web hosting activities 30%	436,789	477,949
	Total	1,455,963	1,593,163
21.02	CONSOLIDATED SELLING & DISTRIBUTION EXPENSES		
	This consists of as follows :		
	Postage & Stamp	91,098	52,065
	Advertisement	5,000	19,100
	Business Promotion Expenses	930,769	627,245
	Carriage outward	42,259	5,100
	Replacement of sold goods	13,280	50,550
	Sales incentives	650,888	1,113,192
	Total	1,733,294	1,867,252
	Allocation:		
21.02.01	Hardware & Network activities 70%	1,213,306	1,307,076
21.02.02	Customized Software & Web hosting activities 30%	519,988	560,176
	Total	1,733,294	1,867,252
22.00	INDIRECT INCOME		
	Interest on Deposit	3,830,683	23,752,533
	Income from DCL general service section	649,739	556,715
	Income from Dpc laptop service	663,790	101,253
	Dividend income from Subsidiaries	612,548	575,500
	Total	5,756,760	24,986,001
22.01.01	INCOME FROM DCL GENERAL SERVICE SECTION		
	Service bills received	3,801,272	4,047,027
	Less: Cost of Spare parts	3,151,533	3,490,312
	Total	649,739	556,715
22.01.02	INCOME FROM DPC LAPTOP SERVICE		
	Service bills received	3,222,563	459,520
	Less: Cost of Spare parts	2,558,773	358,267
	Total	663,790	101,253
22.02	CONSOLIDATED INDIRECT INCOME		
	Interest on Deposit	3,830,683	23,752,533
	Income from DCL general service section	649,739	556,715
	Income from Dpc laptop service	663,790	101,253
	Income from Dolphin Computer service Centre	754,496	747,821
	Total	5,898,708	25,158,322

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Particulars	Figures in Taka	
	30 June 2013 Taka	30 June 2012 Taka
22.02.01 INCOME FROM DCL GENERAL SERVICE SECTION		
Service bills received	3,801,272	4,047,027
Less: Cost of Spare parts	3,151,533	3,490,312
Total	649,739	556,715
22.02.02 INCOME FROM DPC LAPTOP SERVICE		
Service bills received	3,222,563	459,520
Less: Cost of Spare parts	2,558,773	358,267
Total	663,790	101,253
23.00 FINANCIAL EXPENSES		
Bank Interest	7,687,038	8,768,025
Rental charge for Leased Assets	-	130,558
Total	7,687,038	8,898,583
Allocation:		
23.01 Hardware & Network activities 70%	5,380,927	6,229,008
23.02 Customized Software & Web hosting activities 30%	2,306,111	2,669,575
Total	7,687,038	8,898,583
24.00 BASIC EARNING PER SHARE (EPS) Disclosure under BAS 33" Earning per Share"		
The computation of EPS is given below :		
(a) Net Profit after Tax	42,400,539	55,953,958
(b) Weighted aver. number of Ordinary Shares outstanding during the year	49,912,262	49,912,262
(c) Basic EPS	0.85	1.12

Basic EPS

Calculation of weighted number of ordinary shares outstanding during the year from 01.07.2012 to 30.06.2013.

Date of Share Holdings	No. of Shares	Period	Days	Weighted Average Nos of Shares of Outstanding
30.06.2013	49,912,262	"01.07.2012 to 30.06.2013"	360	49,912,262
Total	49,912,262	49,912,262	360	49,912,262

26.00. Quantitative and Figurative Statement of Purchase, Sales and Inventories of Goods For the year ended 30 June, 2012.
As per requirements of Schedule -XI (Part-II) Section 3 (i)(e) of Companies Act 1994. In case of trading companies, the purchase made and the opening and closing stocks, giving break up in respect of each class of goods traded in by the company and indicate

Other than Hardware Items :

Elements	Computers Finished	Computer Daffodil PC	Printers	Monitor	Accessories	UPS	Stabilizer	Software	Total Taka
Opening Quantity (Qty.)	457	424	216	777	Various	291	11	Various	
Add : Purchases- Qty.	2,374	3,227	1,278	2,061	Various	2,875	338	Various	
Goods available for sale- Qty.	2,831	3,651	1,494	2,838	Various	3,166	349	Various	
Less: Goods sold Qty.	2,477	3,228	1,312	2,116	Various	2,781	325	Various	
Closing Balance Qty.	354	423	182	722	Various	385	24	Various	
Opening Balance	457	424	216	777	Various	291	11	Various	
Average Unit Cost-- Taka	24003.83	23786.16	12113.87	7499.35	Various	2575.88	1920.65	Various	
Total cost of opening Stock Tk.	10,969,750	10,085,332	2,616,596	5,826,995	2,966,937	749,581	21,127	9,427,176	42,663,494
Add : Purchases-- Qty.	2,374	3,227	1,278	2,061	Various	2,875	338	Various	
Average Unit Cost-- Taka	25,410.90	23,180.13	12,112.32	6,998.85	Various	2,546.32	2,002.87	Various	
Total cost of Purchase Tk.	60,325,477	74,802,280	15,479,545	14,424,630	14,652,842	7,320,670	676,970	6,017,419	193,699,833
Less: Goods sold-- Qty.	2,477	3,228	1,312	2,116	Various	2,781	325	Various	
Unit Sales price -- Average	27,102.24	24,712.26	12,481.39	7,622.87	Various	2,836.18	2,320.29	Various	
Total Sales -- Taka	67,132,248	79,771,175	16,375,584	16,129,993	21,682,403	7,887,417	754,094	9,977,529	219,710,443
Closing Quantity--Qty.	354	423	182	722	Various	385	24	Various	
Average Unit Cost-- Taka	30882.88	24032.68	12326.84	7550.24	Various	2453.26	1916.24	Various	
Total cost of Closing Stock Tk.	10,932,540	10,165,824	2,243,485	5,451,273	3,002,451	944,505	45,990	9,259,617	42,045,685
Cost of materials	60,362,687	74,721,788	15,852,656	14,800,352	14,617,328	7,125,746	652,107	6,184,978	194,317,642

25.01 Hardware Items

Elements	Processor	Mother Board	Harddisk	CD Rom Drive	Key Board	FDD	DVD/COMBO Drive	RAM	AGP Card	Sound Card	CD Writer	Others	Total Taka
Opening Quantity (Qty.)	178	125	357	85	629	29	235	404	194	22	38	Various	
Add : Purchases- Qty.	788	852	842	97	2,145	33	1,110	1,029	526	26	129	Various	
Goods available for sale- Qty.	966	977	1,199	182	2,774	62	1,345	1,433	720	48	167	Various	
Less: Goods sold Qty.	779	838	662	98	2,124	37	1,015	992	478	27	131	Various	
Closing Balance Qty.	187	139	537	84	650	25	330	441	242	21	36	Various	
Opening Balance-- Qty.	178	125	357	85	629	29	235	404	194	22	38	Various	
Average Unit Cost-- Taka	7,201.41	4,625.32	4,900.69	1,356.77	238.51	609.69	1,678.22	1,011.96	1,696.61	1,064.26	2,609.84	Various	
Total cost of opening Stock Tk.	1,281,851	578,165	1,749,546	115,325	150,023	17,681	394,382	408,832	329,142	23,414	99,174	6,785,025	11,932,560
Add : Purchases-- Qty.	788	852	842	97	2,145	33	1,110	1,029	526	26	129	Various	
Average Unit Cost-- Taka	6,120.36	4,520.26	4,895.28	1,304.25	224.36	610.24	1,598.64	965.27	1,498.96	1,105.98	2,498.48	Various	
Total cost of Purchase Tk.	4,822,844	3,851,262	4,121,826	126,512	481,252	20,138	1,774,490	993,263	788,453	28,755	322,304	4,544,764	21,875,863
Less: Goods sold-- Qty.	779	838	662	98	2,124	37	1,015	992	478	27	131	Various	
Unit Sales price -- Average	6,342.26	4,725.39	5,246.12	1,420.86	240.93	642.25	1,826.98	1,012.60	1,824.61	1,145.36	2,620.39	Various	
Total Sales -- Taka	4,940,621	3,959,877	3,472,931	139,244	511,735	23,763	1,854,385	1,004,499	872,164	30,925	343,271	7,723,387	24,876,802
Closing Quantity-- Qty.	187	139	537	84	650	25	330	441	242	21	36	Various	
Average Unit Cost-- Taka	7,225.13	4,624.12	5,102.96	1,355.45	235.96	622.21	1,598.63	999.76	1,650.84	1,198.82	2,614.93	Various	
Total cost of Cl. Stock Tk.	1,351,099	642,753	2,740,290	113,858	153,374	15,555	527,548	440,894	399,503	25,175	94,137	5,275,731	11,779,917
Cost of materials	4,753,596	3,786,674	3,131,083	127,980	477,901	22,264	1,641,324	961,201	718,092	26,994	327,340	6,054,058	22,028,506

SUMMARY OF COST OF MATERIALS AND SALES & CLOSING INVENTORY

	Other than Hardware	Hardware	Total
Opening Stock	42,663,494	11,932,560	54,596,054
Add: Purchase	193,699,833	21,875,863	215,575,696
	236,363,327	33,808,423	270,171,750
Less: Closing Stock	42,045,685	11,779,917	53,825,602
Cost of Materials	194,317,642	22,028,506	216,346,148
Gross Sales	219,710,443	24,876,802	244,587,245

26.00 Foreign Exchange Earned and Payment

No remittances were made in foreign currency on account of dividend, royalty, technical experts, professional advisor fees, interest, etc

27.00 Directors' Responsibility on Statement

The board of Directors take the responsibility for the preparation and presentation of these financial statements.

28.00 Directors' Interest in Contracts with the Company

There was no transaction resulting in Directors' interest with the company and no leasing facilities have been made available to directors.

29.00 Receivable from directors

No amount is lying as receivable from the Directors.

30.00 Payment/Perquisites to Director and Officers

- i) No compensation was allowed by the company to Directors of the company other than Directors' Remuneration as reported in Note-#19.
- ii) No amount of money was expended by the company for compensating any member of the board for special services rendered.
- iii) Board meeting attendance fee was paid to the directors of the company.

31.00 Capital Expenditure Commitment

There was no Capital Expenditure Commitment as on 30 June 2013.

32.00 Contingent Liabilities

"Contingent liabilities as on the date of Financial Position were as under:the Tax Authority has claimed an additional tax Amount of Tk. 11,554,533/- For the financial year 2001-02, 2005-06, 2006-07,2008-09 & 2010-11. Details are as under:"

Accounting Year	Assessment Year	Provision	Claimed Amount	Present status
2001-02	2002-03	183,151	3,171,508	Appealed High Court
2005-06	2006-07	289,369	2,336,558	Appealed High Court
2006-07	2007-08	2,361,973	1,470,722	Appealed High Court
2008-09	2009-10	161,360	883,389	Appealed Tribunal
2010-11	2011-12	2,287,686	3,692,356	Appealed Tribunal
Total			11,554,533	

33.00 Claim Not Acknowledged

There was no claim against the company as on 30 June 2013.

34.00 Commission, Brokerage or Discount against Service

No commission, Brokerage or discount was allowed or incurred or paid during the year under review except which mentioned in note-21.

35.00 Credit Facility Not Availed

There are no credit facilities available to the company under any contracts other than trade credit available in the ordinary course of business at the balance sheet date.

**36.00 Subsequent Events-Disclosures under IAS 10 "Events after the Balance Sheet Date"
Proposed Dividend**

There was no circumstances have arisen since the statement of financial position date which would require adjustment to, or disclosure in, the financial statements or notes thereto.

37.00 Miscellaneous

No individual expenses include under miscellaneous expenses, which exceed 1 percent of the total revenue of the company or Tk. 5,000 whichever is higher.

38.00 Companies Act, 1994, Schedule -XI, Part-II (Note-3(P)(VI)5)

	2013	2012
(a) Number of Employees drawing salary Tk. 3,000 or above per month	129	129
Number of Employees drawing salary below Tk. 3,000 per month	-	-
Total	<u>129</u>	<u>129</u>

(b) There was no non-resident Bangladeshi shareholder during the year under audit.


Md. Monir Hossain
Company Secretary


Md. Sabur Khan
Managing Director


Mrs. Shahana Khan
Chairman

Daffodil Computers Limited Schedule of Fixed Assets As on 30 June 2013.

Particulars	COST				DEPRECIATION				W.D.V as on 30.06.13	
	Opening as on 01.07.12	Addition this yr.	Sales/ Adj.	Total as on 30.06.13	Rate	Opening as on 01.07.12	Charged	Sales/ Adj.		Total as on 30.06.13
Leashold Property	518,477			518,477	0%	-	-	-	-	518,477
Land	93,750,000			93,750,000	0%	-	-	-	-	93,750,000
Generator	571,700			571,700	15%	289,755	42,292		332,047	239,653
Furniture & Fixture	13,258,529	39,518		13,298,047	10%	7,166,771	613,128		7,779,899	5,518,148
Air cooling System	7,386,140			7,386,140	15%	5,323,458	309,402		5,632,860	1,753,280
Computer Set up in Office	7,422,900			7,422,900	15%	5,953,157	220,461		6,173,618	1,249,282
Office Equipment	2,819,269			2,819,269	15%	1,884,966	140,145		2,025,111	794,158
Vehicles	3,185,760			3,185,760	15%	1,764,741	213,153		1,977,894	1,207,866
Telephone & PABX	686,100			686,100	15%	581,100	15,750		596,850	89,250
Office Decoration	21,208,736	108,000		21,316,736	10%	13,868,739	744,800		14,613,539	6,703,197
Video Overhead Projector	380,000			380,000	15%	320,426	8,936		329,362	50,638
Water purifying Machine	62,000			62,000	15%	54,602	1,110		55,712	6,288
Stabilizer Making Plant	2,468,282			2,468,282	10%	1,531,561	93,672		1,625,233	843,049
Daffodil PC Assembling Plant	13,720,130			13,720,130	10%	7,814,064	590,607		8,404,671	5,315,459
Sales Centre Establishment	10,214,134			10,214,134	10%	5,498,111	471,602		5,969,713	4,244,421
Call Centre	5,083,920			5,083,920	10%	2,895,459	218,846		3,114,305	1,969,615
Library	2,046,500			2,046,500	15%	852,274	179,134		1,031,408	1,015,092
Campus Decoration	4,388,380	632,655		5,021,035	10%	1,495,970	352,507		1,848,477	3,172,559
Lab Equipment	5,864,698	9,600		5,874,298	15%	2,641,644	484,898		3,126,542	2,747,756
TOTAL (30.06.13)	195,035,655	789,773		195,825,428		59,936,798	4,700,443		64,637,241	131,188,187
TOTAL (30.06.12)	195,030,025	2,005,630		195,035,655		54,696,890	5,239,908		59,936,798	135,098,857

Daffodil Computers Limited Consolidated Schedule of Fixed Assets As on 30 June 2013.

Particulars	COST				DEPRECIATION				W.D.V as on 30.06.13	
	Opening as on 01.07.12	Addition this yr.	Sales/ Adj.	Total as on 30.06.13	Rate	Opening as on 01.07.12	Charged	Sales/ Adj.		Total as on 30.06.13
Leasehold Property	518,477			518,477	0%	-	-	-	-	518,477
Land	93,750,000			93,750,000	0%	-	-	-	-	93,750,000
Generator	571,700			571,700	15%	289,755	42,292		332,047	239,653
Furniture & Fixture	16,682,341	39,518		16,721,859	10%	7,509,152	921,271		8,430,423	8,291,436
Air cooling System	7,386,140			7,386,140	15%	5,323,458	309,402		5,632,860	1,753,280
Computer Set up in Office	8,035,432			8,035,432	15%	6,045,037	298,559		6,343,596	1,691,836
Office Equipment	4,172,144	5,000		4,177,144	15%	2,087,897	313,387		2,401,284	1,775,860
Vehicles	3,185,760			3,185,760	15%	1,764,741	213,153		1,977,894	1,207,866
Telephone & PABX	784,200			784,200	15%	590,910	24,579		615,489	168,711
Office Decoration	26,127,566	133,000		26,260,566	10%	14,606,564	1,375,701		15,982,265	10,278,301
Video Overhead Projector	380,000			380,000	15%	320,426	8,936		329,362	50,638
Water purifying Machine	62,000			62,000	15%	54,602	1,110		55,712	6,288
Stabilizer Making Plant	2,468,282			2,468,282	10%	1,531,561	93,672		1,625,233	843,049
Daffodil PC Assembling Plant	15,371,630			15,371,630	10%	8,061,789	801,173		8,862,962	6,508,668
Sales Centre Establishment	10,214,134			10,214,134	10%	5,498,111	471,602		5,969,713	4,244,421
Call Centre	5,083,920			5,083,920	10%	2,895,459	218,846		3,114,305	1,969,615
Library	2,046,500			2,046,500	15%	852,274	179,134		1,031,408	1,015,092
Campus Decoration	4,388,380	632,655		5,021,035	10%	1,495,970	352,507		1,848,477	3,172,559
Lab Equipment	5,864,698	9,600		5,874,298	15%	2,641,644	484,898		3,126,542	2,747,756
TOTAL (30.06.13)	207,093,304	819,773		207,913,077		61,569,350	6,110,222		67,679,572	140,233,505
TOTAL (30.06.12)	203,717,366	3,375,938		207,093,304		54,696,890	6,872,460		61,569,350	145,523,954

4.1 Findings:

The major findings of this study are as follows:

- Dolphin Computer's Ltd. Clients think that the price of Products is high.
- The most difficult job for the marketing executives is to create faith on customer mind.
- Sometimes the Dolphin Computer's Ltd. fails to hand over the Product within the specific time.
- There is Conflict among the 35 employees working in the Company.
- Some Customers complain that the product has no warranty and no guarantee.
- Some customers complain that the products have no quality.

4.2 RECOMMENDATIONS:

As per earnest observation some suggestion for the improvement of the situation are given below:

1. Dolphin should maintain the level of growth rate of advance against sales and development.
2. Dolphin Computer should diversify their business and from a group.
3. To attract more customers Dolphin Computer has to create a new market strategy which will be able to increase their business as it could improve revenue.
4. The officers of Dolphin Computer Corporate Branch think that long term training is required for Company officers for the betterment of the service. Computer training is must today to improve the individual as well as Company performance.
5. Maximum customers are expecting the responsible price, so carefully the price should establish in per Product. All modern facilities are equal distribution in all class of people.
6. The Company should improve office atmosphere to give customers friendly feeling.
7. The Company may provide intimate attention to customer needs.
8. The company should setup more showroom in Dhaka.
9. The company do not give advertisement on TV. So they should give advertisement on TV.

4.3 CONCLUSION:

Dolphin Computer's Ltd. is one of the renowned IT Product companies in Bangladesh. The Company provides complete housing solution to the people. Dolphin Computer also contributes in our national economy. Main goal of Dolphin Computer is to provide better services to the customers. Dolphin Computer has been faced internal problem which is faced by almost every IT Product Company. Beside this Government & Non-government organization always creates political forces. It is very tough to occupy after buying the Product. It is found in most cases that there is more partner or same Product & have to face complexion of laws with them. At last, Dolphin Computer doing its business successful in our country. It provides its services as per its commitment & improves the business continuously.

Bibliography and

References

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