



REPORT PRESENTATION

Course: Business Communication
(BUS - 503)

OUR TEAM

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OVERVIEW

- 4500+ Registered firms
- 300000+ IT Professionals

Current state & Future prospects

Top Software Companies

- Brain Station 23
- DataSoft
- TigerIT
- BJIT Group

Contribution to the Economy

- Making up over 2% of its GDP

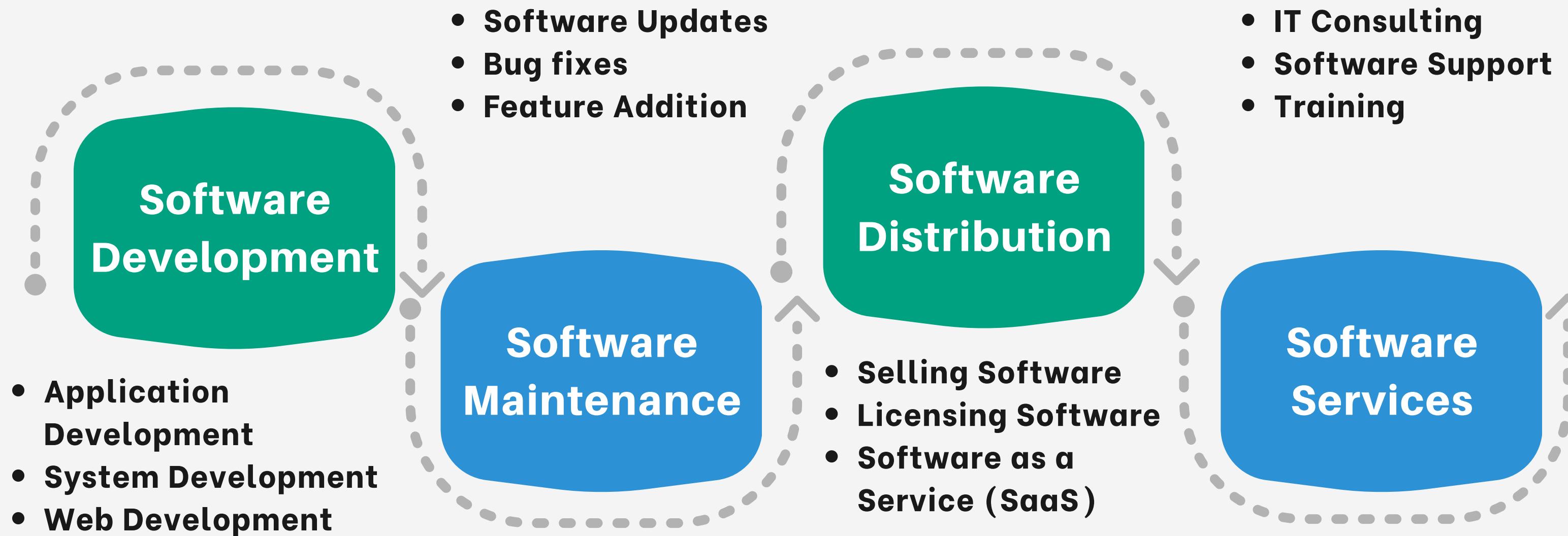
Initiatives & Job sectors

- Government initiatives
- IT sectors

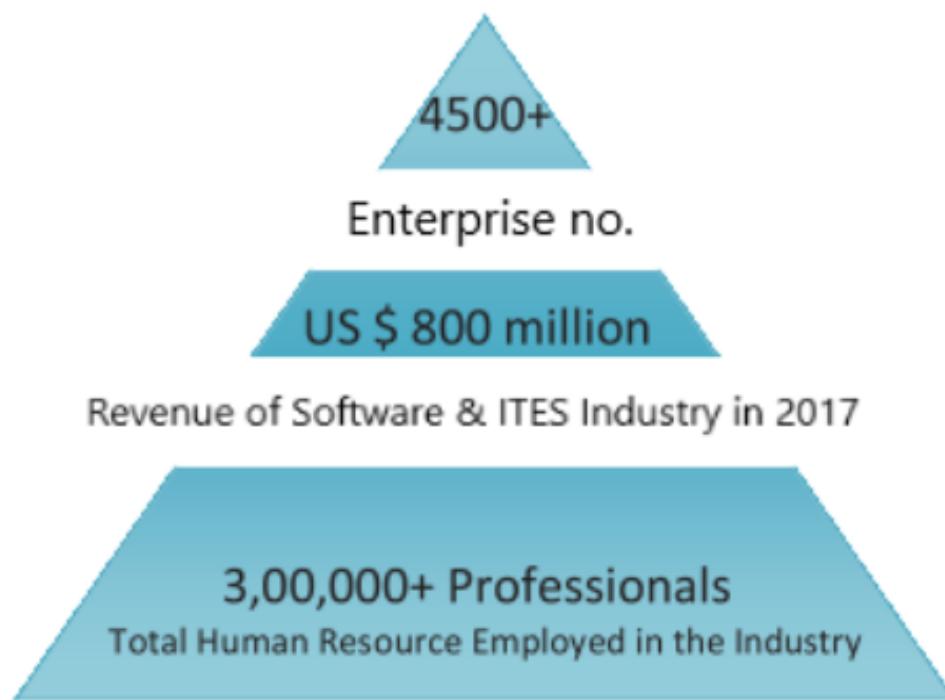
- Lack of innovation
- Language barriers

Challenges

SOFTWARE INDUSTRY



PRESENT SITUATION



Software exports reached \$60 million in 2021-22

In 2023 , revenue dropping by 7.42% for computer services & 22.82% for software exports compared to the previous year.

Emerging Tech Trends Impact: AI, Web3, Blockchain, Machine Learning etc

FUTURE PROSPECTS



TOP SOFTWARE FIRM IN BANGLADESH



01. Brain Station 23

Brain Station 23, they've become one of the top software companies in Bangladesh with super-fast growth and lots of creative ideas.



02. DataSoft

Datasoft is a big deal in Bangladesh's software scene. They're the first in Dhaka to hit CMMI Level 5.



03. TigerIT

Tiger IT is a rising star in Bangladesh's software scene. They're all about apps, games, and government projects.



04. BJIT Group

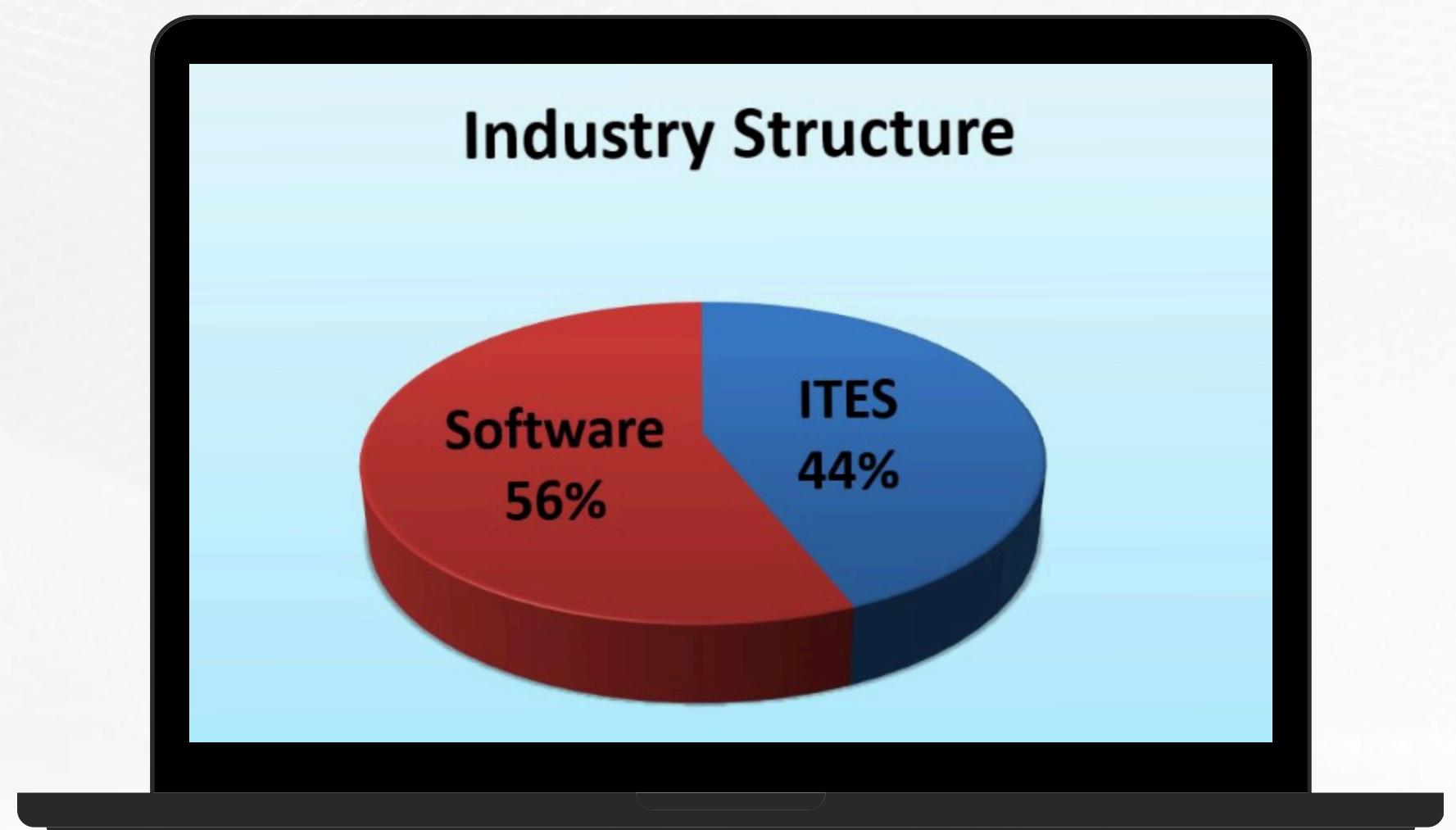
BJIT is a big software company in Bangladesh. They have almost 750+ employees in their seven offices worldwide.

CONTRIBUTION TO THE ECONOMY OF BANGLADESH

In Bangladesh, the software industry is booming, growing super fast. It employs more than 300,000 people. They do all kinds of stuff like making software, websites, mobile apps, and giving IT advice. This industry also helps a lot with the country's economy, making up over 2% of its GDP(May 9, 2024).



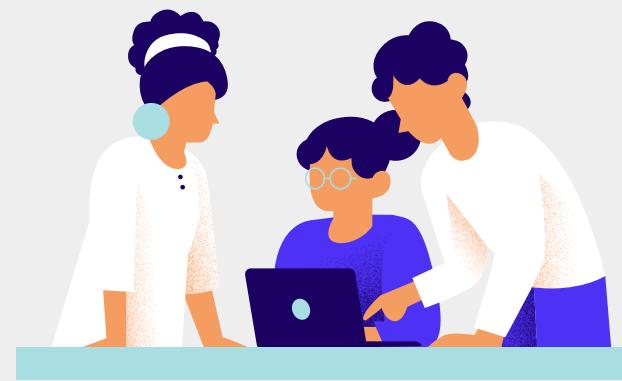
GDP RATE



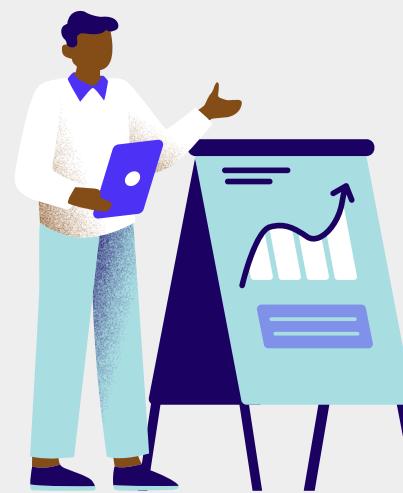
Recruitment Methods of the Software Companies

Recruitment Method	Description
Internship	Some company like BS-23, Selise, STL they hire candidates through internship
	Internship recruitment also have some processes, it can be through academia-industry collaboration or through someone or by job posting in relevant platforms
Coding Test	Some company directly hires employee through coding test and short HR viva
	Such as BS-23 hire people through their “STAR CODER” program which includes many coding round. And then provide them internship or direct job offer depending on the skills of the employee.
	On the other hand TigerIT, Enosis, Optimizely like companies don't offer internship. They directly hire employee through their testing.

Interview Processes and Acceptance Rates



Filtering CV



Coding Test



HR Interview

BS, Selise, STL, Kaz these company's acceptance rate of the interns is almost 99% for the Jobs

While Cefalo, Samsung these company's acceptance rate is much less for the interns



RECRUITMENT AND SELECTION POLICY

Government initiatives and support

Digital Bangladesh Vision for tech advancement.

Establishment of technology parks and IT incubators

Statutory Regulatory Orders (SROs) provide specific rules.

ICT Policy 2018 to develop the IT industry.

Establishment of ICT Act 2013 ,update from the 2006,governs the sector.



Industry Association and Supporting Institution



Association of Software and Information Service (BASIS)



BASIS
Institute of
Technology
and
Management
(BITM)



Kaliakoir Hi-tech Park, Gazipur



Sheikh Hasina Software Park, Jessore

Job opportunities in IT sector

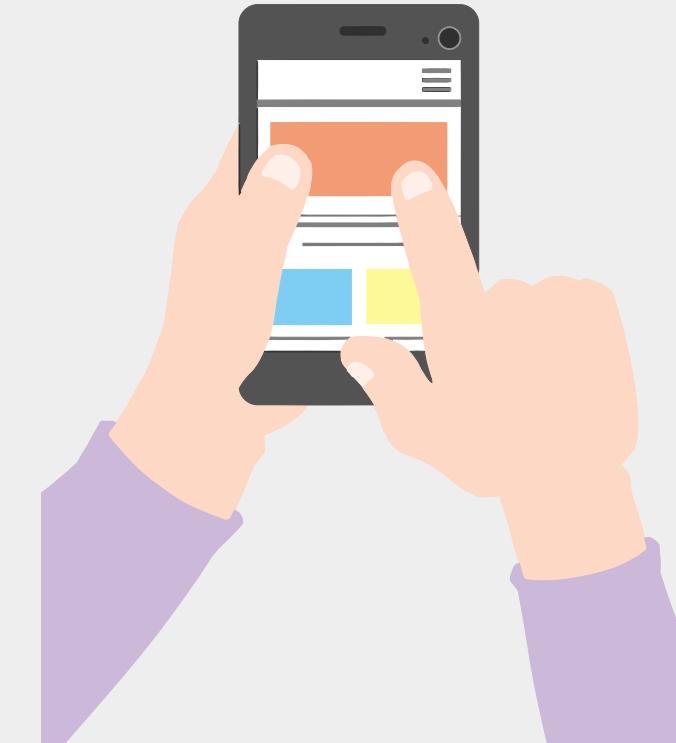
Internship opportunity



Software Development.



Web and mobile app development



IT consulting.



Job opportunities in IT sector



Data Analysis



Digital Marketing



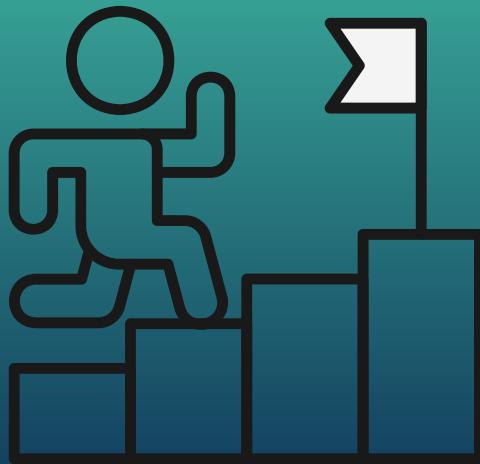
Cyber Security



Outsourcing



UI/UX



CHALLENGES FACED BY SOFTWARE INDUSTRIES



Lack of infrastructure and resources



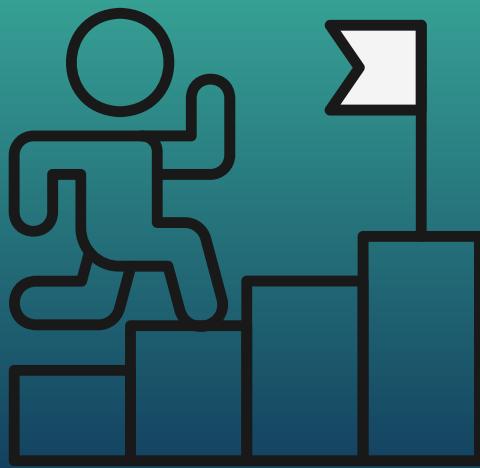
Lack of standardization



Lack of specialized skills



Limited market access



CHALLENGES FACED BY SOFTWARE INDUSTRIES



**Inadequate
legal
framework**



**Lack of
innovation**

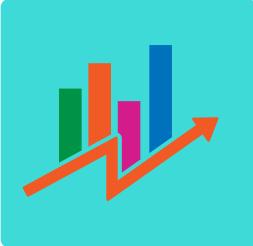


**Language
barriers**



**Cultural
differences**

PROSPECTS OF SOFTWARE INDUSTRY IN BANGLADESH



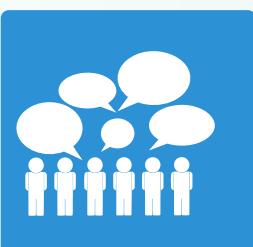
REMARKABLE PROGRESS

significant growth, contributing to the national income, employment opportunities.



MARKET SIZE AND FOCUS

30,000 professionals, worth over US\$250 million, local market (63%).



DIVERSIFICATION

e-commerce, e-learning, and payment services, machine learning and AI etc



GLOBAL EXPANSION

break into the global market, to be a top exporter of software in the region.



GOVERNMENT CONTRACTS AND INTERNATIONAL RECOGNITION



TECHNOLOGY ADOPTION

upgrades in skill sets and technologies

THANK YOU

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