



Industrial Placement Report

Of

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INFORMATICS INSTITUTE OF TECHNOLOGY

in collaboration with
the University of Westminster, UK

BSc (Hons) DEGREE PROGRAMME in
Information Systems with Business Management

REPORT OF INDUSTRIAL PLACEMENT

of

Nilusha Harini Gurusinghe

in relation to the work carried out at

Workerbee Pvt Ltd

79/10,

C.W.W.Kannangara Mawatha,

Colombo 07

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TABLE OF CONTENTS

I	Illustrations	2
II	Abbreviations	3
01	Introduction	4
02	Company Profile	5
	2.1 Details of the Company	5
	2.2 Company Goal	5
	2.3 Introduction to Workerbee	5
	2.4 Services	6
	2.5 Organizational Structure	7
	2.6 Engagement Structure	7
	2.7 Values of Workerbee	8
03	Work Carried Out	9
	3.1 Internet Research & Report Writing	9
	3.1.1 Projects and Details	9
	3.1.2 Problems, Solutions & Comments	10
	3.2 Website maintenance	11
	3.2.1 Projects and Details	11
	3.2.2 Problems, Solutions & Comments	12
	3.3 Search Engine Optimization	12
	3.3.1 Projects and Details	12
	3.3.2 Problems, Solutions & Comments	13
	3.4 Blog Creation & Maintenance	14
	3.4.1 Projects and Details	14
	3.4.2 Problems, Solutions & Comments	15
	3.5 Content Writing	15
	3.5.1 Projects and Details	15
	3.5.2 Problems, Solutions & Comments	17
	3.6 Animated Card Designing	18
	3.6.1 Projects and Details	18
	3.6.2 Problems, Solutions & Comments	18
04	Reflections & Comments	19
05	Appendices	20
	Appendix A Detailed view of Services offered by Workerbee	20
	Appendix B Competitor Analysis for Workerbee: Screenshot	24
	Appendix C Video Conferencing Report: Screenshots	24
	Appendix D Manhattan: Coop & Condo Sales S&P 500	25
	Closing Values	25
	Appendix E Printer Review website: screenshot	26
	Appendix F A screenshot of www.shannagenda.com	27
	Appendix G Screen-shot of Google results showing the local	28
	business directory entry for the search term	28
	“neurologist new york”	28
	Appendix H The Business Parable: Individual Blog	29
	Appendix I One paged brochure sample for Workerbee	30
	Appendix J Animated cards - Screenshots	31

ILLUSTRATIONS

Figure 1	Organizational Structure	Page 7
Figure 2	Engagement Structure	Page 7
Figure 3	Values of Workerbee	Page 8

ABBREVIATIONS

IIT	-	(the) Informatics Institute of Technology
B.Sc	-	Bachelor of Science
Hons	-	Honours
IP	-	Industrial Placement
Pvt	-	Private
Ltd	-	Limited
USA	-	(the) United States of America
MBA	-	Master of Business Administration
US	-	United States
CEO	-	Chief Executive Officer
CRM	-	Client Relationship Manager
SEO	-	Search Engine Optimization

INTRODUCTION

This report consists of the details related to the Industrial Placement Year which I went through as a requirement of the B.Sc Degree programme I follow at Informatics Institute of Technology. An introduction of the company which I worked for, categorized descriptions of the work I carried out during the work period, my own reflections about the work experience and the skills I improved during the time are described throughout the report.

Industrial Placement is an important component of the B.Sc (Hons) degree programme and is the 3rd year of the four-year course, which is referred to as a “sandwich degree” once the IP is included. This course is conducted by IIT in collaboration with University of Westminster, UK. During the IP, the students get the valuable opportunity of relating to and applying the knowledge and skills they learned so far, to work in the industry. A student who is after their first two years of the degree at IIT moves into placement with a lot of theory and skills in store to be applied at work. The main expectation of IP is to have the students return to their final year of study with a valuable work experience which is supportive to the advanced academic studies and the individual project of the final year. Also, the IP experience provides a stronger push-up for the students when they go for a job in future.

The experience I received working at Workerbee (Pvt) Ltd as a Business Analyst for the IP period of 48 weeks is priceless to me. I was very lucky to have had the opportunity to join them, especially as an employee of the opening Workerbee team. More details about the company and the work in which I was engaged during my time there is to follow in the coming chapters of this report.

COMPANY PROFILE

2.1 Details of the Company

Name	Workerbee (Pvt) Ltd
Postal Address	79/10, C.W.W.Kannangara Mawatha, Colombo – 07
Email Address	infor@workerbee.com
Website	www.workerbee.com

2.2 Company Goal

“To give our clients time to think strategically and act competitively. We recognize that operational efficiency is as strategically important as your product development and sales functions.”

2.3 Introduction to Workerbee

Phrasing its own preface as, *“An innovative provider of business support services, dedicated to helping organizations cost-effectively enhance their business performance”*, Workerbee emerged in 2008 under the initiative of Mr.Nirmalan Navaratnam, a skilled businessman with experience working in Australia, UAE and USA.

Mr Navaratnam has been born in Sri Lanka and has migrated at an early age, finally setting his own business in USA after achieving his MBA from Columbia University in the City of New York. He has been inspired at setting up Workerbee as he recognized many of the US business firms leaning towards outsourcing small scale business activities to Asian countries as a result of the recent financial recession.

Workerbee team is made up of capable and skilled professional virtual assistants who provide innovative and tailored solutions to their global clients. With locations in New York (USA) and Colombo (Sri Lanka), Workerbee functions as an offshore partner and extension of their clients' businesses. Since the beginning up to now, Workerbee focused mainly on USA market of small & medium level business organizations seeking offshore business assistants. The company at present operates as a small team but is hoping to expand in the near future as business is booming after its successful first year.

2.4 Services

Workerbee offers their clients a variety of services which can be categorized as follows.

- Administrative Services
- Bookkeeping & Accountancy Services
- Blog Creation & Maintenance
- Content Management
- Data Processing
- Flash Multimedia Services
- Graphic Designing
- Sales Support
- Search Engine Optimization (SEO)
- Research Services
- Website Developing

Please refer Appendix A for a detailed description of the services.

2.5 Organizational Structure

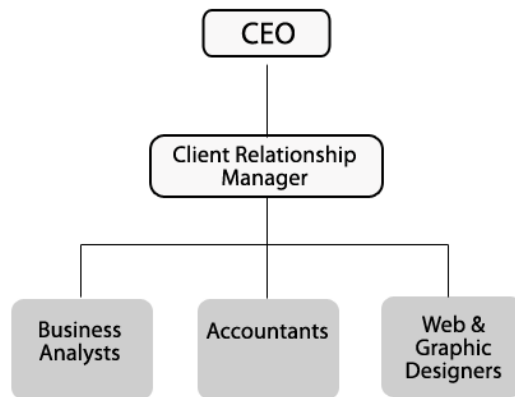


Figure 1

2.6 Engagement Structure

The following diagram is the Engagement Structure of Workerbee which displays the procedure of engaging a client to the staff.

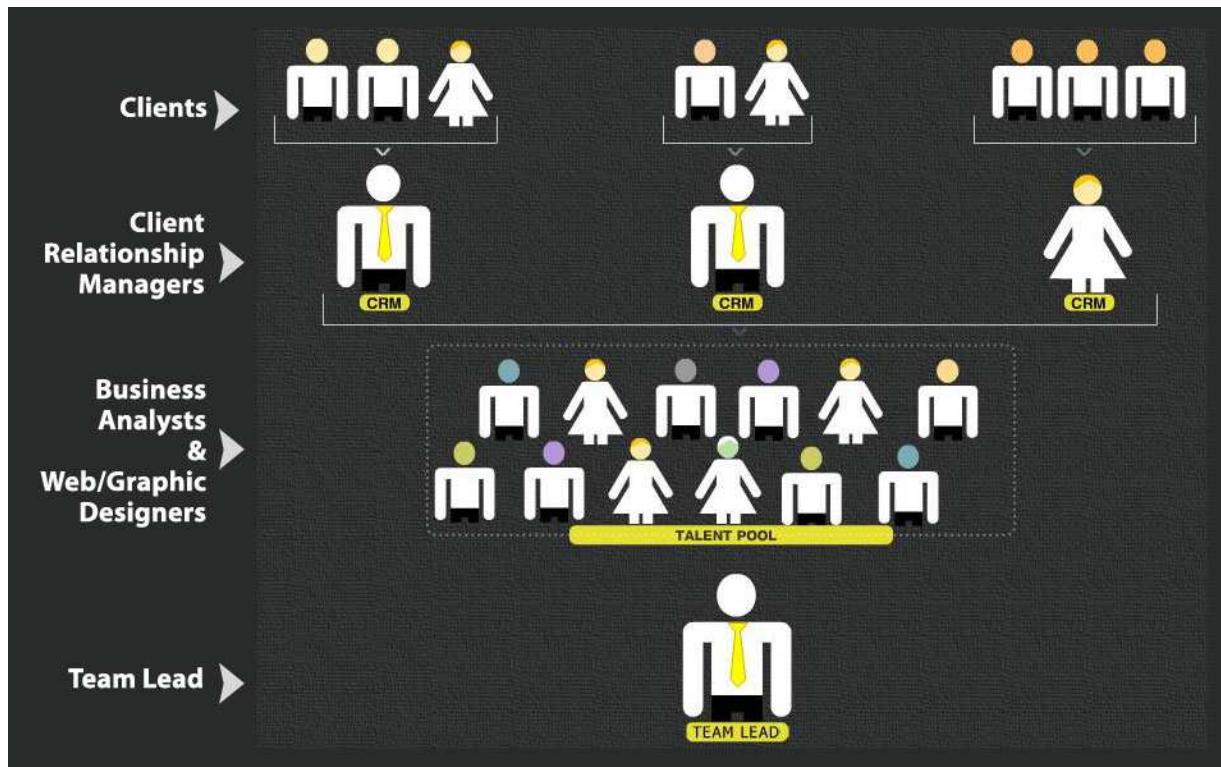


Figure 2

2.7 Values of Workerbee

As a fundamental part of their business strategy, Workerbee recognize the following core values.

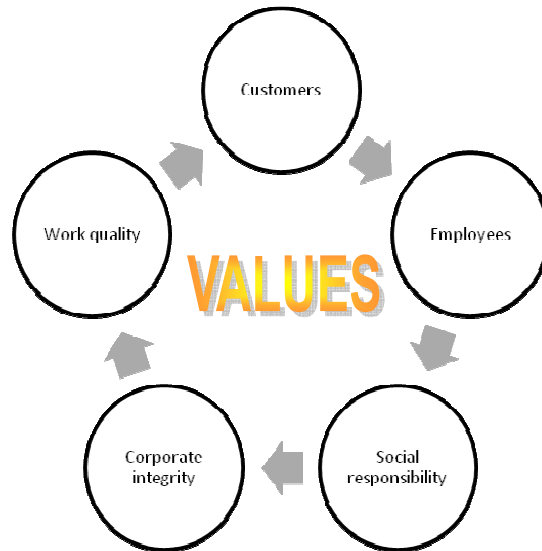


Figure 3

- **Work Quality** - Workerbee hold themselves to the highest standards possible and their goal is to exceed the expectations they have set for themselves.
- **Customers** - Workerbee recognize their Customers as the lifeblood of the business and are dedicated to every client's success and want to meet or exceed the client expectations on every engagement.
- **Employees** - Workerbee believe strongly that their success is dependent upon the collective energy and intelligence of all of the employees which is why they strive to create a collaborative work environment in which the employees continually develop their skills and succeed to their highest potential.
- **Responsibility and Integrity: Corporate and Social** - Workerbee take responsibility for their own success and failures, celebrating success and seeing failures as an opportunity for growth. They strive for integrity and seek to meet the highest ethical standards. Workerbee believes in being financially successful and socially responsible and perform the duty to the society by giving a percentage of their profits every year to help those less fortunate than them.

WORK CARRIED OUT

I was assigned to projects under the following five categories.

- Category 1 - **Internet Research & Report Writing**
- Category 2 - **Website maintenance**
- Category 3 - **Search Engine Optimization**
- Category 4 - **Blog Creation & Maintenance**
- Category 5 - **Content Writing**
- Category 6 - **Animated Card Designing**

3.1 Internet Research & Report Writing

3.1.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Competitor Analysis for Workerbee	This was the very first project to which I was assigned after joining Workerbee. The main purpose of this project was to obtain a good understanding about the competitors of the company. The minor purpose was to evaluate my research skills and the ability to achieve expected search results using Google search engine. A specific set of criteria mentioned by the supervisor was to be used to confirm a company as a competitor.	<ul style="list-style-type: none"> • To search on Google for other companies offering similar services as Workerbee using a variety of key terms. • To keep record of any such company along with details such as name, website, location and services. • Finally to provide a report, along with the findings. (Refer Appendix B for a screenshot of a few pages of the final report produced.)

2	Video Conferencing & its importance in Cost Reduction	This was the 2nd individual research which I was assigned. The client wanted a detailed description of Video Conferencing and its advantages against air traveling for business purposes, in order to support for an important decision making procedure regarding facing the financial crisis.	<ul style="list-style-type: none"> • To collect information through research in Google on video conferencing, companies providing video conferencing services, video conferencing costs and air travel costs. • To analyze the collected information and produce a report, answering in detail to the client's questions. (Refer Appendix C for a screen shot of two pages of the report)
3	Manhattan Real Estate Sale related to Recessions	<p>The 3rd research which was conducted by me according to a client request. The client needed to know the best time to buy real estate, particularly in Manhattan, after an economic recession. A graph had to be drawn using data taken from the following two links:</p> <p>- http://finance.yahoo.com/q/hp?s=GSPC</p> <p>- http://millersamuel.com/charts/gallery-view.php?ViewNode=1208449530UATUX&Record=</p>	<ul style="list-style-type: none"> • To search online for articles, blogs, forums and other documents written about the subject and to point down the important sections taken from each document, providing a link to the source. • To create a graph on MS Excel to display Manhattan Coop & Condo Sales and Stock (closing) values for the period of 1989 to 2009 1st quarter. (Refer Appendix D for the graph)

3.1.2 Problems, Solutions & Comments

In the first I conducted where I needed to identify correctly the key competitors of Workerbee, my progress was slow as I wasn't accustomed to the search terms to be used and therefore my results varied from the expected. Later on I improved myself and produced research results with lesser number of errors. In certain research topics, finding reliable information on the internet to support your query is difficult. The ability to use different key terms to achieve successful results was practiced throughout, which improved search findings more & more towards the end.

3.2 Website maintenance

3.2.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Creating html pages of a website on Printer Reviews	This was the first Dream Weaver project which was assigned to me. The client owned a website in which she posted descriptions of Printer Reviews. She wanted us to convert the content written about printers in Word documents to html pages in Dream Weaver, using appropriate images for each printer we wrote on. Instructions were provided along with a list of printers and sample websites to refer to in order get a feel of the required structure.	<ul style="list-style-type: none"> • To get to know the Dream Weaver tool with the support of the supervisor and to create sample html pages similar to the ones required by the client. • To work on creating html pages for the Printers requested by the client, using the provided content and images found in Google. (Refer Appendix E for a screenshot of a Printer Review page on the client's website)
2	Editing the html pages of a website created for a travel agency in New York - Rio Travels	A client's site which was developed and designed by our web / graphic designers had to be proofread and reviewed for any errors in design and content. Most of its content was written by us business Analysts. Corrections had to be made to the html pages using Dream Weaver before launching the website.	<ul style="list-style-type: none"> • To go through each page of the site, mark down the errors and to make the corrections using Dream Weaver.
3	Creating and editing a website for SEO purposes for a Neurologist based in New York	For SEO purposes, we created multiple sites for a Neurologist practicing in New York. The first website done was under the Doctor's practice's name. A second site needed to be created to link with the other one, which had the Doctor's name as its domain.	<ul style="list-style-type: none"> • To shift the necessary files (html, java scripts etc) from the previous site to a new folder, ready to be uploaded to the new server under the new domain. • To update the links in those html

		Original site: www.pennmedicalservices.com Second site: www.shannagendra.com (Refer Appendix F for a screenshot of the site)	files according to the new domain as necessary.
4	Training received at www.lynda.com on Joomla, Drupal and shopping cart creation	Joomla and Drupal were back-end software / tools which were tried out to answer a client's requirements. The shopping cart training was received in order to have an understanding to test the functionality of the shopping cart of the new animated card website which the company is going to launch.	<ul style="list-style-type: none"> To go through the training sessions and document the necessary procedures and other important points to be applied on the requirements later.

3.2.2 Problems, Solutions & Comments

As I was new to Dream Weaver, the first batch of html files which I created using it contained errors. After receiving feedback and further guidance from my supervisor, I was able to produce error-less files.

3.3 Search Engine Optimization

3.3.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Keyword searches using Google Ad Words tool	A keyword search has to be conducted initially when creating a website of a client who has requested SEO to be applied on their site. Google Adwords tool which is freely available and known for its accuracy is to be used for this search. Through the results of this search, the most popular keywords related	<ul style="list-style-type: none"> To use Google Adwords tool and to search for the popular search terms used by searchers related to the website theme / content. To record the keywords in an Excel document, listing them according to their popularity

		to that website theme can be recognized and used appropriately within the site to improve its SEO.	<p>which is decided from their average search volume as shown in Google Adwords tool.</p> <ul style="list-style-type: none"> • To use the top three keywords and suggest html names that should be used as the page titles of the website for SEO.
2	Further research on SEO techniques such as link building, use of xml sitemaps and indexing to search engines	<p>Those were researched especially to be applied on the Neurologist's website who was the very first client to request SEO from us. We needed to find all the existing methods which could to be used in order to get his website to appear higher on search engine results.</p>	<ul style="list-style-type: none"> • To research and document highly recommended methods for link building, use of xml sitemaps and indexing to search engines. • Apply the discovered methods on the client website and keep tracking the changes in the search engine results for specified keywords.
3	Research on Google Local Business Directory`	<p>This was researched in order to make our client's website appear on Google's Local Business results which appears when you use a search term with a region specified as one of the keywords. Ex: neurologist new york</p>	<ul style="list-style-type: none"> • To discover the procedure of entering a website into the Local Business Results. • To enter the doctor's website into it. (Refer Appendix G)

3.3.2 Problems, Solutions & Comments

The major issue which I had to face under this section was the difficulty in filtering and recognizing the correct information with regards to SEO techniques. Going through a number of reports, video tutorials and training sessions in www.lynda.com and a few other websites, I was able to remove the doubts which I had regarding most of the SEO techniques.

3.5 Blog Creation & Maintenance

3.5.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Creating of an Individual Professional Blog on Wordpress.com - The Business Parable	<p>I was asked to create an individual professional blog using Wordpress blog tool offered free. This was to be used to display to clients who demand to see content writing work done by our team members. I was instructed to go through a training session at www.lynda.com to get to know about wordpress's advanced features. The blog can be viewed at http://thebusinessparable.wordpress.com/. 4 articles based on research done at different times were submitted to this blog time to time, as mentioned under Content Writing category.</p>	<ul style="list-style-type: none"> • To go through the training on Wordpress blog creation at www.lynda.com • To create an individual professional blog with a suitable name and post articles to it time to time. <p>Refer Appendix H for a screenshot of the blog.</p>
2	Creating the Company Blog on Wordpress.com	<p>The company was interested in creating a common company blog adjoined to the company server to which each Business Analyst was to contribute with articles chosen from those written for their individual blogs. This company blog can be viewed at http://www.envelocity.com/wordpress/</p>	<ul style="list-style-type: none"> • To research and find the method to adjoin the Wordpress blog into the company server. (Found and went through a video tutorial available online and submitted a document regarding the procedure and created the blog) • To submit blog postings to the blog (taking mostly from those written for my individual blog) and maintain it.

			<ul style="list-style-type: none"> To get blog posts written by others as recommended by the superiors and to post them to the blog.
3	Creating a Test Blog to familiarize with Wordpress theme editor	A client requested us to edit his Wordpress theme, using the Theme Editor function and the editable CSS & PHP files provided through it.	<ul style="list-style-type: none"> To go through some user guides provided online and to figure out the functioning of the Theme Editor tool when editing the Wordpress blog theme.

3.4.2 Problems, Solutions & Comments

My lack of knowledge on CSS and PHP slowed the progress of the last task of editing the Wordpress theme using Theme Editor. I went through some html and css trainings which were available and was able to solve the issues I had.

3.5 Content Writing

3.5.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Article Writing on Radio Stations	A client required a series of articles written over some online FM radio stations to use on blogs for promotion purposes. A few sample articles and blogs were provided by the client for us to go through in order to understand the required article structure. Certain radio stations had non-English websites where I was asked to use Google or Yahoo – free translator tools to translate the websites to	<ul style="list-style-type: none"> To go through the sample articles and understand the client requirements regarding the article structure and content. To visit the provided websites of radio stations, extract the essential content and write the articles.

		English. 3 of the team were engaged in this project and I was asked to do the first review of the articles written by the others, after some time.	<ul style="list-style-type: none"> To review articles written by two other colleagues.
2	Blog posting 1 for the company blog on “Remote Assistance Software”	A short research was conducted online in order to discover a suitable remote assistance software tool to be used for office purposes when working remotely. The results suggested Team Viewer as the best available option. The blog posting can be viewed at http://www.envelocity.com/wordpress/2008/1/06/remote-assistance-software/	<ul style="list-style-type: none"> To research and discover appropriate remote assistance software tool by comparing the top tools available online. To write a blog on the findings, stating the reasons for choosing Team Viewer above others.
3	Blog posting 2 for the individual blog on “What is Twitter”	The 2 nd blog topic which was assigned to me was to write on Twitter. The article was written based on reliable facts found online. The blog posting can be viewed at http://thebusinessparable.wordpress.com/2008/11/18/what-is-%E2%80%9Ctwitter%E2%80%9D/	<ul style="list-style-type: none"> To search online, read up on Twitter and to write the blog posting.
4	Blog posting 3 for the individual blog on “Live Chat Software”	A research was done to find the best Live Chat software available to be used on a client website. At the end of the research, the blog posting was written based on the findings. Link to the blog post: http://thebusinessparable.wordpress.com/2008/12/23/live-chat/	<ul style="list-style-type: none"> To research online about available Live Chat software and to write the blog posting based on the findings.
5	Blog posting 4 for the individual blog on “Fax To Email”	A short research conducted online regarding the available Fax To Email services in order to figure out the best one to be used for our company. Link to the blog posting:	<ul style="list-style-type: none"> To research on the available Fax to Email service providers and document the findings as a blog posting and post to the blog.

		http://thebusinessparable.wordpress.com/2008/12/30/fax-to-e-mail/	
6	Blog posting 5 for the individual blog on “Search Engine Optimization”	A basic blog topic assigned to be written on, in order to update the blog. Link: http://thebusinessparable.wordpress.com/2009/01/05/search-engine-optimization-%E2%80%93-seo/	<ul style="list-style-type: none"> To research online, find important facts related and to write a blog posting to be posted on the blog.
7	Blog posting 6 for the individual blog on “Robots.txt file”	Researched for the purpose of SEO and converted the findings into a blog posting. Link: http://thebusinessparable.wordpress.com/2009/01/23/robottxt-file/	<ul style="list-style-type: none"> To research online about robots.txt and gather the important points into a blog posting.
8	Content writing for Brochures	The company needed a few sample brochures to pick up ideas to create a final Workerbee brochure.	<ul style="list-style-type: none"> To go through competitor brochures and others provided, think innovatively and write content and design a few sample brochures; one paged, two paged, 4 pages etc (Refer Appendix I for a screenshot of one paged sample brochure)

3.5.2 Problems, Solutions & Comments

The overall content writing tasks were less erroneous than others but there were times when my writing didn't satisfy the superiors, which lead me to edit them according to feedback. After some time, I grasped the writing style they were looking for and adjusted myself accordingly.

3.6 Animated Card Designing

3.6.1 Projects & Details

	Project Title	Description & the Purpose	Tasks Assigned
1	Editing created .psd and .fla cards using Adobe Photoshop, Illustrator and Flash	To begin an animated greetings card website, Workerbee started creating different types of cards using Adobe Photoshop, Illustrator and Flash. The first version of a card was done as a psd file using Photoshop or Illustrator and later on converted to Flash with the animation added, when the design was approved by the superiors.	<ul style="list-style-type: none"> • To learn Adobe Photoshop, Illustrator and Flash with the support of Web / Graphic Designers of the team. • To use the above software to make recommended changes to the cards created by the designers.
2	Designing new cards; creating the .psd, .ai and .fla files using Adobe Photoshop, Illustrator and Flash	The card site is to have Baby Birth Announcement cards, Birthday Party Invitation cards (for kids), Save the date cards, Graduation cards and Holiday cards. The need to create a certain number of cards for each category was a main requirement. Once grasped the software, I was encouraged to work on new card designs on my own.	<ul style="list-style-type: none"> • To search online and get good card ideas. • To design new card designs; creating the psd version, getting approval and creating the flash. (Refer Appendix J for a screenshot of a few card designs created)

3.6.2 Problems, Solutions & Comments

Apart from the difficulties that arise when working at a new project, card designing proved to be quite enjoyable. Our team's web / graphic designers were a great help to me as I went about learning the tools. Towards the end of my internship, I was able to create new card designs and animate them on my own.

REFLECTIONS AND COMMENTS

The IP year spent at Workerbee (Pvt) Ltd helped me gain an extensive amount of experience and knowledge through the different challenging tasks which were assigned to me. Having completed the first two years of study at IIT backed me up at IP, which was my first time at work. The experience I had got through modules, practical sections and the course-work covered at IIT were a huge support to me to settle down comfortably to the work environment. The personal skills such as team working, presentation skills, communication skills, time management and management / leadership skills which were always encouraged at IIT also became helpful at the workplace and they improved more during the work period.

Being a small scale company providing business support services to offshore clients, Workerbee proved to be an ideal place for an intern like me to get a good exposure to many sides. I was given the opportunity to learn a variety of new techniques and tools related to a range of business activities. The guidance and feedback received from the superiors at Workerbee were a great support towards sprucing my working skills. Apart from the main categories of work mentioned in the above chapter, I was engaged in scores of other short activities which cannot be categorized due to their simplicity but each of them contributed towards my success.

Working at Workerbee with a small team made each of us responsible for our own work in a much larger scale and that sense of responsibility made us all happy to work there. We organized and enjoyed special events such as the New Year, Thai Pongel and many others by celebrating them together at office.

Altogether, the IP helped me realize the importance of achieving work experience while following a degree. It covers the essential practical segment which we tend to ignore when receiving education most of the time. Therefore I recommend an IP year to all higher educational students at some stage within their higher studies.

APPENDICES**Appendix A - Detailed view of Services offered by Workerbee (Pvt) Ltd****Administrative Services**

- Content Writing for Brochures, Blogs, Articles, E-Newsletters or Websites
- Database Creation & Maintenance - Using MS Access
- Document Preparation - report writing, promotion emails,
- Editing - Print media, Website content, E-newsletters, E-articles, E-magazines
- Legal Document Drafting
- Managing Social Networking Accounts - Twitter, Facebook, MySpace, Hi5 etc.
- MS Office Tasks - MS Access, MS Excel, MS PowerPoint, MS Outlook, MS Word
- Proof reading - Proof read your important business documents, articles, blog postings, newsletters, website content or any other document.
- Remote Desktop Management

Bookkeeping & Accountancy Services

- Customized Financial Statements - Balance Sheet, Income Statement, Cash flow
- Consolidated Financial Statements
- Periodic Ageing Analysis of Customers & Debtors
- Payroll Processing
- Periodic Tax Filing
- Reconciliation of Bank Accounts, Credit Card statements, Supplier and Customer payments
- Cash Flow Management
- Inventory Management
- Fixed Asset Accounting
- Cost Accounting
- Budgeting & Forecasts

- Depreciation & Amortization
- Report on Checks to be issued
- Report on Suppliers to be paid
- Report on Receivables
- Transaction Summary with vendors and customers
- Reports on borrowings and loans
- Supplier/Customer/Account/Bank/Investment/Loan/Employee specific Reports

Blog Creation & Maintenance - Using Wordpress

- Create blog & maintain
- Edit blog template – We can edit your blog template's design as how you want it to appear by editing the Cascading Style Sheets (CSS)
- Write blog content on requested topics

Content Management

- Web content management
- Document management
- Multimedia management

Data Processing

- Data Entry
- Data cleaning

Flash Multimedia Services

- Flash cards
- Flash animations
- Flash presentations
- Flash intros
- Flash headers

Graphic Designing

- Banners
- Brochure designing
- Business cards
- Cover pages for books or magazines
- Flyers & Hand bills
- Greeting cards
- Letter heads
- Logos
- E-Newsletters
- Paper & online advertisements
- Poster designing
- Template design

Sales Support

- Internet research
- Sending emails to clients / customers
- Sales data analyzing and presentation
- Posting advertisements
- Link submission

Search Engine Optimization (SEO)

- Provide SEO consultation at the developing stages of a website - SEO consultation provided from the early stages of a new website's development, instructing how the designing and content writing should be done according to SEO.
- Provide SEO suggestions for an existing website - We will optimize your current site with SEO so it becomes a top ranked site.
- Link building support - Provide internal & external link suggestions for your website
- Keyword searches with Google Ad Words tool - Provide a list of keywords related to your website content which can be used within your content to improve SEO
- SEO friendly HTML suggestions for a new website - After conducting a keyword search, we provide you with SEO friendly HTML links that can be used for your new website pages

Research Services

- Internet research - We conduct online researches based on a broad range for you who need high quality information to assist with you with in decision making. We choose information from the most reliable online sources in order to ensure its quality and depth.
- Market research - For your management who are exploring the market to discover new opportunities or to find solutions to existing problems, we provide market research services.

Website Developing - Using Adobe Dreamweaver

- Analysis - We analyze your web requirement and provide suggestions
- Specification building - We provide you with a basic plan for your website
- Website design & development - We design and develop your site according to the agreed plan
- Coding - We use HTML, CSS & PHP coding
- Content writing - We will write rich content, following your requirements
- Database creation - We can create MySQL databases for your website where necessary
- Testing - A sample of your website is provided for you after we test it, for further suggestions
- Website hosting - We purchase a domain for you and host your site
- Website promotion - We promote your new site on the web through directory listings
- Website Maintenance & Updating - We maintain your website for you and update it

Appendix B - Competitor Analysis for Workerbee: Screenshots of a few pages of the final report

[5]

COMPETITORS IDENTIFIED

5.1 The KEY PLAYERS ON THE MOVE

- Get Friday - <https://getfriday.com/index.php>
- Brickwork India Virtual Assistants - <http://brickworkindia.com/>
- Xceeds Agent - <http://www.xceedagents.com/>
- Catch Friday.com - <http://www.catchfriday.com/>
- BPOVIA - <http://www.bpovia.com/>
- Agents Of Value - <http://www.agentsofvalue.com/>
- Eloise Technologies - <http://eloiseindia.com/>
- ExcellenceTech - <http://www.excellence-tech.com/>
- VMG BPO - <http://www.vmgbpo.com/>
- ANTRAM (BPO & call center in India) - <http://www.antram-assistants outsourcing-services.com/>

From the above list, **GetFriday & Brickwork India** are the **KEY PLAYERS** in the industry at the moment. This was because of the services which were available on those companies.

5.2 SUMMARISED PROFILES OF THE COMPETITORS

Sl. No.	Name of company	Location	Services
1	Get Friday https://getfriday.com/index.php	India	<ul style="list-style-type: none"> • Online research • Website maintenance • Data processing • Office administration work & many more
2	Brickwork India Virtual Assistants http://brickworkindia.com/	India	<p>BASIC SERVICES</p> <ul style="list-style-type: none"> • Assistance in MS Office and Other tasks • Internet Search • Bookkeeping and Accounting • Assistance in MS Outlook tasks • Sales And Marketing Support • Remote Desktop Management • Assistance in HR / Personal tasks
3	Xceeds Agent http://www.xceedagents.com/	India	<ul style="list-style-type: none"> • Sales Assistant • Administrative Assistant • Web design Assistant • Internet research • Document preparation • Website maintenance

Appendix C - Video Conferencing & its importance in Cost Reduction - Screenshots of a few pages of the final report

3.2 Air Travel Costs vs. Video Conferencing Costs

> Cost of Air Travel

As an example to deduct the average air travel cost between two countries, let us consider the cost of a business trip for an employee from New York, USA to London, UK.

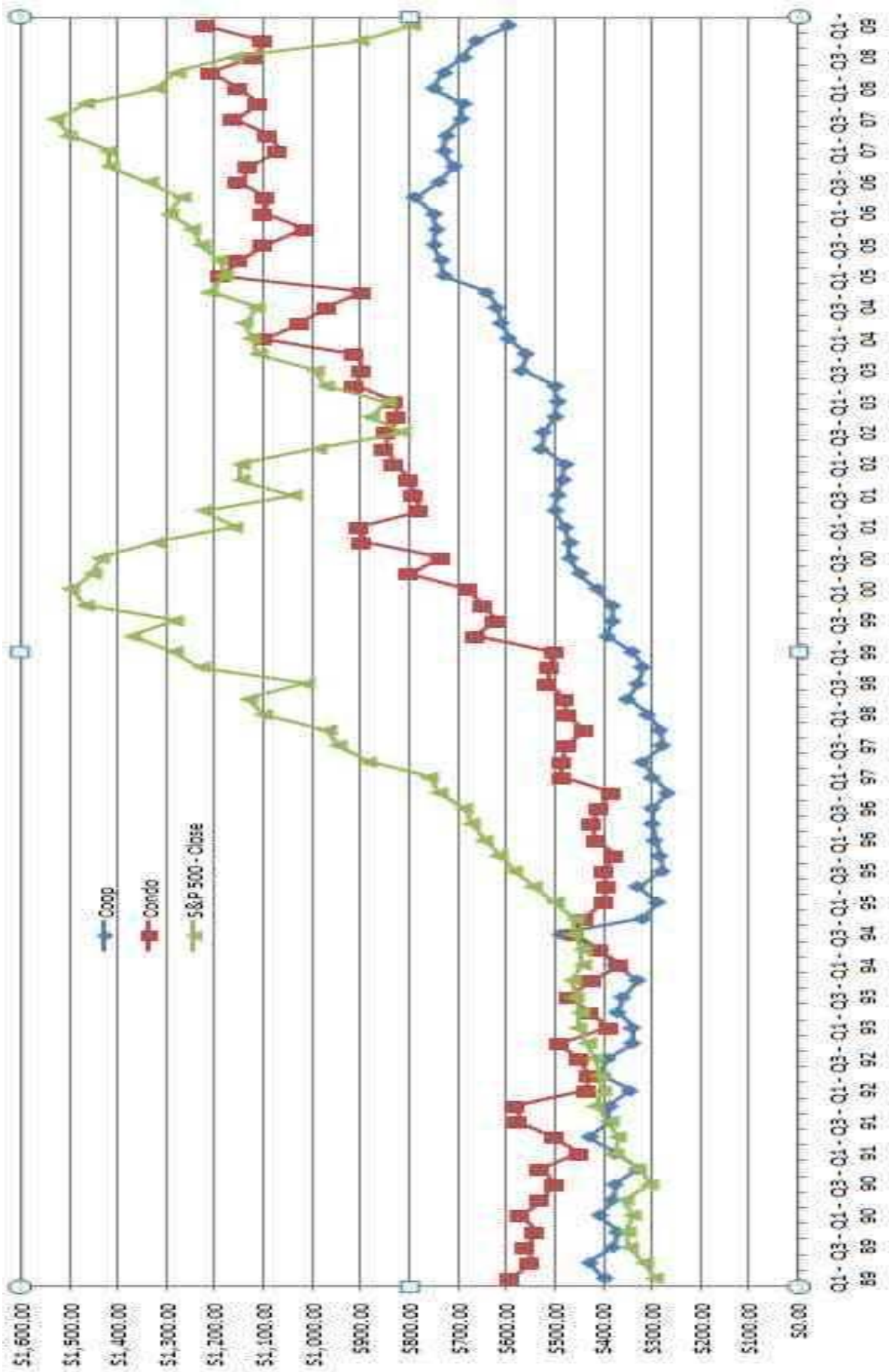
Key factors considered for,

- Air ticket cost -
 - Airliner : [American Airlines](#)
 - Travel class : Economy Flexible
- Accommodation -
 - Hotel : Five Star Hotel in London
- Meals -
 - From a restaurant : Breakfast, Lunch & Dinner

When considering the **average cost** under above factors:

• Cost for a return air ticket from New York City, USA to London, UK	=	\$1128
• Cost of accommodation in London	=	\$470
• Cost of meals per day (35 x 3)	=	\$105
Total cost for a day trip	=	\$1703

Appendix D - Manhattan: Coop & Condo Sales S&P 500 Closing Values



Appendix E - Printer Review website: screenshot

The screenshot shows a Mozilla Firefox browser window displaying the website <http://www.allprinterreviews.com/canon-mp470.html>. The website header features the logo for "All Printer Reviews" with the tagline "Helping You Choose the Right Printer" and the URL www.allprinterreviews.com. The main content area is titled "Canon MP470" and "A Bestselling All-in-One Photo Printer for Your Home". It includes a description of the printer's productivity, a photograph of the Canon MP470, and a list of advanced technologies. A sidebar on the left provides navigation options for submitting reviews, finding the best printer, and browsing by brand or type. A "Related Articles" section on the right lists other printer models like the Canon MX700, MP610, and MP600.

Canon MP470 - A Bestselling All-in-One Photo Printer for Your Home - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.allprinterreviews.com/canon-mp470.html

www.allprinterreviews.com

All Printer Reviews

Helping You Choose the Right Printer

Printer Reviews and Best Printers

- Submit Review
- Best Printer

Printers By Brand

- Hp
- Canon
- Brother
- Epson
- Lexmark
- Samsung

Printers By Type

- Color Laser Printers
- Multifunction Printer
- Contact/Resources
- Printer Blog
- Computer Printer Ink
- Printer Reviews
- Contact

Canon MP470

A Bestselling All-in-One Photo Printer for Your Home

The **Canon MP470** is a printer designed to increase your productivity, whether you're at home or in the office.

Disguised in a compact, great-looking printer body with a modern design that appeals to the young and the active, this all-in-one will not take up much space anywhere you put it.

With a printer, scanner, and copier all thrown into one product, you'd think that that's already enough reason to buy this printer.

But you can never expect less from a Canon printer, and the MP470 All-in-One from Canon is a testament to that.

Advanced Technology behind the Canon MP470

Pay attention to the mp470 for the following reasons ;

- Excellent all-in-one-home printing
- Lab type printing at high speed
- The Canon MP470 scanner options
- Class copier functions

Related Articles

[Canon MX700 - The Most Recommended All-in-One Photo Printer](#) - The Canon MX700 printer is one of the most well-known all-in-one photo printers from Canon.

[Canon MP610 - The Most User-Friendly Photo All-in-One Printer](#) - The Canon MP610 is one of the bestselling printers in Canon's all-in-one inkjet photo printer line. It can be used at home or in the office.

[Canon MP600 Printer](#) - Many users rejoiced when the Canon MP600 was introduced. Excitingly engineered, the printer combines three great functions in just a stylish, attractive package.

Appendix F - A screenshot of www.shannagendra.com

Shan Nagendra MD - Penn Medical Services - New York & New Jersey - Mozilla Firefox

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http://www.shannagendra.com/ Google

PENN MEDICAL SERVICES PROMPT & DEPENDABLE MEDICAL SOLUTIONS

Home About Us Patient Information Services Appointments Contact Us

Percutaneous Laser Disc Decompression (PLDD)

LASER PROBE Penn Medical Services

SHAN NAGENDRA MD | PENN MEDICAL SERVICES

Dr. Shan Nagendra is a Board Certified in Anesthesiology and Neurology. He has been practicing Pain Management for over 20 years. In addition to a formalized medical education, Dr. Shan Nagendra has acquired first-hand apprenticeship training from some of the foremost specialists in the field. This combination of experience offers a wider and more comprehensive knowledge base for pain diagnosis and treatment that is uniquely effective in consistently producing positive outcomes for patients at Penn Medical Services.

Dr. Shan Nagendra and his caring staff at Penn Medical Services ensure that every patient's experience will be pleasant, productive, and rewarding. The treatments are done in the office in a reassuring and

212 726 0076

Meet
Shan Nagendra, M.D.

SERVICES

Pain Diagnostics

Done

Appendix G - Screen-shot of Google results showing the local business directory entry for the search term “neurologist new york”

neurologist new york - Google Search - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.google.lk/#hl=en&source=hp&q=neurologist+new+york&btnG=

Web Images Groups Scholar Blogs Translate Gmail more nilusha.gurusinghe@gmail.com | Settings | Sign out

Google neurologist new york Search Advanced Search

Search: the web pages from Sri Lanka

Web [Show options...](#) Results 1 - 10 of about 11,500,000 for **neurologist new york** (0.13 seconds)

Local business results for **neurologist** near **New York, NY, USA**

A. **Neurology Consultants of New York, Rehabilitation** - www.ncnyrehab.com - +1 212-685-2112 - 2 reviews

B. **Adam N. Bender, MD** - maps.google.com - +1 212-876-5670 - 6 reviews

C. **Neurology NYC - neurologistnyc.com** - +1 212-693-4010 - [More](#)

D. **Sleep Medicine New York** - www.nyneurosleep.com - +1 212-288-6060 - [More](#)

E. **Emergency Spinal Decompression Center of New York** - www.nycback.com - +1 212-534-5656 - [More](#)

F. **Penn Medical Services: Shan Nagendra MD** - www.pennmedicalservices.com - +1 212-726-0076 - [More](#)

G. **Jay E. Selman, MD** - www.nyneurosleep.com - +1 212-288-6060 - 1 review

H. **NY Spine Medicine (Schottenstein Pain & Neuro)** - www.nyspinemedicine.com - +1 212-750-1155 - [More](#)

I. **Flagship Patient Advocates** - www.flagship-advocates.com - +1 212-340-9100 - [More](#)

J. **Jaydeep Bhatt, MD** - www.med.nyu.edu - +1 212-696-2726 - [More](#)

[More results near New York, NY, USA](#)

The **Neurological Institute of New York Department of Neurology** ...
17 Sep 2009 ... The Department of **Neurology** at Columbia University is one of the leading academic departments of **neurology** in the United States.
[Our Doctors](#) - [Adult Neurology Residency](#) - [Education](#)
www.cumc.columbia.edu/dept/neurology/ - [Cached](#) - [Similar](#) - [Share](#) - [Print](#)

Neurology in New York, New York (NY), Neurologist
Neurology directory listing for **New York, NY (New York)**
www.healthgrades.com/.../neurology/new-york.../new-york-neurologists-
[Cached](#) - [Similar](#) - [Share](#) - [Print](#)

Appendix H - The Business Parable: Individual Blog - Screenshot

The screenshot shows a Mozilla Firefox browser window displaying the homepage of a WordPress blog titled "The Business Parable". The browser's address bar shows the URL "http://thebusinessparable.wordpress.com/". The page features a navigation menu with "Home" and "About" buttons. The main header area contains the title "The Business Parable" in a large, bold font, followed by the tagline "An explorer's communicative interface...". To the right of the title is a circular image showing a person sitting at a desk with a computer, surrounded by various icons representing different aspects of business and technology. Below the header, there are links for "Entries RSS" and "Comments RSS", and a search box. The main content area is divided into several sections: "Categories" with links for "Communication Tools (3)", "Internet Marketing (2)", and "SEO (1)"; "Archives" with links for "January 2009 (2)", "December 2008 (2)", and "November 2008 (1)"; "Tags" with links for "Cost effective online tools eFax" and "Talkup fax to email Fax Tools"; and a featured article titled "Robot.txt file" posted on January 23, 2009 by a freelancer. The article discusses the importance of the robot.txt file for search engines and provides instructions on how to use it. To the right of the main content area, there are additional sections: "About this blog" which states "This is a business blog based on research, observation and experience..."; "Blog Stats" showing "168 hits"; and "Blogroll" with a link to "WordPress.com". The browser's status bar at the bottom left shows "Done".

The Business Parable - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://thebusinessparable.wordpress.com/ Google

Home About

The Business Parable

An explorer's communicative interface...

Entries RSS | Comments RSS

Search

Categories

[Communication Tools \(3\)](#)
[Internet Marketing \(2\)](#)
[SEO \(1\)](#)

Archives

[January 2009 \(2\)](#)
[December 2008 \(2\)](#)
[November 2008 \(1\)](#)

Tags

[Cost effective online tools eFax](#)
[Talkup fax to email Fax Tools](#)

Robot.txt file

Posted on January 23, 2009 by the freelancer

Robot.txt file is the only document in which you can provide instructions to the search engine spiders or robots with regard to indexing and crawling your website content to prioritize your website link in SERPs (Search Engine Results Pages). It is just a text file, created using a text editor like Notepad and uploaded into the root folder of your web server.

Most of the popular search-engine robots do look in for the robot.txt file as the first thing on the server when they enter the website, though it is not their bounden duty to follow all the instructions that is given to them.

A robot.txt can be used when:

- you want to block all or certain search engines from indexing and crawling certain pages or sections of your website
- you want to hide certain data, such as company's internal information or documents not yet ready to be publicized.

About this blog

This is a business blog based on research, observation and experience...

Blog Stats


168 hits

Blogroll

[WordPress.com](#)
[WordPress.org](#)

Done

Appendix I - One paged brochure sample for Workerbee



workerbee

WORKERBEE PVT LTD

IMMEDIATE PROVIDER OF BUSINESS SUPPORT SERVICES

Quote the maximum value from an offshore investment

Our main focus is to offer you the best offshore business solutions, relieving significant weight from your growing workload.

We acquire our goals via a team of professionals who will work with you as your offshore partners, providing their expertise at the stressful business routine of your company. We are faithfully committed to present you with high quality output on each & every task assigned, assuring the value of your investment entrusted upon us.

Benefits you can enjoy:

- cost savings
- relief from stressful non-core tasks
- more time for important decision making
- increased flexibility for new challenges


All of the above would finally result in a boost of your company's growth.

So....

LET US JOIN WITH YOU TO ENRICH YOUR ROADWAY TO SUCCESS!

What's so SPECIAL.....?

At WORKERBEE an outstanding collection of talents are spread before you to choose from, something that would not be possible with independent onsite professionals employed at your organization. You receive the required professional assistance in a variety of areas while saving a LOT by **PAYING ONLY FOR THE WORK YOU REQUEST.**



The following are a few of the specialized services we offer for you BUT, we are quite capable of providing a LOT MORE on your request.

- Internet research
- Bookkeeping services
- Data processing
- Presentation preparation
- Document drafting
- Website maintenance

www.workerbee.com

WORKERBEE PVT LTD

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Appendix J - Animated cards - Screenshots

