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# Internship Report On “WAN IT Ltd.”

## Supervisor

**Dr. Seyama Sultana**  
Associate Professor  
Department of Marketing  
School of Business and Economics  
United International University

## Submitted by

**S.M Shafiullah**  
ID: 111 152 111  
Major: Marketing  
Trimester: Spring 2020



School of Business and Economics  
United International University

## Date of Submission

18<sup>th</sup> April 17, 2021

## Letter of Transmittal

18<sup>th</sup> April, 2021

Dr. Seyama Sultana  
Assistant Professor  
Department of Marketing  
School of Business and Economics  
United International University

**Subject:** Submission of the Internship Report

Dear ma'am

With due respect, it's a great pleasure that you have given me an opportunity to submit on WAN IT Limited I am submitting this report as part of my internship course spring 2020. While preparing this report, I tried my level best to follow your instructions and the instructions that has been given by my organization supervisor.

The entire report is based on my practical experience in WAN IT Limited. Here I have tried my level best to provide what I have learned throughout my internship program conducted last six months.

I will be highly encouraged if you are kind enough to receive my internship report. If you have any further inquiry concerning any additional information, I would be very happy to provide you the needed information.

Sincerely Yours,

S.M Shafiullah  
ID: 111 152 111  
Department of Marketing  
School of Business and Economics  
United International University

## **Certification of Similarity Index**

## **Acknowledgement**

First of all, I would like to express my gratitude to Almighty ALLAH for enabling me to complete the report in due time.

I would like to express my sincere gratitude to Dr. Seyama Sultana, Assistant Professor, Department of marketing School of business and economics (SOBE), United International University for providing me detailed feedback and advice on this report. She gave me suggestion to make this report flawless as possible. Without her support and guideline, it's not possible to complete this report.

Then, I would like to thanks my honorable organization supervisor MD. Azharul Islam, Manager in WAN IT Limited he provided me various information and guideline, which was very needed to complete this report.

I would like to thanks also Kulsum Begum, Assistant Manager in WAN IT Limited. she also provided me various information that needed to complete the report.

I have thoroughly enjoyed my internship experience and thankful to my colleagues for supporting me.

I am also grateful to my friends and classmates who helped me while preparing this report by giving their suggestions, assistance and supply of information which was valuable to me. Their helping hand supported ne to complete my report successfully.

## Executive Summary

This report made for internship program in United International University. I have completed my intern at wan it ltd. My internship duration was six months.

This report is made based on my work experience. In this report I include industry overview, size and maturity of IT industry, some external and internal factors, buyers- suppliers power, threats of substitutes and some other information related with this industry and my interned organization. Here I also described my duties, responsibilities, training and contribution what I did.

From this report you may know the history of WAN IT Limited. In year 2005 WAN IT Limited introduced in market as WAN IT Bangladesh and named WAN IT Limited in 2012. Their most of the executives are from computer science engineering background. They have dedicated workforce that's because they have satisfied clients both in home and abroad. WAN IT Limited has a unique space among 100s of so-called professional web development and web design companies.

WAN IT Limited is a technological consultancy with a multitude of service. Their range is in house design and development service including customer website design and web development using ASAP, PHP framework and CMS based PHP web technologies, customer Ecommerce shopping carts, web marketing, mobile website development and I phone Apps development. This report fills up full of information which helps you to know about WAN IT Limited.

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## **Chapter 1: Introduction**

### **1.1 Background of the report**

Background of this report is to complete my credit and to become a graduate from United International University. There are 123 credit in BBA mostly they are theoretical and some mathematic, out of 123 credit 3 credit is internship / project. Which is mandatory to complete. To complete all my credit, I joined in internship in Wanit. Ltd. To experience real-life corporate world. My internship duration was 6 months. Basically, it's an IT based company. Its products and services are related with IT. I worked with their marketing team. After completing my internship with WanIT.Ltd I made this report based on my learning. It was a fantastic experience to work with them and getting corporate experience.

### **1.2 Objective of this report**

Reports communicates information which has been gathered and compiled. All those happen or it's a result of research and analysis of fresh data and different issues. What report does actually is transmitting of information with a very clear purpose to specific audience. Presentation and scope of report varies widely.

Objective of this report is my learning from internship in wanit. ltd. I learned a huge about one to one communication and corporate presentation. Wanit. ltd sales mainly its products and related services. What I did during my internship is door to door marketing. This concept was practiced by them. They let to know the people through marketing team they are selling IT products and related services. They consider every one as potential customer. While marketing team is on fiend, wanit.ltd is recording what kind of difficulties are they facing and what kinds of challenges are coming. Later they solve all those problems so that marketing them can respond well in market.

### **1.3 Motivation of this report**

If I have to discuss motivation of this report then I will discuss visiting different market and meeting with different types of customers. After every week I have visited in different market place like – Basundhora, Mohammadpur, Bosila, old Dhaka and so many other places. While visiting different areas we talked with many people, so many of them have taken our products and services. And we made so many potential customers.

### **1.4 Scope and limitation of the report**

Scope of this report is marketing activity and policies. Wanit.ltd has a target group of customers. Their target customers are those who have an infrastructure status and a physical store. They sale CCTV camera to observe their space, inventories software, vehicle management software and so many products and services related with it. Wanit.ltd marketing team goes their door to door to sale their products and services. up to 6 month I have experienced all this activity. Sometimes they fix a meeting through email and present their products and services. Necessary policies are made to take the order. Marketing team get a guideline how to describe the company and their policies, order, negotiation, order replacement, payment policy, post purchase behavior and many other things.

Limitation of this report is wanit.ltd don't allow their temporary employee to make any decision. All types of decision are taken by the higher authority. When they are making any trade intern employees are ant engaged with it. Real prize and transaction are not done by them. Accounts and HR keep eyes on them. Marketing officer maintain all the marketing activity.

## Chapter 2: Company and Industry Preview

### 2.1 Company Analysis

#### 2.1.1 Overview and history

##### *Overview*

WAN IT LTD is a professional web design company, provide web development solution for corporate or individual interested in outsourcing their web design and web application develop as needed. WANIT.LTD has a unique space among 100 so called professional web development and web design companies.

Rather than providing just a product or service, they provide the best available solution that fits the client's financial and functional requirement. WANIT.LTD mission is to provide customized and usable solution. WANIT.LTD is a technological consultancy with multiple of service, its range in house design and development service

##### *History*

- Inception in 2005 as a partnership business Named “WANIT BANGLADESH”
- In corporate in 2012 named “WANIT Limited”
- Most of the executives are from computer science and engineering discipline.
- Forging new partnerships constantly.

#### 2.1.2 Trend and growth

Trend and growth of WANIT.LTD is quite good. Here shows some trends and growth...

- Volume of sale of CCTV camera per month approximately 250.
- Inventory software sale per month is approximately 25.
- Over 1000 clients in domains & hosting.
- Almost 700 clients in website development services and coming more.

- 5 different online applications are already in the market, one of them used in the overseas as well.

### 2.1.3 Customer mix

Want IT Ltd. Segments their customer mix as those who have physical abstract of product or service. There they provide their service. They focuses on some criteria as in.

**WHO** is the different customer or who is their potential customer. Wan it ltd. Analyse their client's data to understand better so that they can create key customer segments.

**WHY** customer will take services or products from wan it ltd and their motivation. Why describes not just customer wants any specific products or service from wan it ltd but also the channels used during customer journey to make purchase decision.

**WHAT** considered as customers want include value, convenience. what they want of customer among their product line. Based on customers want they provide their service or product.

**WHERE** considers location. to make purchase decision customers include research of the product, from where they will get the product, and so many information they gather to make purchase and then thy purchase. Basically, customer gather information about the product and they company that they have thought to buy. Wan it helps them for making decision. So, what they do, they have given description about the product or services and open comments section of previous clients.

**WHEN** gives a real sense of how important convenience is to the customer. When consider some points in the customer journey. For example, clients house. Wan it try its best to reach customer and provide service. They have capability to serve their customer within the customers given time.

### 2.1.4 Product mix



### 2.1.5 Operations

IT operation refers the set of processes and service that are administrative by an IT department. Basically, IT operations include support for hardware and software. For example- CCTV camera set up Monitor, DVR/ NVR, memory card, Cables, router, shade and mostly installation software. Technicians first measure where to set the camera with the cable and monitor add DVR.

## 2.1.6 SWOT Analysis



### ***Strength***

Some strength of WANIT.LTD is discussed below –

- Company provide accurate service and backup
- Quick response team to support any issues or technical problems.
- Post purchase backup
- 1-year free service.
- Expert engineers ready to serve

### ***Weakness***

Some weakness of wanit.ltd is described below-

- Decisions should take quickly when they get to know any problems arise
- Price of the product or service is comparatively high than others.
- Lack of training to the employees.
- Marketing team is not that much informed about updated versions function.

### ***Opportunity***

In a IT company have lots of opportunity to catch. Day by day modern generation is depending on technologies. A single day can't be thought without using of technology.

- They are introducing new features
- Recruiting generous mind to stay update in the market.
- Customization on the basis of the customer demand
- Emphasis on customer demand.
- Have positive image on IT market.

### ***Threats***

- The main obstacles are faced by the company is it's a huge competitive market.
- Competitors are offering fewer prices than wanit.ltd
- Some supports are provided slowly, which should not be.

## **2.2 Industry Analysis**

### **2.2.1 Specification of the industry**

WAN IT LTD is a professional web design company. It provides web development solution for corporate or individuals as per need. Preciously it's a technological consultancy. All its activity based on technology. Web development, web design, software development, security system, smart attendance system and so many things they are working on.

IT industry include software development consultancy, software management, online service and most importantly business process outsourcing (BPO). Now it is an industry that prospering globally. It demands Worldwide. 150 million plus national population of Bangladesh are engaged with it.

### 2.2.2 Size, trend, and maturity of the industry

**Size:** Domestic Information Technology (IT) industry in Bangladesh is currently valued at cost \$1.1 billion. There are over 4500 registered IT and software companies are in Bangladesh. – Jan 27, 2020

Another narration says that the ICT industry in Bangladesh especially software and ITES is relatively small if compared with the population of Bangladesh.

**Trend:** Bangladesh is moving forward in Information Technology. Bangladesh is fast forwarding in IT sector. This change is coming with various government initiatives as well as various initiatives and effort of the youth. Bangladesh government ICT Ministry is offering many short and long courses to make fast move. All those courses are offering free of cost. Some courses are like – Web design, Web development, Digital marketing, Photoshop and so many.

**Maturity:** In the last 3 years Bangladesh has been seen a tremendous growth in the information technology (IT) sector. It has a market of 160 million+ people. We have been seen increased emergences of digital savvy consumers. Though maturity is not on its pick but hope is quite near.

Here are main 3 reasons for growth in IT sector.

- Govt. policy and awareness.
- Basic policy and advocacy.
- Private sector movement.



### **2.2.3 External economic factors**

External economic factors refer factors that influences buying habits of customer and business and those factors directly or indirectly affects performances of a company. Such factors for wan it ltd is economic inflation or defilation, exchange rates, interest rate, taxation and business cycle.

### **2.2.4 Technological factors**

Technological factors for IT industry are –

- Internet connectivity
- Automation
- Engine efficiency
- Cyber security

### **2.2.5 Barriers to entry**

Barriers to entry in IT industry is –

- Economies of scale
- Differentiation of product
- Govt. policy
- Capital requirement.
- Competitive market.
- Substitute threat

### **2.2.6 Supplier Power**

Suppliers power is the ability of suppliers to limit the number of products, quality decrease, price increase of the products that they sale. To be honest in IT industry suppliers don't have that much power to dominate. Whatever they sale or produce on the basis of the customer demand. They supply products or service on the demand of the customer. Ultimate power holds by the customer.

### **2.2.7 Buyer Power**

Buyers power is customers' ability to squeeze industry margins. In easy word ability to reduce price and improve quality. Nowadays buyers are more powerful and united. If they don't get their expected product or not satisfied with what they have bought they have a platform to complain. If any complains comes from any customers theirs can seen an effect on the company. Customers are more conscious about their expected product.

### **2.2.8 Threat of Substitutes**

Threat of substitutes is the availability of other products that a customer could purchase from outside. Nowadays IT companies are so much available in the market. Customers can easily buy their products. Customers can negotiate with the sellers. If they are not agreed on the price or quality, they have huge options to pick. So many companies are offering more offers to get customers.

### **2.2.9 Industry rivalry**

Industry rivalry takes place when same industry sale same type of products or service. Usually rivalry happens with price competition advertising battles, product introduction. Markets are so much competitive. Everyone tries their best to get customer. So, it happens one with many companies.

## **Chapter 3: Internship Experience**

### **3.1 Position, duties and responsibilities**

I joined as an intern in WANIT.LTD in the marketing department of sales and marketing. For the purpose of my internship I was assigned a task “know the market and demand”. The main purpose of this task is knowing the customer demand and knowing the market. To complete the task, I have visited different types of market and talked with people in Dhaka city.

- I have conducted this following task to completing the job.
- I have made a questionnaire for both customer and retailer.
- Visited different areas of Dhaka city.
- Consulted with the customer to identify their preference
- Written reports based on my findings.
- I have made sales like 40 unites.
- I have presented results to the authority.

### **3.2 Training**

I got on the job training during my internship. The training was let the people know about the company (wanit.ltd) and its product & services and sales. The training focused on how to approach with customer, make them understand usages of technology, benefits of technology, and its maintenance.

### **3.3 Contribution to departmental functions**

My contribution was doing advertising of the company (WanIt.LTD). and sales. As part of my responsibility I have visited different areas of Dhaka city and I have made sale 40 unites.

### **3.4 Evaluation**

To evaluate the internship experience I have got so many practical experiences. I have learned the corporate culture, gesture, practical experience with customer, how to make sales, customer test and preference and so many things that I have learned through my internship.

### **3.5 Skills applied**

Skills I have applied are following bellow.

- ❖ Product knowledge
- ❖ Active listening
- ❖ Communication
- ❖ Buyer – seller agreement
- ❖ Standard questioning
- ❖ Time Management

### **3.6 New skills developed**

Some new skills I developed from my internship are given bellow-

- Ability to build relation with clients and customer.
- Precisely time management skills.
- Effective listening skill.
- Understand what the buyers want.
- Establish trust with the buyers.
- Act on what the customer is saying
- Sell effectively over the phone.

### **3.7 Application of academic knowledge**

Academic knowledge that I have applied in my internship in wanit.ltd. is presentation skill. What I have learned during every trimester end and the presentation. Presentation skill helps me a lot. In marketing and sales department presentation skill is most important skill among all skill. Wanit.ltd's Marketing is all about presentation of their products and related services. This academic knowledge that I have applied effectively.

## **Chapter 4: Conclusion and key facts**

### **4.1 Recommendations for improving departmental operations**

Wanit.ltd is already achieved huge success within 8 years by their work and strategy. Overall strategy of wanit.ltd is mind-blowing. To keep hold this success and achieve something new I think wanit.ltd need to follow some specific and executive strategy.

Maintain flexibility:

- ❖ Create an open environment
- ❖ Minimize inventory
- ❖ Reduce material movement
- ❖ Implement predictable process.
- ❖ Utilize a sequential flow pattern in the process.

### **4.2 Key understanding**

Key understanding is a formal style of writing elaborately on a topic. While I was preparing my internship report some elements that I followed. Very carefully I handled this element

Title page, table of content, executive summary, introduction, discussion, conclusion, recommendation and reference.

### **4.3 Conclusion**

As a part of the academic requirement and completion of BBA program, I have done my internship program in WANIT.LTD under supervision of Dr. Seyama Sultana, Assistant professor, school of business and economic, United International University.

## Reference

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