

APPOINTMENT LETTER

01 Feb, 2022

Zubayer Iqbal; zubayer.iqbal15@gmail.com

Son of S.M Raquib Uzzaman & Sultana Raquib, NID: 1952392056, DOB: 16 Dec, 1997

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Current address: House# Chameli-104, Road# 13B, Section# 13, Block# C, PO: Mirpur TSO, Dhaka-1216.

Permanent address: House# Chameli-104, Road# 13B, Section# 13, Block# C, PO: Mirpur TSO, Dhaka-1216.

Dear Mr. Zubayer,

I am pleased to offer you the following position with our organization.

Job Title: "Business Development & Training Analyst"

Date of Commencement: 01 Feb, 2022

Job Responsibilities:

As an Associates you have varied duties within the company as was mentioned to you during the interview.

You will be required to fulfill different tasks including but not limited to as follows:

Summary: Perform activities which may add value to look for new client on board, and increase visibilities as part of your continuous sales and business development efforts through branding.

- Preparing Trainer Database.
- Contact Companies, Clients for providing corporate customized training.
- Organize Public Training
- Finding participants for public training.
- Maintaining Trainmaster.org online training site.
- Design 1/2 training online module/month and upload into the system/site, www.trainmaster.org
- Responsible for Digital Branding/Marketing through PLA's social media channels.
- Planning and initiating social media campaigns to increase social media engagement.
- Responsible for planning and initiating email marketing campaigns.
- Responsible for corporate vendor enlistment, tracking and submitting Tenders, especially government tenders.
- Analyze and bring marketing solutions to bring the feasibility of the company brands and products in the competitive markets through PLA's social media channels.
- Additional responsibilities as per the request of the management.

Key Performance Indicators

1. On boarding potential clients, 2 new clients every three months.
2. Gain conversions from social media and SEO campaigns.
3. Organizing public training and corporate training.
4. Designing training module and execute for www.trainmaster.org
5. Expand Marketing Channel etc.

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It is important to note that we expect our employees to work as a team and to commit themselves to the objectives of the company, helping their coworkers and showing a high level of proactivity. The change of responsibilities and work station may be incorporated.

You will report to: Mr. Md. Ariful Islam with dotted reporting to Business Development Head/Operations Manager.

Page | 2 **Hours of Work:**

Working hours is from 9:00 am to 6:00 pm, 6 days a week and on Friday will be your day off. However, due to the nature and responsibilities of your job, the Company reserves the right to vary your working hours at any time and to change your day off. All hartal days will also be considered as usual work days.

Probationary Period:

The trial period consists of 3 months, which may be shortened or extended depending on your performance. Either side requires one month notice in lieu salary to terminate the employment agreement.

Remuneration Package:

BDT 15,000.00 consolidated gross (base salary) per month and thereafter there will be annual reviews. Probation evaluation review depends on performance but we expect a salary raise depending on your accomplishments. All TA/DA will be reimbursed at actual according to the company policy and practice.

Performance Incentive:

As per the performance Incentive Scheme in existence you will be given the incentive according to your performance.

Other facilities:

Entitled for two Eid bonuses of one-month basic salary (50% of gross) each after completion of one year, & Income tax from all your income will be borne by you.

Confidentiality & Code of Conduct:

All information you will gather from time to time with us is totally confidential and should not be revealed to third parties. All spreadsheets, design work, creations, patterns, styles shall remain the property of Prediction Learning Associates and copyright rules will apply as applicable.

You will be holding a very responsible position and it is essential that you maintain the highest standards of dignity, dress sense, behavior, attitude and public relations. You should not act in any manner that could damage Prediction LA image in any way.

Service Agreement:

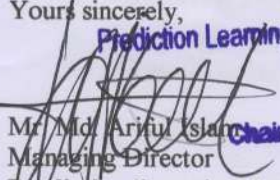
In line with labor laws of Bangladesh and Prediction Learning Associates Ltd. employment terms, you will also need to agree upon to the conditions laid out in the standard local law of the country which is an integral part of this job offer.

Other points:

We expect all our staff to be very dynamic, efficient, pro-active, self-motivated, decisive and use their own initiative to solve problems in order to fit in our team.

We wish you every success in your job.

Yours sincerely,
Prediction Learning Associates :


Mr. Md. Ariful Islam, Chairman
Managing Director
Prediction Learning Associates Ltd.

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1.2.22
Signed with date in acceptance of the above offer
ZUBAYER IQBAL

S.M. Zubayer Iqbal

Chameli 104, BSL Residential
Complex, Mirpur 13, Dhaka 1216

Mob: 01774811005

Email: zubayer.iqbal15@gmail.com

February 1, 2022

To,

Mr. Md. Ariful Islam

Chief Advisor

Prediction Learning Associates Ltd.

Head Office

Lane - 06, House - 365/9, Baridhara – DOHS

SUB: JOINING LETTER

Dear Sir

I have Honor to inform you that I am joining "Prediction Learning Associates" from today as Business Development and Training Analyst in respect to your appointment letter dated 1st February 2022.

S. Iqbal
01/02/2022
Best Regards

S.M. Zubayer Iqbal

Accepted

