

# **Internship Report**

**on**

## **An Overview & Functional Activities of leverngear Ltd.**

### **Submitted To:**

Controller of Examinations  
National University  
Gazipur - 1704

### **Supervised By:**

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### **Submitted By:**

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Session: 2018-2019  
Major in Human Resource Management  
MBA Program, Department of Business Administration



**(Under National University)**

**Date of Submission: April 05, 2023**

## Letter of Transmittal

April 05, 2023

To  
Controller of Examinations  
National University  
Gazipur - 1704

**Subject: Submission of Internship Report**

Dear Sir,

With due veneration and humble submission, I have the honor to lay before you that it is a matter of immense pleasure for me to submit my Internship Report titled as An Overview & Functional Activities of leverngear Ltd.

For kind, I would like to say that it has been a great pleasure for me to work on this assigned topic. While preparing this report I have come across hurdles along with pleasant experiences. However, this report attempts to describe the observation, learning and experiences that I have gained during my internship.

I shall be glad to answer any kind of question about any matter relating to this report and I shall be pleased to provide further clarification if necessary.

Sincerely Yours,

.....

**Md. Al-Amin**

Roll No : 1910518

Reg. No : 18601000616

Sessions : 2018-2019

Major in Human Resource Management

MBA Program, Department of Business Administration

Daffodil Institute of IT(DIIT)

## Acknowledgment

Praise is too almighty, Allah universe for giving me the opportunity to be a student of a prestigious department of Business Administration major in Human **Resource Management** of **Daffodil Institute of IT**.

Then I would like to express my gratitude to my respected supervisor Advisor of DIIT, Prof. Dr. Mostafa Kamal sir for helping me to create this report with such a tremendous topic. I am very grateful to him for all his kind cooperation and guidance in furnishing and refurbishing the report. I have prepared this report as an integral part of the MBA Professional program under the department of business administration. I am highly indebted to a number of persons for their kind advice, direction, suggestion and cooperation that have enabled me to prepare the report.

My utmost gratitude must also be placed to Mr. Md. Rakib Hasan Rana (Head of Operation) of leverngear ltd. Also respect to Md. Kayes Mahmud (Head of HR). They support me with their experience, advice, and guidance to collect information from their various departments and work, which could have been a mammoth task for me without his cordial assistance. They also helped me by giving easy access to the database for the firm's internal information. I honor all the coworkers for their generous and cooperative attitudes. I must admit and admire their cooperation in detailing the report.

Finally, I would like to say that this report is subject to error or mistake that is inherent in every human endeavor. Therefore, I request every reader of this paper to forgive me for any kind of mistake.

## Certificate of Supervisor

This is certified that **Md. Al- Amin**, National University Roll: 1910518, Registration No:18601000616, academic session: 2018-2019, Major in Human Resource Management, is a regular student of final semester of MBA program, Department of Business Administration, Daffodil Institute of IT, under the National University of Bangladesh. He has completed an internship program “Overview & Activities of leverngear Ltd” Under my supervision which is fulfillment of partial requirement of obtaining MBA degree.

I wish him success in all his future endeavors.

.....

Prof. Dr. Mostofa Kamal

Advisor

Daffodil Institute of IT (DIIT)

## Student's Declaration

I, Md. Al- Amin, National University Roll:1910518, Registration No:18601000616, Academic session: 2018-2019 hereby announce that the presented report of the internship titled “An Overview & Functional Activities of leverngear Ltd” is prepared by me after the completion of six months’ work at that organization. I also mention that the report is prepared only for my academic requirement purpose.

I declare that the report is not allowed to be used for any purpose without permission.

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**Md. Al-Amin**

Roll No : 1910518

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Sessions : 2018-2019

Major in Human Resource Management

MBA Program, Department of Business Administration

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## Executive Summary

In Bangladesh, many companies have been formed in accordance with the “Information and Technology Act”. The IT Companies are now considered as the main source of earning foreign currency. It’s creating opportunities for economic developments in the country. leverngear Ltd. is one of the promising BPO companies in our country. They follow the rules and regulations of the “Information & Technology Act and also the BACCO” act of our country. In this way we can say leverngear Ltd maintains strict procedures in their process. This way they do not compromise with service quality.

This is a descriptive type of study. For this report information comes from many other sources. Like the company annual report, prospectus of foreign exchange service. Also, from Google and leverngear websites. These companies have some important recommendations in this report. Some are more sincere & cautious to reach more top-level buyers, the cost of the company cannot be changed frequently.

At introduction chapter we discussed about origin of the report, object of report, type of report, source of data, and limitation of the study. An organizational profile chapter discussed brief historical backgrounds, company profile, leverngear Ltd. at a glance, business concept, mission, vision, goals, objectives, management hierarchy.

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## Chapter One

### Introduction

## **1.1 Introduction**

leverngear Ltd. Is a (BPO) Firm that provides a wide array of outsourcing services worldwide. leverngear Ltd. Officially started its journey in December 2015 under the companies' act 1994 as a sole proprietorship company. It involves the contracting of the operations and responsibilities of a specific business process to a third-party service provider. This company started their operation with Digital data entry, data processing and analysis. It is typically categorized into back office, which provides cost effective back-end services & outsourcing solutions to businesses, and help them reduce overhead costs, increase efficiency, save time and let them refocus their resources to the core operation of their business. leverngear Ltd. mainly offers monitoring day to day Accounting Operations, Management consultancy, Outsourcing.

At present leverngear Ltd. Has 278 skilled people to complete their task. For accurate and customer satisfaction leverngear Ltd. Organize various training session to boost up the performance of the employees. leverngear Ltd. Earned BACCO certificate recently for their success. They also contribute to the national economy by earning foreign remittance.

## **1.2 Background of the Report**

After completion of 36 credit hours, the MBA Program demands a report on practical experience. Internship program is a must criterion for Masters of Business Administration (MBA) students designed to put them in a challenging environment of the relevant field, where the students get a sample opportunity to apply their theoretical knowledge into practical applications.

This report is prepared after experiencing practical knowledge from leverngear Ltd. Internship program is a compulsory requirement for MBA students. This study helps a student to have a true feel of the practical job world. The title of the study is an overview & activities of leverngear Ltd. It discusses the functions and overview of the organization. This report will help to find how leverngear Ltd. works.

## 1.3 Objectives of the Report

### General Objective:

The general objective of the study is to gather information about the functions of leverngear Ltd. and thorough knowledge about “leverngear Ltd.”

### Specific Objectives:

The specific objectives of the study are to gather

- To relate theoretical knowledge with practical experience at “leverngear Ltd.”
- To have an in-depth idea about the functional activities of “leverngear Ltd.”
- To find out the economic contribution in Bangladesh.
- To find out strength, weakness, opportunities, and threats of “leverngear Ltd.”
- To prescribe appropriate recommendations to overcome weaknesses threats of leverngear Ltd.

## 1.4 Scopes of the Report

Every student is required to work as intern at a suitable organization. This provides the scope for the student to apply his or her freshly learned knowledge in the field of work. The academic knowledge is applied in the practical field giving an opportunity to correlate the learning through the academic program. Since most of the information was confidential so the scope of the study was limited. In order to know about leverngear Ltd. More data and information were needed. Here, I have used some personal observation and experience in leverngear Ltd.

## **1.5 Methodology of the study**

The report has been prepared on the basis of experience gathered during the period of internship. For preparing this report, I also got information from the annual report and website of leverngear Ltd. I have presented my experience and findings. Maximum data were collected from primary sources.

## **1.6 Data Collection Method**

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

## **1.7 Data Sources**

Both primary and secondary sources of data are used to complete this study. These two sources are explained below:

### **Primary Sources**

- Face to face conversation with the leverngear Ltd. Office colleagues.
- Conversation with the clients.
- Notes taken from day to day working.
- Through consulting with officials.

### **Secondary Sources**

- Files and documents.
- Annual report of leverngear Ltd.
- Different manuals of leverngear Ltd.
- Different circulars of leverngear Ltd.

## 1.8 Limitations of the study

As leverngear Ltd. is a business organization, some information is confidential to them. Therefore, they did not disclose all the information I needed.

Firstly, some employees were feeling hesitant to share information related to them or properly give the information. Secondly, secondary sources of data relating to the Business Process Outsourcing (BPO) industry in Bangladesh are very limited; publications and journals were not much available.

- It was very difficult to collect the information from various personnel for the job constrain.
- leverngear Ltd. was not disclosing the same data and information for various reasons.
- The people always remain busy due to lack of supporting employees so they could not dedicate their full effort.
- Because of the limitation of information some assumptions were made. So, there may be some personal mistakes in this report.

Unavailability of statistical data through normal channels can be considered as a major limitation.

## Chapter Two

### Industry Overview



## **2.1 Business Process Outsourcing (BPO)**

BPO stands for Business Process Outsourcing. It refers to a business strategy in which a company outsources certain non-core business functions to a third-party provider. These functions may include customer service, technical support, accounting, human resources, and many others.

The main objective of BPO is to help businesses reduce costs and improve efficiency by allowing them to focus on their core competencies while outsourcing non-core functions to external service providers who specialize in those areas. BPO providers are typically located in countries where labor is less expensive, such as India, the Philippines, and other countries in Asia and Latin America.

BPO can be categorized into two main types: front-office outsourcing and back-office outsourcing. Front-office outsourcing includes functions that involve customer-facing activities such as customer service, technical support, and sales. Back-office outsourcing includes functions such as accounting, payroll, and human resources.

## **2.2 Future of BPO in Bangladesh**

Bangladesh has emerged as a hot destination for BPO work in recent times. This success is due to the availability of large numbers of resources and hardworking people. Further, the fact that Bangladeshi people nowadays are well educated and that there is a vast body of resources who have graduated in technology has meant that the BPO took off in right earnest in Bangladesh. There are other countries like the Philippines and India emerging as a viable alternative to Bangladesh. One of the reasons for the competition is the wage differential. This means that other low-cost rivals like the Philippines can tap into the advantage that Bangladesh had.

Bangladesh BPO companies can branch out so that their wages are competitive and that a skilled workforce that exists beyond the cities can be trapped into. Of course, there are certain steps that can be taken to ward off the competition.

## 2.3 Benefits of BPO

- ❖ By performing outsourced work, the economies stand to gain in terms of dollar reserves which put them at an advantage over the countries that lack dollar reserves.
- ❖ The large number of jobs created by the BPO companies against the unemployment problem.
- ❖ Moving up the value chain for these economies happens once the base level of work is done according to specifications.
- ❖ BPO has altered the perceptions of the western countries about Asian countries in a positive manner.
- ❖ BPO is indeed a favorable development for Asian countries in more ways than one.

## 2.4 BPO Global Economy and Impact

The increasing number of companies wishing to outsource their back-office work to India and Philippines, Bangladesh has meant that the people in the West have a favorable impression of the work ethic and professionalism of Asian countries.

According to a report, the BPO industry will have a significant growth rate of 8.5% until 2028. the growth of the BPO industry worldwide and its impact cannot be ignored. BPO offers reduced cost and focused on core business goals market analysis, 24/7 customer service, etc.

The countries providing outsourcing work can increase their employment and improve their GDP. India, the Philippines, South Africa, USA, and Malaysia are some of the top countries for outsourcing.

### 1. Increasing Employment Opportunities

There are more job opportunities. talented individuals, both young and experienced are gaining the confidence to reach out to different companies for part time and full-time jobs.

## **2. Reducing Operation Cost of Businesses**

One of the major reasons for outsourcing is the fresh talent one can find without spending a lot.

## **3. Increasing Quality of Work**

With more and more companies vouching for outsourcing tasks, the competition is fierce. BPO service providers are determined to snatch as much work as they can.

## **4. Better Opportunities for Small and Uprising Businesses**

Startups and small businesses can heavily benefit from using BPO services. Many new companies had emerged recently, especially during the pandemic when thought of doing something remotely.

## **2.5 Impact on Bangladesh Economy**

Bangladesh has been emerging as a BPO destination in recent years due to its skilled workforce, low labor costs, and favorable government policies. The country has a large and young workforce, with a strong education system that produces thousands of graduates every year. English is widely spoken in Bangladesh, making it easy for the country to communicate with businesses in the West.

The business process outsourcing (BPO) sector grew 20 percent year-on-year to about \$484.4 million last year riding on a few government services, said industry insiders. In the meantime, the government has formed a high-powered committee to help the outsourcing industry to meet its export target of \$1 billion by 2021-2022 Fiscal Year.

## **2.6 Services of BPO Firm**

- These are the services offered by a BPO firm. There is a vast amount of scope for BPO firms as well as their clients. They are as follows:
- Customer Service Support
- Telemarketing
- Technical Support Services
- Insurance Processing
- Data Processing Services

- Legal Services
- Property Maintenance Services
- Data Conversion Services
- Research Services
- Bookkeeping and Accounting Services
- Healthcare Services
- Technology
- Mortgage
- Travel and Hospitality
- Retail
- Transaction and Payment Process

## Chapter Three

# Organizational Profile

### **3.1 Background History of leverngear Ltd/Company Profile**

leverngear Ltd. is a Startup Business Process Outsourcing Firm that provides a wide array of outsourcing services worldwide. leverngear Ltd. Officially started its journey in December 2015 under the companies' act 1994 as a sole proprietorship company. It involves the contracting of the operations and responsibilities of a specific business process to a third-party service provider. This company is basically working under "Signature Care Emergency" in America. In Bangladesh this is like a back office for them.

This company started their operation with Digital data entry, processing and analysis. It is typically categorized into back office, which provides cost effective back-end services & outsourcing solutions to businesses, and help them reduce overhead costs, increase efficiency, save time and let them refocus their resources to the core operation of their business. leverngear Ltd. mainly offers monitoring day to day Accounting Operations, Management consultancy, Outsourcing and Back-office Management. Microsoft, Dell are the partners of leverngear Ltd. However, the main client of this company is Signature Care Emergency Center, which is located in Houston, Texas.

### **3.2 Services of leverngear Ltd.**

- leverngear Ltd. is currently providing following services:
- Data Entry, Virtual Office, Back Office, Designer and Supervisors and all kinds of related business.
- IT enables works,
- Website development, service and listing.
- Call center service,
- Document conversion, imaging and digital archiving,
- IT support and software maintenance service.
- Services that provide data itself such as market data.
- Computer Accessories.
- Security and server station selling. Etc.

### 3.3 Mission & Vision of leverngear Ltd.

The mission of this company is to make it recognized as a creative and client-focused company and also to provide outstanding quality of service that provide value to customers' needs and vision is to make it number one BPO Company in Bangladesh. leverngear Ltd. exists to help our customers get the full benefit of being connected. They think success is measured by how passionately they promote us. They want to provide their service with good communication and want to maintain good connectivity with their customers. They also want to enable everyone to improve their lives, build societies and secure a better future for all. leverngear Ltd. develops valued long-term relationships with our industry partners, clients and job seekers. leverngear Ltd. activities are directed at helping government's create policy, legislations, administrative structures, operational systems and the human resource base necessary to respond effectively to diverse and border challenges and to institute appropriate migration of governments.

In a challenging landscape such as healthcare, leverngear Ltd. creates value for professionals by meeting back-office management needs with uncompromised quality leading to increased revenue, reduced operating expenses and modernized patient experiences with their skilled resources to ensure synergy and efficiency in the workflow.

Also became effective to support Information Technology development of Bangladesh. The leverngear Ltd. activities are direct at helping governments to create policy, legislations, administrative structure, operational systems and the human resource base necessary to respond effectively to diverse and border challenges and institute appropriate to government. leverngear Ltd. supporting the state to enhance their management structure and procedures. leverngear Ltd. also enhances international cooperation. Also harmonizing national policies and practices internally and within regional contexts towards common international norms. leverngear Ltd. provide value addition through innovation and continuous improvisation of systems and resources where every provider and procurer can thrive.

### 3.4 Objectives of leverngear Ltd.

The main objective of this company is to reduce overhead costs, increase efficiency, save time for their client and let them refocus their resources to the core operation. And there is something more:

- Other than prioritizing on cost reduction, companies that outsource their business processes to the BPOs also focus on achieving the following as well.
- To be one of the top three IT Companies in Bangladesh in terms of cost efficiency.
- To achieve a transaction of manpower from Bangladesh to abroad.
- Improving process efficiency that results in a faster turnaround time and increased productivity.
- Emphasizing on the improvement of their core competencies such as more research and development on the company's USP, development of new products and services etc.
- Data Management, Intelligence and Risk analysis.
- Strengthening and consolidation of their global presence and acquisition of new business territories and countries.
- Improved quality of work that can ensure less error and an increase in accuracy.
- Reduced operational and overhead expenses.
- Creating business values and strategic competitive advantages.
- leverngear Ltd. rely on this for the purpose of data processing.
- Fast communications and acquiring market intelligence.
- The duration it takes for service to get into the market can be easily speeded up with this type of technology.
- It exposes businesses on an international and local level making it easy.
- To be a market leader in immigration.



### 3.5 Resources of leverngear Ltd.

leverngear Ltd. resources are all assets those the company can controls and use to achieve its goals. These Company resources include the followings:

- Human Resource.
- Material Resources.
- Financial Resource.
- Intangible Assets.

**Human Resource:** Human resources play a key role in every company because they have a great impact on its performance and the achievement or not of its goals. Human resources define company culture and company culture cannot be replicated.

People not only acquire knowledge and skills by education but they also by experience and informal training. Human resources of these company have several important features. That's are:

- Skills.
- Experience.
- Qualifications.
- Geographic Location.
- Time Availability.

**Material Resources:** Material resources are tangible goods different from Human Resources that the company can use to achieve their goals. They have

- Real Estate
- Machinery
- Computers and Internet
- Office Equipment's
- Supplies and Intermediate Products.
- Tools

They believe that Technological advancements can make some material assets obsolete. Usually, computers become obsolete after some years. The same can happen with some business machinery Source

**Financial Resource:** Financial resources of a company are the set of liquid assets available to these companies. There are good financial resources management is important to achieve the goals of the company. The common source of financial resource of levern gear Ltd. is

- Capital Contributions
- Bank Loan
- External Investment

**Intangible Assets:** There are also Intangible assets and those are

- Trademark
- Copyrights
- Patents

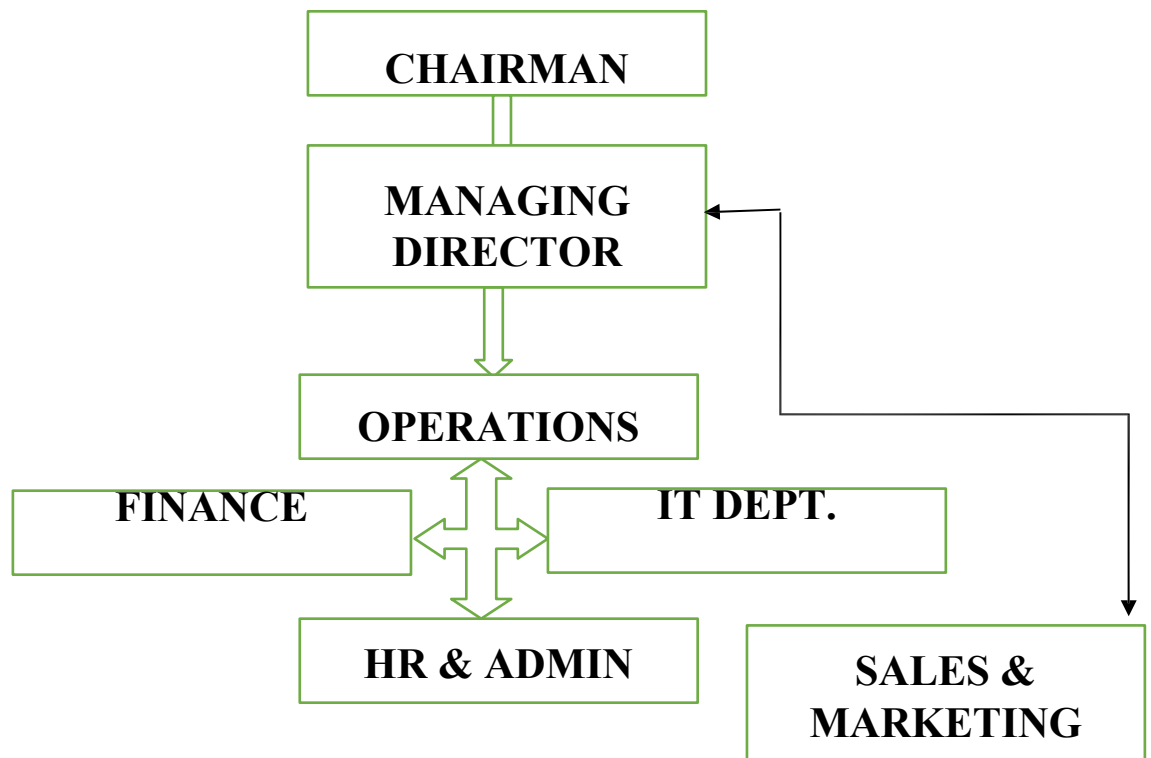
**Others intellectual assets are**

Public Image of the Company Brand

- Customers satisfactions
- Developed processes
- Private Data Base systems. Etc.

A big difference between intangible and material resources, besides the fact that intangible resources cannot be touched or seen, is that the value of intangible resources usually does change when they are being used. For example, the value of a brand can increase over time.

### 3.6 Management Hierarchy



## Chapter Four

### Functional Activities of leverngear Ltd.

## 4.1 Departments and their activities of leverngear Ltd.

leverngear Ltd. provides BPO Service Company which maintains the official activities with data. In the workplace of these companies there are different kinds of departments for different activities. In every department there the employees completed their activities with team work. But all departments are interrelated. Below I tried to briefly explain about those departments and their team work of leverngear Ltd.

### **There are Five departments in leverngear ltd.**

- Operation Department.
- Human Resources Department
- Finance/Accounts Department
- Sales/Marketing Department.
- IT Department.

### **In Operation Department there are four units:**

- Claim and Payment Unit
- Collection Unit
- HR Operations Unit
- Reporting Unit

Under this unit there are Thirteen team work here. Each unit has their own unique code of work, unique work procedures, man power and also the skills.

Some of the teams are:

### **Payment Team:**

In this department there the payment team maintains and completes to calculate the daily basis hospital bills of patients. How much amount of money will have to pay, how much amount of money is waived, how much money already paid or, dues etc.

### **Insurance Team:**

This team provides insurance balance related information to the patients and its adjustments. Also, they check and calculate only these amounts of bill which the

insurance company will pay or, already paid. The insurance team can maintain direct communication with the Insurance Company.

**Account Team:**

There monitor the financial activities and accounts of leverngear Ltd.

**Import Team:**

This team input the data about patients. Also categorized the different types of papers like corresponding papers, appeal papers, insurance claim papers etc.

**Charge Team:**

This Team creates the hospitals bills paper of patients and after completing these bills of patients these teams charge the amount of bills to pay.

**Team Documentation:**

The main duties of this team are monitoring the staff, activities of the HR (Human Resource) department, doctors' credentials etc.

**Survey Team:**

In this team they basically collect and input the data of patient's feedback, comments, complaint advice etc.

**IT Team:**

In this department the IT experts maintain and control the IT access, accessories, connection, solve the IT related problem etc.

**Appeal Team:**

This team appeals both to company and patient. Appeal for the hospital to patient to pay the bill and for the patients to the hospital, if patients are unable to pay then waive some amounts or full amounts of bills.

**Department of Customer Service:**

This department directly deals with customers by providing information.

## **4.2 Functions of leverngear Ltd.:**

### **Revenue Cycle Management:**

Revenue cycle management begins with patient scheduling and ends when the healthcare provider has accepted all payments. leverngear Ltd. do all the necessary paperwork and other administration tasks to complete the whole process.

### **Demographic Data Entry:**

Demographic data entry refers to the patient residence and other healthcare information.

### **Cost Analysis:**

Patient and their insurance cost, their coinsurance and copay bill and calculate the hospital bill also.

### **Credentialing:**

Documentation of certified doctor, nurse and other staff.

### **Medical Transcription:**

It allows you to write or decode the audio file to a written document.

### **Medical record or report research:**

Find a medicine code for the patient. In medical records, providers use medicine code for treatment and prescriptions medicine.

### **Technical support services:**

Product support, installation, running support. Resolution and usage problems for computer software's internet infrastructure, hardware, troubleshooting.

### **Customer support services:**

These services are involved with outbound call only.

**Call center outsourcing**

24/7 inbound and outbound services which address to give customer's solutions on their concerns and queries through email, phone or by live chat.

**Data processing and data entries:**

Providing data entry for books, images, paper work, yellow pages, e-books, printed documents, web sites, business cards, receipts, software applications, catalogs, bills and the mailing lists.

**Accounting services and bookkeeping:**

Providing maintenance of customer's account payables, general ledger, account receivables, bank reconciliations, financial statements and equipment and assets ledgers.

**Telemarketing services:**

Providing friendly interactions with the potential customers to create interests for the products and services. By promotion, up- selling and cross selling to the existing customers and also by completing the online sales process.

**Insurance processing:**

Providing new promotional strategies with business acquisition, policy maintenance, claims processing and policy management.

**Form processing services:**

The call center support services are also providing payroll processing, online form processing, insurance claim forms, medical billing forms processing.

**IT help desk services:**

BPO also caters to offer solutions for system problems, Level 1 and level multi-channel support, technical problem resolution, remote diagnostics, office productivity tools support and answering the queries of product usage.

**Online research:**



Provides extensive details and search on the market survey researches, analysis, mailing list research, internet search, and web search and product search and usage details.

### **4.3 Strength of Internal Activities of leverngear Ltd.**

#### **1. Productivity improvement:**

leverngear Ltd. enables the corporate executive to concentrate upon core business areas. Conventionally executives spend more time in management of details and they get very little time to formulate strategies. leverngear Ltd. saves time and helps the executives to explore new revenue areas, accelerate other projects and focus on their customers. This leads to improvement in productivity. Better educated or skilled people perform the task efficiently and thus improve productivity.

#### **2. Optimum utilization of the resources:**

leverngear Ltd. enables optimum utilization of scarce resources. Outsourcing helps to capture new efficiencies and reallocate the resources. This increases efficiency and productivity. Availability of skilled employees and adoption of sophisticated technologies leads to utilization of resources and productivity.

#### **3. Reduction in cost:**

Cost savings can be significant to any business. leverngear Ltd. not only helps in reducing cost but also increase productivity and raise revenue significantly. Cost reduction is possible through process improvements, reengineering, and use of technologies that reduce and bring administrative and other costs under control.

#### **4. Improved Human Resource:**

Improved HR is another great advantage of outsourcing business processes. Cost effective manpower is yet another important factor of importance in leverngear Ltd. Companies today require productive and efficient human resources that can generate economies of scale. Due to outsourcing business can save Human resource cost, depending on their priorities. Outsourcing gives a company the ability to get access to skilled and trained man power at extremely low rates.

**5. Focus on core business areas:**

Efficient business strategy is essential to take the business to the top. Outsourcing enables the top management level to hand over critical but non-core activities of the business to the third party. This facilitates the top management level to concentrate on the core activities.

**6. Cater to changing customer demands:**

It is another great advantage of outsourcing the business processes. with flexible services to meet the customers' changing requirements, and to support company acquisitions, consolidations, and joint ventures.

**7. Sophisticated technology at lower cost:**

Technology is the leading area of leverage for Ltd. It makes much of the work of modern organization easy. Investing in new technology is very costly and often risky. As the technology market develops rapidly, it is difficult to keep pace with the latest innovations and solutions.

## 4.4 Offerings of leverngear Ltd.

The leverngear Ltd. Offers to any broad organization to maintain and complete the database activities. leverngear Ltd. Also offers “**Signature Care Emergency Center**” at America as a third party to maintain and complete all kinds of official database activities of their emergency centers. From beginning to present the leverngear Ltd. Maintained and completed 21 emergency centers or facilities with success. The name of these 21 emergency centers is:

1. Montrose Emergency center.
2. TC Jester Emergency Center.
3. Memorial City Emergency Center.
4. College Station Emergency Center.
5. Stafford Emergency center.
6. Westchase Emergency Center.
7. Bellaire Emergency Center.
8. Copperfield Emergency Center.
9. Odessa Emergency Center.
10. Paris Emergency center.
11. Midland Emergency Center.
12. Texarkana Emergency Center.
13. Sugar Land Mission Bend Emergency Center.
14. Killen Emergency Center.
15. Cypress Emergency Center.
16. 1960 cypress Emergency Center
17. DFW Lewisville Emergency Center
18. DFW Plano Emergency Center
19. Spring Rayford Plano Emergency Center
20. South Austin Plano Emergency Center
21. Pflugerville Emergency Center.

lever gear Ltd. do all the patient administrative work for all these facilities or emergency centers.

### **Others partners are:**

1. **Microsoft:** lever gear Ltd. is the official product partner of Microsoft.
2. **Dell:** Recently lever gear Ltd. became the supplier of Dell accessories like:  
Laptop, built in PC's etc.
3. **Bangla Track:** lever gear Ltd. works with Bangla track for their server and other working stations.

## 4.5 Playing role for Bangladesh

Though lever gear Ltd. Work for the Emergency Centre of the United States of America, they play many important roles for Bangladesh. Such as

### **Remittance:**

There are more than 278 employees. The salary of employees which came from America by this Bangladesh is getting remittance.

### **Employment:**

By this company their chance to work more than 100 people and they are now free from unemployment. lever gear Ltd. is thinking about growing their business area then there also more people can have a chance to work.

### **Tax Revenue:**

This Company paid their tax properly which is an important role play for Bangladesh economic growth.

### **Proper use of Technology:**

This company is using technology properly.

### **Build the Human Career:**

In This Company an employee can build their career with experience.

### **Use of Human Resource:**

lever gear Ltd. tries to properly use Human Resource. They try to collect qualified people and give them a place to use and practice their knowledge.

### **Skill development:**

In this company there are various kinds of IT related training programs, seminars, tours etc. By this kind of session, a person can develop their knowledge and skill about IT related activities.

## **Chapter Five**

### **Similar or Competitor Industry**

## **5.1 Similar or Competitor Industry**

We all know that every business field has its own area and there are a lot of companies that are doing their business effectively. Each of these companies has rivalry with each other. lever gear Ltd. also has similar and competitors and they have given below

### **5.2 Task Eater**

Task Eater is one of the world's fastest growing Business Process Outsourcing (BPO) companies. We assemble fully managed offshore teams, tailored to fit individual client requirements. Our focus is on communication, management, quality and creating a good working environment for our employees, reflective in our 300+ client base. With the ability to quickly train and scale teams from 1 to 600+ analysts, we can be a strong and flexible partner.

### **5.3 Gene Infosys**

Gene Infosys, a leading BPM & IT services company in the country has been awarded as the Best Large Contact Center Rank#1 and Best Outsourcing Partnership Rank#2 in the Asia Pacific Region standing tall with global contact center players in the Top-Ranking Performers award by Contact Center World (The global association for contact center and customer engagement best practices) held at Macau recently.

### **5.4 Fife Tech**

Within this Consortium, we offer Information Technology Services, Business Process Outsourcing Solutions, Supply Chain Management, Consultancy Services and International Export Services. With our industry expertise and offshore liaison at the whole world, we are committed to providing maximum value, high quality and low-cost Business Processing and IT Services, SCM and Consultancy Solutions to our prospective clients.

### **5.5 Quintus Business Solutions**

A Company that started out to fill in a major gap in the basic structure of small & medium size businesses around the world are now extending its reach globally.

## **5.6 Sentech Solution**

Sentech solution was founded by three technology entrepreneurs with the objective of developing user-centric software. The focus is to integrate techniques of building rich “User Experience” and techniques of software engineering. It is about meeting user expectations that spans rich interactions, innovative functionality and trustworthy computing.



## **Chapter Six**

### **SWOT Analysis**

## 6.1 SWOT Analysis

For any company or organization **SWOT** Analysis is a useful technique for understanding companies Strengths and weakness and for identifying both the opportunities and threats for organizations. SWOT analysis explains in two broad ways on viewed of organizational environment and those are:

### a) Internal Environment Analysis

1. Strengths
2. Weaknesses

### b) External Environment analysis

1. Opportunity's
2. Threat's

Internal Environmental **SWOT** analysis of **Lever n Gear IT Company Ltd.**is

## 6.2 Strengths of lever gear Ltd.

- ✓ **Skilled Workforce:** they have skilled workforce who have the skills to perform complicated task and they have ability to adapt quickly to technological changes.
- ✓ **Maintain project time and accuracy:** lever gear Ltd. tries to complete all their operations with 100% Excellency.
- ✓ **Higher work efficiency:** they always give their best toward the task was given by their client. They do all kind of auditing parameter before submitting a project. They believe in their work resources lever gear Ltd always tries to maintain a strong Relationship with the loyal customer base.
- ✓ **Company goodwill:** lever gear Ltd has a Strong customer base of well-known companies. As a matter of fact, that they have only one client and their client is satisfied with their work, they complete all the project given by their client, so they have a very goodwill in the job market.
- ✓ **Cost Effective:** Employees can perform their operation remotely or they can complete their daily operation from office. They can control the production and

employees remotely. leverngear Ltd. Offer home office by that they minimize their cost.

### 6.3 Weaknesses of leverngear Ltd.

- ✓ **Hiring Process:** Recruitment process is not good enough. It takes too much time to hire people as per client requirement. There are several ways to go for hiring process. They take time to initiate the process, then they start other stuff like announcement of job vacancies etc.
- ✓ **Employee Promotion:** It means the ascension of an employee to higher rank.it involves increase in salary, position, responsibilities and other aspects. To get a promotion employee needs more work and effort. leverngear ltd. overlook it, they did not promote employee in timely manner and delay the process.
- ✓ **Interaction between department:** There is a slightly confusion between HR department and Administration department about their job responsibilities.
- ✓ **Lack of branding and promotion:** As we all know that branding highlight the company. It also creates customer interests. Like other companies leverngear Ltd. Doesn't have that kind of marketing and brand presence.
- ✓ **Decision making:** a good decision maker choose actions that give the best outcome for themselves and others. play crucial role for Centralized decision-making process which affects the whole organization.

External environment **SWOT** analysis of **leverngear Ltd.** .is

### 6.4 Opportunities of leverngear Ltd.

- ✓ **Market Taker:** there are some factors that affect a high-quality outsourcing destination. They are:
  - ❖ **Skilled workforce:** they have a pool of skilled work force with professional expertise in required areas.
  - ❖ **Cost-effectiveness:** Labor cost is low in our country.

- ❖ **Language proficiency:** their employees have a good command in language required for the project.
- ❖ **Time zone:** Their primary client working time zone is convenient for them.

So, it can be branded as a quality outsourcing destination.

- ✓ **Contribution to the economy:** Bangladesh is the hot spot for BPO, so leverngear Ltd.

so, it can contribute to the economy by

**Job creation:** Increasing number of projects. They need people frequently, by doing this they can create job for the people.

**Foreign exchange earnings:** They generate foreign exchange earnings for the country by providing services to clients from other countries. The revenue generated from these services adds to the country's foreign exchange reserve

- ✓ **Increase in Business:** Right now, leverngear Ltd. only works for medical provider but in near future it can work for others sector as well.
- ✓ The income of BPO is High.
- ✓ Create new employment opportunities.
- ✓ Innovation of the latest technology can be used.
- ✓ It can be a great Consultancy area.

## 5.5 Threats of leverngear Ltd.

- ✓ **New Competitor:** BPO industry is rising in Bangladesh, so there are many BPO companies currently doing business in similar sector as leverngear Ltd.
- ✓ **Carrier growth is slow:** As BPO industry is rising there are much development needed, so the carrier growth is a bit slow in this industry.
- ✓ **New Customer:** leverngear Ltd. Has only one primary client, so they need to search for another client also for surviving in the market.
- ✓ **IT ins fracture Instability:** Due to instability of IT structure in Bangladesh. They have to face a lot of problems. High bandwidth internet, machineries and other tools are unavailable in Bangladesh.
- ✓ **Lack of Skilled personnel:** As their client requirement is a medical billing expert or skilled in medical billing, they don't have enough medical billing expert.

- ✓ **Employee turnover:** This is a major threat for the organization. The employee turnover is high because of:
  - ❖ **Better salary and benefits:** Employees switch job for better salary and benefits.
  - ❖ **Lack of career growth:** Employee career growth is slow because of the poor evolution system.

## Chapter Seven

### Findings, Recommendations & Conclusion

## 7.1 Findings

Findings of the study are basically based on analysis and interpretation of primary data impact of HR administration in leverngear Ltd. They're Developed Human skills, Communications Skills, English speaking, Workforce to a strong communication with clients and each other of employees etc. leverngear Ltd. has a very good confidence. They try to complete their activities, operations, mission, vision etc. with 100% successfully. They also try to effort 100% with smartness and Excellency ideas, activities etc.

During my report preparation I have gone through several department of Gentler activities and detected some problems from my own practical experience as follows

1. **Recruitment Process:** Recruitment process consist of many steps. There are some steps that's are overlook by the them. They are:
  - ❖ **Analyzing the job requirement:** They did not analyze the job requirement. They just post the circular for hiring process.
  - ❖ **Selecting the right fit:** they did not select the right candidate for the post. They select anyone with the minimum qualification.

**Promotion or employee evolution:** The employee evolution process is very lengthy and ineffective. Like:

- ❖ **Trainee:** Trainee employees need 7-8 month to become a process associate after becoming process associate then there is the position for team co-lead. There are a very few chances to become a co-team leader.
2. **Employee turnover:** It means the total number of employees leaving within a certain period of time. Nowadays, employee turnover rate is high because of:
    - ❖ **Career growth is slow:** the career growth is slow because of lengthy evolution system.
    - ❖ **Salary issue:** the offer amount of salary is a bit low because of that employee turnover ratio is big.
    - ❖ **Competitive advantage:** maximum of employees are fresh graduate or running student, so if they find a new opportunity in market where the competitive advantage is high, they switched their job.

3. There are less skilled employees because maximum of them is student and also there is lack of professionalism.
4. **Operational client:** Right now, leverngear Ltd. works for USA based medical center. They are their only operational client and this is risky by the terms of business.
5. Nonavailability of machineries, software and other operating tools.



## 7.2 Recommendations

The leverngear Ltd. can add more facilities for more output from employees and make it easy to achieve their goals. Some recommendations they can add like

1. **Recruitment Process:** they have to follow the whole recruitment process. We know that if anyone miss one of the steps in hiring process then the right people for the right post could not be selected.
2. **Promotion or employee evolution:** though they have an evolution process which is lengthy, so they have to make it short, like the Trainee or provision period have to complete within three or six months. They have to give chances to other skilled employee to their deserving post.
3. **Employee Turnover:** right now, they have to concern about employee turnover rate. There are several factors that they overlook for retaining the skilled employees. Skilled and experienced employees switched their job for better career growth and other facilities, so they have to find the root causes like: salaries, training and development and other things which will boost up the employee retention,
4. **Centralized decision making:** there should be decentralized decision making authority to each department. Centralized decision-making process kill too much time to initiate a process or program.
5. **Experienced and skilled employees:** leverngear Ltd. prioritize fresher or running student as an employee then an experienced or skilled man power. They have to give more priority to the skilled employees because their operation is getting big day by day.
6. **Operational Client:** They have to search for new clients because they have only one primary client. The BPO sector is getting big and there are many other sectors as like medical billing. Because of emerging BPO sector, there are also competitors, if they want to survive in the market, they need other clients.
7. They need to forecast about their operational equipment like machineries, software and other things because this are not available in the market. They have to brought from outside of the country.

### 7.3 Conclusion

I am grateful to the management of the company for giving me the opportunity and thanks for their nice co-operation. As I am working here, I was able to know the HR practices in an organization. The best thing is that I have been able to have a profound knowledge on the motivation and productivity practices. I came to know different motivation strategies taken by leverngear Ltd. It ensures a satisfactory motivation level that is why employees are satisfied with the compensation administration. Finally, it can be said that the preparation of this report will enable me to enhance my career.

As an Internee of leverngear Ltd. I have truly enjoyed my internship from the learning and experience view point. I am confident that these few month internee programs at leverngear Ltd. will definitely help me to realize my further career in the job market.

During the course of my practical orientation, I have tried to learn the practical activities to realize it with my theoretical knowledge, which I have great hearted and am going to acquire from various courses of my MBA program.

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