# **Company Background**

Echonlabs(Pvt) Ltd is a Tech-Startup based in Sri Lanka consisting of young Tech-Enthusiasts with amazing skills. Their motivation and passion is driven at the sight of the satisfied customers, and on how much of an impact they can make to make this world a better place, as the generation that is just stepping into the drivers' seat.

They custom-tailor solutions to improve the productivity and efficiency of the customer’s business so that customers can give both their clients and employees a better experience. Echonlabs skilled team has worked with the latest technologies to bring out the best performing solutions to their customers.

Their main products are web and mobile solutions. They help their customers to build an online presence for their customer’s business with a website or help to reach more customers with a mobile application or even help to make their customer’s business process more efficient with Echonlabs own solutions.

Currently the main clients they have is Kleenpark (pvt) Ltd, House of furniture, SensusHub (Pvt) Ltd. Echonlabs provide web and mobile solutions to those clients such as Customer relationship management systems, company websites and mobile apps.

As the main inhouse products, they have LIMM (medical laboratory information management module), Trek mobile app (travel guiding application) and FiXar mobile and web application (service providing application).

# **Vision**

Connect everyone to solutions that increase productivity and efficiency, through innovative solutions.

# **Mission**

Provide low-cost premium solutions for businesses to build their online presence and to improve their workflow.

# **Values**

1. Employee empowerment

Inspiring employees while giving freedom and authority to adapt and respond in real-time with solutions to deliver extraordinary results.

* Delegate with the intent to grow and develop the capabilities and responsibilities of our employees
* Setting clear expectations, and giving employees permission to make decisions while ensuring the decisions are in line with company goals.
* Giving constructive feedback and being specific about the actions or attitudes that need to be repeated and the impact it had on others.
* Include employees’ in decision-making and goal-setting and hearing their ideas and input.
* Communicating the vision of the organization and how a team and its individuals contribute to that vision.

1. Knowledge sharing

Transformation of collective individual knowledge to organizational knowledge without the existence of orphaned knowledge and knowledge depreciation to result in the enrichment of organizational effectiveness.

* Use of clear and transparent means of communication and allowing employees can freely express their individualistic ideas and might contribute to future success.
* Engaging People via Conversations by creating an opportunity where people can meet and communicate freely can lead to meaningful peer-peer conversations.
* Creating a Knowledge Base using dedicated knowledge sharing platforms to assist in eradicating communal nervousness associated with sharing information, allow employees to easily identify experts so as to search for relevant knowledge, and encourage solidarity among employees.
* Enabling Open Door Policy that helps in breaking barriers among employees and brings them closer intellectually as well as emotionally.

1. Trust

Developing meaningful relationships to achieve tangible and intangible benefits to the organization.

* Setting Realistic Goals that reflects employee’s competency level and allowing listening to their concerns.
* Accountability, leading by example and holding every employee disregarding their designation to the same standards.
* Being Direct, Honest, and Consistent to achieve expected results.
* Eliminating micromanaging that is rooted in distrust.

1. Respect

Thinking Green, honour diversity and treat everyone with dignity in order to achieve growth and profitability.

* Use cloud computing to virtualize resources in order to save energy and allow resources to be sustainable.
* Algorithmic efficiency, using efficient algorithms to be used as best practices to use less computer resources and ultimately use less energy thus enabling lesser carbon footprint.
* Recognition and appreciation, enabling opportunities to show appreciation and recognize employee contributions often.
* Focus on diversity,having ways to encourage education and differences in celebrating employees’ heritage or nationality and tradition. E.g cultural events.
* Handle bullying/harassment quickly and effectively, making questionable behaviour not tolerating and taking actions against which are within organizational standards.
* Eliminate favouritism

# SWOT analysis of Echonlabs(Pvt) Ltd

