

Role of *Internet*

In A Business Firm Located In

BANGLADESH

**NEW
AGE**

Role of *Internet* In A Business Firm Located In BANGLADESH



Prepared for

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March 29, 2007



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Mohakhali, Dhaka

Date: March 04, 2007

To Whom It May Concern

Dear Sir/ Madam,

First of all I would like to wish you and your business a brighter growth, and success in the present year. I teach Management Information System courses here at East West University. My students require hands on experience besides texts that we follow in our courses.

My following students would like to visit your business location and would need to talk to you and your management to know about the internet uses and the benefits of internet uses for your business firm. The students are:

Id: 0000-0-00-000

S. M. Benzir Ahmed

I hope you would be kind enough to allow them access to your firm and management for their learning purposes from the real world of business. Your pleasant cooperation in this matter would be highly appreciated.

Thanking you once again.

Sincerely,

Rezwanul Alam

March 29, 2007

Rezwanul Alam
Lecturer
Department of Business Administration
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Mohakhali, Dhaka

Dear Sir:

It gives us immense pleasure in presently here with the assignment, which was assigned to us a student of Enterprise Information System (MIS 305). In preparing this assignment we had the unique opportunity to expose ourselves.

We tried our best to follow your instruction, schedule, format and suggestion in every step of writing.

We will be pleased to answer any question and query you think necessary as now and future needed.

Sincerely,

Name

Id

Signature

S.M. Benzir Ahmed

0000-0-00-000

ACKNOWLEDGEMENT

At first we want to pay our gratitude to all mighty Allah for preparing the report successfully. Then, we want to pass our gratefulness to our honorable course instructor, Mr. Rezwanul Alam, for giving us the opportunity to prepare a collaborative formal report and for giving us an overall concept on the Enterprise Information System. His contribution to us can only be acknowledged but never be compensated. We would like to give a hearty thanks to Mr. Zahirul Islam Mamoon, Graphics In-charge, New Age who was interviewed for the report. Thanks to the writer of the book: “Management Information System – Managing The Digital Firm” made our works a lot easier. At last we want to thank our respected course teacher once again for giving us such an opportunity, which will enhance our knowledge about Enterprise Information System.

C O N T E N T

| | Page |
|---|-------------|
| Executive Summary | 08 |
| Chapter 01: Introduction | 09 |
| Chapter 02: Company Profile | 10 |
| Chapter 03: Description of Internet Use | |
| News Source | 12 |
| News On Specific Event | 13 |
| Communication | 14 |
| Technical Use | 14 |
| Paper & People | 15 |
| Money & Market | 16 |
| Chapter 04: Benefits of Using Internet | |
| Quantitative Benefit | 17 |
| Qualitative Benefit | 18 |
| Chapter 05: Challenges | 20 |
| Chapter 06: Conclusion & Recommendation | 22 |
| Reference | 23 |
| Abbreviation | 24 |
| Appendix | |
| Appendix I: Assignment Question | 25 |

LIST OF ILLUSTRATION

| | Page |
|---|-------------|
| Logo of New Age | 10 |
| Logo of SLATE | 10 |
| Cover of New Age Supplement: Heroes | 11 |
| Cover of SLATE: Emergency | 11 |
| Cover of New Age Supplement: The Spirit of Eikushey | 11 |
| Cover of New Age Supplement: New Age Xtra | 11 |
| New Age Supplement of 13 th SAARC Summit | 12 |
| Illustration on Politics | 13 |
| Snap Shot of New Age's Official Web Site | 14 |
| An Illustration Written "Portal" | 15 |
| Photo on Stall Preparation | 18 |

EXECUTIVE SUMMARY

The report is on Bangladeshi news paper organization New Age. Here we tried to find out the areas where they use internet or network technology. We found they internet for collecting news, advertisement purpose, communication purpose, web page maintenance, marketing purpose and to communicate with their readers. We tried to find their qualitative and quantitative benefits after using internet. We couldn't found the problems before having internet because from the beginning the organization has established has introduced itself with internet technology. Different times they have spread their scopes of internet use. The report will also say what the problems for introducing internet were. In the conclusion part there are some recommendations. Through this, whoever will look into the report will have a clear idea on what we are trying to say and bring out from this report.

CHAPTER 01

INTRODUCTION

This report is made on the “Role of Internet in a Business Firm located in Bangladesh”.

Origin

According to our honorable course instructor Mr. Rezwanul Alam, we have worked on “Role of Internet in a Business Firm located in Bangladesh”. And we have focused working on “Internet Use”. We selected the news paper organization “**NEW AGE**”.

Objective

Identify the business benefits after Internet has been introduced.

Scope

Our working area was basically on the internet use and benefits obtained from it.

Methodology

To prepare the report, online facility has been used. Official web site of **NEW AGE** has been visited. For the final presentation Microsoft PowerPoint and Microsoft Word have been used. We collected information from the Graphics-in-Charge of the organization **NEW AGE**.

Limitations

The prime problem was the reference in organization which may help us to collect data for the report. Even the organization we worked on couldn't provide us sufficient statistical data. Still most of the organization don't maintain proper statistical report and still the practice of using statistical data in making business decision has not become popular. Lack of time was one of the greatest problems we faced while working on the topic. We had to maintain our classes and sit together for the report. Some time it was very hard to find out time to sit together. More over some of our group member was not cooperative at all. At last we had some personal limitations while preparing this report, but we have tried hard to recover those problems as much as possible.

Report Preview

This report is basically based on the benefits after using internet. But the problem is the organization started the operation with internet and for this reason it has been tried to find out what are the benefits that they are getting from internet. The report also contains the area of internet use and some limitation while installing the internet in organization for the first time.

CHAPTER 02

COMPANY PROFILE

About The Organization

The organization started its operation in June 7, 2003 with the motto to provide news and information to the people of different walk of life. The founder editor is: Enayetullah Khan, a very well known journalist. And at now the editor is: Nurul Kabir. The circulation is increasing day by day from the beginning to now for the reliability of the service. Now the total circulation is about 25,000 copies. Inside Dhaka it's 15,000 and outside Dhaka city it's about 10,000 copies.

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Product Category

News & Information

Language

English

Products

The Daily **NEW AGE** 07.00 BDT

Weekly **SLATE** 10.00 BDT



Mission

NEW AGE is a daily newspaper that espouses democratic political processes and strives to see this ideology established and reflected at all levels of governance by furnishing that check on markets and governments that is becoming of the media establishment.

Media business; promoting secularism; in favor of liberation; biasness towards the people; promoting people's agenda, address national issue, focusing on politics, business, culture, sports, international issues.

Slogans

Anti-fundamentalist - pro-secular

Anti-partisan - pro-politics

Anti-terror - pro-dissent

Anti-red tape - pro-action

Anti-literacy - pro-education

Anti-cure - pro-prevention



CHAPTER 03

DESCRIPTION OF INTERNET USE

News Source

News Collection

As it's a news organization it collects news from the different sources. And internet is one of the sources.

Online News Services

Today different news agencies are working globally to provide news. This practice is also found in internet. Some are paid and some are providing as free service. Among those service providers some names are: BD News24, AFP, UNB, Reuters etc.

Confirming News

News paper is playing a very vital role in our society by providing news and information to people of different walks of life. And **NEW AGE** is one of the vital role players. It's working with it's own reliability, trust and goodwill. So ensure that trust and quality news those are going to be printed are been checked and confirmed by checking it from different online news sources.

Download Photo

In all the cases it's not possible to collect photos on a particular news by sending own stuff. So this photo collecting job is sometimes done by using internet. Sometimes interesting photos are been published collected from internet.

Different Online Report

To get the clues of different news is not possible all the times by using traditional way, such as: phone, FAX, news agencies, press note etc. So, internet is the best solution for them to collect news on different item news and information.



Online Live Radio

Internet is providing different innovative services to us and among them Online Live Radio is one of the interesting one. By using this service visitors can hear live radio program. Radio is still the only source of news in some remote places. **NEW AGE** collects information from different radio using that service.

Online Live TV

This is another interesting service in internet. In this service anyone can watch live TV by using internet. As TV another source of news and information so **NEW AGE** also use it as a source of news and information.

News On Specific Event

Covering International Report

For a particular private organization like **NEW AGE** it's difficult to send it's own representatives to cover international events in all the cases, specially international sports events or festivals like: OSCAR Prize Giving Ceremony, Olympic Sports Events or World Cup Football or Cricket. To help the press people these particular event conveners launch web sites to provide information on those particular events. And the **NEW AGE** takes these advantages to collect information on those events.

Weather Report

Weather news is an important and essential part of a news paper. To collect weather report of different countries especially Bangladesh internet is the best solution for **NEW AGE** as well as other news providing organizations. By using internet they can confirm the reliability of weather news.

Business News

Business is one of the key issues for a nation today. There are some common business news that are very common, such as: international stock market situation, currency rate etc. By using internet **NEW AGE** collects those information. Sometimes there are some specialized web sites those specially provide only business news. For different business news they are the solution for business reports.

Specific Organizational News

Most of the large corporations, profitable and non-profitable organizations has their own official web sites to provide information to their stake holders and news organizations. Today it's the best way to collect information on a particular organizations and **NEW AGE** follows that best solution to have news on any particular organizations. Among those organizations some are really good in case of providing information, such as: Microsoft, BBC etc. and they have particular pages for press and electronic media.



Political News

If we think from the perspective of our country political news is one of the major events that cover the most of the spaces of our news papers. Today to help the press organizations different political organizations has designed their own official web site to provide news and information. **NEW AGE** collects press notes, program schedule, photos etc from those web sites.

Communication

Interconnection With Office Staffs

Most of the cases communication is done through internet is by email. In **NEW AGE** it's also the same. The **NEW AGE** authority gives direction or orders to staffs by email rather than sending paper notice. Another most common use of internet based email is sending news, information and photos from the remote places of the country or abroad. The staff reporters sometimes type the whole news and send it via internet technology.

Connections With Different Organizations

Different times the mobile companies arrange SMS quiz competitions with the media support of **NEW AGE** and this information is sometimes shown in the official web site with the most updated situation. In that case, regular communication is essential in some extent for the quiz program. **NEW AGE** does this by email service.

Receiving Advertisements

NEW AGE receives a good number of illustrations, images and texts for advertisement sent by different organizations. This is mostly done (received) by email.

Technical Use



Web site

Today it's a very common practice for different publication organizations to have their online version and this feature is most commonly practiced in case of news papers. Like others **NEW AGE** has their own web site which contains the online version of the Daily **NEW AGE**. This web site is enriched with different colourful and relevant photos, cartoons & illustrations. It also has the archives of previous publications. The address is: www.newagebd.com

Usage & Payments For Web Site

As **NEW AGE** has their own web site so definitely there is a question of its usage and payments. File uploading, maintenance, server and online file management tasks are done using internet.

SMS Survey

In the modern electronic era statistical survey using mobile is getting popularity. Different news paper organizations use mobile technology to survey public opinions. Sometimes different corporations take the media advantages from different news paper

organizations to show current status of the SMS Quiz or Survey. **NEW AGE** sometimes involves with these programs and provides support for showing the live reports on them

Online Survey

Online survey is another electronic survey like SMS. In that case visitors can send opinion on a particular topic provided by the web site. **NEW AGE** sometimes arranges these survey using their web site and internet technology.

Remote Connectivity

Most of the cases **NEW AGE** use the Microsoft Windows XP as their computer operating system. This XP versions new innovation is Remote Desktop Connection. Using this technology anyone can access to the computer by staying far from the computer. **NEW AGE** staffs use this technology to get information from heir office computer and home computer. Sometimes this technology is used for getting technical support from trouble shooters sitting from a distant place.

Online Purchase

Different times **NEW AGE** purchase Magazines, CDs, Books, DVDs from eCommerce sites for their own news and reference collections. In this case internet is used for purchasing and selecting product.



Paper & People

Connection with Readers

Communicating with readers is one of the key facts for a news paper organization like **NEW AGE**. They can provide more information to more readers through internet across the globe. They can even reach their name even where there is no distribution of their print version. So use of internet is increasing its readers and as well as reach.

Anytime News Update

For any emergency news updates **NEW AGE** use their Web Site to provide information to their readers. Sometimes they provide live information on some particular events through the web site.

Money & Market

Advertisement Proposals & Advertisements

Advertisement is one of the essential parts of the financing of the news paper. And for this purpose **NEW AGE** have Advertisement Booths in different parts of the nation. To receive those advertisement and for communication with Advertisement Agents they use internet.

Promotional Programs

Today different organization is taking different initiatives to promote their product and increase their market share. And among them different quiz competition along with prizes at the end of the program. So to capture & expand the new market **NEW AGE** takes different innovative marketing programs and for this internet is playing a vital role for it.

CHAPTER 04

BENEFITS OF USING INTERNET

As **NEW AGE** has started its operation with internet facility so there is no question about the problems before internet use inside the organization. Here the benefits of using internet are described below under different categories and headings...

Quantitative Benefits

Increases Circulation

By web site any one any organization can increase the reach of the product. Increasing reach by using internet is a very common tactics for news papers organization. **NEW AGE** is also following this tactics and for this reason **NEW AGE** has got more reach across the globe and at the same time they increased their circulation (sale) that ultimately leads to the higher profit margin.

Increases Advertises in Print Version

As **NEW AGE** has increased its readers by proving free online version at the same time the rate and number of advertisement in print edition has also been increased for this reason. And again the ultimate result is the higher profit margin.

New Area of Financing

NEW AGE has a good number of internet version readers across the globe. In that case **NEW AGE** has expanded its area of financing. That is advertising in their web site. And today many organizations are giving advertises to their web site and making money for the organizations.

Promotional Program

Organizations hold different promotional programs to increase the sales and profit by different promotional programs. **NEW AGE** is also doing this. But this job is done in a less costly method through internet.

Less Cost for Communication

For different purpose **NEW AGE** need to communicate with their stake holders from different corners of country, like: staff reporters, advertisement agents, sponsor organizations, advertisement maker organizations etc. In that case internet has made that communication more easily and cost effectively.

Qualitative Benefits

Increases Readers

NEW AGE has made it possible to increase the readers not only by print version but also electronic version and this made it a reliable organization. In every organization this is the prime and foremost duty is to make an experience to the consumers (readers). **NEW AGE** is performing this job in a very good manner through internet.

Increasing Wealth of Organization

Use of internet for a particular organization let people think in a different manner rather than an organization those who don't use internet. So at that point readers evaluate their services differently rather than non-internet user organizations.

Efficiency

NEW AGE office system is mostly automated where the office staffs are using computers for composing and printing news. They collect information through internet that let them work in a very efficient manner. Sometimes they use Microsoft's new innovative technology Remote Desktop PC that is mostly done by network technology and by using this they can communicate through home PC and office PC that make their work more easy.

More News

People look for more news today on a particular topic. For the use of internet they can provide more detail information on particular news more efficiently rather than going in spot.

Confirming News

True and perfect news ensures the quality of news and the news paper. So it's very important for **NEW AGE** to ensure news quality by confirming it. Internet is one of the best ways that ensures that news quality.

Fast Activity

Today it has become possible for the print media organization to provide fast news because of internet. **NEW AGE** is taking the full advantage of this by communicating with reporters. And the office works just at the moment while the occurrence has done.



Quality of Photo

Once upon a time FAX and own news correspondent's photographs was the only way to collect photo on some particular event. Photos sent by FAX were often very low quality. But today like other organizations **NEW AGE** is collecting information from internet and that ensures the better image quality.

Time of News Update

Because of using internet now **NEW AGE** can give the update for the new day at 1 am where in previous days the first update time was at 3 am.

Correspondents from Different Area

A news paper organization like **NEW AGE** have many representatives across the nation and also outside the country. In that case receiving news by FAX or any other way instead of using internet cannot ensure the working efficiency. By using internet **NEW AGE** can collect information from the representative in different parts more easily and efficiently.

One to Many Connectivity

As **NEW AGE** using technology for communication process so now it becomes easy and more possible to connect with many staffs at a time. Now the management process is becomes more easy and it's done in more efficiently.

Knowledge Efficiency

Different times **NEW AGE** purchase Magazines, CDs, DVD's or Books through internet for their own reference. These references are basically used by the **NEW AGE** staffs that ensure more quality and professionalism to the job.

Updated Business & Regular Events

Once upon a time news organization was dependent on some particular organization for the collection of some particular regular events, such as: weather report, sports news, foreign currency rate, stock news of home and abroad etc. It's mostly happens in business related news. Today we have many sources in internet that has decreased the dependability on some particular organization. So many sources ensure news quality and it made possible to get news in easier way.

CHAPTER 05 CHALLENGES

Virus

Virus is one of the prime challenges for set up the new network and introduce internet. The story of **NEW AGE** was not different from others. While they introduced their organization with these technical facility virus created a challenge for the organization. To meet the challenge they update their PC's with antivirus updates.

Network Server Crash

During the first introduction network server crashed for several times that was another difficulty for introducing internet and internal network.

OS Didn't Suit

There are different operating systems to support the server technology. Among them Windows XP, Windows NT and Linux are commonly used. But the problem faced by **NEW AGE** was that the OS didn't suit the server and that was another technical difficulty.

Bandwidth Problem

NEW AGE has a good number of readers both in case of print and electronic versions. So primarily bandwidth was a problem for introducing their web site where they have thousands of hits every day.

Problems For FTP Update

FTP has added a new dimension for uploading files, but in prior times FTP update was in problem during the introduction of web site for **NEW AGE**.

Network Security

If any organization introduce networked office system with internet it is very essential to ensure proper network security. It became a challenge for **NEW AGE** to ensure that security in the first phase.

Staff Training

Though we are in the age of computer technology, but still there are many people those who are not computer literate and at the same time some are not cyber literate (don't know internet use). That's why primarily **NEW AGE** arranged training sessions for this purpose that was another difficulty for them. Interestingly some people have cyber phobia which creates more challenges for introducing such things.

Building Terms & Condition For Internet Use

Internet is such a place where there is no boundary though there are securities. So before have the final implementations of the technology **NEW AGE** need to set the Terms & Conditions for using internet which was also a difficult and complex job to do.

Financing

Technical knowledge and equipments both are very costly. So it was another challenge for the organization to have sufficient financial backup for automation.

CHAPTER 06 CONCLUSION & RECOMMENDATION

To increase the revenue the **NEW AGE** can introduce paid online service like other news organizations. They also can introduce evening online edition. These practices have already been introduced in that industry in our country.

Introducing internet in firm is challenging. It becomes more challenging when the staffs are not computer literate. So it's important to be computer literate during the educational period. Another important thing is we need to be ethically strong from committing cyber crime and at the same time security should have harder weapon to defend those crime.

REFERENCE

Zahirul Islam Mamoon

Graphics In-charge, NEW AGE

Official Web Site of NEW AGE

<www.newagebd.com>

Laudon, Kenneth C., Laudon, Jane P. **Management Information System – Managing The Digital Firm**, 8th Edition, Prentice-Hall of India Pvt. Ltd

ABBREVIATION

FTP: File Transfer Protocol
BDT: Bangladeshi Taka
TV: Television
SMS: Short Messaging Service
OS: Operating System
CD: Compact Disk
DVD: Digital Versatile Disk

A P P E N D I X I

Assignment Question

Role of Internet in a Business Firm located in Bangladesh

Objective:

Identify the business benefits after Internet has been introduced.

Component of Project:

- Company profile (Max 2~ 4 Pages)
 - Mission / Vision
 - Company Product / Service Description

- Previous situation of the company / business process prior to the Internet uses.

- Description of the Internet uses:
Identify Internet Uses throughout the firm & short description of uses.

Benefit obtained after the introduction of Internet. (Main project area)

- Qualitative benefits analysis
- Quantitative benefits analysis

- Challenges faced during the introduction of Internet in the firm
- Conclusion and Recommendation (if any)