

Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd.

TAHSIN JAHID

ID: 111 201 013

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd.



Submitted to:

Dr. Md. Shariful Alam

Professor, School of Business & Economics (SoBE) & Director, IQAC

United International University

Submitted by:

Tahsin Jahid

Id: 111 201 013

Major: Marketing

Trimester: 14th

School of Business and Economics

United international university

Date of submission

05/10/2024

Letter of transmittal

To

Md. Shariful Alam
Professor
Department of Marketing
School of Business and Economics
United International University

Subject: Submission of Internship Report on “Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd.”

Dear Sir,

I am pleased to inform you that I have successfully prepared my internship report on "Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd." This report explores the critical functions of sales support and its impact on the efficiency and effectiveness of the sales process within Sheba Technologies Ltd.

The study highlights how sales support activities, such as lead management, data management, customer service, and administrative support, contribute to the overall success of the sales team. By streamlining these processes, sales support enables sales representatives to focus on engaging with prospects and closing deals, thereby driving business growth.

I have prepared this report based on my internship experience at Sheba Technologies Ltd., where I had the opportunity to observe and participate in various business development activities. The insights gained from this hands-on experience have been instrumental in shaping the findings and recommendations presented in the report.

I want to add that the report has been prepared following numerous secondary sources, including journals, daily newspapers, and publications of reputed authors. All the data is collected from relevant sources, and no information is directly copied from any sources.

I, therefore, pray and hope that you will accept my internship report and provide me with your valuable remarks.

Your obedient student,

Tahsin Jahid
ID: 111 201 013

Declaration of the student

I, Tahsin Jahid, declare that I have prepared the internship report on “Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd.” All information used in this report is collected and analyzed prior to use in the study. All the information provided in the study is valid and relevant. Also, no information is copied or shared directly in the report without sharing the proper reference.

Signature: _____

Tahsin Jahid

ID: 111 201 013

Major: Marketing

BBA Program

School of Business and Economics

United International University

Acknowledgement

At first, I thank Almighty ALLAH and my parents for giving me the patience, strength, and courage to pursue this 4-year BBA program from United International University and enabling me to finally complete it.

I am delighted to express my deepest gratitude to all who provided data to finalize this report. Special thanks to my Project Supervisor and Faculty of Marketing, Md. Shariful Alam, Associate Professor, School of Business and Economics, United International University, whose suggestions and efforts have motivated me to prepare the report.

I also want to offer recognition to Md. Hamidul Alam, an entrepreneur who allowed me to study his online marketing business and provided the opportunity to understand how to run an online marketing page and promote the business online.

Last but not least, I want to thank all of my friends and classmates who supported me whenever I got stuck in any conceptual theory. Without cooperation and mutual support, it would not have been possible to carry out all the tasks.

Finally, I sincerely thank the United International University Authority for organizing this student project program. It truly allows students to apply their theoretical knowledge in a practical platform before entering the business world

Executive summary

This report, titled “Sales Support and Its Role in Closing Deals in the Sheba Technologies Ltd.,” provides an in-depth analysis of the critical functions of sales support and its impact on the efficiency and effectiveness of the sales process within Sheba Technologies Ltd. The report is based on my internship experience at Sheba Technologies Ltd., where I had the opportunity to observe and participate in various business development activities.

Sheba Technologies Ltd. is a leading software development company based in Dhaka, Bangladesh. The company offers a range of products and services designed to streamline business operations and enhance efficiency. This report explores how sales support activities contribute to the overall success of the sales team and the company's business development efforts.

Sales support encompasses a range of activities that are essential for streamlining the sales process and enhancing the efficiency and effectiveness of the sales team. The primary functions of sales support include lead management, data management and analysis, customer service and communication, and administrative support. Sales support teams are responsible for tracking potential customers through the sales pipeline, promptly following up on leads, and ensuring that no opportunities are missed. Effective lead management is crucial for maintaining a steady flow of prospects and converting them into customers. Sales support teams maintain and organize customer data within Customer Relationship Management (CRM) systems. This includes updating customer contact information, recording sales interactions, and tracking customer preferences. Data management is essential for providing sales representatives with accurate and up-to-date information, enabling them to tailor their sales pitches to meet the specific needs of each prospect.

Sales support acts as a crucial link between the sales team and customers. They handle customer inquiries, provide product information, and resolve issues, contributing to positive customer experiences. Effective communication and prompt resolution of customer issues are essential for building trust and maintaining strong customer

relationships. Administrative tasks, such as organizing and scheduling meetings, preparing presentations, and managing documents, are also handled by sales support teams. By taking care of these tasks, sales support frees up sales representatives to focus on engaging with prospects and closing deals.

The role of sales support in closing deals is multifaceted. By managing leads, maintaining data, providing customer service, and handling administrative tasks, sales support teams enable sales representatives to focus on building relationships with prospects and closing deals. This division of labor enhances the overall productivity and effectiveness of the sales team, leading to higher conversion rates and increased revenue.

My internship at Sheba Technologies Ltd. provided me with a comprehensive understanding of business development and the critical role of sales support in closing deals. As a Business Development Intern, my responsibilities included marketing, sales, business growth, idea creation, and business planning. I was actively involved in developing and executing marketing strategies, conducting market research, identifying potential leads, and assisting in the sales process. This hands-on experience allowed me to understand the various components of business development and their interconnections.

Table of contents for Internship

Table of Contents

Letter of transmittal.....	3
Declaration of the student.....	4
Acknowledgement.....	5
Executive summary.....	6
Table of contents for Internship.....	8
CHAPTER I: INTRODUCTION.....	9
I.1 Background of the Report.....	10
I.2 Objectives of the Report.....	12
I.3 Motivation of the Report.....	14
I.4 Scope and Limitations of the Report.....	16
Scope of the Report.....	16
Limitations of the Report.....	17
CHAPTER II: COMPANY AND INDUSTRY PREVIEW.....	21
2.1 Company Analysis: Sheba Technologies Ltd.....	22
2.2.1 Industry analysis : SoftwareDevelopmen.....	25
CHAPTER III: INTERNSHIP EXPERIENCE.....	31
Internship Experience at Sheba Technologies Ltd.....	32
3.1 Position, duties, and responsibilities.....	32
3.2 Training.....	33
3.3 Contribution to departmental functions.....	34
3.4 Evaluation.....	34
3.4.1 Skills applied.....	35
3.4.2 New skills developed.....	35
3.5 Application of academic knowledge.....	36
CHAPTER IV: CONCLUSIONS AND KEY FACTS.....	37
4.1 Recommendations for improving departmental operations at Sheba Technologies Ltd... 38	
4.1.1 Key understanding.....	41
4.2 Conclusion.....	45

CHAPTER I: INTRODUCTION

I.1 Background of the Report

Sheba Technologies Ltd. is a leading software development company that has established itself as a key player in the corporate software solutions market. The company specializes in developing innovative and customized software products designed to meet the diverse needs of businesses. Its flagship products include the Human Resource Management System (HRMS), Electronic Know Your Customer (eKYC), Learning Management System (LMS), Task Management System, Loan Management System, and various custom software solutions tailored to specific customer requirements. This report aims to explore the critical role of sales support in the sales process at Sheba Technologies Ltd. and how it contributes to the successful closing of deals.

In the highly competitive software industry, the ability to effectively close deals is crucial for sustaining growth and achieving business objectives. At Sheba Technologies Ltd., the sales process is meticulously structured to ensure that potential customers are identified, engaged, and converted into loyal clients. The process begins with the identification of the target group, which includes businesses that require software solutions to enhance their operations. This initial step is fundamental as it lays the groundwork for the entire sales process. By understanding the specific needs and challenges of potential customers, Sheba Technologies Ltd. can tailor its approach to effectively address those needs.

Following the identification of the target group, the next step involves creating a comprehensive database of potential customers. This database is a vital resource for the sales team, enabling them to track and manage leads efficiently. The sales support team plays a pivotal role in this phase by ensuring that the database is accurate, up-to-date, and comprehensive. This meticulous attention to detail ensures that no potential lead is overlooked, thereby maximizing the chances of closing deals.

The subsequent steps in the sales process involve initiating contact with potential customers and engaging them through various marketing channels. Effective communication is key at this stage, as it helps build trust and rapport with potential clients. The sales support team assists in crafting compelling marketing messages and

materials that resonate with the target audience. By providing timely and relevant information, the sales support team helps keep potential customers engaged and interested in Sheba Technologies Ltd.'s offerings.

Setting up meetings with potential customers is another critical step in the sales process. These meetings provide an opportunity for the sales team to present Sheba Technologies Ltd.'s flagship products. The sales support team ensures that these presentations are well-prepared and tailored to the specific needs of each customer, thereby increasing the likelihood of a successful outcome.

Collecting detailed requirements from customers and providing appropriate technical solutions are essential steps in the sales process. The sales support team works closely with the sales representatives to ensure that customer requirements are accurately captured and addressed. This collaborative approach ensures that the solutions offered by Sheba Technologies Ltd. are aligned with the customer's needs and expectations.

Negotiation is a critical phase in the sales process, and the sales support team plays a vital role in providing the necessary information and support to facilitate successful negotiations. By assisting with the preparation of proposals, pricing strategies, and contract terms, the sales support team helps the sales representatives navigate the complexities of the negotiation process.

Finally, the deal-closing phase is where all the efforts of the sales team and the sales support team culminate. The sales support team's role in this phase is to ensure that all the necessary documentation is in place and that the transition from prospect to customer is seamless. This attention to detail and commitment to customer satisfaction is what sets Sheba Technologies Ltd. apart from its competitors.

So the sales support team at Sheba Technologies Ltd. plays a crucial role in the sales process, from lead management to deal closing. Their efforts ensure that the sales representatives can focus on building strong relationships with customers and closing deals effectively. This collaborative approach not only enhances the efficiency of the sales process but also contributes significantly to the overall success of Sheba Technologies Ltd. in the competitive software development industry.

I.2 Objectives of the Report

The primary objective of this report is to provide a comprehensive analysis of the role of sales support in the sales process at Sheba Technologies Ltd. By examining the various functions and contributions of the sales support team, this report aims to highlight how these activities enhance the efficiency and effectiveness of the sales process, ultimately leading to successful deal closures. The specific objectives of this report are outlined below:

1. Understanding the Sales Process at Sheba Technologies Ltd.

One of the key objectives is to gain a thorough understanding of the sales process at Sheba Technologies Ltd. This includes identifying the various stages involved, from target group identification to deal closing. By mapping out the entire sales process, this report aims to provide a clear framework that illustrates how sales support integrates into each stage and contributes to the overall success of the sales efforts.

2. Analyzing the Role of Sales Support

The report seeks to analyze the specific roles and responsibilities of the sales support team. This includes examining how sales support activities such as lead management, data management, customer service, and administrative support facilitate the sales process. By delving into these roles, the report aims to demonstrate the critical importance of sales support in ensuring that sales representatives can focus on their core activities, such as building relationships with customers and closing deals.

3. Evaluating the Impact of Sales Support on Deal Closures

Another key objective is to evaluate the impact of sales support on the successful closure of deals. This involves assessing how sales support activities contribute to higher conversion rates and customer satisfaction. By providing empirical evidence and case studies, the report aims to illustrate the tangible benefits of having a dedicated

sales support team and how it directly influences the bottom line of Sheba Technologies Ltd.

4. Identifying Best Practices in Sales Support

The report aims to identify best practices in sales support that can be implemented to improve sales outcomes. This includes exploring innovative strategies and tools that can enhance the efficiency of sales support activities. By benchmarking against industry standards and successful case studies, the report seeks to provide actionable insights that can be adopted by Sheba Technologies Ltd. to further optimize their sales support functions.

5. Providing Recommendations for Improvement

Based on the analysis and findings, the report aims to provide practical recommendations for improving the sales support functions at Sheba Technologies Ltd. These recommendations will be aimed at addressing any identified gaps or inefficiencies in the current sales support processes. By offering targeted suggestions, the report seeks to contribute to the continuous improvement of the sales support team and, by extension, the overall sales performance of the company.

6. Enhancing Customer Relationships

A crucial objective of this report is to highlight how sales support activities contribute to building and maintaining strong customer relationships. By ensuring that customer inquiries are promptly addressed and that their needs are accurately captured and met, sales support plays a vital role in fostering customer loyalty and satisfaction. The report aims to underscore the importance of this aspect and how it translates into long-term business success for Sheba Technologies Ltd.

The objectives of this report are centered around providing a detailed and insightful analysis of the role of sales support in the sales process at Sheba Technologies Ltd. By achieving these objectives, the report aims to offer valuable insights and practical recommendations that can enhance the efficiency and effectiveness of the sales support team, ultimately contributing to the overall success of the company.

I.3 Motivation of the Report

The motivation behind this report on "Sales Support and Its Role in Closing Deals in Sheba Technologies Ltd." stems from the critical need to understand and optimize the sales process in a highly competitive software development industry. Sheba Technologies Ltd. has established itself as a leader in providing innovative software solutions to corporate clients, and the effectiveness of its sales process is pivotal to maintaining this leadership position. This report aims to shed light on the indispensable role of sales support in enhancing the efficiency and success of the sales process, thereby contributing to the overall growth and profitability of the company.

Enhancing Sales Efficiency

One of the primary motivations for this report is to explore how sales support activities can enhance the efficiency of the sales process. In a dynamic and fast-paced industry like software development, the ability to streamline sales operations is crucial. Sales support functions such as lead management, data management, and administrative support play a vital role in ensuring that sales representatives can focus on their core responsibilities. By analyzing these functions, the report aims to identify areas where efficiencies can be gained, ultimately leading to a more productive sales force.

Improving Deal Closure Rates

Another significant motivation is to understand how sales support contributes to improving deal closure rates. Closing deals is the ultimate goal of any sales process, and the support provided to sales representatives can make a substantial difference in achieving this goal. This report seeks to evaluate the impact of sales support on conversion rates, providing insights into how timely and effective support can lead to higher success rates in closing deals. By highlighting successful strategies and

practices, the report aims to offer actionable recommendations that can be implemented to boost deal closures.

Building Strong Customer Relationships

Building and maintaining strong customer relationships is a cornerstone of long-term business success. The motivation to delve into the role of sales support in this context is driven by the understanding that customer satisfaction and loyalty are directly influenced by the quality of support provided. Sales support activities such as customer service and requirement collection are essential in ensuring that customers feel valued and understood. This report aims to underscore the importance of these activities and how they contribute to fostering lasting relationships with clients.

Adapting to Market Dynamics

The software development industry is characterized by rapid technological advancements and evolving customer needs. The motivation to conduct this report also includes the need to adapt to these market dynamics. By examining the role of sales support, the report aims to provide insights into how Sheba Technologies Ltd. can stay ahead of the curve by continuously improving its sales processes. Understanding the role of sales support in responding to market changes and customer demands is crucial for maintaining a competitive edge.

Contributing to Strategic Goals

Finally, the motivation for this report is aligned with the strategic goals of Sheba Technologies Ltd. The company aims to expand its market presence and increase its customer base by offering cutting-edge software solutions. Effective sales support is integral to achieving these goals. This report seeks to provide a comprehensive analysis that can inform strategic decisions and initiatives aimed at enhancing the overall sales performance of the company.

Here, the motivation behind this report is multifaceted, encompassing the need to enhance sales efficiency, improve deal closure rates, build strong customer relationships, adapt to market dynamics, and contribute to the strategic goals of Sheba

Technologies Ltd. By providing a detailed analysis of the role of sales support, this report aims to offer valuable insights and recommendations that can drive the company's continued success in the competitive software development industry.

I.4 Scope and Limitations of the Report

Scope of the Report

The scope of this report encompasses a comprehensive analysis of the role of sales support in the sales process at Sheba Technologies Ltd., a leading software development company. The report aims to provide an in-depth understanding of how sales support activities contribute to the efficiency and effectiveness of the sales process, ultimately leading to successful deal closures. The key areas covered in this report include:

- 1. Sales Process Overview:* A detailed examination of the sales process at Sheba Technologies Ltd., including the identification of target groups, database creation, customer contact, communication and marketing, meeting setup, product presentation, requirement collection, technical solution provision, negotiation, and deal closing.
- 2. Role of Sales Support:* An analysis of the specific roles and responsibilities of the sales support team, including lead management, data management, customer service, and administrative support. The report will explore how these activities facilitate the sales process and support sales representatives in their efforts to close deals.
- 3. Impact on Deal Closures:* An evaluation of the impact of sales support on the successful closure of deals. This includes assessing how sales support activities contribute to higher conversion rates and customer satisfaction, and how they influence the overall success of the sales process.

4. *Best Practices*: Identification of best practices in sales support that can be implemented to improve sales outcomes. The report will explore innovative strategies and tools that can enhance the efficiency of sales support activities, providing actionable insights for Sheba Technologies Ltd.

5. *Recommendations*: Based on the analysis and findings, the report will provide practical recommendations for improving the sales support functions at Sheba Technologies Ltd. These recommendations will be aimed at addressing any identified gaps or inefficiencies in the current sales support processes.

Limitations of the Report

While this report aims to provide a comprehensive analysis of the role of sales support in the sales process at Sheba Technologies Ltd., there are several limitations that should be acknowledged:

1. *Data Availability*: The analysis is based on the available data and information provided by Sheba Technologies Ltd. Any limitations in the data, such as incomplete or outdated information, may affect the accuracy and comprehensiveness of the analysis.

2. *Scope of Analysis*: The report focuses specifically on the sales support activities within Sheba Technologies Ltd. and does not include a comparative analysis with other companies. As a result, the findings and recommendations may not be generalizable to other organizations or industries.

3. *Subjectivity*: Some aspects of the analysis, such as the evaluation of the impact of sales support on deal closures, may involve subjective judgments. While efforts have been made to ensure objectivity, the analysis may still be influenced by personal biases and perspectives.

4. *Dynamic Market Conditions*: The software development industry is characterized by rapid technological advancements and evolving customer needs. The analysis and

recommendations provided in this report are based on the current market conditions and may need to be revisited as the market evolves.

5. Implementation Challenges: The recommendations provided in this report are intended to improve the sales support functions at Sheba Technologies Ltd. However, the successful implementation of these recommendations may be influenced by various factors, such as organizational culture, resource availability, and management support.

So, while this report aims to provide valuable insights and practical recommendations for enhancing the sales support functions at Sheba Technologies Ltd., it is important to consider the limitations outlined above. By acknowledging these limitations, the report aims to provide a balanced and realistic analysis that can inform strategic decisions and initiatives aimed at improving the overall sales performance of the company.

1.5 Definition of Key terms

In the context of this report on "Sales Support and Its Role in Closing Deals in Sheba Technologies Ltd.," it is essential to define key terms to ensure a clear and consistent understanding of the concepts discussed. Below are the definitions of the key terms used in this report:

Sales Support

Sales support refers to the activities, resources, and personnel that assist sales representatives in their efforts to sell products and services. The primary goal of sales support is to enhance the efficiency and effectiveness of the sales process. This includes tasks such as lead management, data management, customer service, and administrative support. Sales support functions are crucial in ensuring that sales representatives can focus on their core activities, such as building relationships with customers and closing deals.

Lead Management

Lead management is the process of tracking and managing potential customers (leads) from initial contact through to sale. This involves identifying potential leads, capturing their information, nurturing them through various stages of the sales funnel, and converting them into customers. Effective lead management ensures that no potential opportunity is overlooked and that leads are engaged and followed up in a timely manner.

Data Management

Data management refers to the systematic collection, storage, and analysis of customer data. In the context of sales support, data management involves maintaining accurate and up-to-date information about potential and existing customers. This data is used to inform sales strategies, personalize customer interactions, and track the progress of sales activities. Effective data management is essential for making informed decisions and optimizing the sales process.

Customer Service

Customer service is the support provided to customers before, during, and after a purchase to ensure their satisfaction and encourage repeat business. In the sales process, customer service involves addressing customer inquiries, resolving issues, and providing assistance with product-related questions. High-quality customer service is crucial for building strong customer relationships and fostering loyalty.

HRMS (Human Resource Management System)

HRMS, or Human Resource Management System, is a software solution designed to manage human resources functions within an organization. This includes tasks such as employee data management, payroll processing, benefits administration, performance evaluation, and recruitment. HRMS helps organizations streamline their HR processes, improve efficiency, and enhance employee satisfaction.

eKYC (Electronic Know Your Customer)

eKYC, or Electronic Know Your Customer, is a digital process for verifying the identity of customers. This process involves collecting and validating customer information electronically, reducing the need for physical documentation. eKYC is commonly used in industries such as banking and finance to comply with regulatory requirements and prevent fraud.

LMS (Learning Management System)

LMS, or Learning Management System, is a software application for the administration, documentation, tracking, reporting, and delivery of educational courses or training programs. LMS is used by organizations to manage employee training, professional development, and compliance training. It provides a centralized platform for delivering and tracking learning activities.

Task Management System

A Task Management System is software that helps manage and track tasks and projects. It allows users to create, assign, prioritize, and monitor tasks, ensuring that projects are completed on time and within scope. Task Management Systems are used to improve productivity, collaboration, and accountability within teams.

Loan Management System

A Loan Management System is a software solution for managing loan processes and operations. This includes tasks such as loan origination, underwriting, servicing, and collections. Loan Management Systems help financial institutions streamline their loan processes, reduce operational costs, and improve customer service.

Custom Software Solutions

Custom software solutions refer to software applications that are specifically designed and developed to meet the unique needs of a particular organization or customer. Unlike off-the-shelf software, custom software solutions are tailored to address specific business requirements and challenges. They provide a high degree of flexibility and can be adapted to evolving business needs.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis: Sheba Technologies Ltd.

2.1.1 Overview and history

Sheba Technologies Ltd. (STL) is a leading software development company based in Dhaka, Bangladesh. Founded in 2015, STL is a subsidiary of the Sheba Group, which has been in the tech business for nearly a quarter of a century⁶. The company was established with the vision of enabling connectivity and empowering businesses through innovative software solutions. Over the years, STL has grown to become a key player in the software development industry, offering a range of products and services designed to streamline business operations and enhance efficiency.

2.1.2 Trend and growth

Since its inception, Sheba Technologies Ltd. has demonstrated significant growth and resilience. The company quickly captured the attention of urban businesses by offering comprehensive software solutions tailored to their needs. Despite facing challenges such as the COVID-19 pandemic and funding crises, STL has shown remarkable resilience. The company secured funds from local conglomerates and continued to expand its service offerings⁷. STL's growth trajectory includes the launch of several flagship products and the expansion of its customer base. The company aims to reach 1 million merchants and achieve BDT 1000 Cr in revenue by 2028.

2.1.3 Customer mix

Sheba Technologies Ltd. serves a diverse customer base, including small and medium-sized enterprises (SMEs), large corporations, and government agencies. The company's products are designed to cater to the specific needs of various industries, including finance, education, healthcare, and retail. STL's customer mix reflects its ability to provide customized solutions that address the unique challenges faced by different sectors. The company's focus on customer satisfaction and long-term partnerships has helped it build a loyal customer base.

2.1.4 Product/service mix

STL offers a comprehensive range of software products and services designed to meet the diverse needs of its clients. The company's flagship products include:

1. Human Resource Management System (HRMS): A software solution that helps organizations manage their human resources functions, including employee data management, payroll processing, benefits administration, and performance evaluation.
2. Electronic Know Your Customer (eKYC): A digital process for verifying the identity of customers, particularly useful for financial institutions to reduce fraud and ensure compliance with regulatory requirements.
3. Learning Management System (LMS): A software application for the administration, documentation, tracking, reporting, and delivery of educational courses or training programs.
4. Task Management System: Software that helps businesses manage and track tasks and projects, ensuring timely completion and efficient resource allocation.
5. Loan Management System: A solution designed for financial institutions to manage loan processes and operations, including loan origination, underwriting, servicing, and collections.
6. Custom Software Solutions: Tailored software applications designed to meet the specific needs of individual clients, providing flexibility and adaptability to evolving business requirements.

2.1.5 Operations

Sheba Technologies Ltd. operates with a focus on delivering high-quality software solutions and exceptional customer service. The company's operations are supported by a dedicated team of software developers, engineers, and customer support professionals. STL's operational strategy includes continuous investment in research and development to stay ahead of technological advancements and market trends. The company also emphasizes the importance of data security and compliance with regulatory standards, ensuring that its solutions meet the highest industry standards.

2.1.6 SWOT analysis

Strengths

- **Innovative Product Portfolio:** STL offers a diverse range of innovative software solutions that cater to various business needs.
- **Customer-Centric Approach:** The company's focus on customer satisfaction and long-term partnerships has helped build a loyal customer base.
- **Experienced Team:** STL's team of skilled professionals brings a wealth of experience and expertise to the table, ensuring high-quality service delivery.
- **Resilience and Adaptability:** The company's ability to secure funding and adapt to market challenges demonstrates its resilience and commitment to growth.

Weaknesses

- **Dependence on Local Market:** STL's primary focus on the local market may limit its growth potential in the global arena.
- **Resource Constraints:** As a growing company, STL may face resource constraints that could impact its ability to scale operations rapidly.

Opportunities

- Expansion into New Markets: STL has the opportunity to expand its footprint into international markets, leveraging its innovative solutions to attract a global customer base.
- Technological Advancements: The rapid pace of technological advancements presents opportunities for STL to develop cutting-edge solutions and stay ahead of competitors.
- Strategic Partnerships: Forming strategic partnerships with other tech companies and industry leaders can enhance STL's capabilities and market reach.

Threats

- Intense Competition: The software development industry is highly competitive, with numerous players vying for market share. STL must continuously innovate to maintain its competitive edge.
- Regulatory Changes: Changes in regulatory requirements, particularly in data security and privacy, could pose challenges for STL in ensuring compliance.
- Economic Uncertainty: Economic fluctuations and uncertainties can impact business investments and customer spending, potentially affecting STL's growth prospects.

2.2.1 Industry analysis : Software Development

2.2.2 Specification of the industry

The software development industry encompasses the creation, design, deployment, and maintenance of software applications and systems. This industry includes a wide range of activities, from developing operating systems and enterprise software to mobile applications and cloud-based solutions. Software development is integral to various

sectors, including finance, healthcare, education, and retail, providing essential tools and platforms that drive business operations and innovation.

2.2.3 Size, trend, and maturity of the industry

The global software market was valued at approximately USD 583.47 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 11.5% from 2023 to 2030. This growth is driven by the increasing volume of enterprise data, the rising automation of business processes, and the growing digitization across industries. The COVID-19 pandemic further accelerated the adoption of software solutions, particularly in areas such as remote work, cybersecurity, and digital transformation.

The software industry is characterized by rapid innovation and technological advancements. Key trends shaping the industry include the rise of Software as a Service (SaaS), the integration of artificial intelligence (AI) and machine learning (ML), the proliferation of Internet of Things (IoT) devices, and the increasing focus on cybersecurity. SaaS has become the dominant software delivery model due to its superior economics and service, offering continuous updates and lower upfront costs for customers.

The industry is in a mature phase, with established players dominating the market. However, there is still significant room for growth, particularly in emerging markets and through the development of new technologies and applications. The continuous evolution of technology and the increasing demand for digital solutions ensure that the software development industry remains dynamic and competitive.

2.2.4 External economic factors

Several external economic factors influence the software development industry. Economic stability and growth are crucial, as they impact business investments in technology. During economic downturns, companies may reduce their IT budgets, affecting software sales and development projects. Conversely, economic growth drives increased spending on digital transformation and innovation.

Globalization has also played a significant role in the industry's expansion, enabling companies to access new markets and talent pools. However, geopolitical tensions and trade policies can impact the industry's supply chains and market access. Additionally, currency fluctuations can affect the profitability of software companies operating in multiple regions.

2.2.5 Technological factors

Technological advancements are the backbone of the software development industry. The rapid pace of innovation requires companies to continuously adapt and integrate new technologies into their products and services. Key technological factors influencing the industry include:

1. **Artificial Intelligence and Machine Learning:** AI and ML are transforming software development by enabling predictive analytics, automation, and enhanced user experiences. These technologies are being integrated into various applications, from customer service chatbots to advanced data analytics platforms.
2. **Cloud Computing:** The shift to cloud-based solutions has revolutionized the software industry. Cloud computing offers scalability, flexibility, and cost-efficiency, allowing businesses to access and deploy software applications without significant upfront investments in infrastructure.
3. **Cybersecurity:** As cyber threats become more sophisticated, the demand for robust cybersecurity solutions has increased. Software companies are investing heavily in developing advanced security measures to protect data and systems from breaches and attacks.
4. **Internet of Things (IoT):** The proliferation of IoT devices has created new opportunities for software development. IoT applications require specialized software to manage and analyze data from connected devices, driving innovation in areas such as smart homes, healthcare, and industrial automation.

5. Blockchain: Blockchain technology is gaining traction in the software industry, particularly in areas such as supply chain management, finance, and digital identity verification. Its decentralized and secure nature offers new possibilities for developing transparent and tamper-proof applications.

2.2.6 Barriers to entry

The software development industry has several barriers to entry that can deter new entrants:

1. High Initial Investment: Developing software requires significant upfront investment in research and development, infrastructure, and talent acquisition. New entrants may struggle to secure the necessary funding to compete with established players.
2. Technological Expertise: The industry demands a high level of technical expertise and knowledge. New entrants must have access to skilled developers, engineers, and designers to create competitive products.
3. Intellectual Property: Established companies often hold patents and proprietary technologies that can create barriers for new entrants. Navigating intellectual property rights and avoiding infringement can be challenging for newcomers.
4. Brand Recognition and Trust: Established companies have built strong brand recognition and trust with customers. New entrants must invest heavily in marketing and customer acquisition to build their reputation and gain market share.
5. Regulatory Compliance: Compliance with industry regulations and standards is essential in the software industry. New entrants must navigate complex regulatory environments, which can be time-consuming and costly.

2.2.7 Supplier Power

Supplier power in the software development industry varies depending on the type of supplier and the specific market segment. Key suppliers include hardware manufacturers, cloud service providers, and third-party software vendors. The power of suppliers is influenced by factors such as:

1. **Concentration of Suppliers:** If there are few suppliers for a critical component or service, they can exert significant power over software companies. For example, major cloud service providers like Amazon Web Services (AWS) and Microsoft Azure have substantial influence due to their market dominance.
2. **Switching Costs:** High switching costs can increase supplier power. If a software company relies heavily on a specific supplier's technology or infrastructure, switching to an alternative provider can be costly and disruptive.
3. **Supplier Differentiation:** Suppliers that offer unique or highly specialized products and services can exert more power. For instance, suppliers of advanced AI and ML tools may have greater leverage due to the specialized nature of their offerings.

2.2.8 Buyer Power

Buyer power in the software development industry is influenced by several factors:

1. **Buyer Concentration:** Large buyers, such as multinational corporations and government agencies, can exert significant power due to their purchasing volume. These buyers can negotiate favorable terms and demand customized solutions.
2. **Product Differentiation:** When software products are highly differentiated and offer unique features, buyer power is reduced. Buyers have fewer alternatives and are more likely to accept the terms set by the software provider.

3. **Switching Costs:** High switching costs can reduce buyer power. If a buyer has invested heavily in integrating a specific software solution into their operations, switching to a competitor's product can be costly and time-consuming.

4. **Price Sensitivity:** Buyers with high price sensitivity can exert more power by demanding lower prices or additional features. Software companies must balance pricing strategies to remain competitive while maintaining profitability.

2.2.9 Threat of Substitutes

The threat of substitutes in the software development industry depends on the availability of alternative solutions that can fulfill the same needs. Factors influencing the threat of substitutes include:

1. **Technological Advancements:** Rapid technological advancements can lead to the development of new solutions that replace existing software. For example, the rise of cloud-based applications has substituted traditional on-premises software.

2. **Innovation and Disruption:** Startups and new entrants can introduce innovative solutions that disrupt the market. Companies must continuously innovate to stay ahead of potential substitutes.

3. **Customer Preferences:** Changes in customer preferences and behavior can increase the threat of substitutes. For instance, the growing demand for mobile applications has led to the development of mobile-first solutions that substitute traditional desktop software.

4. **Cost and Performance:** Substitutes that offer better performance or lower costs can pose a significant threat. Software companies must ensure that their products provide superior value to retain customers.

2.2.10 Industry rivalry

The software development industry is characterized by intense rivalry among competitors. Key factors influencing industry rivalry include:

1. **Number of Competitors:** The industry has a large number of competitors, ranging from established tech giants to innovative startups. This high level of competition drives companies to continuously improve their products and services.
2. **Market Growth:** Rapid market growth can reduce rivalry as companies focus on capturing new customers rather than competing for existing ones. Conversely, slow market growth can intensify competition as companies vie for a limited customer base.
3. **Product Differentiation:** Companies that offer highly differentiated products can reduce the intensity of rivalry. Unique features, superior performance, and strong brand recognition can help companies stand out in a crowded market.
4. **Switching Costs:** High switching costs can reduce rivalry by making it difficult for customers to switch to competitors. Companies that integrate their software deeply into customers' operations can create a loyal customer base.
5. **Exit Barriers:** High exit barriers can increase rivalry as companies are more likely to stay in the market despite low profitability. Factors such as high fixed costs, long-term contracts, and specialized assets can make it difficult for companies to exit the industry.

CHAPTER III: INTERNSHIP EXPERIENCE

Internship Experience at Sheba Technologies Ltd.

3.1 Position, duties, and responsibilities

During my internship at Sheba Technologies Ltd., I held the position of Business Development Intern. This role encompassed a variety of duties and responsibilities, including marketing, sales, business growth, idea creation, and business planning. My experience in this role provided me with a comprehensive understanding of the business development process and allowed me to apply and expand my academic knowledge in a real-world setting. Here my duties and responsibilities was-

Marketing: One of my primary responsibilities was to assist in the development and execution of marketing strategies. This involved conducting market research to identify potential customers and market trends, creating marketing materials, and assisting in the planning and execution of marketing campaigns. I worked closely with the marketing team to develop content for social media, email marketing, and other digital marketing channels. This experience helped me understand the importance of targeted marketing and the role it plays in attracting and retaining customers.

Sales: In addition to marketing, I was actively involved in the sales process. This included identifying potential leads, reaching out to prospective clients, and conducting sales presentations. I learned how to effectively communicate the value of our products and services to potential customers and how to handle objections and close deals. This hands-on experience in sales was invaluable in developing my communication and negotiation skills.

Business Growth: A significant part of my role was to contribute to the growth of the business. This involved identifying new business opportunities, developing growth strategies, and assisting in the implementation of these strategies. I worked on projects aimed at expanding our customer base and increasing revenue. This experience taught me the importance of strategic planning and the need to continuously seek out new opportunities for growth.

Idea Creation: I was encouraged to bring new ideas to the table and contribute to brainstorming sessions. This involved thinking creatively about how we could improve our products, services, and processes. I learned how to evaluate the feasibility of new ideas and how to develop them into actionable plans. This aspect of my role helped me develop my creative thinking and problem-solving skills.

Business Planning: I assisted in the development of business plans and strategies. This involved conducting SWOT analyses, setting goals and objectives, and developing action plans to achieve these goals. I learned how to create detailed business plans that outline the steps needed to achieve business objectives. This experience provided me with a solid understanding of the business planning process and the importance of having a clear and actionable plan.

3.2 Training

Throughout my internship, I received regular training from our Chief Marketing Officer, Mr. Faisal Azgar. The training sessions covered a wide range of topics, including corporate culture, marketing planning, sales process, business planning, business growth, strategic communication, and more. These training sessions were instrumental in enhancing my understanding of the business development process and equipping me with the skills needed to succeed in my role.

Corporate Culture: Understanding the corporate culture at Sheba Technologies Ltd. was crucial for my integration into the team. Mr. Azgar emphasized the importance of a positive and collaborative work environment and how it contributes to the overall success of the company. I learned about the company's values, mission, and vision, and how these elements shape the way we do business.

Marketing Planning: The training on marketing planning provided me with a deep understanding of how to develop effective marketing strategies. I learned about the different components of a marketing plan, including market research, target audience identification, marketing objectives, and tactics. This training helped me understand how

to create a cohesive marketing plan that aligns with the company's overall business objectives.

Sales Process: The training on the sales process covered the different stages of the sales cycle, from lead generation to deal closing. I learned about the importance of building relationships with potential customers, understanding their needs, and providing solutions that meet those needs. This training enhanced my ability to effectively engage with customers and close deals.

Business Planning: The training on business planning provided me with the skills needed to develop comprehensive business plans. I learned about the different components of a business plan, including market analysis, competitive analysis, financial projections, and strategic planning. This training helped me understand how to create detailed and actionable business plans that drive business growth.

Business Growth: The training on business growth focused on identifying and capitalizing on new business opportunities. I learned about different growth strategies, including market penetration, market development, product development, and diversification. This training provided me with the knowledge needed to develop and implement effective growth strategies.

Strategic Communication: The training on strategic communication emphasized the importance of clear and effective communication in business. I learned about different communication strategies and techniques, including how to communicate with different stakeholders, how to deliver presentations, and how to handle difficult conversations. This training enhanced my communication skills and my ability to effectively convey information.

3.3 Contribution to departmental functions

During my internship, I made several contributions to the departmental functions at Sheba Technologies Ltd. I assisted in the development and execution of marketing

campaigns, conducted market research, and helped identify new business opportunities. I also contributed to the sales process by identifying potential leads, conducting sales presentations, and closing deals. Additionally, I assisted in the development of business plans and growth strategies. My contributions helped the department achieve its goals and objectives and provided me with valuable hands-on experience.

3.4 Evaluation

My performance during the internship was evaluated based on my ability to meet the goals and objectives set by my supervisor. I received regular feedback from Mr. Azgar, which helped me identify areas for improvement and develop my skills. Overall, my performance was positively evaluated, and I received recognition for my contributions to the department. This positive evaluation was a testament to my hard work and dedication and provided me with the confidence to continue pursuing a career in business development.

3.4.1 Skills applied

During my internship, I applied several skills that I had developed during my academic studies. These included:

- **Analytical Skills:** I applied my analytical skills to conduct market research, analyze data, and develop business plans. These skills were crucial in identifying new business opportunities and developing effective strategies.
- **Communication Skills:** I applied my communication skills to engage with potential customers, deliver sales presentations, and collaborate with team members. Effective communication was essential in building relationships with customers and achieving sales goals.
- **Problem-Solving Skills:** I applied my problem-solving skills to address challenges and develop creative solutions. This involved thinking critically about how to improve our products, services, and processes.

- **Project Management Skills:** I applied my project management skills to manage multiple tasks and projects simultaneously. This involved setting goals, developing action plans, and ensuring that projects were completed on time and within budget.

3.4.2 New skills developed

In addition to applying my existing skills, I developed several new skills during my internship. These included:

- **Sales Skills:** I developed my sales skills by actively participating in the sales process. This involved learning how to identify potential leads, conduct sales presentations, handle objections, and close deals.
- **Marketing Skills:** I developed my marketing skills by assisting in the development and execution of marketing campaigns. This involved learning how to create marketing materials, develop content for digital marketing channels, and analyze the effectiveness of marketing strategies.
- **Strategic Planning Skills:** I developed my strategic planning skills by assisting in the development of business plans and growth strategies. This involved learning how to conduct SWOT analyses, set goals and objectives, and develop action plans.
- **Customer Relationship Management Skills:** I developed my customer relationship management skills by engaging with potential and existing customers. This involved learning how to build and maintain relationships, understand customer needs, and provide solutions that meet those needs.

3.5 Application of academic knowledge

My internship at Sheba Technologies Ltd. provided me with the opportunity to apply my academic knowledge in a real-world setting. The theories and concepts I learned during my studies were directly applicable to my role in business development. For example:

Marketing Theories: I applied marketing theories to develop and execute marketing strategies. This involved understanding market segmentation, targeting, and positioning, as well as the marketing mix (product, price, place, promotion).

Sales Techniques: I applied sales techniques to engage with potential customers and close deals. This involved understanding the sales cycle, building relationships, and handling objections.

Business Planning Frameworks: I applied business planning frameworks to develop comprehensive business plans. This involved conducting market analysis, competitive analysis, and financial projections.

Strategic Management Concepts: I applied strategic management concepts to develop growth strategies. This involved understanding different growth strategies, such as market penetration, market development, product development, and diversification.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for improving departmental operations at Sheba Technologies Ltd

Improving departmental operations is crucial for enhancing efficiency, productivity, and overall business success. Based on my internship experience and observations at Sheba Technologies Ltd., here are several recommendations to improve departmental operations:

1. Enhance Communication and Collaboration

- **Implement Collaboration Tools:** Introduce collaboration tools such as Slack, Microsoft Teams, or Asana to facilitate better communication and project management. These tools can help streamline communication, reduce email overload, and ensure that team members are aligned on project goals and deadlines.
- **Regular Team Meetings:** Schedule regular team meetings to discuss ongoing projects, address any issues, and share updates. These meetings can help ensure that everyone is on the same page and can collaborate effectively.
- **Cross-Departmental Collaboration:** Encourage collaboration between different departments, such as marketing, sales, and product development. This can help identify synergies, share knowledge, and develop more comprehensive strategies.

2. Invest in Training and Development

- **Continuous Learning Programs:** Develop continuous learning programs to keep employees updated on the latest industry trends, technologies, and best practices. This can include workshops, webinars, and online courses.
- **Leadership Training:** Provide leadership training for managers and team leaders to enhance their management skills and improve team performance. Effective leadership is crucial for motivating employees and driving departmental success.
- **Skill Development Workshops:** Organize skill development workshops focused on specific areas such as sales techniques, marketing strategies, and customer

relationship management. These workshops can help employees enhance their skills and contribute more effectively to departmental goals.

3. Optimize Processes and Workflows

- **Process Mapping:** Conduct a thorough analysis of existing processes and workflows to identify bottlenecks and inefficiencies. Use process mapping techniques to visualize and streamline workflows.
- **Automation:** Implement automation tools to handle repetitive and time-consuming tasks. This can free up employees' time to focus on more strategic and value-added activities. For example, using CRM software to automate lead management and follow-ups can improve sales efficiency.
- **Standard Operating Procedures (SOPs):** Develop and document standard operating procedures for key processes. SOPs can provide clear guidelines for employees, reduce errors, and ensure consistency in operations.

4. Enhance Customer Relationship Management

- **Customer Feedback Mechanisms:** Implement mechanisms to regularly collect and analyze customer feedback. This can include surveys, feedback forms, and customer interviews. Understanding customer needs and preferences can help improve products and services.
- **Personalized Customer Interactions:** Use data analytics to personalize customer interactions and provide tailored solutions. Personalized interactions can enhance customer satisfaction and loyalty.
- **Customer Support Training:** Provide training for customer support teams to improve their problem-solving skills and customer service techniques. Effective customer support is crucial for maintaining positive customer relationships.

5. Foster a Positive Work Culture

- **Employee Recognition Programs:** Implement employee recognition programs to acknowledge and reward outstanding performance. Recognizing employees' contributions can boost morale and motivation.

- **Work-Life Balance Initiatives:** Promote work-life balance by offering flexible work arrangements, such as remote work options and flexible hours. A healthy work-life balance can improve employee well-being and productivity.
- **Team-Building Activities:** Organize team-building activities to strengthen relationships and foster a sense of camaraderie among team members. Strong team dynamics can enhance collaboration and overall departmental performance.

6. Improve Data Management and Analytics

- **Data Integration:** Integrate data from different sources to create a unified view of departmental performance. This can help in making informed decisions and identifying areas for improvement.
- **Advanced Analytics:** Invest in advanced analytics tools to gain deeper insights into departmental operations. Predictive analytics, for example, can help forecast sales trends and optimize marketing strategies.
- **Data Security:** Ensure robust data security measures are in place to protect sensitive information. This includes implementing encryption, access controls, and regular security audits.

7. Streamline Sales and Marketing Strategies

- **Targeted Marketing Campaigns:** Develop targeted marketing campaigns based on customer segmentation and market research. This can help in reaching the right audience with the right message, improving conversion rates.
- **Sales Training Programs:** Provide regular sales training programs to enhance the skills of the sales team. Training on topics such as negotiation techniques, objection handling, and closing strategies can improve sales performance.
- **Integrated Marketing and Sales Efforts:** Ensure that marketing and sales efforts are aligned and integrated. This can involve joint planning sessions, shared goals, and collaborative campaigns to maximize impact.

8. Enhance Strategic Planning and Execution

- **Strategic Planning Workshops:** Conduct strategic planning workshops to develop clear and actionable plans for achieving departmental goals. Involve key stakeholders in the planning process to ensure alignment and buy-in.
- **Performance Metrics:** Establish clear performance metrics to track progress and measure success. Regularly review these metrics to identify areas for improvement and make data-driven decisions.
- **Agile Methodologies:** Adopt agile methodologies to improve flexibility and responsiveness in project management. Agile practices such as iterative development, regular feedback loops, and continuous improvement can enhance project outcomes.

9. Leverage Technology and Innovation

- **Technology Upgrades:** Regularly assess and upgrade technology infrastructure to ensure it meets the needs of the department. This includes hardware, software, and network capabilities.
- **Innovation Labs:** Create innovation labs or dedicated teams to explore new technologies and develop innovative solutions. Encouraging experimentation and innovation can lead to breakthrough ideas and improvements.
- **Digital Transformation:** Embrace digital transformation initiatives to modernize operations and improve efficiency. This can include adopting cloud computing, AI, and machine learning technologies.

10. Monitor and Evaluate Progress

- **Regular Reviews:** Conduct regular reviews of departmental performance to assess progress and identify areas for improvement. Use performance metrics and feedback from employees and customers to inform these reviews.
- **Continuous Improvement:** Foster a culture of continuous improvement by encouraging employees to identify and implement improvements in their work processes. Regularly review and update SOPs and workflows to reflect best practices.

- **Feedback Mechanisms:** Implement mechanisms for employees to provide feedback on departmental operations. This can include suggestion boxes, surveys, and regular check-ins with managers.

4.1.1 Key understanding

Key Understanding from Internship Experience at Sheba Technologies Ltd.

My internship at Sheba Technologies Ltd. provided me with a profound understanding of various aspects of business development, marketing, sales, and strategic planning. Here are the key insights and learnings from my experience:

1. The Importance of a Structured Sales Process

One of the most significant understandings from my internship is the critical role of a structured sales process in achieving business success. At Sheba Technologies Ltd., the sales process is meticulously designed, starting from lead generation to deal closure. Each stage of the sales process, including identifying potential leads, engaging with them, understanding their needs, presenting solutions, and negotiating terms, is crucial for converting prospects into customers. This structured approach ensures that no potential opportunity is missed and that the sales team can systematically work towards closing deals.

2. The Role of Marketing in Business Growth

Marketing plays a pivotal role in driving business growth. My experience at Sheba Technologies Ltd. highlighted the importance of targeted marketing strategies in attracting and retaining customers. Effective marketing involves understanding the target audience, creating compelling marketing messages, and using various channels to reach potential customers. The integration of digital marketing techniques, such as social media marketing, email campaigns, and content marketing, is essential for building brand awareness and generating leads. The ability to analyze marketing data

and adjust strategies based on performance metrics is also crucial for continuous improvement.

3. The Value of Customer Relationship Management

Building and maintaining strong customer relationships is fundamental to long-term business success. During my internship, I learned that customer relationship management (CRM) involves more than just managing customer interactions; it requires a deep understanding of customer needs and preferences. Providing excellent customer service, addressing customer inquiries promptly, and offering personalized solutions are key to fostering customer loyalty. The use of CRM software to track customer interactions and manage relationships effectively is an invaluable tool for any business.

4. Strategic Planning and Business Development

Strategic planning is essential for business development and growth. My role involved assisting in the development of business plans and growth strategies, which provided me with insights into the importance of setting clear goals and objectives. Conducting market analysis, competitive analysis, and SWOT analysis are critical components of strategic planning. These analyses help in identifying opportunities and threats, understanding the competitive landscape, and developing strategies to achieve business objectives. The ability to create detailed and actionable business plans is a valuable skill that I developed during my internship.

5. The Impact of Training and Development

Regular training and development are crucial for enhancing employee skills and knowledge. The training sessions conducted by our Chief Marketing Officer, Mr. Faisal Azgar, covered various topics, including corporate culture, marketing planning, sales process, business planning, and strategic communication. These sessions provided me with a deeper understanding of the business environment and equipped me with the

skills needed to succeed in my role. Continuous learning and professional development are essential for staying updated with industry trends and improving performance.

6. The Importance of Innovation and Idea Creation

Innovation and creativity are vital for staying competitive in the software development industry. Sheba Technologies Ltd. encourages employees to bring new ideas to the table and contribute to brainstorming sessions. This culture of innovation fosters a dynamic and forward-thinking work environment. I learned how to evaluate the feasibility of new ideas, develop them into actionable plans, and implement them effectively. The ability to think creatively and solve problems is a critical skill that I honed during my internship.

7. Effective Communication and Collaboration

Effective communication and collaboration are key to successful business operations. My internship experience taught me the importance of clear and concise communication, both within the team and with external stakeholders. Regular team meetings, collaborative projects, and open communication channels help ensure that everyone is aligned and working towards common goals. Strategic communication, including how to deliver presentations and handle difficult conversations, is essential for building strong relationships and achieving business objectives.

8. Data-Driven Decision Making

Making informed decisions based on data is crucial for business success. During my internship, I learned the importance of collecting, analyzing, and interpreting data to guide business strategies. Whether it's market research data, sales performance metrics, or customer feedback, data-driven decision-making helps in identifying trends, measuring success, and making adjustments to improve outcomes. The ability to

leverage data analytics tools and techniques is a valuable skill that enhances strategic planning and operational efficiency.

9. Adaptability and Resilience

The ability to adapt to changing circumstances and demonstrate resilience in the face of challenges is essential for business success. My internship experience at Sheba Technologies Ltd. highlighted the importance of being flexible and open to change. Whether it's adapting to new technologies, responding to market shifts, or overcoming obstacles, adaptability and resilience are key traits that contribute to long-term success. Embracing change and continuously seeking ways to improve processes and strategies are crucial for staying competitive.

10. Application of Academic Knowledge

My internship provided me with the opportunity to apply my academic knowledge in a real-world setting. The theories and concepts I learned during my studies, such as marketing theories, sales techniques, business planning frameworks, and strategic management concepts, were directly applicable to my role. This practical application of academic knowledge helped reinforce my understanding and provided me with valuable hands-on experience. The ability to bridge the gap between theory and practice is essential for professional growth and success.

So, Here my internship at Sheba Technologies Ltd. was a transformative experience that provided me with a deep understanding of various aspects of business development, marketing, sales, and strategic planning. The skills and knowledge I gained during my internship have prepared me for a successful career in business development. The insights I gained into the importance of a structured sales process, effective marketing, customer relationship management, strategic planning, continuous learning, innovation, communication, data-driven decision-making, adaptability, and the application of academic knowledge will be invaluable in my future endeavors. I am grateful for the guidance and support I received from Mr. Faisal Azgar and the entire team at Sheba Technologies Ltd., and I look forward to applying what I have learned in my future career.

4.2 Conclusion

My internship at Sheba Technologies Ltd. has been an invaluable experience, providing me with deep insights into the intricacies of business development, marketing, sales, and strategic planning. This experience has not only allowed me to apply my academic knowledge in a real-world setting but also helped me develop new skills and understand the critical role of sales support in closing deals. Here, I will summarize my key learnings and reflections, focusing on the importance of sales support and its role in closing deals, as well as my overall internship experience.

Sales support is a crucial function within any sales organization, and its importance cannot be overstated. At Sheba Technologies Ltd., sales support plays a vital role in ensuring that the sales team can focus on what they do best—selling. Sales support encompasses a range of activities, including lead management, data management, customer service, and administrative support. These functions are essential for streamlining the sales process and enhancing the efficiency and effectiveness of the sales team.

- **Lead Management:** One of the primary functions of sales support is managing leads. This involves tracking potential customers through the sales pipeline, promptly following up on leads, and ensuring that no opportunities are missed. Effective lead management is crucial for maintaining a steady flow of prospects and converting them into customers. Sales support teams use Customer Relationship Management (CRM) systems to track and manage leads, ensuring that sales representatives have all the information they need to engage with prospects effectively.
- **Data Management and Analysis:** Sales support teams are responsible for maintaining and organizing customer data within CRMs. This includes updating customer contact information, recording sales interactions, and tracking customer

preferences. Data management is essential for providing sales representatives with accurate and up-to-date information, enabling them to tailor their sales pitches to meet the specific needs of each prospect. Additionally, data analysis helps identify sales trends and customer behavior patterns, which are critical for strategic sales planning.

- **Customer Service and Communication:** Sales support acts as a crucial link between the sales team and customers. They handle customer inquiries, provide product information, and resolve issues, contributing to positive customer experiences. Effective communication and prompt resolution of customer issues are essential for building trust and maintaining strong customer relationships. Sales support teams ensure that customers receive timely and accurate information, which is vital for closing deals.
- **Administrative Support:** Administrative tasks, such as organizing and scheduling meetings, preparing presentations, and managing documents, are also handled by sales support teams. By taking care of these tasks, sales support frees up sales representatives to focus on engaging with prospects and closing deals. This administrative support is essential for ensuring that the sales process runs smoothly and efficiently. The role of sales support in closing deals is multifaceted. By managing leads, maintaining data, providing customer service, and handling administrative tasks, sales support teams enable sales representatives to focus on building relationships with prospects and closing deals. This division of labor enhances the overall productivity and effectiveness of the sales team, leading to higher conversion rates and increased revenue.

My internship at Sheba Technologies Ltd. provided me with a comprehensive understanding of business development and the critical role of sales support in closing deals. Here are the key aspects of my internship experience:

- **Duties and Responsibilities:** As a Business Development Intern, my responsibilities included marketing, sales, business growth, idea creation, and business planning. I was actively involved in developing and executing marketing strategies, conducting market research, identifying potential leads, and assisting

in the sales process. This hands-on experience allowed me to understand the various components of business development and their interconnections.

- **Training and Development:** Throughout my internship, I received regular training from our Chief Marketing Officer, Mr. Faisal Azgar. The training sessions covered a wide range of topics, including corporate culture, marketing planning, sales process, business planning, business growth, and strategic communication. These sessions were instrumental in enhancing my understanding of the business environment and equipping me with the skills needed to succeed in my role.
- **Contribution to Departmental Functions:** During my internship, I made several contributions to the departmental functions at Sheba Technologies Ltd. I assisted in the development and execution of marketing campaigns, conducted market research, and helped identify new business opportunities. I also contributed to the sales process by identifying potential leads, conducting sales presentations, and closing deals. Additionally, I assisted in the development of business plans and growth strategies. My contributions helped the department achieve its goals and objectives and provided me with valuable hands-on experience.
- **Skills Applied and Developed:** Throughout my internship, I applied several skills that I had developed during my academic studies, including analytical skills, communication skills, problem-solving skills, and project management skills. In addition to applying my existing skills, I developed several new skills, such as sales skills, marketing skills, strategic planning skills, and customer relationship management skills. These skills have prepared me for a successful career in business development and have enhanced my ability to contribute effectively to any organization.
- **Application of Academic Knowledge:** My internship provided me with the opportunity to apply my academic knowledge in a real-world setting. The theories and concepts I learned during my studies, such as marketing theories, sales techniques, business planning frameworks, and strategic management concepts, were directly applicable to my role. This practical application of academic knowledge helped reinforce my understanding and provided me with valuable

hands-on experience. The ability to bridge the gap between theory and practice is essential for professional growth and success.

Key Learnings and Reflections: My internship experience at Sheba Technologies Ltd. has been transformative, providing me with deep insights into various aspects of business development. Here are some of the key learnings and reflections from my internship:

1. The Importance of a Structured Sales Process: A structured sales process is crucial for achieving business success. Each stage of the sales process, from lead generation to deal closure, is essential for converting prospects into customers. Understanding the sales process has enhanced my ability to engage with customers, address their needs, and close deals effectively.

2. The Role of Marketing in Business Growth: Marketing plays a pivotal role in driving business growth. Effective marketing involves understanding the target audience, creating compelling marketing messages, and using various channels to reach potential customers. The integration of digital marketing techniques, such as social media marketing, email campaigns, and content marketing, is essential for building brand awareness and generating leads.

3. Building Strong Customer Relationships: Building and maintaining strong customer relationships is fundamental to business success. Customer relationship management (CRM) involves understanding customer needs, providing excellent service, and maintaining regular communication. Using CRM tools to track customer interactions and manage relationships effectively is crucial for fostering customer loyalty.

4. Strategic Planning and Execution: Strategic planning is essential for business development and growth. Conducting market analysis, competitive analysis, and SWOT analysis are critical components of strategic planning. These analyses help in identifying opportunities and threats, understanding the competitive landscape, and developing strategies to achieve business objectives.

5. Continuous Learning and Professional Development: Regular training and development are crucial for enhancing employee skills and knowledge. Continuous learning and professional development are essential for staying updated with industry trends and improving performance.

6. Innovation and Idea Creation: Innovation and creativity are vital for staying competitive in the software development industry. Encouraging employees to bring new ideas to the table and contribute to brainstorming sessions fosters a dynamic and forward-thinking work environment.

7. Effective Communication and Collaboration: Effective communication and collaboration are key to successful business operations. Clear and concise communication, both within the team and with external stakeholders, is essential for building strong relationships and achieving business objectives.

8. Data-Driven Decision Making: Making informed decisions based on data is crucial for business success. Collecting, analyzing, and interpreting data helps guide business strategies and improve outcomes.

9. Adaptability and Resilience: The ability to adapt to changing circumstances and demonstrate resilience in the face of challenges is essential for business success. Embracing change and continuously seeking ways to improve processes and strategies are crucial for staying competitive.

So, my internship at Sheba Technologies Ltd. has been a highly valuable experience that provided me with a deep understanding of various aspects of business development, marketing, sales, and strategic planning. The skills and knowledge I gained during my internship have prepared me for a successful career in business development. The insights I gained into the importance of sales support, a structured sales process, effective marketing, customer relationship management, strategic planning, continuous learning, innovation, communication, data-driven decision-making, adaptability, and the application of academic knowledge will be invaluable in my future endeavors. I am grateful for the guidance and support I received from Mr. Faisal Azgar and the entire team at Sheba Technologies Ltd., and I look forward to applying what I

have learned in my future career. This internship has not only enhanced my professional skills but also provided me with a solid foundation for achieving my career goals.

4.3 Reference

- [1] Hueffner, E. (February 13, 2024). Sales Support: What It Is and Why It's Essential. Salesforce. Retrieved from <https://www.salesforce.com/blog/sales-support/>
- [2] Gibson, R. (n.d.). Micronutrient Fortification for Countries in the Western Pacific Region. Heron Orb. Retrieved from <https://heron-orb-mjimp.squarespace.com/s/Gibson-Micronutrient-fortification-for-countries-in-Western-Pacific-Region.doc>
- [3] Sheba Tech. (n.d.). Sheba Tech. Retrieved from <https://www.shebatech.com.bd/>
- [4] Babig. (May 24, 2023). The Importance of Effective Marketing Strategies. Medium. Retrieved from <https://medium.com/@babig4055/the-importance-of-effective-marketing-strategies-1d38c75be1b2>
- [5] Ossisto. (n.d.). Custom Software Solutions. Ossisto. Retrieved from <https://ossisto.com/blog/custom-software-solutions/>
- [6] Incode. (n.d.). eKYC Documentation. Incode Developer. Retrieved from <https://developer.incode.com/docs/ekyc>
- [7] CliffNotes. (n.d.). Study Notes. CliffNotes. Retrieved from <https://www.cliffsnotes.com/study-notes/16105067>
- [8] Course Hero. (n.d.). Strategic Management. Course Hero. Retrieved from <https://www.coursehero.com/file/238155612/W7-U5-BBA-S6-Strategic-Managementpdf/>
- [9] Indeed. (n.d.). Worst 5 Years of My Life Working for Publix. Indeed. Retrieved from <https://www.indeed.com/cmp/Publix/reviews/worst-5-year-of-my-life-work-for-publix?id=2f690a7c165b723b>
- [10] Pyramid Bits. (n.d.). Cybersecurity in Zoho Analytics for SMEs. Pyramid Bits. Retrieved from <https://pyramidbits.tech/cybersecurity-in-zoho-analytics-for-smes/>
- [11] Voyage ATL. (n.d.). Interviews. Voyage ATL. Retrieved from https://voyageatl.com/?post_type=intervie