Sonargaon University

Internship Report
On
"Financial Performance Analysis of Genex Infosys Limited"

Submitted by:

Sumaiya Azad Sadiya
ID: BBA1901016050
Program: BBA (Major in Accounting)
Semester: Fall-2022

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Dhaka-1215

Submitted for the partial fulfillment requirement of the degree of Bachelor of Business Administration

Date of Submission: 12 January, 2023

Sonargaon University

Internship Report
On
"Financial Performance Analysis of Genex Infosys Limited"

Submitted by:

Sumaiya Azad Sadiya
ID: BBA1901016050
Program: BBA (Major in Accounting)
Semester: Fall-2022

Supervised by:

Md. Masud Rana
Assistant Professor & Head,
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment requirement of the degree of Bachelor of Business Administration

Date of Submission: 12 January, 2023

Letter of Transmittal

12 January, 2023

To,

Md. Masud Rana

Assistant Professor & Head,

Department of Business Administration

Sonargaon University.

Subject: Submission of Internship Report on "Financial Performance Analysis of Genex Infosys Limited".

Dear Sir,

With best respect and honor, I would like to inform you that I have completed my internship report on "Financial Performance Analysis of Genex Infosys Limited". It is an immense pleasure for me to place the same before you.

I have tried my level best to prepare this report and to accumulate relevant and insightful information. It is a great experience for me to work on this topic. I have tried to make the report vivid and comprehensive within the scheduled time and limited resources.

I sincerely hope that this report will help you to evaluate me. I will be obliged to clarify any matter or to provide any further information regarding this report.

Thanking you for your kind supervision.

Sincerely yours,

_____

Sumaiya Azad Sadiya
ID: BBA1901016050
Department of Business Administration
Sonargaon University (SU)

Letter of Acceptance

This is to certify that **Sumaiya Azad Sadiya** bearing ID No BBA1901016050, student of BBA Program, Sonargaon University, has completed the internship report under my supervision. She has worked with Genex Infosys Limited as an internee and completed the report entitled **"Financial Performance Analysis of Genex Infosys Limited"** as a partial requirement for obtaining BBA Degree. She has completed the report by herself. She has been permitted to submit the report.

Sumaiya Azad Sadiya bears a strong moral character and a very pleasing responsibility. It has indeed been a great pleasure working with her. I wish her all success in life.

_____

Md. Masud Rana
Assistant Professor & Head,
Department of Business Administration
Sonargaon University (SU)

Declaration

I, **Sumaiya Azad Sadiya,** a student of BBA Program, Department of Business Administration, Sonargaon University, hereby declare that the internship report titled **"Financial Performance Analysis of Genex Infosys Limited"** is prepared after the completion of my internship at Genex Infosys Limited under the intensive supervision and guidance of **Md. Masud Rana**, Assistant Professor & Head, Department of Business Administration, Sonargaon University and **Raihan Uddin Evon**, Customer Service Officer, Genex Infosys Limited.

I also declare that this report is an original work and no part of this report has been copied from elsewhere. In addition I would also like to mention that this report has not been published or submitted for being published or submitted for awarding any degree, diploma or recognition.

_____

Sumaiya Azad Sadiya
ID: BBA1901016050
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First of all, I would like to express my deep gratitude to the almighty Allah for fruitfully preparing this internship report. It was a great pleasure to prepare an internship report on the various aspects of banking activities focusing Financial Performance Analysis by the Genex Infosys Limited.

I would like to thank and convey my gratitude to honorable supervisor, Md. Masud Rana, Assistant Professor, Department of Business Administration, Sonargaon University, for letting me to prepare this report. I would also like to express my sincere appreciation to him for him wholehearted support and guidance.

I am also very grateful to Raihan Uddin Evon, Customer Service Officer, Genex Infosys Limited for his priceless advice and kind effort, which help me a lot to collect information and data about Financial Performance Analysis of Genex Infosys Limited. His valuable cooperation is the undeniable part of this internship report. I would like to give thanks to him. Also shower of thanks to those entire respondents who responded each and every time in collecting necessary data.

Executive Summary

Genex Infosys Limited, part of the IPE Group, is the leading outsourcing providers of customer experience management and trusted by world's leading brands. Genex Infosys Ltd. works with various kinds of organization across the country and outside the country as well, helping keep their systems and operations up and running. The company's services power the financial backbones of several Companies.

In Chapter One, I describe about my internship project because it is the introduction part of my report. In this part, I explain the reason why I have undertaken the project and what results I would expect from my study. I discuss about the importance of my study and from which sources I collected the data.

In Chapter Two, I try to give an idea about Genex Infosys Limited, its historical background, nature of business because it the Organizational part of my report. I discuss about the mission, vision, rule and regulation, strategies of Genex Infosys Limited.

In Chapter Three, I discussed about some Theoretical Aspects about Genex Infosys Limited.

In Chapter Four, I use trend analysis, ratio analysis to describe the Financial Performance Analysis of Genex Infosys Limited. Here, all sorts of analysis have been executed, in order to analyze how efficient, liquid, secure and desirable the company is in terms of its finance.

At the end of the report, I include some Findings and Recommendation, I provide findings and conclusion on overall financial performance of Genex Infosys Limited and evaluating performance of my study.

Table of Content

Sl. No.	Name of Contents	Page No.
	Letter of Transmittal	I
	Letter of Acceptance	II
	Declaration	III
	Acknowledgement	IV
	Executive Summary	V
	Table of Content	VI
	Chapter One: Introduction Part	1
1.1	Introduction	2
1.2	Origin of the Report	2
1.3	Significance of the Study	3
1.4	Objective of the Study	3
1.5	Methodology of the Study	3-5
1.6	Limitation of the Study	5
	Chapter Two: Organizational Part	6
2.1	Overview of Genex Infosys Limited	7
2.2	Mission	7
2.3	Vision	7
2.4	Corporate Directory	7-9
2.5	Core Values and Guiding Principles	9
2.6	Board of Directors	9
2.7	Products and Services of Genex Infosys Limited	10
	Chapter Three: Theoretical Aspects	11
3.1	Genex Infosys Ltd. Response to COVID-19	12
3.2	Focuses of Genex Infosys Limited	12-13
3.3	Significant Milestones	13-14
3.4	Financial Risk Management	15
3.5	Technological Risk Management	15-16
3.6	Corporate and Financial Reporting Framework	16-17
	Chapter Four: Financial Performance Analysis	18
4.1	Financial Performance in 2021	19-20
4.2	Corporate Operational Results for the last five years	21
4.3	Performance At A Glance	22
4.4	Key Financial Ratio	22-23
4.5	Gross Profit	23
4.6	Net Profit After Tax	24
4.7	Five Years At A Glance	24-25
4.8	SWOT Analysis	25-27
	Chapter Five: Recommendations, Conclusions and References	28
5.1	Recommendations	29-30
5.2	Conclusions	31
5.3	References	32

Chapter One:

Introduction Part

1.1 Introduction:

Genex Infosys Limited, part of the IPE Group, is the leading outsourcing providers of customer experience management and trusted by world's leading brands. We achieve results through transforming our clients' businesses and delivering excellence in customer experience. We are experts in people interactions, and it gives us the edge in delivering a superior customer experience in every contact. Our business team of experts possesses the right mix of skills and experience from operations to research, Business development and project management. The depth and breadth of expert skill sets among Genex personnel that are formed with a global outlook are ultimately what set us apart from the rest.

Genex Infosys Ltd. works with various kinds of organization across the country and outside the country as well, helping keep their systems and operations up and running. The company's services power the financial backbones of several Companies.

We empower businesses with value-based innovative solutions and services which would allow you to focus on what you do best your core business.

Total commitment to achieve the best possible Customer Experience within the operating parameters provided. Complete understanding that the Employee Experience is the key to our ability to fulfill our mission.

The end results are the measure of our success. Our ultimate success rests with our clients success and our ability to be an advocate for their goals.

1.2 Origin of the Report:

Internship is a part of BBA program and for completing my academic requirement I completed my internship at Genex Infosys Limited. I worked in accounts department. I completed my internship under the intensive supervision and guidance of Md. Masud Rana, Assistant Professor & Head, Sonargaon University and he suggested me that the topic of my report would be "Financial Performance Analysis of Genex Infosys Limited" which is related with my working experience

1.3 Significance of the Study:

As I have worked accounts department of Genex Infosys Limited, the topic of my internship report is "Financial Performance Analysis of Genex Infosys Limited" which is related with my working experience. This report is only done for gathering information about financial performance analysis of Genex Infosys Limited by focusing on the performance of Genex Infosys while ignoring any other departments of the company.

1.4 Objective of the Study:

Broad Objective:

The primary objective of this report is to successfully completing my BBA program and to obtain consciousness of Genex Infosys Limited.

Specific Objective:

- To enhance the knowledge about the Genex Infosys Limited.
- To evaluate the financial performance of Genex Infosys Limited.
- To visualize the Genex Infosys Limited.
- Critically evaluate the Financial Growth and Limitation of Genex Infosys Limited over the last 5 years (2017-2021).
- The last but not the least, to recommend what might be followed against the findings from its limitations.

1.5 Methodology of the Study:

In order to conduct such a study the report has prepared by following some specific methods. This report is based on an empirical method which is stated under.

❖ Sources of Data:

Methods followed to perform a job or conducting activities to complete a task is called methodology. In conducting this report the following methodology was adopted in data &information, preparation of reports etc. Both qualitative and quantitative methods were applied for preparing this report. The data were analyzed and presented by Microsoft excel and

shows percentage, graphical presentation and different types of charts. Best effort was given to analyze the numerical findings. All the relevant data regarding this report are collected from two sources,

- **Primary Sources of Data:**

I discussed with the officials and executives of the Genex Infosys Limited and found the approximate data which has been used and presented in this report. The study has been conducted through the assistance of Accounts Department, Genex Infosys Limited as per their operating and maintaining accounts department through applying modern and technological means. I have also physically observed the effectiveness of the efforts relating accounts department effectively and efficiently managed by Genex Infosys Limited.

Primary sources of data include the following:

- ☐ Three months practical participation in internship
- ☐ Face-to-Face conversation with the respective officers and staffs
- ☐ Relevant file study provided by the officers concerned

- **Secondary Sources of Data:**

I have collected secondary data from the following sources-

- ☐ Annual Reports of Genex Infosys Limited 2020-2021.
- ☐ Unpublished data from the Genex Infosys Limited.
- ☐ Manuals of Genex Infosys Limited regarding accounts department.
- ☐ Genex Infosys Limited's website.

I have used references from the articles and journals utilized and have also utilized electronic data sources such as the Internet for useful tertiary sources of data.

- **Data Analysis Tools and Techniques:**

To analyze and present the numerical data and values associated with Accounts Department of Genex Infosys Limited, I have used following tools and techniques-

1. Column Chart,
2. Bar Chart,
3. Line Chart,
4. Pie Chart, and
5. The formula has generated and used in Microsoft Excel.

- **Data Analysis and Reporting:**

Both qualitative and quantitative analyses have been done while conducting this study. Microsoft Word and Microsoft Excel were used to analyze, process and graphically represents the gathered data.

1.6 Limitation of the Study:

Although I have obtained the whole hearted co-operation from the employees of Genex Infosys Limited, but in the way of my study, I have faced the following problems, which may be termed as the limitations of the study. Some limitations are as under:

- The main constraint of the study was insufficiency of information, which was required for the study. There are various information the bank employee can't provide due to security and other corporate obligations.
- Data and information used in this study are mostly from secondary sources.

The report has encountered these limitations that may hinder the progress of the study but with constant effort, I try to minimize the negative effects of these limitations.

Chapter Two:

Organizational Part

2.1 Overview of Genex Infosys Limited:

Genex Infosys Limited was Incorporate as Private Limited Company on 22-May-2012 & Vide Registration No. C-101900/12 in Bangladesh under the Companies Act 1994. Further it was converted into Public Limited Company on 15th September 2016 with Registrar of Joint Stock Companies and Firms (RJSCF) in Bangladesh under the Companies Act, 1994. In the meantime the company has obtained consent from Bangladesh Securities and Exchange Commission (BSEC) on 22 October 2018 regarding issuance of 20,000,000 ordinary shares through Initial Public Offering (IPO) which activities are going on.

2.2 Mission:

Genex Infosys Limited (GIL) aspires to lead the IT Platform in Bangladesh by providing technological infrastructures, contact center solutions, IT Support and Software sector of the country. Fostering strong community partnerships with our clients, stakeholders and employees is an integral part of our mission. Also Genex Infosys Limited is the leading outsourcing providers of customer experience management and trusted by world's leading brands.

2.3 Vision:

Establishing Digital Infrastructure and capabilities for Financial Transactions. Our vision is to always strive to achieve superior financial performance, be considered a leading IT business by reputation and performance.

2.4 Corporate Directory:

Name of the Company	**Genex Infosys Limited (GIL)**
Legal Position	GIL was incorporated in Bangladesh as a Private Limited Company with the issuance of Certificate of incorporation bearing no. C-101900/12 dated on 22-May-2012 by the Registrar of Joint Stock Companies & Firms, Dhaka, Bangladesh. The Company Converted into public Limited company on 15-Sep-2016.
Date of Incorporation	22-May-2012 & Registration Number C-101900/12
Commencement of its Commercial Operations	01-Jul-2012

Authorized Capital	Tk. 2,000,000,000 divided into 200,000,000 Ordinary Share of Tk. 10.00 each
Paid up Capital	Tk. 1,032,240,000 divided into 103,224,000 Ordinary Share of Tk. 10.00 each
Line of Business	The business of the company includes ITeS services , Such as to carry on activities relating to Data Entry, Data Processing, Business Process Outsourcing, IT Support and Software Maintenance, Digital Content Development and Management, Call Centre Service, Website Development, Marketing of software products and providing maintenance and support services both to domestic and international clients.
Registered Office	Plot 42 & 69, Nitol-Niloy Tower (Level-8), Nikunja-2, Khilkhet, Dhaka-1229. Tel: +88-09612111000 Fax: +88-02-9883121 Email: investor.relations@genexinfosys.com Web: www.genexinfosys.com
Operational Office (Dhaka)	Plot 42 & 69, Nitol-Niloy Tower (Level 6-12), Nikunja-2, Khilkhet, Dhaka-1229. Tel: +88-09612111000 Fax: +88-02-9883121
Operational Office (Chittagong)	BGMEA Bhaban (11th & 12th Floor) Zakir Hossain Road, Khulshi, Chittagong Tel: +88-031-2867401-10 Fax: +88-031-2867412
Board of Directors	7 Directors
Auditors	Rahman Mostafa Alam & Co. Chartered Accountants Paramount Heights, (7th Floor D2 & C1), 65/2/1 Box Culvert Road, Purana Paltan Dhaka-1000 Tel: +88-02-9553449, +88-02-9551128 E-mail: info@rmabd.com
Tax Consultants	Advocate Salauddin Mahmud Eastern Commercial Complex, 73 Kakrail, Room-7/08, 7th Floor, Dhaka 1000 Tel: +88-02-9359041, +88-02-9332132 Email: tax.race@yahoo.com
Legal Advisors	Md. Riaz Uddin, Barrister-at-Law (LincoIn's Inn) House No-500/J, Road-8, Dhanmondi, Dhaka 1205 Tel: +88-02-9611658, +88-02-9611858
Banker for IPO	AB Bank Limited
Bankers of the Company	Eastern Bank Limited

	Mercantile Bank Limited Meghna Bank Limited National Credit & Commerce Bank Limited United Commercial Bank Limited AB Bank Limited Prime Bank Limited Union Bank Limited NRB Commercial Bank Limited Dutch Bangla Bank Limited Sonali Bank Limited
Compliance Officer	Md. Masud Khan Nayem, Senior Executive (Accounts & Finance)

2.5 Core Values and Guiding Principles:

Core Values:

- Integrity
- Transparency
- Teamwork
- Excellence

Guiding Principles:

- **Commitment:** Total commitment to achieve the best possible Customer experience within the operating parameters provided.
- **Understanding:** Complete understanding that the Employee Experience is the key to our ability to fulfill our mission.
- **Results:** The End Results are the measure of our success.
- **Success:** Our ultimate success rests with our Clients success and our ability to be an Advocate for their goals.

2.6 Board of Directors:

Designation	Name
CHAIRMAN	Mr. Chowdhury Fazle Imam
MANAGING DIRECTOR	Mr. Mohammed Adnan Imam
DIRECTOR & CO-FOUNDER	Mr. Prince Mojumder
NOMINEE DIRECTOR	Mr. Mezbah Uddin
INDEPENDENT DIRECTOR	Mrs. Rokeya Islam
INDEPENDENT DIRECTOR	Mr. Tanveer Ali
INDEPENDENT DIRECTOR	Mr. Md. Nazmul Hassan

2.7 Products and Services of Genex Infosys Limited:

- Data Entry
- Data Processing
- Business Process Outsourcing
- IT Support and Software Maintenance
- Digital Content Development and Management
- Call Centre Service
- Website Development
- Development of software products and maintenance
- Maintenance and support services both to domestic and International clients.

Chapter Three:

Theoretical Aspects

3.1 Genex Infosys Ltd. Response to COVID-19:

Novel coronavirus (COVID-19) pandemic, caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), has become a global problem. Government have declared health emergencies to combat the coronavirus, enforcing physical distancing, stay-at-home orders, travel restrictions, and the closure of nonessential businesses.

In response to the lockdown period, the company launched a massive program to ensure business continuity of its services using its Secure Borderless Workspaces model, which allows Genex associates to work remotely from the safety of their homes, while continuing to provide uninterrupted support services to our customers.

Genex Infosys Ltd. provide service all over the country to Corona helpline number-333 in favor of the government

And, With the help of Bangladesh Police, we successfully distributed a week's worth of groceries to the underprivileged families who live in nearby slums.

We also donated groceries from a roadside stand in front of our office, so people who are in need can collect them.

Till date we have provided groceries for 460 families. We thank everyone who has volunteered in helping us, especially our team who has donated a day's Salary to support the unfortunate.

3.2 Focuses of Genex Infosys Limited:

Process Focus:

- To continuously improve internal processes to realize efficiencies
- Improve system accuracy and responsiveness
- Improve organizational structure
- Improve performance measurement and reporting capabilities
- Reduce administrative overheads
- Improve financial analysis, controls, and audit capabilities

Business Focus:

- Increase quality of service
- Implement innovative changes faster
- Increase and attain client loyalty
- Improve overall service and maximize market share
- Improve marketing, advertising and public relations
- Achieve and maintain excellent client service
- Increase regulatory compliances

People Focus:

- To engage, develop and maintain the right people at theright places
- Employ professionals who bring success for clients
- Develop broad set of skills useful for client support
- To continuously learn and adopt applicable best practices
- To conduct training for employees and clients towards knowledge development both ways

3.3 Significant Milestones:

May 22, 2012

Incorporation of the Company

July 01, 2012

Date of Commercial Operation

September 15, 2016

Converted to Public Limited Company

October 28, 2016

Best ICT Solution Provider-2015 (local market focus) Award by The Daily Star

December, 2017

CMP (Chattogram Metropolitan Police) E-Traffic Prosecution system

December, 2017

Cumillla District Police E-Traffic Prosecution system

October 22, 2018

Consent of Initial Public Offering (IPO)

September 23, 2018

Best Employer Brand Award 2018 By World HRD Congress

January 07, 2019

Listing on Dhaka Stock Exchange Ltd.

January 10, 2019

Listing on Chittagong Stock Exchange Ltd.

GENEXIL

Trading Code

February 06, 2019

Debut Trading on DSE & CSE

October 24, 2019

Membership from BAPLC

February 11, 2019

Awarded “A2” rating by CRAB

October 2019

BASIS National ICT Award 2019

December 21, 2019

ICT Solution Provider of the Year” award in local market category at the The Daily Star ICT Awards 2019

November, 2019

The Asia Pacific ICT Alliance (APICTA) Awards 2019

October 2021

Employer Brand Awards 2021

3.4 Financial Risk Management:

The management has overall responsibility for the establishment and oversight of the company's risk management framework. The company has exposure to the following risks from its use of financial instruments.

a) **Credit Risk:** Credit Risk represents the financial loss to the company if a customer or counterparty to a financial instrument fail to meet its contractual obligations. It mainly comprises of trade receivables, advances to suppliers, trade deposits and bank balances. The company's maximum exposure to credit risk at the reporting date is trade receivables which is also secured by agreement with the clients & member banks also.
b) **Liquidity Risk:** Liquidity risk is the risk that the company may not be able to meet its financial obligations as they fall due. The company maintains sufficient resources and arrangement of credit lines with the various banks for managing it's liquidly risk.
c) **Market Risk:** Market risk is that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices such as foreign exchange rates, interest rates and other price risks. The objective of market risk management is to manage and control market risk exposures within an acceptable range.

3.5 Technological Risk Management:

Technology is a dynamic term that frequently changes its shape, trend and nature. Every capital-intensive industry has to rapidly synchronize itself with technological changes and invest in sophisticated machineries. A right technology is a crucial determinant of competitiveness that ensures better products and services to the customers while minimizing costs. Adjustment to new technologies thus involves relatively large-scale investments as well as a longer pay-back period.

The company is operating in an industry where technology is the key success factor. Some of the technological risks associated with the company vis-à-vis the management perception is as follows.

a) **Infrastructure Related Risk:** Management always puts high focus and undertakes required CAPEX to keep the infrastructure updated to ensure smooth operation.

b) **Efficient Technical Expertise:** The Company is the pioneer in Bangladesh in IT industry and has built up a strong team who has been involved since theevolutionof the industry. So apparently, they have the most expert team in the industry to cater to any technological dynamics.

c) **Up gradation of the Industry/Solutions:** In line with the global financial market, Bangladesh is also adopting the upgraded solutions fast. GIL is capable to adjust and cope up with the change in industry dynamics.

d) **Product/Solution Obsolesce:** GIL management believes in continuous up-gradation and continuous improvement of their offerings. Historically,GIL is the pioneer and fast mover in terms of launching new products or ideas in the market. So it is implied that the management is well aware of their competitive edge and continuously putting efforts to assure its market leadership position.

The Board of Directors has overall responsibility for the establishment and oversight of the company's risk management framework. The Board oversees how management monitors compliance with risk management policies and procedures and reviews the adequacy of the risk management framework in relation to risks faced or is likely to be faced by the company.

3.6 Corporate and Financial Reporting Framework:

The Members of the Board, in accordance with the Bangladesh Securities & Exchange Commission Notification no. BSEC/CMRRCD/2006-158/207/Admin/80 dated June 03, 2018; hereby confirm compliance with the financial reporting framework for the following:

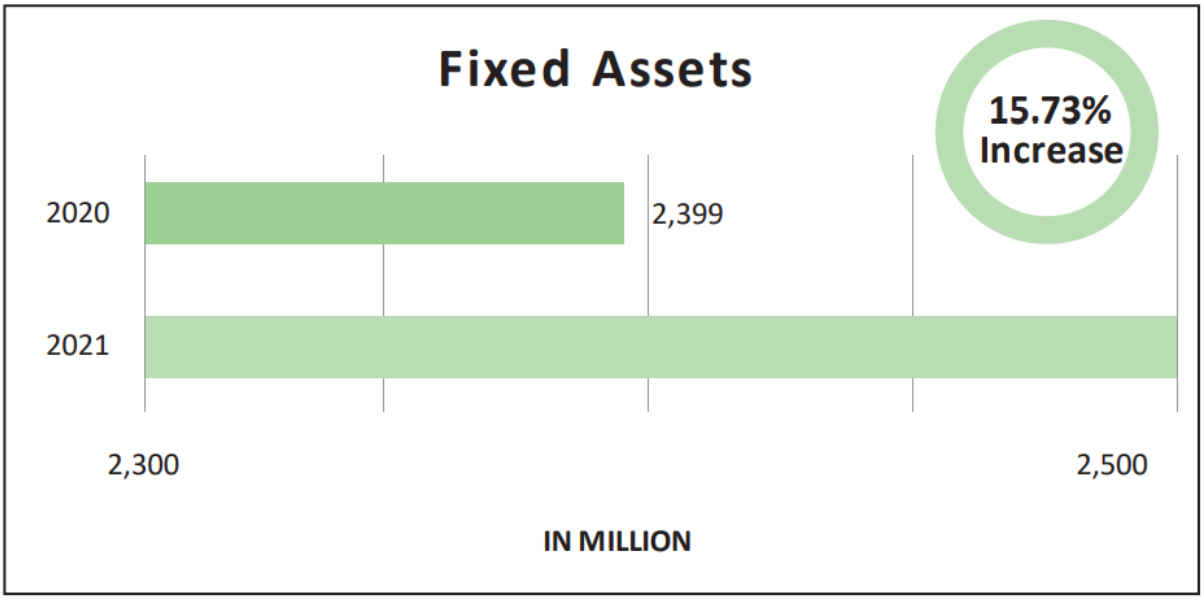
- The Financial Statements prepared by the Management of GIL, present its true situation, the result of its operations, Cash Flows and Changes in Equity fairly and accurately.
- Proper Books of Accounts of the company have been maintained.
- Appropriate accounting policies have been consistently applied in preparation of the Financial Statements and that the accounting estimates are based on reasonable and prudent judgment.
- International Accounting Standards (IAS) International Financial Reporting Standards (IFRS), as applicable in Bangladesh, have been followed in preparation of the Financial Statements and any departure therefrom has been adequately disclosed.

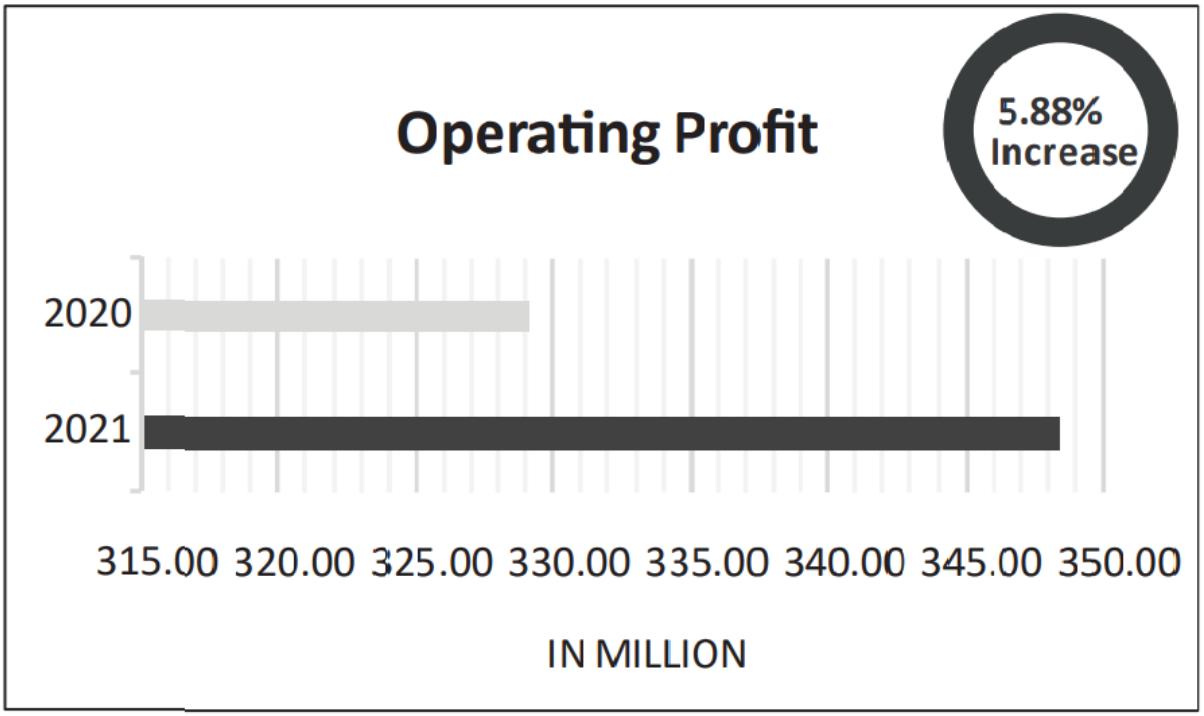
- The system of internal control is sound in design and has been effectively implemented and monitored.
- There is no significant doubt on the ability of the company to continue as a going concern.

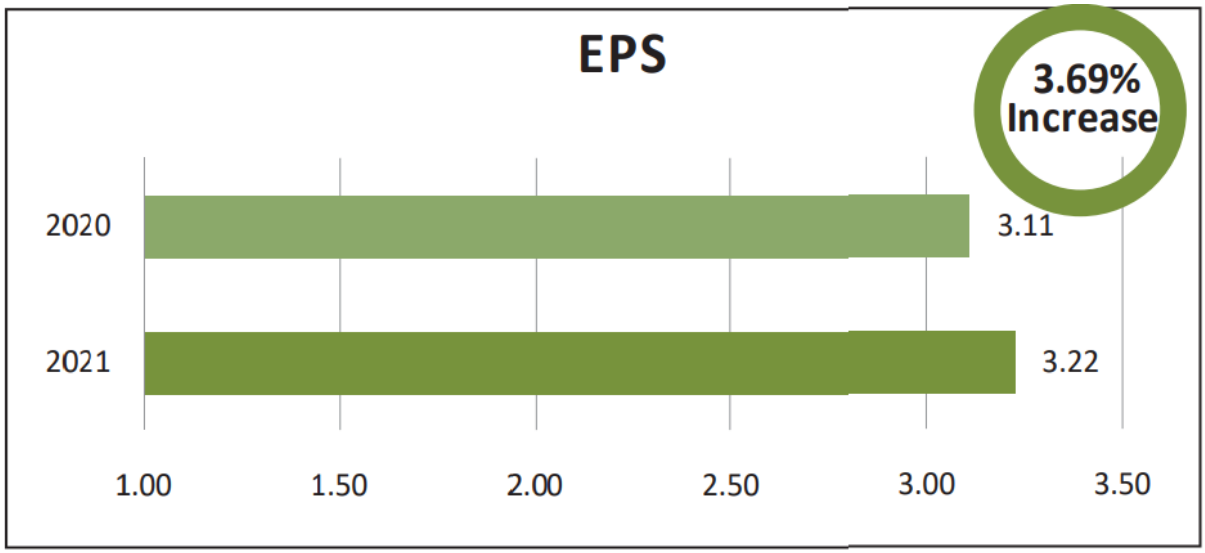
Chapter Four:

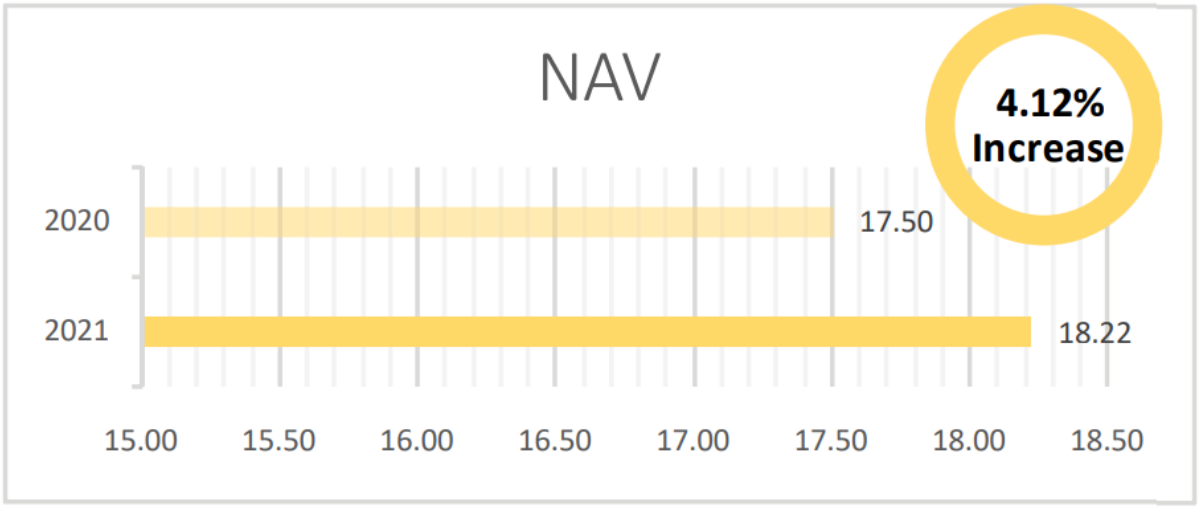
Financial Performance Analysis

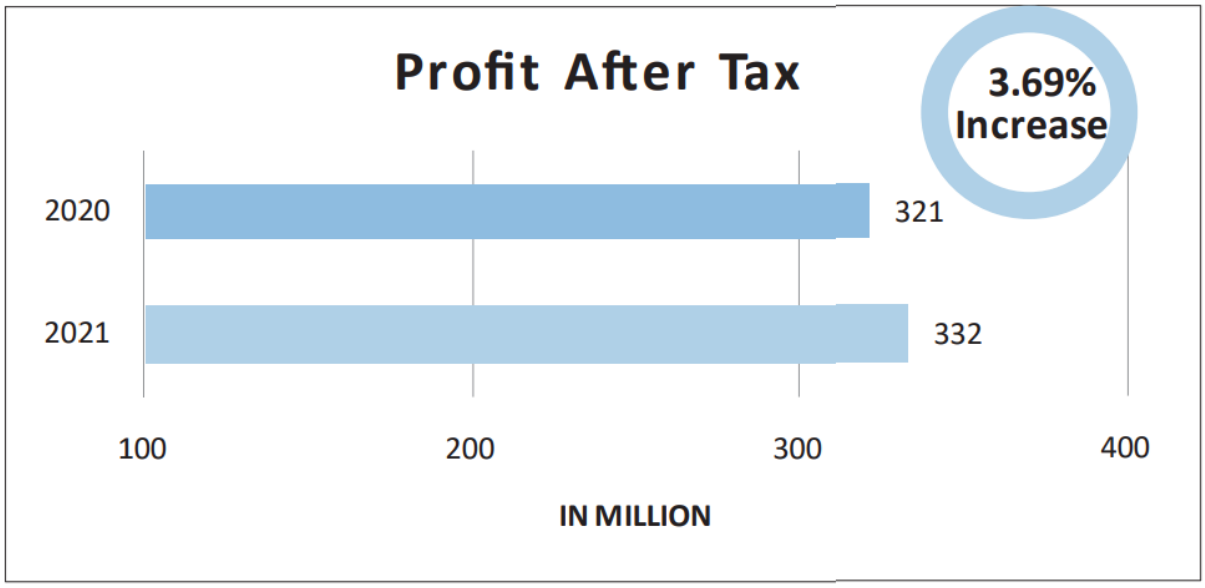
4.1 Financial Performance in 2021:






EPS
3.69% Increase
2020
3.11
2021
3.22
1.00
1.50
2.00
2.50
3.00
3.50


NAV
4.12% Increase
2020
17.50
2021
18.22
15.00
15.50
16.00
16.50
17.00
17.50
18.00
18.50


Profit After Tax
3.69% Increase
2020
321
2021
332
100
200
300
400
IN MILLION

4.2 Corporate Operational Results for the last five years:

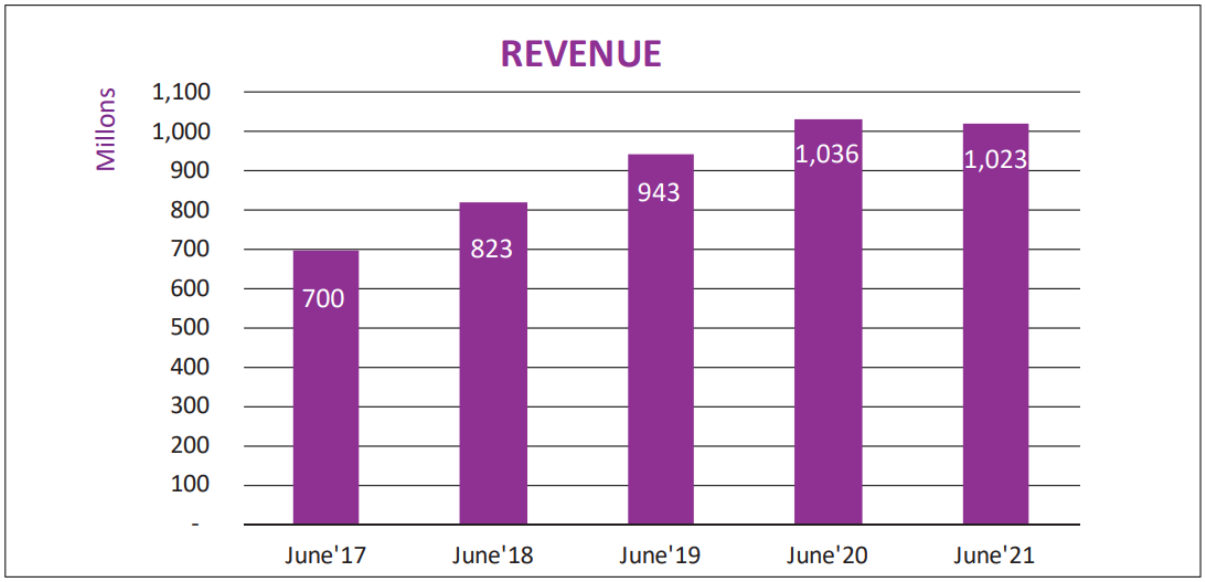
Key Operating and Financial Information

The key operating and financial information for the year- 2020-2021 along with the preceding four years are presented below:

Particulars	FY 2020-21	FY 2019-20	FY 2018-19	FY 2017-18	FY 2016-17
Assets Employed					
Total Assets	2,775,895,587	2,398,660,036	2,170,960,203	1,956,186,487	1,763,366,953
Total Current Assets	838,454,953	688,484,944	635,186,547	507,912,020	400,804,749
Property, Plant & Equipment	1,284,573,949	1,181,491,245	979,005,985	1,020,806,250	1,068,495,629
Intangible Assets	325,209,711	324,536,158	300,336,225	227,757,012	207,898,583
Inventories	125,538,430	324,536,158	43,363,921	39,884,611	20,741,649
Inventories	425,344,692	449,170,824	362,457,559	377,929,219	318,730,609
Financed By					
Share Capital	1,032,240,000	938,400,000	816,000,000	616,000,000	616,000,000
Revaluation Reserve	-	-	-	-	-
Retained Earnings	848,628,603	703,892,311	546,511,123	368,623,962	244,370,211
Revenue and Profit					
Revenue	102,2600,112	1,035,595,131	943,335,014	823,004,617	699,581,499
Gross Profit	493,749,440	495,285,664	385,591,362	277,116,902	238,665,472
Net Profit Before Tax	332,481,683	321,515,137	195,678,820	124,256,909	111,993,104
Net Profit After Tax	332,416,295	320,577,515	195,627,969	124,256,909	111,993,104
EPS	3.22	3.11	2.08	2.02	2.02
Net Asset Value Per Share	18.22	17.50	16.70	15.98	13.97
Note: * Re-stated					
DIVIDEND:					
Cash	10%(Proposed)	10%	5%		
Stock	10%(Proposed)	10%	15%		
Number of Shares	1,03,224,000	93,840,000	816,000,000	61,600,000	61,600,000
Market Price (TK)					

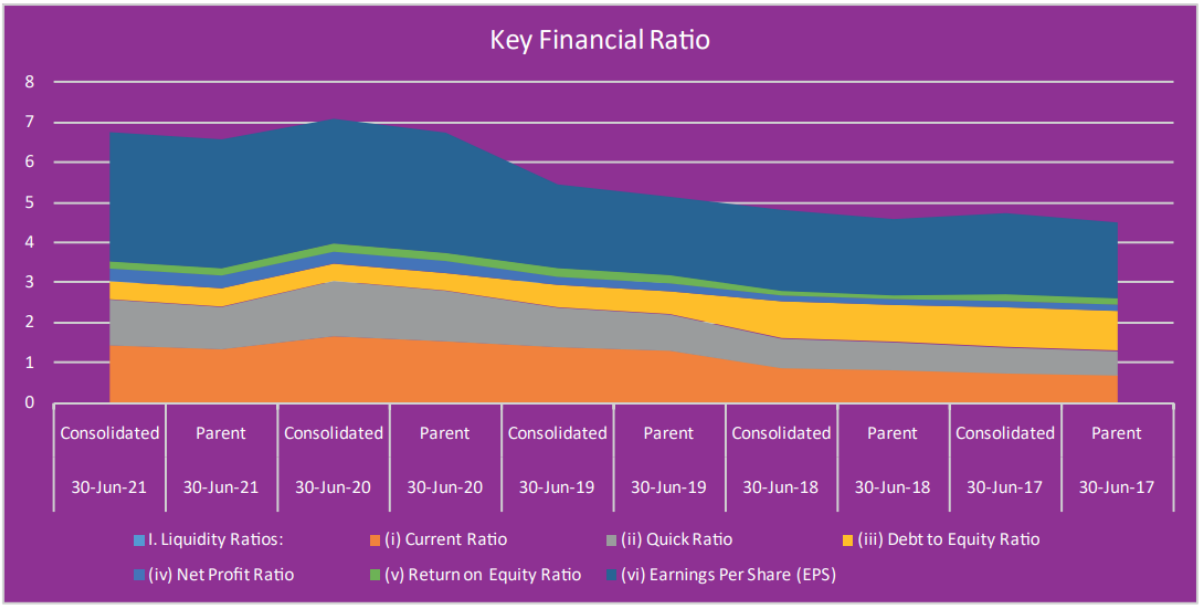
4.3 Performance At A Glance:

Year	June 2021	June 2020	June 2019	June 2018	June 2017
Revenue	102,2600,112	1,035,595,131	943,335,014	823,004,617	699,581,499



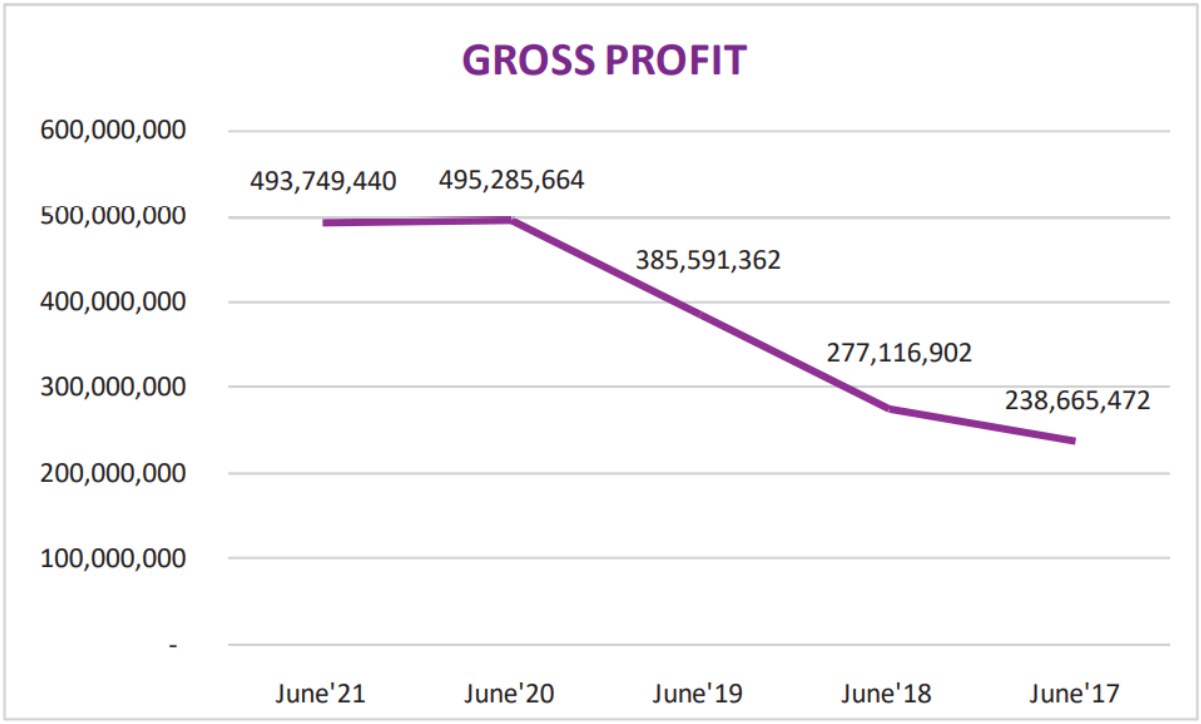
4.4 Key Financial Ratio:

Particulars	June-21 Consolidated	June-21 Parent	June-20 Consolidated	June-20 Parent	June-19 Consolidated	June -19 Parent	June-18 Consolidated	June18 Parent	June-17 Consolidated	June17 Parent
I. Liquidity Ratios:										
(i) Current Ratio	1.45	1.35	1.67	1.55	1.40	1.31	0.88	0.83	0.75	0.70
(ii) Quick Ratio	1.13	1.05	1.37	1.25	0.98	0.90	0.73	0.69	0.64	0.6
(iii) Debt to Equity Ratio	0.45	0.46	0.43	0.44	0.56	0.57	0.92	0.92	0.99	0.99
(iv) Net Profit Ratio	32.51%	32.71%	30.96%	31.24%	20.74%	20.68%	15.00%	15.00%	16.01%	16.06%
(v) Return on Equity Ratio	18.87%	19.17%	21.34%	20.96%	23.09%	21.80%	13.00%	11.00%	18.78%	17.48%
(vi) Earnings Per Share (EPS)	3.22	3.21	3.11	3.00	2.08	1.95	2.02	1.9	2.02	1.89



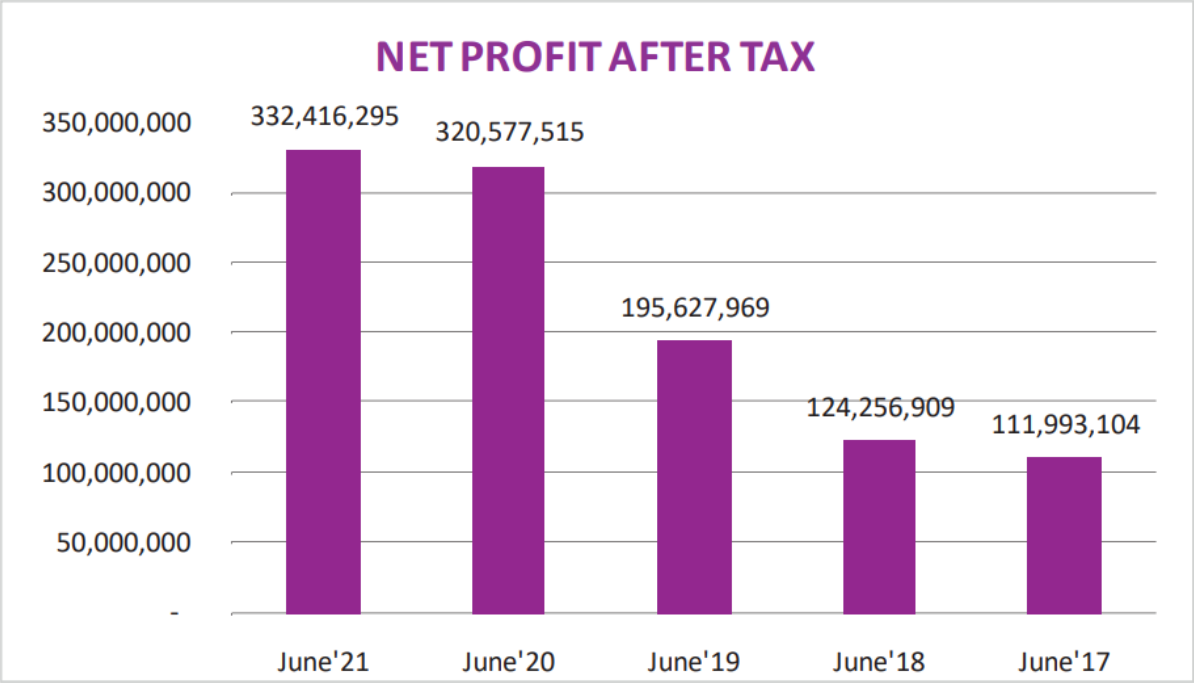
4.5 Gross Profit:

Year	June 2021	June 2020	June 2019	June 2018	June 2017
GROSS PROFIT	493,749,440	495,285,664	385,591,362	277,116,902	238,665,472



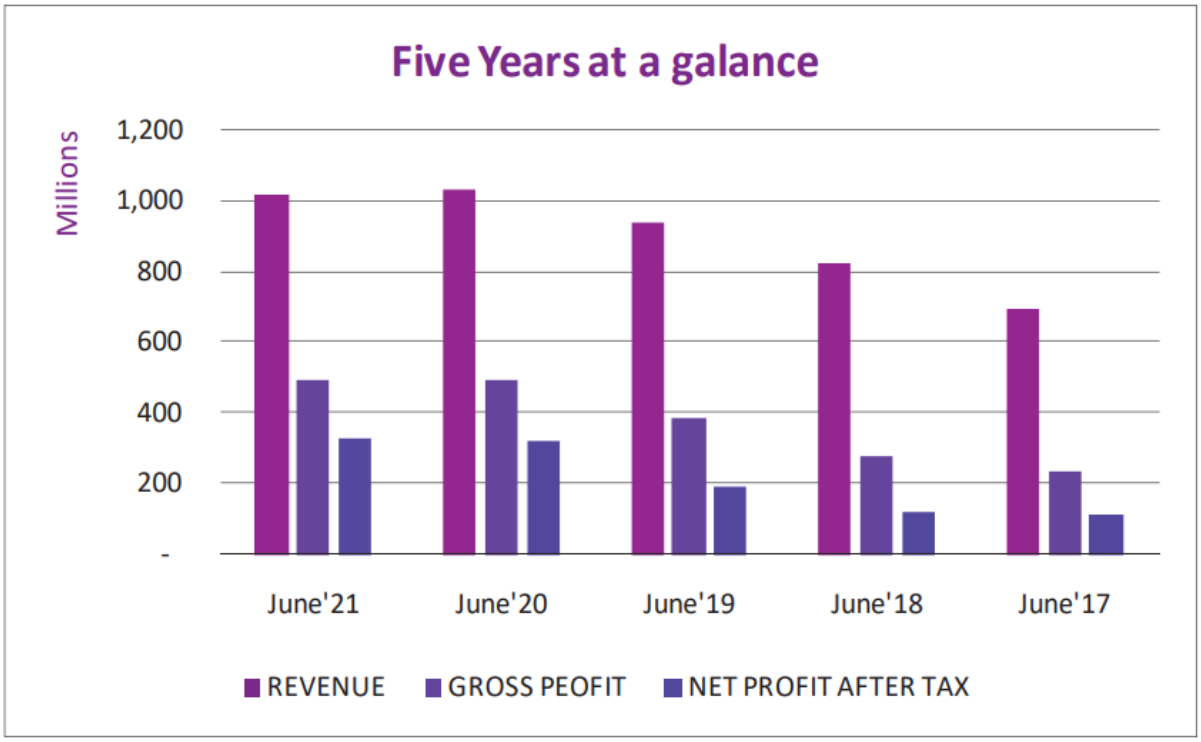
4.6 Net Profit After Tax:

Year	June 2021	June 2020	June 2019	June 2018	June 2017
Net Profit After Tax	332,416,295	320,577,515	195,627,969	124,256,909	111,993,104



4.7 Five Years At A Glance:

Year	June 2021	June 2020	June 2019	June 2018	June 2017
REVENUE	1,022,600,112	1,035,595,131	943,335,014	823,004,617	699,581,499
GROSS PROFIT	493,749,440	495,285,664	385,591,362	277,116,902	238,665,472
NET PROFIT AFTER TAX	332,416,295	320,577,515	195,627,969	124,256,909	111,993,104



4.8 SWOT Analysis:

Strength:

Strength are the things that organization does particularly well, that distinguishes from organization. These might motivate company's staff, access to certain materials and set of manufacturing process. Genex Infosys Ltd. As follows:

- The company has earned customer loyalty.
- Very friendly and comfortable working environment.
- Experienced in BPO and BPM market.
- Good relationship with the customers.
- Youth and hardworking workforce.
- Incorporate with Grameenphone, Bangla link, Uber, Robi, Marico, Samsung, Food panda, And British American Tobacco.

The main strength of this company form others, which is this company is very highly upgraded and automated. Their main focus on their employees then other things.

Weakness:

Like strengths, are implicit features of an organization, so focus on people, resource, procedure and systems Weakness of the Genex Infosys Limited is given below:

- Employee's dissatisfaction.
- Control from the company that sourced
- Negative perception from the third party.
- Control by other clients.
- Despite a generally negative image and absence of exposure as a potential IT destination, slow and uncoordinated industry promotion.

Opportunity:

If Genex Infosys Ltd. follows proper marketing strategy then they can easily attract more clients and go for expansion. Besides they can,

- The global financial crisis means that companies are looking for places to cut additional costs, a possible opportunity for Bangladesh to enter the market with low labor costs.
- Very fast growing market.
- Become a market leader.
- Opportunity for youth.

This company have link whit other countries company, which is benefited from other competitor. Genex have additional market which helps them to grow.

Threats:

Despite mass opportunities Genex also might face various threats. In earlier Bangladesh ICT sectors most of the work done by the foreign countries, that's reason as Bangladesh is developing country there are lack of skilled employee.

- Emerging market competition.
- Political instability.
- Government plan and regulation.
- Fear of termination.
- Lack of action to address infrastructure, policy and regulatory issues to improve the market climate.

In the IT market, there are many opportunities and new entrants like Bangladesh have many paths they can take. Most Bangladeshi companies, however, do not currently possess any discernible strategic skills or any specific combination of skills, processes or expertise of significant value.

Chapter Five:

Recommendations, Conclusions and References

5.1 Recommendations:

Recommendation for improving departmental operations

There is so much competitiveness in the BPO market. To increase this, Genex Infosys Limited should improve their strategic planning. To provide premium service and attract other customers, they should create enough qualified employees. Outsourcing has come a long way, but has not yet achieved its maximum potential and there are opportunities to change things for the sector.

Employees should be given enough and adequate training to improve their service level. Genex provides service to customers of UBER. As Uber is a technologies service provider almost each week they launch various new products. Some steps should be taken as early as possible for the betterment of current situation. Genex need to proper motivation provided to their employees. Employees are not feel relaxed here, because job security was very low and they feel the work monotonous and left job after a certain period. Those who are needy they stays for a long time and employee turnover ratio is higher. If they can build them in a way where they will participate in the level of management, this rate can be reduced.

At the same time, Genex should try to increase the number of employees providing services. They should have to tailor their break time to create more satisfaction for employees.

A huge part of our educated population was female, when it comes to work here they have faced problem for the working shift which was not good for female sometimes. They need to focus on this things properly.

One of the challenges to the growth of this BPO industry is also skilled human resources, with Genex needing to train and educate them more about it will give us more skilled people to work with. The major changes I must recommend them to change salary structure, Genex provide KPI based salary which means salary depends on work monthly performance. They need to provide fixed salary for the all employees.

Recommendation for improving self-performance

It is not an easy task at very begging to make a customer satisfied about a service. Most important part is communicating effectively and in a proper way because Uber is a foreign company and they always ensure their best quality service. At first I felt nervous because of it's a new platform for to interact customers directly over phone and provide services. Sometimes customers are angrier about many reasons and I need to calm first then provide services. I need to increase my listening skills and patience also. My supervisor always advice how to listen and how to deliver speech at any situation.

Sometimes increases the work pressure and everyone busy to provide their own target, that time I feel very shy to ask something to others. There was so much more and I was trying on my own how to learn something new. I was very confident and I knew I would be able to learn the job very soon.

I realized that from my own observation would be that I held this record and gave these recommendations according to what I felt and what I actually saw. And I think these recommendations needed for my self-improvement.

5.2 Conclusions:

BPO *(Business process outsourcing)* market in Bangladesh is rapidly growing. Because of growth of our IT business and IT development, outsourcing in Bangladesh has also grown. The government of Bangladesh has declared sufficient Support sector budgets and is trying to establish a policy that will help banks easily obtain loans. If Genex Infosys Ltd. takes this opportunity to expand its market and products more, it will become the market leader in the BPO industry in Bangladesh.

Outsourcing has a big impact on the Bangladesh economy and will tend to do well to the economy of this country as long as it works systematically and if the government's plans are successfully implemented. While the world's outsourcing market expands on a daily basis, ours will also rise with it.

Genex Infosys Ltd. takes care of the entire business, from every brick to the whole office building and whatever comes with it, sales and marketing, etc. I have observed some working techniques that help me to relate to my education because of working under this LOB. I also observed how it is the duty of a LOB to hold an organization. I have found that this organization will support me enough to keep up with the culture of the organization and will assist me in my future to adopt it quickly.

Outsourcing has become a major component of our nation and it will only benefit people more and more. This is the future towards achieving our countries goals and helping its people find more jobs.

5.3 References:

- Annual Report of Genex Infosys Limited (2020-21)

- 2019, B. S. (2019, April 22). *BPO SUMMIT 2019*. Retrieved from BACCO: https://www.bacco.org.bd/event-details/31#:~:text=The%20domestic%20BPO%20industry%20in,to%20employ%20250%2C000%2B%20by%202031.

- Digneo, G. (2020, june 19). *Business Process Outsourcing*. Retrieved from Time Doctor: https://biz30.timedoctor.com/business-process-outsourcing-industry/

- Hasan, S. (2018, April). *BPO Sector in Bangladesh: Issues & Challenges*. Retrieved from ResearchGate: https://www.researchgate.net/publication/324687043_BPO_Sector_in_Bangladesh_Issues_Challenges

- New Era. (n.d.). *A New Era for the BPO Industry: Technology and Transparency*. Retrieved from Customer Experience Lab: https://www.cexlab.com/blog/bpo-factors.html

- Park, C. (2020, november 17). *5 Factors that Affect the BPO Industry and Make it More Challenging*. Retrieved from pipefy: https://www.pipefy.com/blog/affect-business-process-outsourcing-industry/

- SWATHY. (2018, November 3). *How Technology is changing BPO Industry*. Retrieved from POGAEIS: https://www.apogaeis.com/blog/how-technology-is-changing-bpo-industry/

- Wilkinson, D. (2020, july 22). *Looking Ahead: Predicting the Future of BPOs*. Retrieved from fonolo: https://fonolo.com/blog/2019/01/slideshare-looking-ahead-predicting-the-future-of-bpos/