

PROFITABILITY ANALYSIS OF THE GRAMEENPHONE-NEXDECAGE PROJECT

Nexdecade Technology Pvt. Ltd.

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



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Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Nexdecade Technology Pvt. Ltd.

Internship /Project Report Topic: Profitability Analysis of TheGrameenphone-Nexdecade Project

Term (Tick one): ☐ Spring 2025 ☐ Summer 2025 ☒ Fall 2025

SUPERVISOR APPROVAL

(Tick One)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

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PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: AFRIN AKTER JARIN

ULAB ID : 221011050



Signature:

Date: 14th December, 2025

Letter of Transmittal

December, 2025

Naima Khatun,

Lecturer ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

688 Beribadh Road, Mohammadpur, Dhaka, 1207

Subject: Submission of Project report on “Profitability Analysis of The Grameenphone-Nexdecade Project”

Dear Sir,

With due respect, I would like to inform you that I have completed my Project on Nexdecade Technology Pvt. Ltd. The project report paper titled “Profitability Analysis of The Grameenphone- Nexdecade Project” has been prepared for the fulfillment of my Project according to the prerequisites of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have tried my best to compile the concepts learned in my Bachelor of Business Administration and also some experiences gathered from the internet to gather relevant information related to the project. I hope it will get your approval. I am waiting for your valuable feedback.

Sincerely,

Afrin AkterJarin

ID: 221011050

Bachelor of Business Administration (BBA); Concentration: Accounting

ULAB School of Business (USB)

University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I would like to address certain people with due honor and respect who assisted me not only to solve the challenge and complete my project paper but also to introduce me to this new situation without any trouble. Therefore, I would like to express my gratitude to them. I am grateful to Almighty Allah for providing us with the patience and courage to complete this challenging task, within its deadline.

I am grateful to my supervisor, Naima Khatun (Lecturer, ULAB), for her advice and encouragement. She patiently provided valuable suggestions, motivation, and thoughtful assistance throughout my report submission process.

My successful study would not have been possible without his support and diligent efforts. I am grateful for the internet's ability to facilitate knowledge sharing and success in every domain. I collected all necessary data and documents for this report from company's internal report. I would also like to thank my department manager, Gazi Ali Ashraf Arko Senior Manager (Sales and marketing), for his kind assistance with every element of Nexdecade regarding the project. Lastly, I am deeply thankful to my family and friends for their unwavering love, support, and encouragement. Despite my limited experience, I attempted to write a compelling and insightful project report that was infused with genuine understanding. Their unwavering support has truly been the foundation of my journey and achievements.

PART A

Chapter 1

Internship Preparation

1.1 Motivation & Learning Goals

I chose this internship as part of my BBA major in Accounting to gain direct exposure to real-world project accounting and financial analysis. The “Distribution House Bike Inspection Project” with Grameenphone and NexDecade Technology is particularly interesting due to combined revenue, cost control, and profitability assessment of a partnership-based project – which aligns with the key areas that I want to gain expertise in. Through this internship, I plan to obtain knowledge on how to prepare financial projections, analyze project-based revenue structures, monitor costs against budget, and contribute to decision making about profit allocation among partners. Hence, I hope to build practical skills in accounting for partnership projects and understand how corporate strategy, management, and finance intersect in the context of technology services.

Moreover, my learning goals were:

- Understanding the drivers of project cost allocation and profit in the service contract model.
- Practicing skills in maintaining financial records, developing Excel-based dashboards, and reporting.
- Developing communication and stakeholder management skills by working with field teams and corporate clients-Grameenphone.
- Observing how strategic partnerships are negotiated and executed.

1.2 Internship Search Process & Why I Chose Nexdecade

I discovered the internship opportunity through the ULAB Career Services Office. After sending my CV, transcripts, and a tailored cover letter that highlighted my accounting background and

interest in telecom projects, I was shortlisted. The interview process began with an initial HR screening, followed by a technical interview with the sales and marketing leadership. I was chosen based on my academic performance, enthusiasm, and my ability to explain how my accounting skills could help with the bike inspection project.

I chose NexDecade Technology Private Limited because:

- It is a well-established ICT firm with ISO/IEC 27001 certification and partnerships with top telecom companies, offering valuable project-based work experience.
- The company's focus on technology, such as IoT and GPS tracking, matched my interest in project financing and revenue analysis.
- NexDecade's project portfolio, including the partnership with Grameenphone, provided an excellent opportunity to learn about project accounting in a technical setting.

1.3 Interview Experience

The interview was professional and supportive. It assessed my understanding of accounting basics, my motivation to join the bike inspection project, and my ability to communicate effectively with field teams. I faced situational questions about handling late payments and scheduling conflicts, along with technical questions on cost allocation. The feedback highlighted my dedication and communication skills, which ultimately led to my selection.

1.4 Organization Background (Concise)



Founded on 14 November 2006, NexDecade Technology (Pvt) Ltd. is an ISO/IEC 27001:2022-certified private limited ICT service provider and an active member of BASIS, VTSPAB, BTRC, DCCI, and BCC. The company operates from a 10,000 sqft office in Chandrashila Subastu Tower, Panthapath, Dhaka, offering secure and innovative digital solutions across Bangladesh.

With skills in web and mobile application development, end-to-end VPN systems, AI-powered IoT surveillance, secure communication platforms, and audio/video calling systems, NexDecade has positioned itself as a leading technology partner. Through partnerships with SDK Finance and Odoo, the company also provides cutting-edge fintech and business management solutions, including a powerful digital wallet system. NexDecade's excellence has been recognized with prestigious awards such as the SME National Entrepreneur Award 2021 and the Grameenphone Award for quickly installing the highest number of VTS devices. The organization is led by Chairman Md. AzizulHaque, Managing Director Abdullah Al Masud, Director and CEO Iftekhar Zaman, and Director LutfunNahar. It has grown to a team of over 300 professionals dedicated to turning clients' visions into secure, scalable, and advanced technological solutions.

Chapter 2

About the Internship

2.1 Position & Work Environment

I held the position of Intern - Executive, Sales & Marketing. My role involved working in a fast-paced, collaborative office with digital tools like a project tracker, Excel dashboard, and a communication platform. The Sales & Marketing team worked closely with Operations and Finance for field delivery, reporting, and billing reconciliation.

2.2 Key Responsibilities

- Prepare and send bike inspection schedules to technicians nationwide.
- Coordinate logistics, including technician assignments, travel, and equipment.
- Communicate with field teams to ensure precise and timely data collection.
- Prepare, review, and submit bike health check reports to Grameenphone.
- Maintain Excel dashboards to monitor inspection progress, payment status, and reimbursement eligibility.
- Communicate with Grameenphone representatives for report distribution and feedback.
- Assist with marketing documentation and client updates.

Chapter 3

Self-Reflection

3.1 Communication and Coordination Duties

I was the main contact for communication with distribution managers regarding collections. I made sure collections were documented and matched with funds. I worked regionally to reduce delays and used a standardized checklist to verify each visit.

3.2 Likes and Dislikes

3.2.1 Likes:

- High responsibility: I engaged in real work, not just observation.
- Interdisciplinary experience: I worked in sales, operations, and finance.
- Supportive mentoring: My supervisors gave useful feedback and assigned meaningful responsibilities.
- Learning environment: I enjoyed solving problems in real time, coordinating in the field, and ensuring data integrity.

3.2.2 Dislikes / Challenges:

- Complex coordination across multiple regions sometimes led to delays in data consolidation.
- I made iterative improvements because of early uncertainties in field reporting templates.
- Time pressures during overlapping inspection cycles made it hard to keep up.

3.3 How the Organization Could Use Me Better

3.3.1 Ways I could improve:

- I could increase my technical skills in Excel automation, VBA, and dashboard tools like Power BI to lessen manual reconciliation time.

- I should propose process improvements early in a project, such as pilot testing reporting templates.
- I need to develop strong negotiation skills for working with vendors and distribution managers.

3.3.2 How Nexdecade Could Use Interns More Effectively:

- Offer structured onboarding and short technical workshops on advanced Excel and reporting templates.
- Assign interns to brief cross-functional rotations to enhance their understanding.
- Set up clear mentoring checkpoints and deliverable milestones.

3.4 Continuing Development and Recommendations for the Internship Program

3.4.1 Personal development goals to pursue:

- Advanced financial modeling and project accounting skills.
- Learning ERP and CRM systems used in telecom and services.
- Building leadership skills for managing projects across regions.

3.4.2 Recommendations for the Nexdecade internship program:

- Launch a 4 to 6-week orientation that includes hands-on training modules.
- Create a knowledge stipend, like an internal wiki, with templates and process documentation.
- Give performance feedback and recognition to high-performing interns, such as a small stipend or certificate.

Chapter 4

Personal Development Plan

4.1 Career Goal:

My long-term career goal is to become a Financial Advisor for Grameenphone's major projects. I want to contribute to project economics, investment evaluation, and the profitability of strategic partnerships. To reach this goal, I plan to strengthen my academic and professional foundation over the next two years. After completing my BBA, I intend to pursue globally recognized finance certifications like CMA or CFA Level I. These will enhance my analytical skills and financial decision-making.

A key part of my early career plan is to gain 1 to 2 years of practical experience in project accounting or financial analysis. I want to focus on the ICT, telecom, or technology-enabled service sector. This hands-on experience will help me understand industry cost structures, business models, and operational workflows. This knowledge is crucial for evaluating complex telecom projects.

At the same time, I aim to master financial tools like Excel modeling, Power BI, Tableau, and ERP systems such as SAP or Odoo. This will help me build strong data-driven reporting and financial analysis skills. By taking on roles in project finance, vendor management, or strategic partnership operations within the telecom ecosystem, I will develop expertise in areas like telecom asset use, subscription-based revenue models, and cost optimization strategies.

4.2 Interpersonal Skills:

I have to equip myself with some technical skill as well as I also need interpersonal skill in order to become a financial advisor at Grameenphone. On the technical front, I intend to train my expertise in advanced Excel Analytics coupled with scenario-based financial modeling and dashboard creation so as to provide Managerial decision makers with a clear visual perspective of their business. Furthermore, the understanding of IFRS revenue recognition concepts

(including subscription-based service and long-term contracts recognition) will provide me with better analytical skills to assess telecom project feasibility. On the interpersonal aspect, I want to develop skills on stakeholder engagement, negotiation, presentation and leadership to improve ability to articulate financial proposals with operation heads and cross-functional teams. Running a joint venture environment such as Grameenphone must have firm cross cultural negotiation skill and able to handle across cultures teams, partners & vendors. And as I continue to develop these skills, I'll also be better poised to fulfill a future role as a Finance Advisor or Project Finance Lead and taking part in the strategic direction setting, ensuring that returns are maximized, and long term financial continuity at Grameenphone's can be ensured on their national level projects.

PART B

Profitability Analysis of The Grameenphone- Nexdecade Project

Executive Summary

The investment project as The next Checking Bike Project of Distribution House taken by NexDecade Technology (Pvt.) Ltd and on the other hand refers to a Overall Profitability, Operational Efficiency, and Ultimate business outcome study. Ltd. The project gets some 1,600 bikes inspected a quarter for which Tk.1,000 is taken as service charge per inspection. Although the inspection fee is first paid by Grameenphone distribution companies and then reimbursed at the end of a project cycle, it serves as strategically important pipeline for income for NexDecade. On top of the core inspection service and value, the company further monetizes an ongoing, sustainable stream of recurring revenue in monthly GPRS tracker subscriptions (Tk 220 per bike), tracker transfer services (Tk 1,000 per unit) and selling new tracker devices when lost or broken units are identified during inspections. These incremental revenue sources substantially enhance the return on the project and further entrench customer dependence on NexDecade's technology platform.

The research uses a descriptive mixed-method methodology by combining financial estimates with qualitative information extracted from operation process, stakeholder engagement and coordination experience in the field. This combination gives a complete picture of both financial model and project governance efficiencies delivered. Results indicate that despite the credit application fee being refundable, the model results in indirect cost saving, operation enhancements and considerable recurring income, proving to be a strategic tool for emerging growth during next decade.

It offers recommendations for transformational approaches, such as turning inspection data into saleable analytics services, fully digitising the reporting pipeline in order to improve the speed and accuracy with which it can be delivered and identifying investment opportunities in the short term so that money held temporarily can be invested to generate a return before refunds are issued. It also encourages replicating this financial success while scaling the model to other corporate fleets and utility companies. In general, the project has vast possibilities in expanding our long-term revenues and establishes NexDecade as a major technology partner of Bangladesh's digital services space (*Nexdecade Technology Ltd..Nexdecade Technology Ltd., n.d.-a*).

Chapter 1

Introduction

1.1 Research Title

Financial and Strategic Analysis of the Distribution House Bike Inspection Project- Implications for Nexdecade Technology Pvt. Ltd.

1.2 Research Objectives

The key purpose of this research is to fully appraise the economic and operational impacts of Distribution House at Bike Inspection Program adopted by NexDecade Technology (Pvt) Ltd. All direct and indirect income streams brought in by the project such as fees charged per inspection, ongoing GPRS tracker subscriptions, sales of devices replacements or transfer of a tracking unit will be quantified. It also seeks to break down the full cost structure of bundled inspections — including technician activation, logistics coordination, data processing and administration overhead – in order to locate where operational efficiencies are realized and cost savings are achieved. An additional key aim is to evaluate the long-term sustainability and potential scale-up requirements, in terms of how well the program might work in future inspection cycles, as well as its ability to be replicated within other corporate fleets or industries. Lastly, the study seeks to recommend strategic financial and operational initiatives which may improve profitability, enhance client relationships and maximize cash flow that are critical for NexDecade as they compete in the technology-enabled fleet management marketplace over time. Through those objectives, this project will provide a comprehensive overview of the project's contribution to NexDecade growth and how it can be improved on for the next 10 years (*Nexdecade Technology Ltd..Nexdecade Technology Ltd., n.d.-b*).

1.3 Research Context

For businesses like Grameenphone that depend on prompt field mobility for SIM distribution, recharge card supply, retailer monitoring, and agent supervision, delivery motorcycles are

essential to the operation of the telecom distribution network. Grameenphone has started a quarterly nationwide bike inspection program to ensure safety, dependability, and accountability throughout this large fleet. In addition to ensuring that every distribution house bike is roadworthy and mechanically sound, the program's goal is to confirm that every vehicle has an operational GPRS tracking device for real-time monitoring. NexDecade Technology (Pvt) Ltd., a longstanding technology partner of Grameenphone, has been entrusted with carrying out these inspections nationwide.

The project's operational framework establishes a strategic revenue ecosystem. The inspection procedure itself serves as a required checkpoint that encourages adherence to tracking requirements, even though the Tk 1,000 inspection fee collected from each bike is fully refunded to the distribution houses upon project completion. While inactive or malfunctioning trackers frequently need to be serviced or replaced, bikes without trackers will need to have a new device installed, resulting in instant hardware sales. In addition to additional revenue opportunities like tracker transfer fees (Tk 1,000) when devices are moved between vehicles, this leads to a monthly subscription revenue of Tk 220 per bike for the tracking service. Because of this, the inspection program serves as a catalytic business model in which the initial inspection activity generates several secondary revenue streams, guaranteeing NexDecade long-term financial benefits even though the initial inspection fee is reimbursed.

Additionally, by enhancing fleet visibility, lowering theft risk, and boosting distribution partner compliance, the project strengthens Grameenphone's operational oversight. This further establishes NexDecade as a major technological facilitator in Bangladesh's fleet monitoring and IoT-driven mobility management industries. In this regard, the study seeks to examine how this ostensibly cost-neutral inspection program generates long-term revenue, operational effectiveness, and strategic growth prospects for NexDecade Technology (*Nexdecade Technology Ltd.*, Nexdecade Technology Ltd. ,n.d.-d) (*Smart tracker*. Grameenphone. ,n.d.-a).

1.4 Problem Statement

How can Nexdecade optimize the bike inspection program to maximize recurring revenue, capture operational cost savings, and convert the project into a scalable, profit-generating service offering while maintaining high service quality for Grameenphone?

Chapter 2

Methodology

2.1 Research Type

A descriptive and exploratory methodology is used in this study. It examines efficient revenue and cost-optimization techniques and explains the project's economics.

2.2 Design of Research

a mixed-method approach that combines quantitative financial estimates and scenario modelling with mostly qualitative data.

2.3 Sampling, Data Collection & Analysis Methods

- A stratified purposive sampling strategy was used to make sure the study captured the breadth and depth of operational reality. Because they together represent Bangladesh's geographical, logistical, and operational diversity (urban density, travel distance, regional supply chain, and technician availability), five regional distribution agencies—Dhaka, Chittagong, Sylhet, Khulna, and Rajshahi—were chosen as representative strata. The study was able to triangulate findings across documentation, practice, and stakeholder perceptions by using a purposive sample of distribution managers, field technicians, and a subset of inspected bikes (selected at random from inspection logs) within each region to validate quantitative records against field practice.
- To create a trustworthy dataset, data collection integrated primary and secondary sources. Internal project documents, such as cost sheets, technician salaries, travel and supply invoices, inventory records for trackers and devices, monthly tracker-subscription reports, and consolidated company revenue summaries, were examples of secondary data. Semi-structured interviews and brief structured questionnaires were used to gather primary data from distribution house managers, NexDecade field supervisors, technicians, and finance personnel in order to capture operational subtleties not represented in financial statements (e.g., common causes of tracker failures, frequency of transfers, payment delays). In

order to confirm the accuracy and consistency of the data, inspection logs and sample inspection reports were also audited. To improve clarity and refine questions, all data collection tools were piloted on a small subset (one region).

- Microsoft Excel was used to clean and normalize raw data for data management and analysis (removing duplicates, resolving inconsistent date formats, and altering transaction IDs). Descriptive data (mean, total, variance) were used in quantitative analysis, along with revenue projection models that projected device sales prospects, annualized monthly tracker subscriptions, and predicted transfer-fee revenue under different behavioral assumptions. Contribution margin per cycle, annual recurring revenue (ARR) from trackers, and a straightforward break-even analysis for device sales and installation costs (determining the quantity of device sales/transfers required to cover incremental installation costs) were among the financial measures computed. Sensitivity and scenario assessments were performed to evaluate the model's resilience— for example, modeling the outcome if tracker subscription adoption decreased by 20% or the transfer rate increased from 10% to 20% – to understand exposure to downside and adverse risks.
- In order to explain inconsistencies and provide useful advice, qualitative data from the interviews were thematically examined. Responses were classified into operational categories (logistics, billing, technological problems, reimbursement concerns) and combined with quantitative findings. Excel pivot tables and Power BI dashboards were utilized for visualization and additional analysis (for cash-flow timing, showing sensitivity outputs, and regional comparisons). The procedure was directed by ethical considerations: data access complied with Nexdecade's confidentiality rules, interviewees gave informed consent, and company-sensitive statistics were anonymized in reporting. Lastly, the snapshot character of a one-year operational cycle and potential reporting bias in self-reported technician logs are two examples of limitations that were recognized and, when feasible, addressed through triangulation and cautious financial modeling assumptions.

Chapter 3

Findings and Discussion

3.1 Financial Overview (Per Cycle and Annualized)

3.1.1 Detailed Budget Plan (Assumed) — Single Quarterly Cycle (1,600 bikes, BDT 1,000 each)

Total Project Value (collected from distribution houses): BDT 1,600,000 (refunded to managers after completion)

3.1.2 Estimated internal project costs (quarterly):

Particulars	Estimated Value
Technician fees (BDT 400 per inspection)	BDT 640,000
Field transportation & allowances	BDT 240,000
Communication & data management	BDT 60,000
Equipment, maintenance & consumables	BDT 120,000
Administrative & supervision costs	BDT 140,000
Contingency (10%)	BDT 160,000
Marketing & reporting materials:	BDT 40,000
Total Estimated Internal Cost	BDT 1,400,000

(Source: Company's Internal File)

Note on Margin: This 12.5% margin is a measure of internal efficiency, indicating the amount of the collected cash flow available to cover internal overhead before the final reimbursement cycle.

3.2 Sustainable Revenue Streams (Key Profit Drivers)

The long-term profitability of the project is driven by three revenue streams that are enabled by the mandatory nature of the inspection

3.2.1 Expected Revenue from the Project:

Details Data	Value
Inspection collection per cycle: $1,600 \text{ bikes} \times \text{BDT } 1,000 = \text{BDT } 1,600,000$ (refunded to distribution managers — not retained revenue).	= BDT 1,600,000
Quarterly internal operating cost estimate (company's project execution costs): $\text{BDT } 1,400,000 \rightarrow \text{Net margin per cycle BDT } 1,600,000 - 1,400,000$ (covers operations, supervision, admin; this is internal project margin, assuming the company absorbs some costs).	=BDT 200,000
Tracker subscription revenue (recurring): $1,600 \times \text{BDT } 220/\text{month} = \text{BDT } 352,000/\text{month}$ (BDT 5,632,000/year if all bikes remain subscribed throughout the year (4 quarters)).	=BDT 1,408,000/quarter
Tracker transfer revenue: If 10% transfers per cycle (160 transfers) $\times \text{BDT } 1,000 = \text{BDT } 160,000$ per cycle. (Annualized: $160 \times 4 \times 1,000 = \text{BDT } 640,000/\text{year}$ (assuming 10% per cycle — transfers may overlap; model conservatively)).	= BDT 160,000 per cycle
One-time device sales & other services: Opportunistic; assumed BDT 2,800 per new device sale. If 50 new devices sold in a year $50 \times 2,800$	= BDT 140,000

(Source: Company's Internal File)

Note: Prior models used $\text{BDT } 220 \times 1,600 \times 12 = \text{BDT } 4,224,000/\text{year}$ if calculation was 12 months; ensure consistent periodization. For quarterly cycles: tracker revenue per quarter = $352,000 \times 3 = \text{BDT } 1,056,000/\text{per quarter}$. In this report we assume subscription is monthly and runs continuously independent of inspection cycles.

3.2.2 Cash Flow Process: Distribution managers pay NexDecade upfront (liquidity gain). NexDecade executes the service. Upon completion, Grameenphone reimburses the distribution managers. This gap provides NexDecade with temporary liquidity (or "stranded funds") that can be strategically managed for short-term gains.

3.3 Profit Drivers & Ratios

- Recurring revenue ratio: The majority of recurring revenue comes from tracker subscriptions, which also help to maintain cash flow.
- Operational savings: By preventing separate service visits, on-site tracker troubleshooting during inspection lowers the cost of dispatching technicians by an estimated 20–30% each incident.
- Contribution margin: The program can greatly increase overall corporate margins when grown, given the reported company profit range of 30% to 40% and the opportunity for recurring revenue.

3.4 Strategic Benefits (Qualitative)

- Improved client relationship: Grameenphone receives quantifiable value from providing combined inspection and tracker services (asset assurance).
- Data asset creation: Inspection reports combined with tracker telemetry produce a data bank that can be used for fleet optimization, theft recovery, and predictive maintenance—a potentially profitable analytics product.
- Cross-selling opportunity: Technicians can upsell premium monitoring services and equipment replacements while they are on-site.

3.5 Dangers and Sensitivity

- Risk: Revenue declines if distribution managers decide not to subscribe or if tracker transfer rates are less than anticipated.
- Mitigation: Offer performance guarantees or discounted bundled pricing to encourage subscriptions.
- Risk: Nexdecade's cash flow may be impacted by reimbursement delays.
- Mitigation: For incomplete cash flows, use advance agreements with Grameenphone or tracked escrow accounts.

Chapter 4

Recommendations

4.1 Operational Suggestions

1. Digitize reporting and scheduling: Install a mobile inspection app with automated invoicing triggers, visual evidence, and real-time uploads.
2. Standardize KPIs and templates: Make consistent templates for KPIs (time per inspection, faults detected, tracker uptime) and inspection reports.
3. SLAs across functional boundaries: To close payment gaps, tighten SLAs across operations, sales, and finance.

4.2 Financial and Investment Suggestions

1. Investing stranded funds in the short term: To preserve liquidity and generate returns, temporarily put idle collections into corporate deposits or short-term government securities.
2. Establish a scheme to keep subscribers: To lower tracker subscriber churn, provide loyalty pricing and promptly address problems.
3. Value-based pricing and profit sharing: Discuss performance or value-based pricing (such as a portion of the savings from lower maintenance) with Grameenphone.

4.3 Strategic & Growth Recommendations

1. Data Monetization: Offer telecom and logistics partners fleet health analytics as a service.
2. Expand to additional fleets: To boost economies of scale, provide comparable inspection+tracker services to corporate fleets, logistics companies, and other vendors.
3. Upsell and cross-sell: Teach technicians to recognize and provide premium assistance and device sales during inspections.

Chapter 5

Conclusion

The Distribution House Bike Inspection Project demonstrates how, with proper management, even a reimbursable operational project can develop into a strategically significant and financially viable business model. The concept allows NexDecade Technology to unleash several recurring and high-margin revenue streams, even while the distribution houses receive a full return of the Rs. 1,000 inspection cost of each bike. These include additional revenue from new tracker installations, device transfer fees, and monthly GPRS tracker subscription fees, all of which add to long-term profitability outside of direct inspection operations. Additionally, NexDecade greatly lessens its operational strain, lowers technician dispatch costs, and boosts the effectiveness of its worldwide technical network by combining bike health inspections with tracker maintenance. The company's contribution margin is strengthened by these operational savings, which also raise the project's overall viability.

Beyond the financial benefits, the project establishes NexDecade as Grameenphone's primary technical and operational partner, strengthening the confidence required for future cooperation in digital services, IoT solutions, and national fleet management. By digitizing the inspection process, automating reporting, and converting the gathered data into value-added analytical dashboards that Grameenphone and distribution companies can utilize for asset optimization and predictive maintenance, NexDecade has significant potential to scale this model in the future. Additionally, the company's short-term liquidity from the temporary retention of project funds can be deliberately invested in low-risk financial instruments or reinvested in operational expansion for higher returns.

Overall, the initiative should be seen as a structured revenue-enabling environment with long-term strategic consequences rather than merely a routine quarterly examination. NexDecade can turn this endeavor into a scalable, high-margin service line by leveraging innovation, updating existing procedures, and making data-driven decisions. In addition to boosting profitability, this will strengthen its alliance with Grameenphone, guaranteeing long-term company expansion, operational excellence, and a competitive edge in Bangladesh's technology and IoT services

industry(*Nexdecade Technology Ltd.*, Nexdecade Technology Ltd., n.d.-c) (*Vehicle tracking*.
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INTERNSHIP PROPOSAL FORM

Name:	Afrin AkterJarin
ID:	221011050
Department:	BBA
Supervisor's Name (Faculty):	Naima Khatun
Organization Name:	Nexdecade Technology Private Ltd.
Internship Title:	Profitability Analysis of the Grameenphone–Nexdecade Project

Afrin Akter

Student's signature & date

Naima

Supervisor's signature & date

(Submit your Research Proposal to your Supervisor for approval)



Internship Acceptance Letter

Dear Afrin,

We are pleased to confirm your acceptance as **Executive, Sales and Marketing (Intern)** at Nexdecade Technology (Pvt) Ltd, effective from **01 September 2025**.

Your internship will be under the Sales and Marketing department, where you will have the opportunity to gain hands-on experience, contribute to ongoing projects, and develop key professional skills. We believe your enthusiasm and dedication will be a valuable addition to our team.

Please report to our office on your joining date by 9:00 AM. You will be welcomed by our HR team for orientation and onboarding procedures.

We also understand the importance of your academic commitments. We'll ensure your internship schedule remains flexible enough to accommodate your studies.

We look forward to working with you and hope this internship will be a rewarding experience for your personal and professional growth.

Warm regards,
Arifur Rahman
HR Admin Manager
Nexdecade Technology (Pvt) Ltd



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