



Cooperative Education Report

Developing Marketing Strategy for Mero Network Pvt. Ltd.

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**This Report Submitted in Partial Fulfilment of the Requirements for
Cooperative Education, Faculty of Business Administration**

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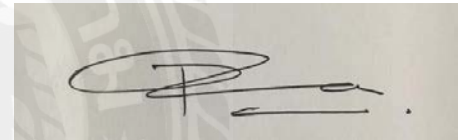
We have approved this cooperative report as a partial fulfilment of the cooperative education program semester 8/2020.

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I would like to thank the **Kathmandu College of Management** for providing me this wonderful platform to enhance my skills and knowledge.

Thank You!

.....

Samir Rahi Mansur (2017-2021)

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Abstract

The co-operative report entitled Project on “Developing Marketing Strategy for Mero Network Pvt Ltd.”: The purpose of the program is to fulfill the core equipment for the completion of the Bachelor’s Degree in Business Administration to gain experience in different work fields. The objective of the study was to implement theoretical knowledge in the practical workplace, to prepare me, polish my gained knowledge for becoming a better future professional, and acquire some real work experience. With the company, I was assigned to work as a Business Development Manager, in the business development of the company. The main responsibilities were to understand the different strategy and I have to apply in the organization. Along with it, I was assigned to show a software demo to the client. I am focused on how the customers and other people with queries are solved by the organization.

Upon the completion of this internship, I found that any kind of problem can be resolved by the means of better communication between the related people. In this matter, I was able to learn more about how to develop strategy and how to handle clients and tackling problems.

Keywords: Developing Strategy, tackling problems, Showing demo

Impact of Covid-19 on Internship

None of us ever anticipated that something like Coronavirus would come out of the blue and change our lives in the blink of an eye. As the whole world is suffering from the global pandemic. It can be anticipated that Nepal being a small as well as a country with an underdeveloped health system that falls under almost bottom in the world health ranking could go through it without any Lockdown or Curfew. In Nepal, the lockdown started way ahead before it could harm as badly it did to the rest of the world, the lockdown was made into action when only one case was found of Coronavirus in Nepal, which was a Chinese who already recovered from it. The lockdown was one of the best decisions taken by the government as acontrolling measure for the virus.

The virus affected the whole world, and it affected the organization I was interning with as well. When lockdown started than lots of IT companies faced problems doing work from home. Our organizations aren't able to perform well in lockdown periods because in the software field there need lots of research to develop software for any company. But when lockdown became a littlebit normal then lots of demands increase in the market, main reason is that nowadays everyone transferring their business towards the online platform. This pandemic brings lots of opportunities to IT companies.

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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Company Logo

Started in 2019, the Mero network was founded by experienced people from IT backgrounds. The company focus itself on providing services to the business sector using modern tools and methodologies

Amongst the product portfolio of Mero network, the most elaborate is its ERP system, Dolphin Group. Dolphin group is of the group of companies producing edibles for humans as well as feed for domesticated creatures such as poultry as well as animal husbandry. Mero network has a major presence in manufacturing and trading-related enterprises. Mero Network has developed a model suited to different businesses to be integrated with the ERP such as HRM (Human Resources Management), after-sales services management system, logistics system, Production Planning, and forecasting system, etc.

Please refer to our separate brochure detailing complete information on the synergy platform. (Meronetwork.com, 2016)

1.2 Mission and Vision of the company

Render excellent IT Services so that customer can make the most use out of their resources"

Our vision

"We make your life easier by providing decent and enhanced technological services with affordable service

1.3 Strategies, etc. of the company

Mero-Network adopted to Offer free demos Most users like to try software programs before buying them. Offer free demos of our program whenever and wherever we market it. Submit a shareware version to software directories and offer a trial version on our website. The trial version can be for a limited time or provide access to limited features, as long as it shows users how they can benefit from buying the full version.

1.4 organizational structure

At Mero Network we have an IT Manager & co-founder of an organization who is the same person, his name is Rajendra KC, he looks after everything. Then we have the process Engineering committee in the same way we have the program development manager, he used to develop software as per client's requirements. However, all departments are related to each other for the final products. AD HOC committee used to address a specific issue going on. I used to report to the founder of a company because I used to develop different kinds of strategies for the organization. (S. McShane, 2016)

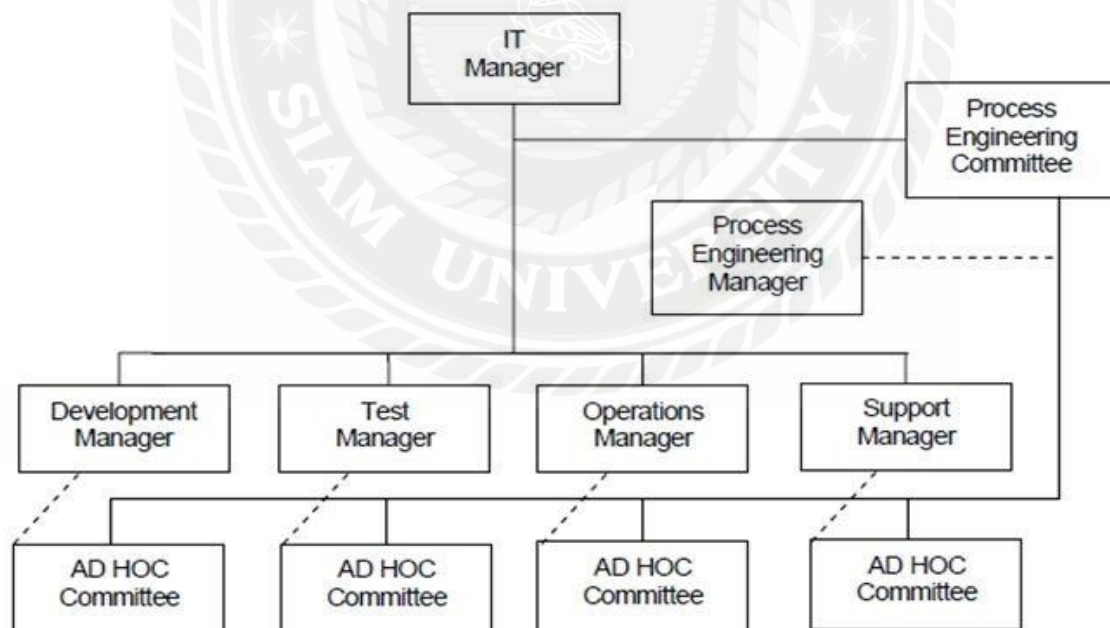


Figure 2: Organizational structure

➤ My job positions

My job position is Business Development Manager in the organization and with the help of the CEO, we formulate lots of strategies on how to move the company forward.

➤ **My job position in the company organization structure.**

I was placed to work under the founder of the company because the founder and IT manager are the same people. My all work details I have to submit Founder of the company.

1.5 Intention and motivation to choose the company as my co-op studies workplace

The primary intentions to join the company were learning and professional growth. Mero Network is a software company that used to develop different kinds of software for lots of multinational and national companies. In this organization, there is a possibility of making lots of good connections with a different company. I got an opportunity to figure out what kinds of issues going on in the organization because of this more interesting for me to select this company.

1.6 Objectives of the co-operative's studies

Completing Co-operative studies also makes us a more attractive candidate for colleges and scholarships. Having “real world” work experience shows a college or scholarship panel that a student has a clear set of goals that they are actively working towards. Demonstrating commitment and follow-through demonstrates a high level of maturity, responsibility, and willingness to do what it takes to be successful. By completing a Co-operative study, we can obtain a positive recommendation that can be used for future employers, college admission, and scholarship applications. The Objectives of the study are to apply the theories and knowledge to real-world business, my major objectives are as follows:

- To gain knowledge and experience of IT company through observed, interacting with professionals/clients and working experience.
- To develop the communication skills directly dealing with clients.
- To gain better Networking skills
- To develop technological and communication skills required in the professional world.
- To study the effectiveness of digital marketing among business holders.
- To implement the knowledge gained in regards to financial activities.

1.7 Strategic Analysis of the company

Mero Network responds to the internal and external strategic factors identified in this SWOT analysis. The SWOT Analysis is a tool for determining organizational strengths and weaknesses and the threats and opportunities affecting the business. In the case of Mero Network SWOT analysis, such factors emphasize the importance of unique product innovation, cybersecurity, and business diversification. Through these approaches, the company can achieve long-term growth in the software and hardware market. Mero Network must maintain effective responses to address the factors shown in this SWOT analysis.

➤ **Strengths (Internal Strategic Factors):** This area of the SWOT Analysis model identifies business strengths or internal strategic factors that contribute to business growth and resilience. Mero Network continued success is partly based on the following strengths:

- Cost competitiveness
- Product alignment with positive externalities
- Strong alliances with other firms
- Brand loyalty
- Easy to use software

The product relevance has been able to attract customers, especially those who view product attributes and reliability. Mero Network also benefits from positive externalities with existing products in the market. The strength of alliances with other firms contributes to Mero Network's capacity to influence the market in its favor. Whereas, price competitiveness is also a key factor contributing to sales of the company.

➤ **Weaknesses (Internal Strategic Factors):** Organizational weaknesses or internal strategic factors that slow down or reduce business development are considered in this area of the SWOT Analysis model. In the case of Mero Network, managers must address the following weaknesses:

- Vulnerability to cybercrime
- Imitability of some products
- Slow to innovate
- Criticism over security flaws
- Dependence on hardware manufacturers

- Poor acquisitions & investment

On the other hand, the imitability of some products is a weakness because it could reduce the strength of the Mero Network brand. Moreover, the company's product portfolio shows dependence primarily on software products, which weakens the business against competitors that have dominant hardware and software products in the market. Based on the strengths outlined in this area of the SWOT analysis, Mero Network needs to improve product features.

- **Opportunities (External Strategic Factors):** This area of the SWOT Analysis model focuses on opportunities or external strategic factors that can support business growth.

The following opportunities are significant in the Mero Network technology business:

- Business diversification
- Innovation for computer hardware products
- Cloud-based services
- Mobile advertising
- Facilitate mergers & acquisitions
- Exploit economies of scale
- Standardize processes for global presence
- Stronger security against cybercrime

Mero Network is primarily a software business that heavily relies on the popularity of the ERP, CRM, HRM, and so on. The company can take advantage of other avenues of business growth. Mero Network has opportunities to improve the attractiveness of its products through continuous improvement of its security features. Thus, the opportunities shown in this area of the SWOT analysis of Mero Network indicate the need for diversification and product improvement.

- **Threats (External Strategic Factors):** The threats or external strategic factors that reduce or compromise business are considered in this area of the SWOT Analysis model. Mero Network strategies must address the following threats against its software business:

- Cybercrime
- Piracy
- Intense competition in software products

- Changing consumer needs and habits
- Open-source projects
- Potential lawsuits
- Strong competitive rivalry

Cybercrime remains one of the major threats against computer technology businesses. For example, cyber-attacks can cripple Mero Network organizational processes or compromise customers. Another threat facing the company is piracy, which is especially rampant in many developing countries. In addition, strong competitive rivalry creates market forces that threaten Mero Network development as one of the biggest firms in the market. For example, the diversification of other firms that now offer operating systems and computer hardware products, as well as the rising popularity of freeware, limit and potentially reduce the company's business. This area of Mero Network SWOT analysis shows the significance of product uniqueness and improvement.

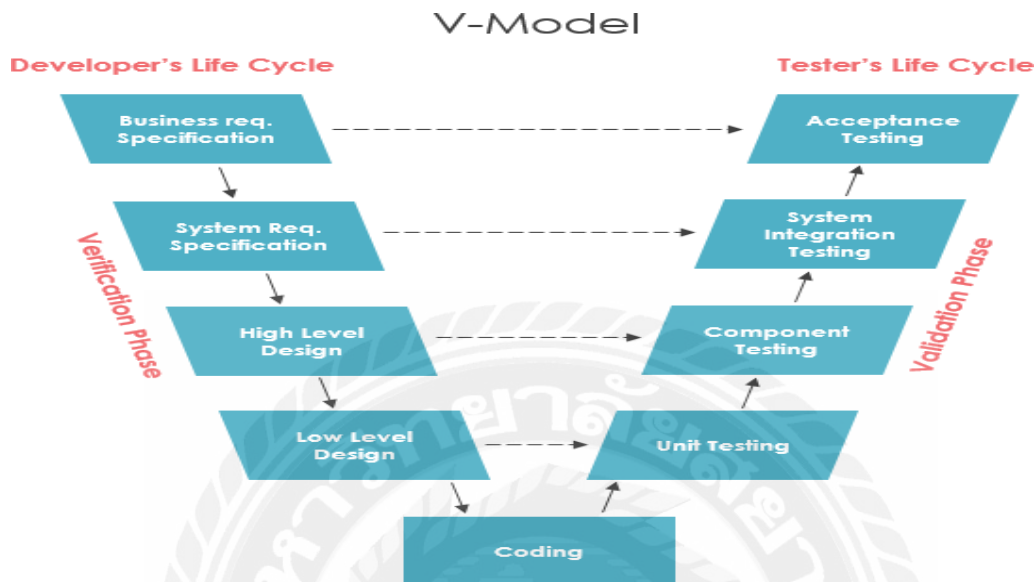
SWOT Analysis and Recommendations

Mero Network has the necessary business characteristics to remain one of the leading players in the software industry. The strong brand image and positive externalities are among the major contributors to such market position. Thus, a recommendation is for Mero Network to continue enhancing its brand image. It is also recommended that the company must increase its alliances with other firms to improve positive externalities. The weaknesses and threats in the business point to strategic reform in Mero Network. For example, the company must continue innovating to develop products that are less vulnerable to cybercrime. Another recommendation is for Mero Network to diversify its business to boost potential growth.

Software Development Process of Mero Network

There are lots of models for the software development process but Mero Network chooses V- model that is the V-model represents a development process that may be considered an extension of the waterfall model and is an example of the more general V-model. Instead of moving down linearly, the process steps are bent upwards after the coding phase, to form the typical V shape. The V-Model demonstrates the relationships between each phase of the development life cycle and its associated phase of testing. The horizontal and vertical

axes represent time or project completeness (left-to-right) and level of abstraction (coarsest-grain abstraction uppermost), respectively.



Chapter 2 Internship Activities

In this section, I'll go through the specific work tasks I have each day and the contributions I've contributed to the organization's growth. So, in this section, I will mostly explore these subjects in depth.

2.1 Job Description

My job descriptions were that they provide the list of specific tasks (i.e., how to sell our software products in the market), and also, I have to manage company management.

2.2 job Responsibility and Work Duties

The internship at Mero Network started from the 1st of August, 2020 for four months till the 30th of November, 2020. The Job responsibilities I was given at Mero Network

- Documentation & drafting of contracts

- Preparing ERP & CRM proposals for clients.
- To make a list of different company to approach them
- Brainstorming ideas for different marketing campaigns & plans after the pandemic.
- I have to give a demo presentation to our new clients.
- To hire a receptionist for the organization.

2.3 Activities in coordinating with a co-worker

Communicating effectively with our colleagues minimizes misunderstandings and maximizes work efficiency. Effective communication also produces healthy working relationships and allows me and our colleagues to resolve issues collaboratively. This will in turn create more fun and less stressful work environment. In Mero Network is used to work under directly the Founder of the company and I have to do coordinate with the receptionist for leads and after getting leads from there, I and founder move forwards with those leads. I used to do phone calls and we fix meetings for demo purposes. In these ways, we move forward. I don't communicate with the software developer because the founder didn't allow me to do that. Once's a week we had a meeting and, in that meeting, I got a chance to ask the software developer about my client software development phase that much only. I didn't get a chance to do coordinate with me and everyone more

2.4 Job Process Diagram

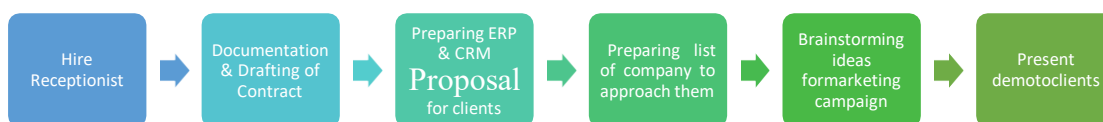


Figure 3: Job Process Diagram

During my internship periods, I got lots of tasks to do work which help me to increase my self-confidence, and also Mero Network help me to make a good connection with good companies.

Some of the tasks I performed were:

- **Documentation & drafting of contracts:** As we know the core part of any organization is documentation, to proceed with any work, it provides a benchmark and a piece of evidence to move ahead with the work. I was responsible to maintain the soft and hard copies of the Mero Network for agreements.

- **Preparing ERP & CRM Proposal for clients:** Next task assigned to me that was I had to propose to clients and I completed that task within given periods, in the proposal I had included features, how much CRM & ERP important now a day. However, also included the future of this software in the coming day. I also include how today's business transferring towards the online portal by in this way I completed my task within given periods.

- **To make a list of different companies to approach them:** During my timeframe at Mero Network, I used a prepared list of lots of companies to approach them. While making list we categorize all companies according to their sectors.

- **Brainstorming ideas for different marketing cam:** To make our organization's marketing campaigns strong. We had done some hard work on the following points, which are as follows: Check our competitors, pay attention to what intrigues us, get to know people in our target demographics and also, we had applied caricature thing.

- **I have to give a demo presentation to our new clients:** In before giving a demo to new clients, I have to go through the requirements of their company and according to their requirements I used to develop a demo for them then only I show them a demo. In the demo, I used to show them how the software will be used for their company & also I used to explain the benefits of having software for the organization actually, in this way I used to give the demo.

- **Hire receptionist for the organization:** Actually, this challenging task for new because I have to take the interview with that candidate and also, I had to approve

them. So, for this, I had done some homework about which kinds of question I have to ask and according to my plan I had done in a good way & I selected her for the post of receptionist.

2.5 Contribution as a co-op student in the company

As a Co-Op student in the company my contribution is, which are given below:

- I draft company workflow in a proper way
- I fulfill the gap between the company and clients
- Software packages system started by in the Mero Network.
- I suggest breaking down the software module
- Increase productivity
- Reduce company expenses

Chapter 3: Learning Process

An internship is a unique learning opportunity. Given what it has to offer back, the importance it has gained over the years in growing one's career cannot be overstated.

It's neither spoon-fed classroom learning nor a stressful burden. In the meantime, you'll master not only the fundamentals of working life but also the soft skills necessary for a successful professional career. (Simon, 2003).

3.1 Problems/issues of the company

During my internship period at Mero Network, I was under the Founder of the company of my Founder who helped me most of the time getting through any problem or help I needed. The problems I had during my internship period were more due to miscommunication or it was because of the flat hierarchy of the organization in some cases. Sometimes the tasks provided to me were not very clear. Because these tasks were assigned without a deadline. So, during those times I had plenty of time after completing the work but after few days my supervisor helped me a lot with my work.

Some of the problems that I encountered during my internship period are as follows:

Lack of Business Analyst in the organization

Business analyst has an important role in bridging the gap between the business and IT teams, such as software testers and software developers. we face many challenges:

- Incomplete or incorrect user requirements
- Unclear business needs
- Unclear software development processes
- Lack of tools to facilitate the BA process
- Lack of configuration management to control the process
- Lack of involvement by business stakeholders

3.2 Solution of the problem

- Having a clear definition of what is desired by the business and what defines completion and success
- Being the keeper and facilitator of business information, which adds much to our value as a Business Analyst
- Having great working relationships with stakeholders and IT teams, such as software testers and software developers
- Effectively using the right tools to keep track of project documents

Lack of a greater number of Software Developer

As software developers, we have an important role in building software that meets user needs but because of a smaller number of software developers. we are facing many challenges:

- Incomplete or incorrect user requirements
- Unclear software development processes
- Lack of tools to perform unit testing
- Lack of involvement by business stakeholders
- Lack of time for testing and reviews
- Lack of training in unit testing

Yes, we can overcome these challenges by adding 3 new software developers to our organization, and also, we established a transparent relationship between Management and Developer. Which help developer to understand customer requirements clearly. We also established a testing department for software.

No longer supported by the vendor - This occurs when a vendor ceases to support a particular software product. This can occur due to the vendor's decision to no longer support a product, due to the vendor going out of business, or the vendor selling the product to another vendor.

Software that is difficult to use - Many people have experienced first-hand the frustration of using software that is cumbersome, difficult to navigate, and requires several steps to perform simple tasks. This problem relates to a lack of understanding of how humans interact with computers and is also the result of a history of modifications that are not planned and coordinated to account for ease of use. For example, the addition of numerous workarounds over some time in legacy systems can have the overall effect of convoluting the original system design.

However, our company doesn't have more problems but only they are hanging on small problems and I was hired for that to make the company better in the coming days. In this way step by step, I solved lots of problems for my company and it is going in a process way.

Major Challenges for Mero network for Software Development are as follows:

Rapid technology advancement

Every technology advancement is a blessing for the IT industry. But at the same time, technology evolving at a phenomenal rate leads to an added pressure for software development professionals to leverage these upcoming technology trends in software product development to gain a cutting edge over competitors and stand out in the market.

Increasing customer demand

Software projects are generally conceptual and are aimed at designing and developing software products that meet varied customer demands. To develop even the simplest application or product, developers must clearly understand the underlying business concept and bring in the required features to satisfy the growing customer demands.

Time limitations

Software development is a time game. Developers work under pressured environments and strive to complete project requirements within strict and scanty timelines. This is especially a challenge when working with international clients in multiple time zones. Time constraints often bring down efficiencies of development teams and lead to mediocre quality software products in the end.

Limited infrastructure/resources

Another challenge faced by the majority of software development companies is a lack of resources or IT infrastructure to execute projects effectively. This could mean a lack of high-performance software development tools, powerful computing platforms, inefficient data storage architectures, or improper networks and connectivity. Such hindrances bring down the productivity and performance of software development teams and impact the overall result.

Conflicts with software testing teams

In a classic software development project, interpersonal conflicts occur inevitably between software development and testing teams. Several factors contribute to such conflicts like working under high-performance pressure, different mindsets, the difference in job roles, and the very opposite nature of development and testing.

If not controlled and managed effectively, these conflicts could hamper the overall project adversely.

To succeed in a dynamic software industry that is driven by changing technology trends and challenged by multiple internal and external factors, your development teams must have a clear understanding of the problems that lie ahead of them and a roadmap to overcome them.

Implementing software development best practices could help reduce these problems to a large extent. Introducing a DevOps team to handle the testing-development crisis, adopting Cloud for seamless network and infrastructure, and constantly enhancing the technical know-how of your software development teams could help you fight some of these major software development challenges and establish a good position in the software market.

3.3 Recommendation for the company

- **More investment in R&D:** Investing in R&D Gives the organization to create superior performance than its competitors in the future. The company will catch up with the changing trends, technologies in the market. This will help the company retain its competitive advantage in the market. (Business Automation and Software Blog, 2019)

- **To maintain the core competency of the organization:** The core competency of Mero Network is innovation and affordability. The company has gained it over the years. By focusing the employees to maintain the core competency helps the company to better position their products, which will increase brand loyalty in the market.
- **Portfolio Optimization:** Through this Mero, the Network can strengthen its position in the premium consumer software. The organization should invest much more to improve their team to develop software. By doing this the organization can increase its strength and competitive advantage in the market.
- **Price decrease:** The organization offers various software in the market. As there are Software with similar characteristics but with different uses, the organization should cut off the price with different types of the same software so that the organization can attract customers with lower prices.
(M.A. Hitt, 2019)

➤ **It is recommended the company makes the software with good features.**

To do that the organization should focus investing more on R&D and invest more in their core competency. Being a part of this process, I can say Mero Network works as a backbone for the software and helps it to grow by every means from providing a better and fantastic working space to making company processes easy.

3.4 Learning During Co-op study

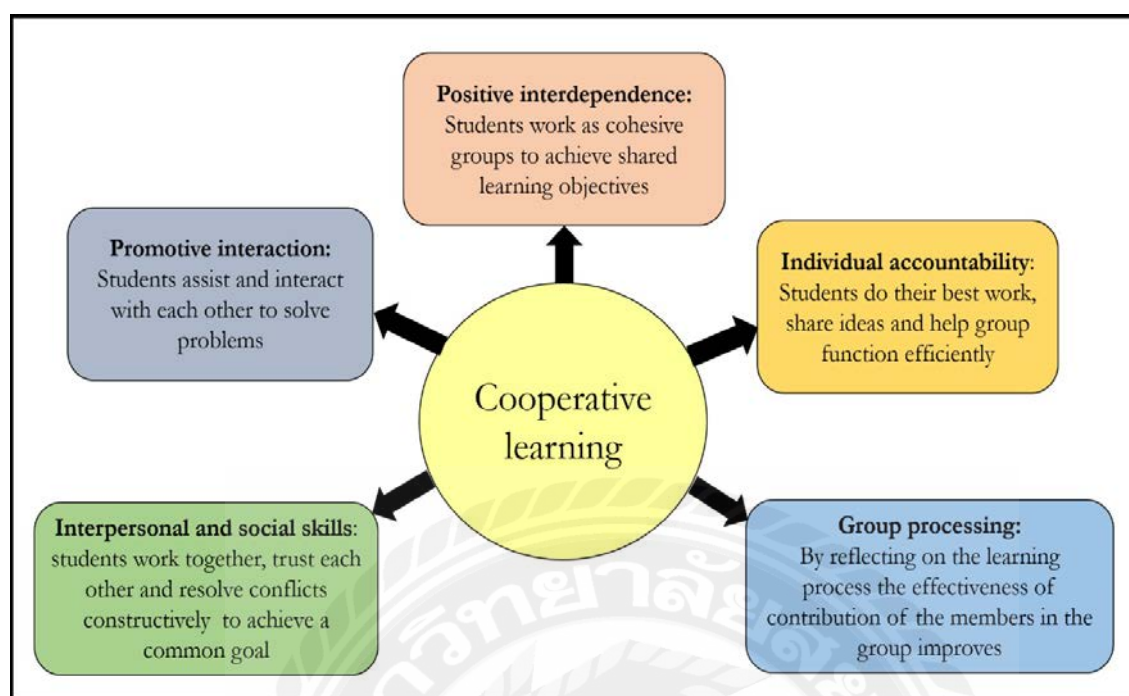


Figure 4: Cooperative Learnings

3.5 How I applied the knowledge from coursework to the real working situation

As we know that coursework and the real working situation are different fields in college, we learn theoretical knowledge but when we move to the real world, we realized lots of gaps are there. I applied Lots of strategies which I learned and also respect time because punctuality is very important for any deal or meeting.

(Ian MacKenzie, 2007)

Special skills and new knowledge I had learned from this Co-Op Studies

The things I learned from my internship from Mero Network are cited below:

- **Self-reliance:** Demonstrating that I can be trusted to take on a task and complete it independently gave me that warm fuzzy feeling of being trusted. It also helped me to understand my strengths and weaknesses, and how I can cultivate them accordingly.
- **Interpersonal skills:** In my workplace, I developed my interpersonal skills. I learned to better communicate with other people and have better networking skills. I learned to think and act diplomatically according to the want of the situation.
- **Problem-solving skills:** During my internship period I was given tasks to

complete on my own which sometimes required a lot of brainstorming and problem solving on my own, it helped me develop a sense of self-reliance.

- **Commercial Awareness:** During my internship period I interacted with many people from different backgrounds and many of my co-workers as well as the start-ups, during that I got a lot of knowledge about the current business status of Nepal and lots of information about starting your own business and the economy of Nepal as well.
- **Maturity:** I worked in a team where my colleagues vary drastically in terms of age, experience, and knowledge, and that significantly alter my perceptions and helped me to see things differently. Having a more balanced viewpoint and starting to see the world outside my educational bubble, and helped my personal development advance rapidly.
- **Organizational Skills:** It is as simple as something like going to an office everyday and working in an ethical code of conduct with a group of people helping each other, meeting deadlines, and working together to achieve a common goal.

Chapter 4: Conclusion

During this internship, I was able to let go of all the dilemmas that I have related to my career decisions like whether to enter into a job as my goal persists or to start up or continue my family business or to go for a Master's degree right after the completion of my BBA course. Taking this decision has been a lot easier after the completion of the

internship period as I can decide what is right and what is not for my future ahead. In our day-to-day life, we have to prioritize many issues over others to give ample attention and time to the important ones. This requirement of my punctuality in my work has made me able to prioritize my career and studies over other issues like friends, parties, etc. Now, I suddenly am realizing that we are bound by the limit of time whereas previously I thought I have ample time for everything. This limit of time has made me realize the value of time and how to organize every activity to give my time to other issues as well. This realization of the importance of time will no doubt help me in anything I do in the future as for every professional, time is one of the rarest and important assets she has.

4.1 Summary and Highlights of my Co-Op Studies at Mero Network

My internship at Mero Network helped me grow professionally as well as personally in many aspects. It enhanced my communication skills, interpersonal as well as intrapersonal skills. It developed self-reliance in me as well as made me believe that I can work to minimize my weakness and strengthen my strengths if I know myself better. During this period, I learned, I grew. And someday these pieces of knowledge which I acquired from Mero Network will be very useful in my professional life. We learned four years about finance, organization, professionalism, operations, and so on but unless you don't get the platform to enhance and apply those skills it doesn't make any sense to anyone studying day and night all those theories. Theories may be explained better in classrooms but unless the opportunity for exploring isn't provided, they remain incomplete. And here at Mero Network, I might not be able to apply it myself but I saw how people do apply it. And the most important thing I learned during my internship period was, Professionalism is not something you have to learn it is the behaviors of a mannered person in their working environment.

4.2 My evaluation of the work experience

During my internship, I got the chance to work with professionals from various fields. It was great learning for me to be a part of Mero Network and work under specialists of different departments having a different approach to handle the problem or deal with complex situations. Some of the Learning and New knowledge I acquired during my internship at Mero Network are:

- **Public Relationship Management:** In Mero Network, each day was like a new beginning for me, everyday some new faces and some interesting incidents were happening. But the best part was the relationship Mero Network had with its clients, co-workers, or other businesses. It was a great learning experience for me, and to see how and in what ways the team was handling everything with such ease and warmth.
- **Importance of Documentation:** At some point in my internship, I realized that proper documentation is very important because when we approached any company and they are ready to do work with us by buying our software then we have to very carry full with their company data. Now a day's data is wealth.
- **Human-Centric Design (HCD):** This term was something which I didn't learn

through academic and practical experience but I got to know about it through my research during my work at the program department of the Mero Network. It is an approach to problem-solving, commonly used in design and management frameworks that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. Human involvement typically takes place in observing the problem within context, brainstorming, conceptualizing, developing, and implementing the solution.

- **Professionalism: As said by Steven Press field,** “The essence of professionalism is the focus upon the work and its demand, while we are doing it, to the exclusion of all else.” I learned that professionalism is something that needs to be done in an exact time with a discipline of everything else, it is not all about dressing up and having a group of people working under you but more than that.

4.3 Limitation of Co-Op Studies

- Limited time to evaluate and know in detail about the company.
- Limited access to the data.
- Start-up data can change significantly in upcoming years.
- Looking into the competition, it is not feasible to analyze a new start-up at this time.

4.4 Recommendation for the company

The recommendation for the company can adopt are mentioned below:

- **More investment in R&D:** Investing in R&D Gives the organization to create superior performance than its competitors in the future. The company will catch up with the changing trends, technologies in the market. This will help the company retain its competitive advantage in the market.
- **To maintain the core competency of the organization:** The core competency of Mero Network is innovation and affordability. The company has gained it over the years. By focusing the employees to maintain the core competency helps the company to better position their products, which will increase brand

loyalty in the market.

- **Portfolio Optimization:** Through this Mero, the Network can strengthen its position in the premium consumer software. The organization should invest much more to improve their team to develop software. By doing this the organization can increase its strength and competitive advantage in the market.
- **Price decrease:** The organization offers various software in the market. As there are Software with similar characteristics but with different uses, the organization should cut off the price with different types of the same software so that the organization can attract customers with lower prices.

It is recommended the company makes the software with good features. To do that the organization should focus investing more on R&D and invest more in their core competency.

Being a part of this process, I can say Mero Network works as a backbone for the software and helps it to grow by every means from providing a better and fantastic working space to making company processes easy.

Annex

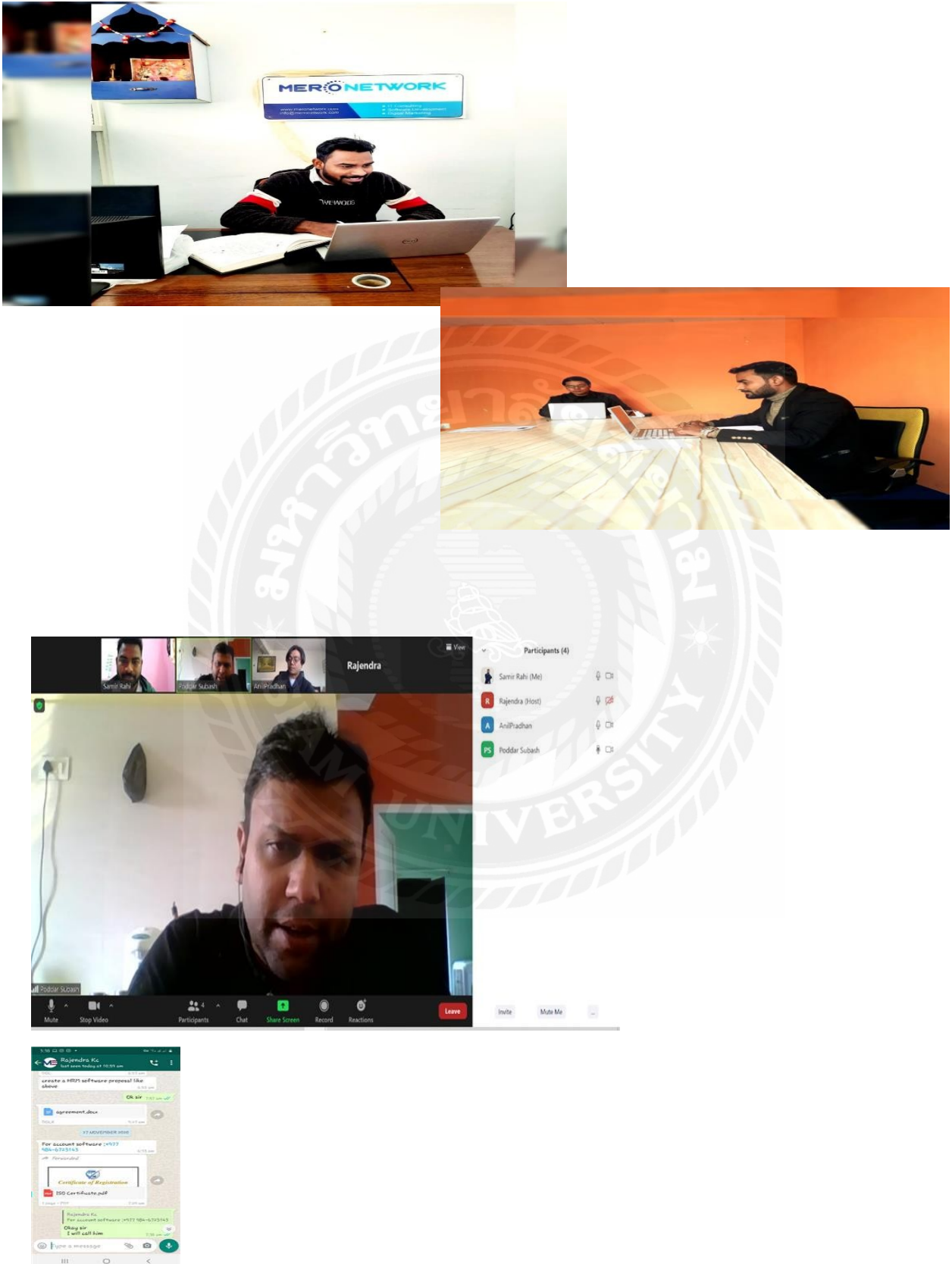


Figure 5: Office Work and office photographs

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