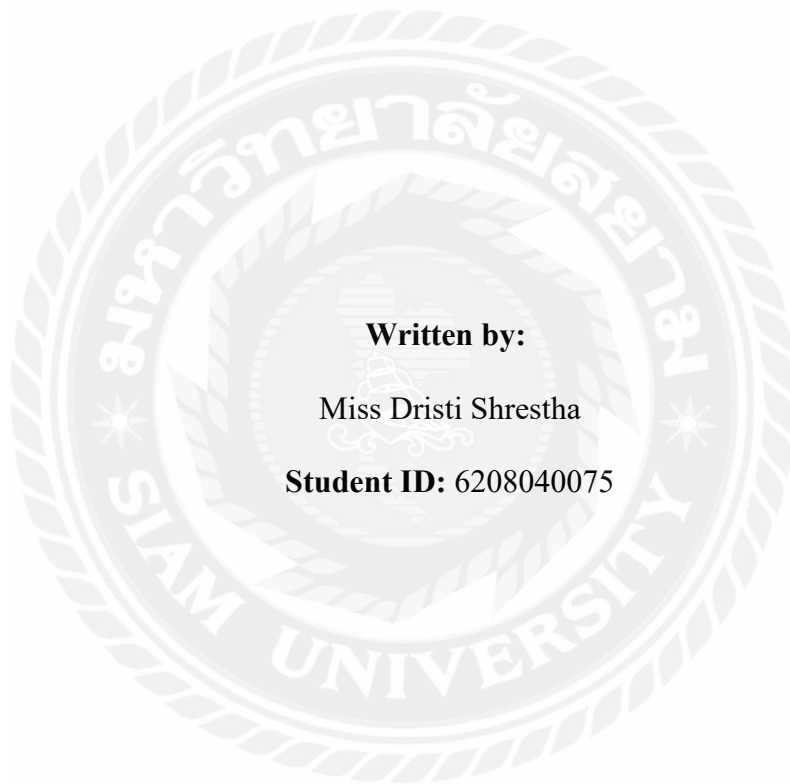**Cooperative Education Report:**

Activities of Business Development Department of LogicaBeans: F1Soft International

Written by:

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Student ID: 6208040075

This Report was submitted in Partial Fulfilment of the Requirements for Cooperative

Education, Faculty of Business Administration

Academic Semester 2/2022

Siam University

Title : Activities of the Business Development Department of LogicaBeans

Written by : Dristi Shrestha

Department : Bachelors of Business Administration (Finance and Banking)

Academic Advisor : Ms. Yhing Sawheny

We have approved this cooperative report as partial fulfilment of the cooperative education program 2019-2023

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Title: Activities of the Business Development Department of LogicaBeans

Credit: 5

Written by: Dristi Shrestha

Academic Advisor: Ms. Yhing Sawheny

Degree: Bachelors of Business Administration (Finance and Banking)

Semester/ Academic Year: 2/2022

Abstract

This cooperative education entitled, "Activities of Business Development Activities at LogicaBeans" is a detailed overview of the internship journey and has been prepared to fulfil the partial requirement of the program of BBA, 8th semester program of Kathmandu College of Management under Siam University. This experience provided me with numerous opportunities to learn how a company operates practically and apply conceptual knowledge to a particular area of management.

The report focused on how I worked as a Business Development Intern under the direct guidance of the LogicaBeans Business Development Unit, provided administrative, and research support for proposals and ongoing projects. I have always waited to pursue my career in business related to technology. Therefore, Working at LogicaBeans taught me how to interact with clients while maintaining the customer's faith in the IT sector.

In this report, I've tried to find out how the company grows its businesses and retain its clients in one of the world's most competitive Information Technology marketplaces. While working as a BDI, I learned how to carry out background investigations for projects in detail and work accordingly with other team members and come up with actual solutions. The program gives real-world experience to the students and gets a taste of what it's actually like to work in a professional setting.

Keywords: Management, Information Technology, Internship, Strategies, Solutions

Acknowledgement

The cooperative education opportunity that I had with LogicaBeans was a great chance to implement my theoretical knowledge into the practical world. I'm grateful for the opportunity to interact with so many wonderful people during my internship, as well as the professionals who guided me.

Firstly, I would like to thank LogicaBeans for giving me a great opportunity to be a part of your team and my work supervisor, Miss. Neha Kharel, a Business Development Executive, although quite busy with her responsibilities, took out time to mentor and encourage me during the course of my internship, allowing me to learn more about the actual business as a business developer.

I also would like to acknowledge Siam University and Kathmandu College of Management for designing their academic programs in such a way that students could complete four month internship in various work environments and nourish themselves. Thank you for giving me the chance to expand my knowledge and become a unique cornerstone for my career.

Last but not least, I would like to thank everyone who was involved, including colleagues for their invaluable time, insightful suggestions, and countless efforts throughout my internship period. I view this chance as a significant turning point in my professional progress. I'll do my best to put the knowledge and abilities I've gained from working at this workstation to the best possible use.

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LIST OF ABBREVIATION

IT   : Information Technology

CRM   : Customer Relationship Management

BD   : Business Development

CSR   : Corporate Social Responsibility

CEO   : Chief Executive Officer

BDI   : Business Development Intern

KCM   : Kathmandu College of Management

BBA   : Bachelor in Business Administration

CHAPTER 1: INTRODUCTION

1.1 Company's Profile

LogicaBeans was established in 2018 as a software company with an aim to transform the lives of millions of individuals through digital empowerment. Nepal's one of the top businesses and an ecosystem that offers digital products and services is F1Soft International, and LogicaBeans is one of its sister companies. (LogicaBeans, 2023)

The group is introduced to the most recent technology trends and practices by LogicaBeans, the research and development division. The CEO of LogicaBeans is Mr. Kailash Shrestha. The business is committed to providing top-notch solutions that satisfy the demands of its customers, and it does it with the help of an experiences team of developers and designers. The company offers a wide range of services including website development, mobile application development, software testing, digital marketing, and more. It has a team of experienced developers, designers, and digital marketing experts who work together to deliver high-quality solutions to clients from various industries and countries.

LogicaBeans has established a name as a reliable and forward-thinking technology partner with 16+ years of experience and has completed projects in a variety of industries, including healthcare, education, insurance, finance, and e-commerce industries while working with customers from all over the world. It also helps in turning companies concepts into an innovative solutions. The company is also trusted for its creative engine by the fastest-growing start-ups across The USA, Netherlands, Australia, Singapore, and Middle East regions.

Every individual at LogicaBeans has a distinctive culture of ownership, collaboration, and enthusiasm. It definitely takes a lot of perseverance, openness, and willingness to cultivate a high-performance culture where each other's ideas are welcomed and actively discussed.

1.1.1 Mission of the company

The mission of the company is to focus on offering unique software outsourcing services and delivering to the global market with innovation, excellence, diligence, and ownership of the job.

1.1.2 Vision of the company

The vision of the company is to build a digital ecosystem expanding the horizon of IT to every sector and nation around the globe. It envisioned lives getting easier with the help of technology.

1.1.3 Core Values of the company

The core values of LogicaBeans are the word "LOGICA". To elaborate more on this word. "L" stands for Leadership, focusing on creating leaders by working on expanding perspective. "O" stands for Optimistic, where the culture curates the positive persona. "G" stands for Growth, a company cares about its employee's development and value-added learning. "I" stands for Innovative. "C" stands for Communication, where the company listens to the employee and understands their needs. Lastly, "A'' stands for Analytical, an environment to cater to a mind-set driven by curiosity to solve a problem. (LogicaBeans, 2023)

1.2 Organizational Structure

LogicaBeans comprises of distinctive and varied group of experts/ professional. The organizational structure of Business Development Team are as follows:

1.2.1 Diagram of the organizational structure

ORGANIZATIONAL STRUCTURAL (BD TEAM)

Kailash Shrestha
CEO

Rupesh
Managing Head

Neha Kharel
Business Development
Executive

Alin Shrestha
Business Development
Executive

Saroj Thakuri
Digital Marketing Head

Ajay Nepali
Sales Executive

Dristi Shrestha
BD Intern

Rachana & Prashamsha
BD Intern

Ritika
Digital Marketing Intern
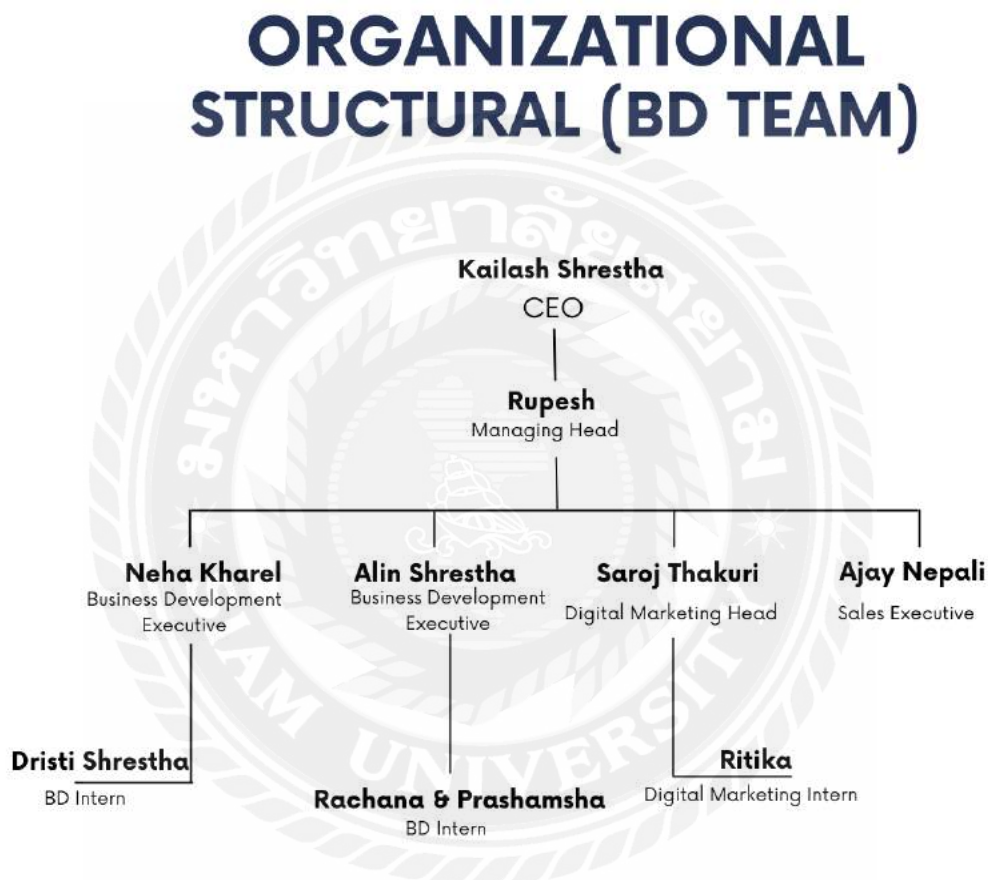
Figure 1 Organization Structure of the Business Development team of LogicaBeans

1.2.2 Job Position

I was assigned as a Business Development Intern (BDI) in the Research and Development team of LogicaBeans. The primary tasks that were given to me included: developing a network to attract new customers, researching new market opportunities, making sales projections, and

overseeing growth progress and making reports accordingly. Other works were: Writing proposals, bidding in national and international markets, setting meetings & networking, presentation, and also maintaining worksheets with proper data, and generating reports.

1.2.3 Job Position in the company's organizational structure

One of the integral departments of the company is Internal Research and Development team (R&D). It consists of Business Development Team, Sales team, and Digital Marketing team. The R&D department performs its work as a team for better results. This particular department is responsible for working on company sales and boosting it by sourcing clients through various internal approaches, retaining its customers, finding out new approaches to expand the business. My job position is Business Development Intern which falls under the Business Development Executive.

1.3 Intention and motivation to choose the company

The vision of the company is to make lives simpler through technology, and since I was young, I have always been influenced by computing and automation. I made the decision to pursue a career in business connected to the Internet Technology (IT) Industry throughout my undergraduate studies. So, as per my initial step, I started working as a business development intern at LogicaBeans to start my career in technology world. We all are conscious about the fact that the world is getting more and more reliant on automation, and there is a rising need for experts and professionals with these skill sets.

Another reason to choose this specific company, LogicaBeans is a sister company of F1Soft International - one of the leading companies and an ecosystem that provides digital goods and services nationally and internationally. LogicaBeans is the research and development unit that introduces the group to the latest technological trends and practices, and that's what aligned with my interest. Working with the experienced group of people who has been on this field for such a long time, I would be able to gain knowledge on these field and overall business. Also, it would improve my critical thinking power and analytical skills.

As a Business Development Intern at LogicaBeans, I will have the chance to learn about the latest advancements in this sector and to work with innovative cutting-edge software and tools, according to my personal study on the company and my position. Additionally, I will also get an opportunity to establish professional connections with other field specialists and develop enduring relationships that will help me in my career endeavours.

1.4 SWOT Analysis of LogicaBeans

In order to conduct a comprehensive analysis of LogicaBeans, I have performed a SWOT (Strength, Weakness, Opportunities, and Threat) Analysis, as outlined below: As this approach provides very clear concept an idea about the company's internal and external valuable insights, which makes easier to know about the company.

STRENGTHS	WEAKNESSES
• Strong understanding of the local tech ecosystem in Nepal. • An experienced and skilled team of professionals. • Proven track record of successful project delivery. • Reputation for delivering innovative and ground-breaking solutions. • Strong customer base and client retention rate.	• Limited geographical reach and client base. • Heavy dependent on a few essential sectors, which could be impacted by economic or regulatory development in Nepal. • Limited marketing efforts and brand recognition outside of Nepal.
OPPORTUNITIES	THREATS
1. Expansion into new industries and markets outside of Nepal. 2. Strategic partnerships with complementary service providers. 3. Diversification of service offerings to cater to a wider range of clients. 4. Investment in marketing and branding efforts to increase brand recognition and attract new clients. 5. Growing demand for software development and outsourcing services due to increasing digitization.	• Intense competition from both domestic and international players. • Economic and political instability in Nepal and other key markets. • Technological advancements and changing customer preferences could render current services obsolete. • The rapidly evolving regulatory landscape in the industries the company operates in. • Difficulty in attracting and retaining top talent due to intense competition in the industry.

Table 1: SWOT Analysis of LogicaBeans

1.5 Objectives of this Co-op studies

I wish to work as a Business development executive in the near future, helping corporations to build new and innovative ideas to scale up the business. Understanding, evaluating, and interpreting all the necessary data and also coming up with new strategies in the market that could help a business developer to form a very strong foundation. **Thus, my major objective for the Co-op study is to polish my negotiation and persuasion skills in the real world and learn various techniques that are necessary to learn as a business developer.** This study has played a vital role and I persuade it as a launch point for exploring multiple areas and opportunities in my career development. My secondary goals for Co-op study are to familiarize myself with business culture and learn other necessary organizational abilities like time management, overall coordination, risk management, communication, and others.

These are the major objective highlights:

- To learn how the company grows its businesses and keeps its customer base in one of the world's most competitive IT marketplaces.

- To evaluate various strategies to attract and retain clients, increase sales and revenue, and improve brand recognition.

- To study how to reach out to potential clients and partners, attend networking events, and bid in national and international counties.

- To identify market trends, needs, competitors, and opportunities as a business developer.

CHAPTER 2: CO-OP STUDY ACTIVITIES

Like every other company, LogicaBeans also has various departments, and each department's activities are carried out in accordance with its nature and purpose. My four-month internship experience at LogicaBeans was worthwhile working with great supervisors and colleagues. This report especially focuses on the Business Development team of the company. My internship was entirely on-site. Every week, I got to learn new things and would receive different task assignments linked to a variety of topics, with a week to complete it and accordingly make a well-formatted report of every work I was assigned to and provide an explanation to my supervisor. The chapter highlights my job description, job responsibilities, and work duties.

2.1 Job Description, responsibilities, and work duties

I always had an interest in understanding how business fundamental works in real life in order to make the business stand out in the market and also have a long life span and that's exactly where the idea came to work in LogicaBeans in this specific department- Business Development Team. Starting off with my journey in the company- At first, I was not allowed full access to information as an intern because the job process, materials used, models created, and choices made were largely private; instead, On my first week, I was given easier tasks that I had studied on my course material and would expand my horizons and help me become a better person. Also, I realized that every single work that we perform is inter-connected to each other.

As a Business Development Intern in a software company, I got the opportunity to work closely with the Business Development and sales team to support the company's growth objectives. Undertaking market research, spotting new company prospects, and creating plans

to boost the sales are some of my key responsibilities. Because creating business ideas is a process, as a result my job duties and responsibilities fluctuated from time to time. I also had to assist in developing sales and marketing materials, preparing proposals, dealing with international leads, bidding on national and international platforms, and supporting the team in administrative tasks and day-to-day operations.

While preparing marketing materials, the team used to do well-researched analysis on the leads and the prospects we are going to work for a week and work accordingly. After that, I was the in charge to work on the module with the help of my supervisor. I would narrow down the horizon in finding potential professionals clients by using various tools such as geographical region, field of industry, language, service categories, their post in the company etc. USA, UK, and Australia were the major countries I had to look upon. Likewise, to set meeting and find our warm leads, I looked onto marketing software named engage bay. Before setting meetings, all the necessary documents and details about the person and company were compiled, with the motive to run the meeting smoothly. The main motto was to build and maintain long term relationship with the clients.

Major High listed Activities performed in LogicaBeans as an intern in Business Development:

- researching the market and looking for fresh business opportunities
- collaborating to create and execute sales strategies with the business development team
- helping to create presentations and proposals as well as other sales and marketing documents
- do bidding on various national and international platforms in order to bring the projects
- helping the BD team with daily duties, such as internal and administrative ones

- delivering top-notch customer care to clients and potential customers

- upkeep and updating of the company's records and CRM system

- attending business conferences and networking events to increase your network and knowledge

2.2 Activities in coordinating with co-workers

The business development team and other interns helped to coordinate the events for each week. There was a supervisor for each intern. Most of the works were directly assigned by the supervisor. Before commencing each activity, the interns and I would plan how to complete it, and we would then proceed as necessary. We would cooperate mostly, but when it was required, we would divide the labour-intensive chores.

In the team, there were other departments too such as Sales, Digital Marketing, and Project Manager. In LogicaBeans, the business development team work very closely with the sales team with the motive to find out and close business deals and enlarge current business possibilities. So, while working as an intern, I got a chance to get ideas about various different fields which are definitely going to add value in my future days. We were taught how clear and concise way of communication plays a big role in building relationship with customers. Our grasp of the business issue was strengthened by collaboration and teamwork, which provided a range of viewpoints.

We would conduct a meeting every single day with the associated supervisor and every week with the department head demonstrating all the work that had been done. We would use new strategies every week such as global outreach approach, start-up, evangelist, etc. and review them accordingly, seeing the progress and impact they had created on the sales growth

and margin of the company. While working, we had to do a lot of brain storming. I was able to exchange different points of view, abilities, and expertise with my co-workers, resulting in a thorough understanding of the project's aims and goals. With the team from different background, I didn't feel uncomfortable with them. Instead, we were able to build a marvellous team and get the intended result.

2.3 Assigned Job Diagram

The major works that are assigned by the supervisor to a business development intern are listed below:

Figure 2: Assigned Job Diagram

2.3.1 Develop Channel Partner Network

In a channel partner network, we collaborated with other industry mostly international corporation to market and trade our IT services. Before developing the channel, we used to research the customer base, geographical location, industry type, position, etc. After identifying that, we began to develop our targeted lead strategy. Creating a strategy that explains the incentives we will offer to our partners plays a vital role in channel building.

2.3.2 Creating Proposals & Bidding

Creating Proposals with ideas and solutions to potential clients or partners make creating proposals a crucial component of corporate operations. While bidding on various platforms, I had to create numerous proposals trying to identify the problems and opportunities. It requires a proper understanding of client needs, goals, pain points, and also a growing section, and accordingly, I used to make proposals and send them on various platforms like Guru, Truelancer, Freelancer, Peopleperhour, etc. With the new project, I got to learn a lot of new ideas about IT subjects.

2.3.3 Use of CRM Tools

Customer relationship management processes like sales, marketing, and customer support are streamlined and automated with the help of CRM solutions. My supervisor and I used to look at CRM tools like Engage Bay and working on this involves following up on prospects, keeping track of client relationships, and automating sales-related operations like generating quotations and sending follow-up emails. We used this in order to manage the business marketing campaign and also to interact with targeted customers more effectively.

2.3.4 Project Management

The process that it takes is planning, organizing, managing, and controlling all the resources so that every work is done in managed and understandable ways. This work actually takes a long period of time. After we define the goals, we used to have a meeting and prototype all the things that will have to do down the line for better results like setting time and deadlines, determining resources, meeting with computer engineers, project tenure and outcomes, etc.

2.3.5 Sales, Pitches, and Processes

Working as a BD, I realized how important it has good sales pitch in the whole sales process. I realized that products are much easier to sell than services. Every week, we had to pitch our sales ideas to different personalities, which was interesting but also hectic at times. This entails learning as much as you can about the consumer and their requirements, pinpointing the advantages of the good or service, and creating a compelling sales argument.

2.4 Contribution as a CO-OP student in the company

I was informed on the very day of the interview that the majority of my internship time would be devoted to research and development work. I began my internship right away by conducting research on leads that could be appropriate according to our business model of LogicaBeans, followed by the research and workings on the different topics accordingly.

Reaching out to customers in the IT section is one of the most crucial factors for the success of the company. So, in order to reach out to the right consumer, my supervisor started briefing me on how can I find our leads/ targeted groups. In my first week, I was supervised on how to use the LinkedIn Premium platform and find leads from various backgrounds. Then, I started learning how to understand the audience, their needs, and also the pain point. I had to

outreach people from various backgrounds such as IT, Finance, Insurance, Business Development, Health, Start-up, Marketing, Telecommunication, etc.

In my department, I used to look at international clients where the USA, UK, and Australia were the major countries I had to deal with during my work process. Within this time frame, I got to explore a lot of new segments which I would not have if I were in another company. I was asked to analyse the portfolio of our leads and follow up accordingly. The market research was specifically done in order to identify new business opportunities. I contributed by using various research tools and techniques that are used by the company to analyse data for the latest trends, preferences, and competitor activity.

Regarding new factors, I contributed to the Department of Sales and Materials. This includes research, creating proposals, and getting knowledge on various software and technology tools. I was trained on how to find bidding national and international projects. Firstly, I had to study all the essential requirements and keep myself updated with the dates and bids accordingly. I used to look at five different platforms for this work only. For every platform, the working process was very different to each other. I was taught- what are the things that I need to pay more attention to and those guidelines were necessary for me to grow and develop myself to fight in real world. The project's nature, it's the total life span, country, consumer needs, time frame, and skills that are required to fulfil the project. I used to look at every segment and then only make proposals. I learned how small details can impact working management as LogicaBeans is a service-based company.

Any company or person definitely analyses the company before investing. No one would like to invest their capital without doing proper research and analysis. As a part of my work, I was trained to brief them on our services according to their needs and turn them into sales.

Effective methods to reach potential customers include cold calling and email outreach, but each requires a distinct strategy. I occasionally had to engage in cold calling, which entails contacting prospective clients over the phone without any kind of relationship or introduction. When used properly, this technique can be successful, but it can also be difficult and time-consuming. Email outreach is another strategy that is more scalable for reaching prospective clients. Salespeople can quickly contact a large number of prospects by creating compelling email messages and using email automation tools.

I also learned how providing outstanding customer service plays an important role in reaching out to consumers in the IT area. This entails responding quickly to customer queries, offering prompt and efficient solutions to issues, and cultivating enduring relationships with clients. This helped the company to address current clients and also draw in new ones through referral marketing.
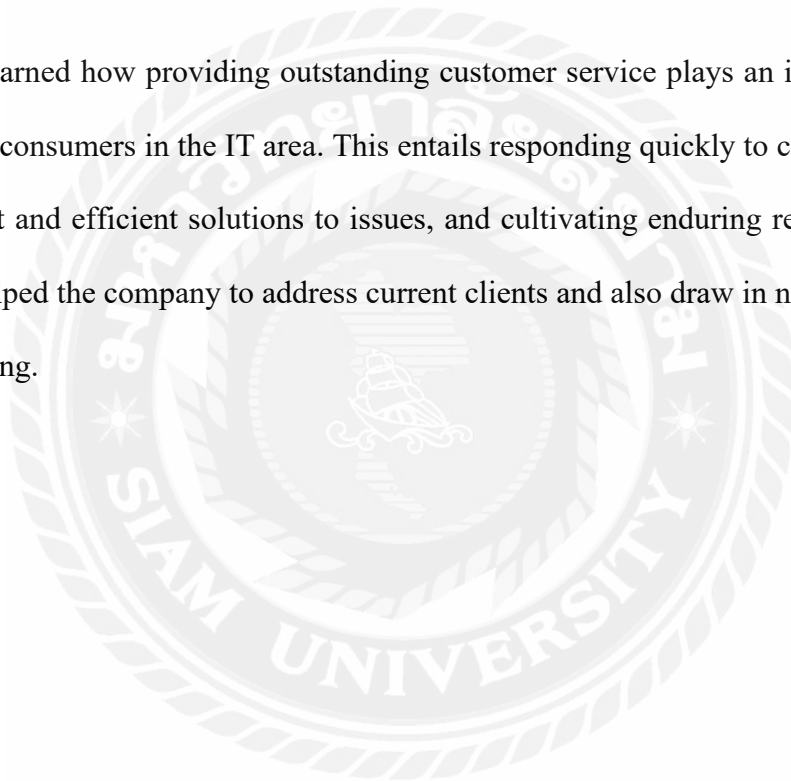
CHAPTER 3: LEARNING PROCESS

3.1 Problems and Issues during the Internship

During my internship, I encountered several kinds of institutional problems and issues, which has definitely helped me grow in different ways. Some of the issues that I faced were:

3.1.1 Having trouble finding and establishing relationships with potential clients

Finding and connecting with new customers can be difficult, especially in a competitive online marketplace. On a daily basis, I had to go through numerous profiles from diverse backgrounds which were very hectic and time-consuming. Analysis, networking, and innovative outreach techniques were necessary in order to make our business idea work.

3.1.2 Organizing and prioritizing a big number of leads

Working in a team of Business developers, we frequently had to handle multiple opportunities and leads at once. At times, it used to be difficult to choose and concentrate on the most promising leads, felt overwhelming and chaotic. At the same time, the pressure of meeting daily goals was real.

3.1.3 Navigating difficult sales cycles

The process of selling software may be difficult and drawn out, especially if it is intended for enterprise-level clients. It contains a lot of processes: creating proposals, sales pitches, meetings, follow-up, and changes according to the client's preferences, etc. In addition, having the capacity to go through the complicated decision-making system within the customer's business, calls for a lot of patience and perseverance.

3.1.4 Adapting to fluctuating client wants and market conditions

I, personally, never had a background in how an IT company works, choosing this sector was definitely a challenge that I gave myself. We have to able to continue keeping up with developments in the market and adapt to shifting client demands since the software business evolves regularly. Every time, a new IT term used to pop up such as SQL, Node.js, Django, Laravel, etc. We had to have good knowledge about the services we were trying to sell. Precisely, it's interesting as well as monotonous.

3.1.5 Balancing various different works at once

While joining LogicaBeans, my motto was to grasp new ideas and explore as much as I can. But, sometimes it was very challenging to juggle many tasks, especially if you have to meet deadlines. I learned how important time management skills truly are. Determining which jobs should be completed right away and which can wait can be difficult, though.

3.2 Solving the Problem

The possible solutions for the above-mentioned challenges and problems are:

3.2.1 Work Timeline

A working timeline, or schedule, is a crucial tool in any office setting since it ensures that duties are finished promptly and as effectively as possible. Prioritizing jobs using a working timeline helps to decide which ones are most crucial and should be finished first. This makes sure that you are devoting the majority of your time and effort to the activities that are most important to the accomplishment of your project or business.

3.2.2 Awareness of the Organization

Organizational awareness can help in effective decision-making, teamwork, and culture. Establishing a competitive advantage and producing reliable results, may boost sales and profitability. Organizational awareness is generally seen as significant by employers because it plays a part in acknowledging the firm, comprehending job functions and structures, and adjusting to the culture within the corporation. Additionally, organizational awareness shows a dedication to the task at hand.

3.3 Recommendation to the Company

I had the chance to learn a lot about the business development work while working as an intern at LogicaBeans. In light of my internship experiences, I'd want to provide a suggestion for how the business might develop going forward.

I think the business may benefit more from putting more emphasis on increasing its marketing initiatives. Although the business has a good reputation in the sector, I think there is a chance to reach more people by stepping up its marketing efforts. This can entail enhancing its web visibility, generating more focused marketing initiatives, and increasing its reach among prospective clients.

Another area is the firm could expand, in my opinion, if it made more investments in chances for employee growth. Although the company has a strong culture of cooperation and teamwork, I think that giving employees more training and mentoring opportunities could help them advance their careers and improve their contributions to the business.

3.4 Learning during the Co-op Studies

My major goal for the co-op courses was to challenge myself in the marketing field, utilizing my knowledge from different background and give me the idea and experiences I needed to help me be ready for my future goal of becoming an expert in the marketing field. I did pick up a lot of fresh knowledge that business developers need in real-world space, mostly in IT field. Personally, I have got opportunity to gain technical skills, self-confidence, and professional communication skills through this course.

During Co-op studies, I got wonderful chance to really immerse myself in marketing and strategic field of the business. In my workspace, I had the chance to work directly with the sales and marketing teams and gain knowledge of the technology sector during this experience. It helped me grow significantly as a person while improving my grasp of the industry.

My ability to solve problems and use critical thinking was another area where I made significant progress. Throughout my internship, I faced real-world difficulties that made me think analytically, take into account a variety of view-points, and come up with creative solutions. Thus, I was able to improve my problem solving skills, developing a strategic mind set. From juggling multiple works and deadlines to have a strong sense of accountability and overall management, this internship helped me understand how to maintain focus and productivity even in fast-paced environment. Some of the major knowledge I acquired during this internship are described in this report:

- **Business Development Skills**

During my internship, I developed important business development abilities and broaden the IT industry landscape. I gained knowledge on how to gather market data, find potential clients, communicate, and create sales plans. I was in charge of creating leads and reaching out

to new customers. I developed my ability to establish rapport, communicate clearly, and close agreements as a result of these experiences. I believe that these abilities will be useful in all upcoming business positions that I will be holding in my professional career.

- **Knowledge of New Technologies**

During my internship at a software firm, LogicaBeans, I was exposed to a variety of technologies utilized in both software development and corporate operations. I gained knowledge of several software development processes, project management programs, and also software programs. Additionally, I was able to expand my knowledge of the use of analytics, marketing automation, and CRM programs. I was able to learn more about technology and the software business because of this Co-op study.

- **Professional Networking**

During my internship, I was able to make connections with experienced professionals who has been doing business from very long period of time. Also, I got the chance to network with other interns and staff members at the organization from various different background while attending a variety of professional events. I was able to develop a professional network through this experience. This taught me the value of active contribution, effective working collaboration, and also open mind set.

- **Sales Analysis and Building Business Prospects**

As a finance and Banking background student, I had a good knowledge of financial analysis. During my working period, I was able to utilize my classroom knowledge in real work. That knowledge added value to my work and helped me stand out from other fellow interns in the company. I learned how to use financial data, prepare reports and make strategies or recommendations on the basis of all those data accordingly.

- **Precise Reporting**

In any kind of professional job, Reporting abilities play a vital role. It's important how you study the data and report it to the affiliated person. Every time I write a report, I am reminded of how crucial it is to be thorough and diligent in order to ensure the report's appropriateness and correctness. I was able to develop a solid grasp of how to accomplish it and deliver it in the best way possible.

Overall, my work experience as a business developer for a software firm gave me invaluable exposure to the field and real-world experience. I learned more about corporate culture, business development, technology, cooperation, collaboration, and networking. These lessons will be extremely helpful for both my future professional and personal development.

3.5 Applying knowledge from the course book

During a recent internship, I got the chance to apply the knowledge and abilities I learned in my Bachelor of Business Administration (BBA) coursework. This report describes the practical applications I made of the theoretical ideas I acquired in different semesters in class. To me, connecting those dots was one of the most interesting aspects of this internship.

In the second and sixth semesters of my bachelor's program, I had undertaken Marketing, Business Intelligence classes, and Management courses. Throughout this internship, I learned how to properly conduct market research on potential customers and identify various ways to promote your product or service. Knowledge of customer behaviour, and market trends learned from those classes helped me in the development of the company's business development.

CHAPTER 4: CONCLUSION

4.1 Summary of highlights of Co-op studies

The Business Development department of LogicaBeans has a lot of skills and ideas to offer. I joined LogicaBeans because my area of interest was aligned with the department's goals and requirements. After the selection, I was told that I am accountable for managing the company's internal business development process in order to ensure its viability/ longevity.

In the very first week, I got familiar with the company types, its services, its value proposition, customer segment, etc. My major duties were to generate sales, find out and contact potential clients, and nurture existing customer relations. It involved writing emails/ proposals, meetings, new target markets, meeting with clients, and online research. Before making the framework, I had to do a lot of research and study as the technology field was totally new to me, and I wanted to make the most out of this Co-op study. I realized that in order to grow a business in a healthy way, Business Developer plays an essential role and this role requires management skills, interpersonal growth, and sales technique.

Participating in the Co-op courses also helped me to better grasp who I am as a person. I could better see my advantages and disadvantages. Being a business student I was always open to new challenges and opportunities. I always had mixed feelings about choosing my career in finance or marketing. But, this internship gave me a clear vision of what I want to do with my future and what am I made up for. As per my personality, I am an extrovert in nature, and my interest more lies in the marketing/ sales part of the business world. I believe that my degree adds a huge value in making my career strong in various subjects that I encountered in different semesters.

Furthermore, LogicaBeans team members helped me enhance my soft and organizational skills. These skills empower me to fit into any type of corporate world and will always encourage me to aim high in the future days.

4.2 Evaluation of the work experience

My experience as a Business Developer at LogicaBeans was extraordinary. I got the chance to work on a range of projects, which helped me improve my abilities and earn useful experience. For a business to work out in the market, I understood how important it is to understand and study the data, analyse it, and come up with ideas that would help the business to grow.

One of the major projects that I got to work on was the development of a new strategy launch, and in this journey, I had to collaborate with a team of developers to create comprehensive plans. My communication skills improved during my internship as a result of working with my peers and actively seeking out feedback from my superiors. I was able to listen to others' comments and present my views in a clear and effective manner, both of which helped me raise the calibre of my work. For Example: when my supervisor was on leave, I coordinated with other department heads and gave my ideas and perspective on different work. Likewise, I was not shy to take on some of the responsibilities that I could do from my previous experiences and learnings.

Likewise, while working, I mostly looked after the international market and It was a great chance for me to grow. As an intern, I got full guidance and a solid foundation that is necessary to succeed in the future days. I found the difference between what it's like to learn about the techniques and lessons in the classroom setting and actually using those manners, and knowledge in real life. At times, it used to be hectic, also what I am glad about is I got to grasp so many new things and am ready to lift myself up, in a professional setting.

Throughout my internship, I showed a lot of initiative as well. I actively looked for ways to help the business succeed and I accepted responsibility for the tasks that were given to me. Hence, my overall experience with LogicaBeans teams was challenging yet phenomenal.

4.3 Limitation of Co-op Studies

Cooperative Education Programs, commonly known as Co-ops, provided several advantages, such as the chance to expand one's professional network, acquire new skills, and obtain practical job experience. However, here are a few limitations:

- The Co-op position was limited to specific types of work or responsibilities, which can limit the variety of experience that the students are exposed to. This could limit the students in their future careers.

- Without any direction on the kind of work we ought to seek depending on our professional goals, the Co-op studies began. Various meetings would have been useful in helping us have a greater understanding of the job type and maximize the internship.

- Not most of the big companies provide Co-op studies, which can limit the opportunities for students. Also, as the tenure is of short period. It's challenging for me to find Co-op placement in a certain industry line or suitable geographical region.

4.4 Recommendation for the company

Here are a few recommendations that I would like to mention to my workplace/ company in order to make a great internship opportunity for new students or prospective candidates: The Company should encourage the creation of a solid, uplifting corporate culture that draws in and keeps great people with their talents. This can entail providing competitive wages and benefits, opening up doors for career growth and professional development, along with better personal and professional development, and building a climate at work that values inclusivity, diversity, integrity, and employee well-being. Also, the company can work on proper flow of data and information or communication between two parties more effectively.

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ANNEX

Pic 1: Group Picture of Business Development Team winning a program at LogicaBeans

Pic 2: Attending 17th Anniversary of our parent company, F1 soft International with LogicaBeans Team
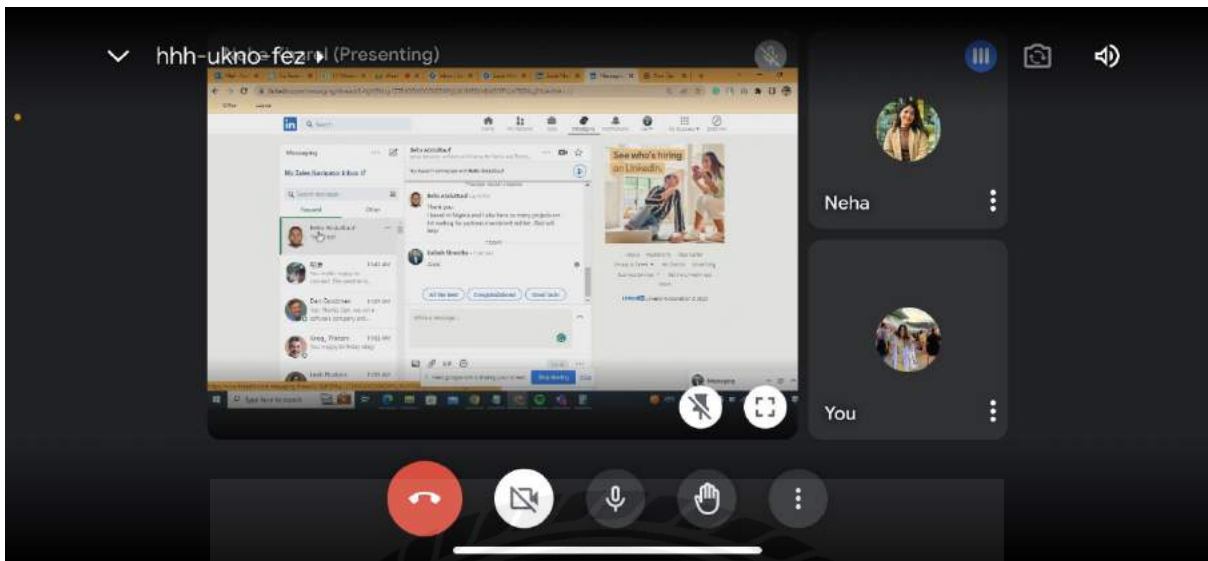
Pic 3: Organizing meeting with Business Development Executive over google meeting.

Pic 4: Organizing seminar with all the team members of LogicaBeans
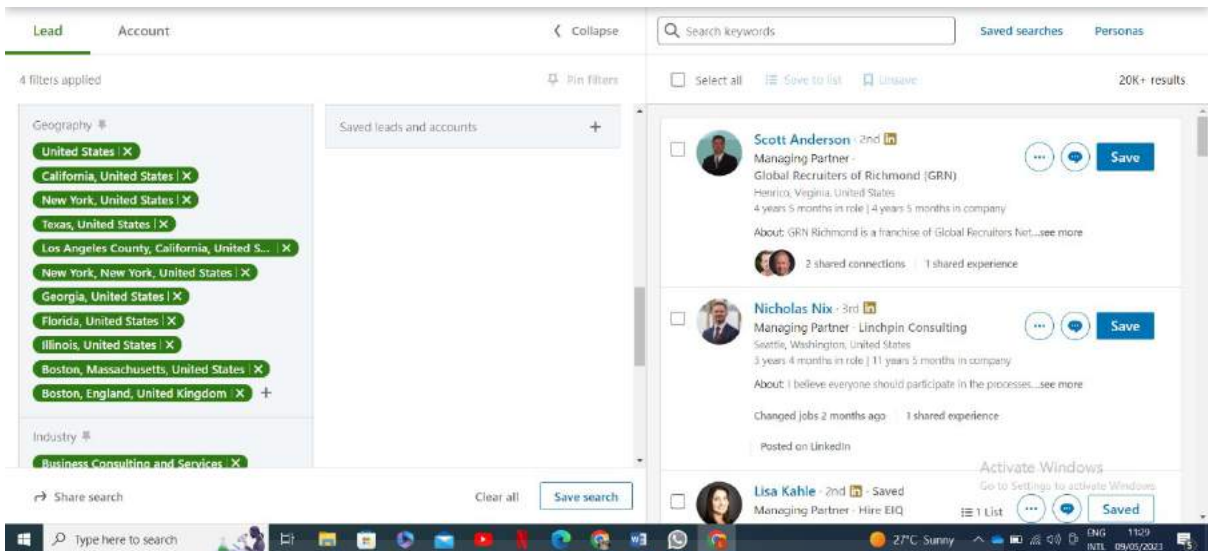
Fig 5: Glimpse of finding leads

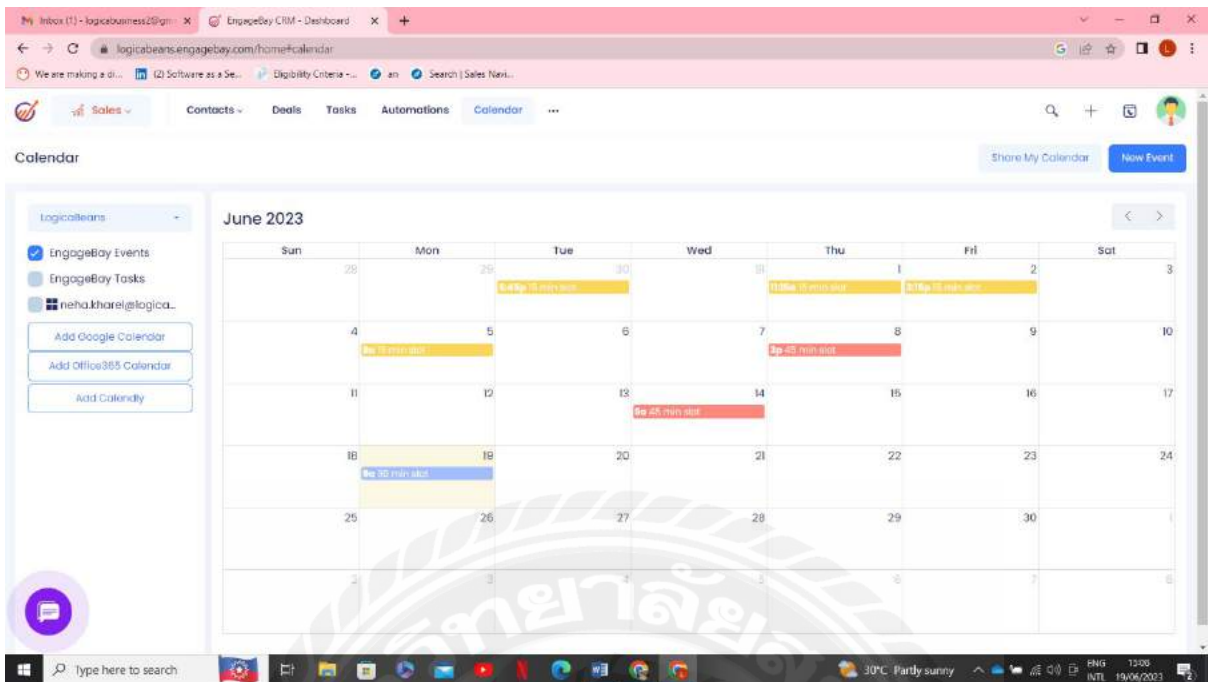Pic 6: Sheet of partnership clients and meetings conducted
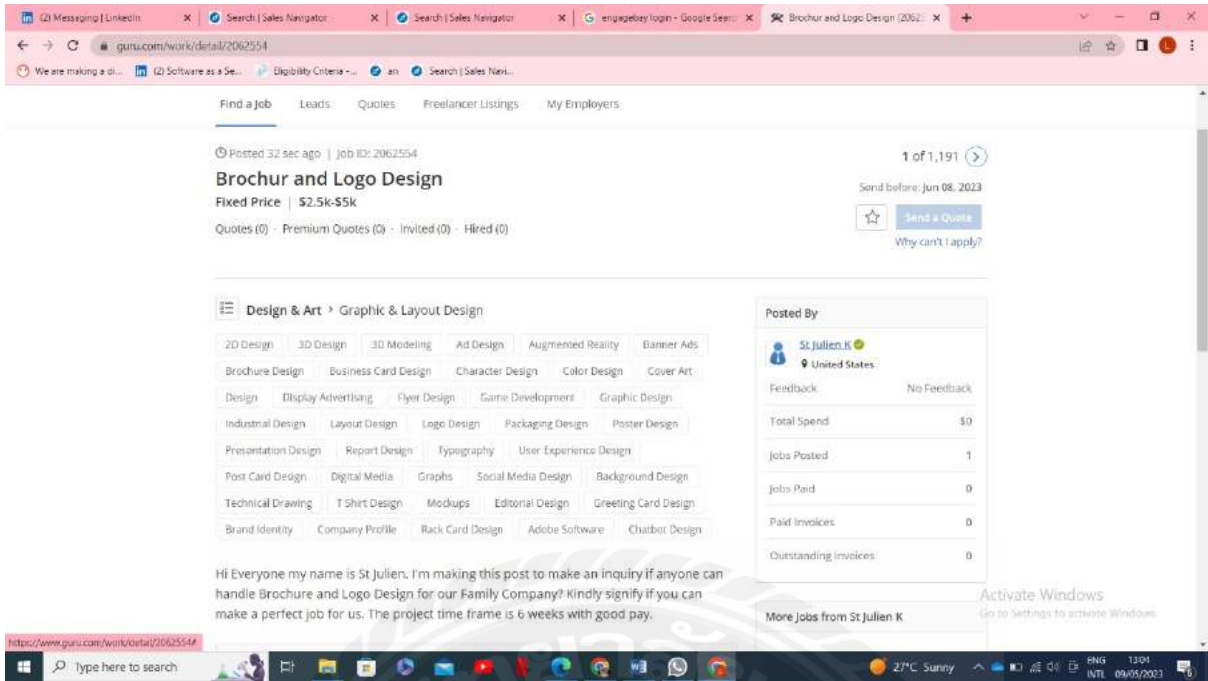
Pic 7: Writing proposal and Bidding according to the description and needs.
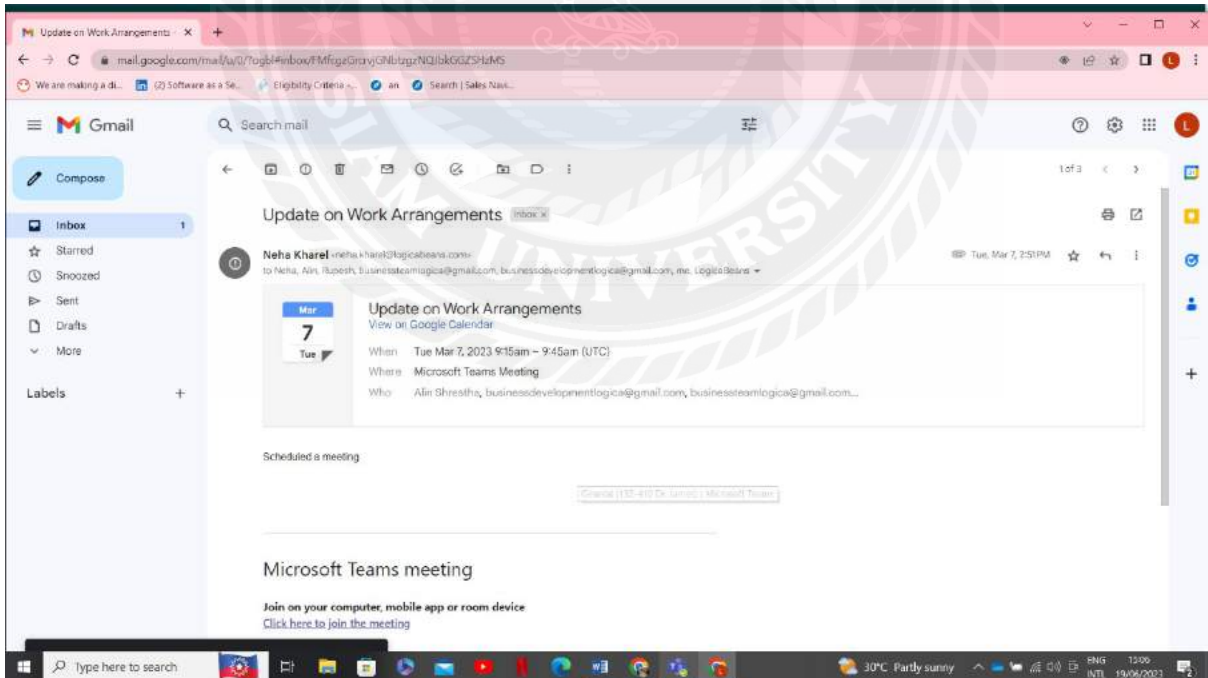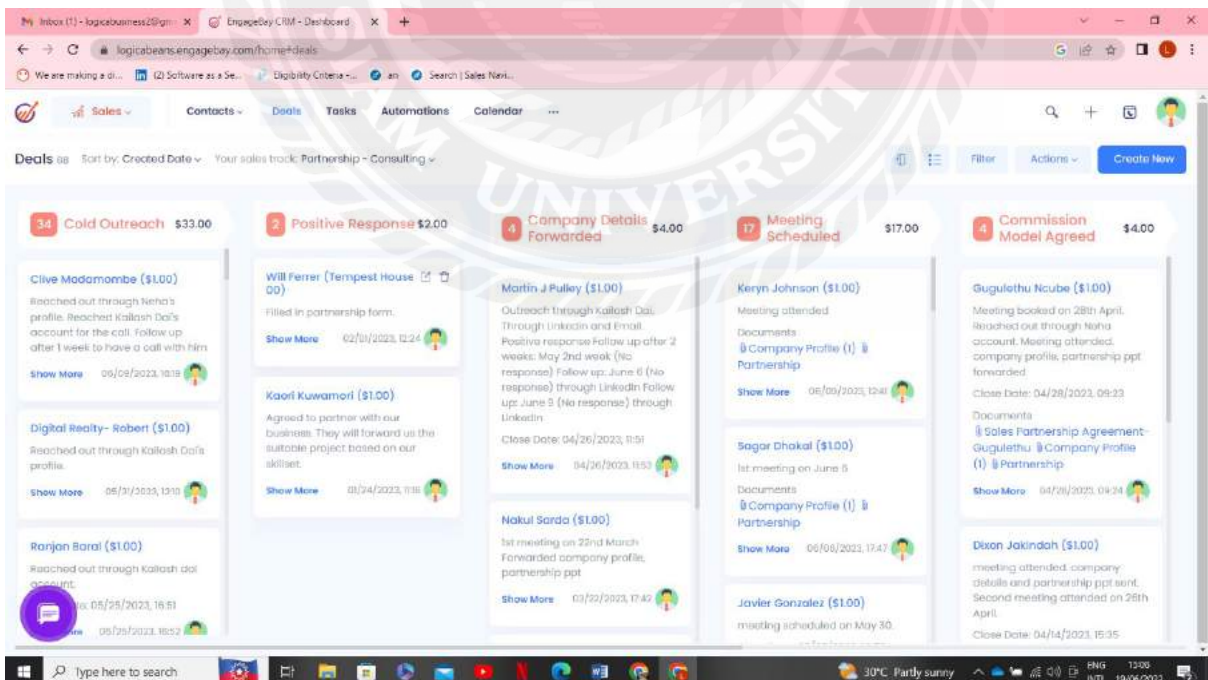

Pic 8: Update on Work Arrangement with Business Development Team

Pic 9: Keeping records for meeting set up with international clients

Pic 8: Updating the Information of clients and prospects in CRM system