



Runway Tech Ltd.

Head Office: House-600, Bakir More, Laxmipur, Rajpara, Rajshahi, Bangladesh.

Liaison Office: House-69, Road-17, Sector-11, Uttara, Dhaka, bangladesh.

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COMPANY PROFILE

RUNWAY TECH LTD.

PREPARED BY

Sk. Abu Raihan Siddique

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BACKGROUND

With over 67 million cheap and available internet connections, Bangladesh has spawned a wave of tech-savvy youth whose initiatives are contributing to Bangladesh's progress towards the SDGs besides the government innovations and interventions.

Internet expansion has made Bangladesh the second most favourite country for freelancing according to the Oxford Internet Institute. A recent report found that there were more than 650,000 freelancers in Bangladesh registered on up work alone, and in 2013, they earned \$21 million on the website. That figure could only have grown since, claims the same report.

Easy internet access has led to a league of extraordinary entrepreneurs whose tech-based startups will help the e-commerce industry employ over 10 million people within 10 years.

CONTEXT

Software and IT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the mainstream. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country.

According to BASIS survey, there are over 800 registered software and ITES (IT Enabled Service) companies in Bangladesh. Over 70% of the companies are found to be involved in development and maintenance of software for their clients. A number of those are simultaneously engaged in providing different IT enabled services for their clients as well. In total, almost half of the surveyed companies are involved in providing range of IT enabled services (data/form processing, graphic/web design, content management etc.)

WHAT IS MISSING?

The IT industry are lagging behind to ensure satisfactory services to its customer. For that reason, most of the companies are becoming failure to gain that trust to its customer. That's why there lies a gap to be filled for good.

Lack of complete understanding of customers business is a huge problem in the industry. An explicit way of servicing the customer is the core problem.

The innovative approach of professionalism and ethics is in question as market needs more practical applications of knowledge to tackle real-time challenges and to take things forward.



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WHAT MAKES AN IT COMPANY GREAT?

A Great Company achieves excellence in three areas:

Service: This is the first and foremost criteria that make a company best. Actually, this is the core principle to survive at the ever-changing IT industry. Without providing customer satisfactory services a company can never gain the trust that it needs to raise among thousands of IT companies in the market.

People: This is the hardest area to maintain quality as it is constantly in motion and change, and this needs attention on a daily basis. A company is nothing without its employees and great employees make a company great.

Purpose: All great Companies share two common purposes: First, they all have a clearly defined purpose, a reason for being, that everyone understands and considers important. And second, to create a working environment that supports their valuable employees and rewards excellence, honesty, mutual respect, and fairness. Great Companies support a culture where people work hard to get results and where they are appreciated for their efforts because that too is the purpose of doing business.

WHO WE ARE

Runway Tech Ltd is an IT service and Software development company in Bangladesh providing bespoke solutions on software development, tower networking, Web application, E-commerce & Enterprise Solutions as well as IT solution. We are a registered company with expertise in the IT field.

Our company has been formed by a group of professionals having vivid experience and wide exposure in Information Technology. People involved here are young qualified business graduates and qualified engineers from the renowned universities across the globe. We are focused on exclusive high quality and cost-effective software development solution and implementation services.

We also have special expertise in custom software development – providing specialized products, IT services and custom end to end solutions to our enterprise customers. We gain competitive advantage from these distinctive capabilities and have developed the ability to implement and manage complex IT systems in changing times with greater effectiveness than many competitors.

We want to establish ourselves as the best choice in Computing and Information Technology Services, Consultancy and Development by offering the full spectrum of services.

Our differentiation point comes with three simple principles:

- True collaboration with customers and partners.
- Complete understanding of customers business.
- Persistence in finishing the job whatever it takes.



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OUR MISSION

To enhance the business operation of our clients by developing and/or implementing premium IT products and services.

Our mission includes:

- Providing high quality software development services, professional consulting and development outsourcing that would improve our customers' operations;
 - Making access to information easier and securer (Enterprise Business);
 - Improving communication and data exchange (Business to Business);
 - Providing our customers with a Value for Money and
- Providing our employees with meaningful work and advancement opportunities.

In a sentence, our aim is to be the quality, high standard, reliable solution & service Provider Company in the ICT industry.

OUR VISION

To achieve 100% customer satisfaction by delivering quality products and services at an affordable cost. Our forward vision is striving to become an entity in technology based corporate solutions, capable of demanding unconditional response from the targeted niche. We also believe that for our scope of improvisation – sky is the limit and we are always ready to take our achievements to the next level. We are growing and would always like to remain on the growing streak.

Our keys for development:

- Desire for Excellence
- Trust and confidence build-up
 - Innovation
 - Transparency
 - Teamwork

We believe in

- Motivation
- Collective responsibility and leadership
 - Professionalism and ethics
- Adding values to our client needs



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SOUL OF THE COMPANY

Focusing on our customers, our team operates with enthusiasm and flexibility. Main Strength of Runway Tech Ltd lies in the mix of professionals, specialized and highly focused operation. Increasing customer's awareness is the strength where we excel over the competitors. We like to place ourselves as a combination of Technology and Finance skills - a potent capsule mixing vital technological insights with profound business and functional ingenuity. Our strength lies in our ability to blend current management practice and IT expertise into cost-effective Computer Aided Management Solutions, Products and Services. We understand the need for skill transfer to client personnel. We have the experience on rapid application development, traditional Objective Oriented (OO) methodologies.

OUR EXPERTISE

The resource personnel working in the company have been consistently providing reliable support services and consultancy to a wide variety of corporate houses either in the capacity of executive or as business partner or consultant. Bottom line of the company philosophy is building a long-term business partnership with its clients where interpersonal relationship, reliability, assured quality and target oriented modern technology are the major building blocks.

It is a company where professionals from both technical and functional field group together with an objective of providing appropriate business solutions. It realizes the importance of functional knowledge and its impact in developing business solutions. We constantly strive to be a leading technology firm with profound business and functional knowledge. The key to the company's success is the maintenance of a close working relationship with the clients through ensuring the best possible solutions to their needs; to establish and maintain a thorough knowledge and understanding of client's objective and help them maximize the benefits.

❖ Mostafizur Rahman, Chairman

A restless hard worker who never gives-up any hurdle, Mostafizur Rahman aims to take Runway Tech Ltd to a new height. As a Chairman of this company he is leading from the front to make the company successful one as well as develop the corporate view of the company. Over nine years of experiences Mr. Rahman gets the touch to lead the Runway team. After serving 09-years with different Corporate Finance, Export & Import Banking, Mostafizur Rahman involved with this company from its starting time. Mr. Rahman has completed MSC under the department of Geography & Environment from Dhaka University.



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❖ RihfatAra, Managing Director

A Dream –maker, silent walker and a person for devotion upon works RihfatAra is leading the Runway Tech team as a Managing Director. With an indomitable attitude, tireless efforts and dedication Rifat wants to provide better customer service. After completing graduation from Rajshahi University in Graphic Design RifatAra started career working as Graphic Designer and technologist in different organisations. She has over seven years' experience in this sector.

❖ Md. Shadman Shams Alam, Executive Director

With three years of experience in Research and Development-Software Shadman Shams Alam is the Executive Director of Runway Tech Ltd. He is also a consultant and strategic partner to Runway Tech Ltd in the area of Information Technology. As a Network Systems Analyst and Project Coordinator, Business Analyst and ICT Specialist Shadman aims to take the company to a powerful and trustworthy reliable solution & service Provider. He is now studying Bsc engineering in CSE from Ahsanullah University of Science and Technology.

❖ Syed Ziauddin Ahmed, Director

With courage and by applying merit and perseverance, Syed Ziauddin Ahmed, aims to be a successful entrepreneur at every stage of his life. Zia Completed MBA in accounting from UK and came back to his homeland aiming to reach the pinnacle of success with tireless efforts and dedication here. He is one of the Directors of Runway Tech Ltd and has got over 5 years of experience in Strategic and Corporate Marketing.

❖ Md. Abdus Salam Jony, Director

With powerful skill, farsightedness, devotion, honesty, labor and close attention over his job Md. Abdus Salam Jony has over 10 years of experience working in technology sector. He is one of the Directors of Runway Tech Ltd and has excellence in marketing, strategic planning and branding as well. Salam has completed his Master of Social Science (MSS) in Political science from national university.

❖ Sayed Ziauddin Ahmed, Director

Through his valuable ICT project management experience and local and international market in the field of ICT, Sayed Ziauddin Ahmed adds a strategic dimension to Runway Tech Ltd. He is working as a Director of this company. With a Masters in Finance & Business Management University of Bedfordshire, UK brings a solid Strategic and Corporate Marketing experience to Runway Tech Ltd.



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OUR AREAS OF INVOLVEMENT

We are the pioneers in providing custom software solutions by following a structured software development process in accordance with the industry best practices. This includes requirements definition, software design, coding, source code control, code reviews, software configuration management, testing, release management, and product integration. The entire process is observed & executed by our clients' feedback to ensure a good fit with their requirements. We are the company who intends to be in front of the client's needs, deeply understanding clients' business and delivering and optimizing IT solutions from the initial phase of scoping the requirements, up to the final delivery, maintenance and continuous upgrade. Our offers cover the following major areas:

A. SOFTWARE DEVELOPMENT

Technological professionals and high-level authorities also understand the importance of business software and encourage investment on this site. They are depending on various professional software companies rather than the IT professionals for developing software because of the experience and professional solutions from these companies. As a software firm we delivered several software for business automation to corporate. Working with the passion in our heart and soul that our organization will provide great service in the local market and offshore software development industry.

Runway Tech Ltd offers scalable end-to-end application development and management solutions from requirement analysis to deployment and rollout. We develop software, related to financial institutions, mobility solutions, garments- production management, commercial jobs, buying, accounting software for trading, manufacturing house and group of companies.

Our services span the following application lifecycle stages:

- **APPLICATION DEVELOPMENT:**

Providing end-to-end development from requirement analysis to deployment and rollout. The application may be bespoke or a COTS based product.

- **APPLICATION MAINTENANCE:**

Changing or enhancing software to meet changing or increasing business demands in the post-rollout phase of an application

- **APPLICATION SUPPORT:**

Providing first, second, third line support and on-call support. On-call support further includes Gold (24x7), Silver and Bronze support.

- **APPLICATION INTEGRATION/MIGRATION/TRANSFORMATION:**

Replacing, migrating and integrating legacy or bespoke systems with COTS products.

- **APPLICATION MANAGEMENT:**

The application management layer cuts across all software engineering activities listed above.



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This typically involves transition management, project management, proactive risk and scope change management, quality management etc.

B. NETWORK & INFRASTRUCTURE SERVICES

We are experienced in delivery, installation and support of large computer systems and networks and maintains a local Spare Part Consignment Store, providing back-up for customer systems in order to minimize the effects of possible faults. Service support is provided by our service facility based in Dhaka. Beside the normal working standard equipment, Runway Tech Ltd has equipment for testing, installation and technical validation of end user solutions. Our services enable clients to identify, develop, and implement the best-fit solutions which are equipped to meet their changing business requirements.

Runway Tech's Solution Integration services offer to:

- Leverage IT investments
- Minimize risks
- Maximize compatibility
- Maximize interoperability

We provide total project management, right from architectural design, integration, system and interface development to migration backed by world-class methodologies, well-defined solution frameworks and extensive integration experience with tier-1 service providers.

C. ICT CONSULTANCY

We do consult for the high-end technology implementing at clients site or implementation of new technology according to the clients requirement or upgrading, enhancement the existing facilities in the clients end with the new technology integrating with the existing one. We offer a full range of consulting services to help analyze your business requirements for effective implementation of solutions. Our consulting services cover:

- Strategy planning
- Assessment
- Procurement
- Re-engineering solutions
- Planning, audits, best practices etc.

D. MANAGED SERVICES

Runway Tech Ltd has the expertise and experience to manage an enabling infrastructure and applications and run outsourced operations for large telecom operators smoothly. Our Managed Services offerings cover the entire array of IT outsourcing services including networks, IT infrastructure, applications and business processes. This provides our customers the best of both worlds - control and flexibility over their information systems without either the pain or cost of running them.



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E. HARDWARE SALES & SUPPORT SERVICES

We offer servers, computers, computer accessories and services by sourcing from local market and from international market as well. Our team of experts is ready to serve you when you are worried due to lack of confidence in commitment of service. You are hereby requested to visit us for any kind of requirement of computers, computer parts and services whatever and whenever you need.

Runway Tech Ltd also offer & Supply, Delivery & Installation of:

- Data Centre, Structure Cabling Systems
- antivirus and UTM
- PC, Server & Storage
- Server & Switch Equipment maintenance

STRENGTH & CAPABILITIES

The development team of Runway Tech Ltd is equipped with proper human resources specialized in different system development tasks. The key areas are:

A. SYSTEM ANALYSIS & DESIGN

System analysis and design team combines both functional and technical analysts. We believe to develop a proper system of which functional analysis is equally important as technical analysis. Our system analysis and design team specializes in the upgraded software.

B. SOURCE CODE REPOSITORY AND ADMINISTRATION

For source code version control and multiple programmer interaction management we use visual Source safe as our source code control software.

C. DATABASE MANAGEMENT

We have database expertise ranging from ISAM or flat database systems like Microsoft Access, Visual FoxPro to robust commercial database engines like Oracle and Microsoft SQL. For web- database connectivity and cross-platform data management we also have specialized experience and expertise in My SQL database server.

D. WEB DEVELOPMENT AND DESIGN

Our web developers and designers are skilled in development with Microsoft Front Page, Macromedia Fireworks and Dream Weaver for web site design.



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E. PROGRAMMING

Our young and talented programmers have a wide range of experience in developing systems. Our programming skill involves:

- **PROGRAMMING LANGUAGES:**
VB, Visual C++, Java, VB for Application (VBA) and Microsoft .Net Platform.
- **MULTIMEDIA DEVELOPMENT:**
Flash and Flash Script.
- **WEB PROGRAMMING LANGUAGES:**
PHP, Perl/CGI, Active Server Pages (ASP)
- **WEB SERVERS:**
Microsoft IIS and Apache
- **SCRIPTING LANGUAGES:**
Java Script, VB Scripts
- **OPERATING SYSTEMS:**
Microsoft Platform and Linux/Unix

SOLUTION PHILOSOPHY

Our solution ideas come from the constant feedback that we receive from our existing applications that are spread across many geographical locations.

The underpinning of our solutions is:

A. END TO END SOLUTIONS

A complete Business Operation and Support System that encompasses activities starting from Point of Sales to Financial Management. It obviates the need to buy expensive stand - alone systems.

B. FLEXIBLE ARCHITECTURE

Centralized/Distributed architecture to suit our clients business needs.

C. DOMAIN EXPERTISE AND PROVEN TECHNICAL CAPABILITY

The key resources of Runway Tech Ltd has a proven expertise working with different Financial Institutions, Telecom enterprises and follows best-in-class practices.

D. COMPETITIVE PRICING



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Runway Tech Ltd offers a cost advantage by providing an end-to-end solution and management expertise from a single interface.

E. QUICK DEPLOYMENT

The entire solution can be deployed within a very short time frame.

F. COMPREHENSIVE SUPPORT SERVICES

Runway Tech Ltd is committed to providing comprehensive product and system support, post deployment and operate the services. Apart from technical points we are also responsible for managing the Services.

BOTH PARTIES BENEFIT

Runway Tech Ltd is ensuring the below benefits for his partner:

1. Will take responsibility of all local legal and government issues.
2. Attractive profit share margin after each completed financial year.
3. Ensure 100% compliant business laws and regulation.
4. Ensure World class quality product employing best resources.

Similarly Runway Tech Ltd expects the below benefits from the partner:

1. Will take responsibility of local & international marketing.
2. Help to develop the resources as per the demand of the market.
3. Help to develop the infrastructure facility of Runway Tech Ltd venture business inclusion.



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HR Policy

Late Coming Policy & Rules for employees:

It has been observed that many employees are coming to work late in the morning. Timely attendance at the workplace should be ensured. Everyone is required to be punctual to office

The office timings are from 10.00 a.m. to 6.00 p.m. daily from Sunday to Thursday.

Lunch Hour shall be 1.30 p.m. to 2.00 p.m.

Set off Against Leave for Late Coming;

In case of two late coming one day casual leave should be deducted.

The company had decided to deduct earned leave of the employees who come late to office for more than 3 days in a month.

For 4th and 5th late markings, quarter day leave for each late marking shall be deducted.

For every next late marking half day leave shall be deducted.

Late / half day attendance / full day leave:

Any employee reaching the office till 10.30 a.m. shall be considered as late.

An employee reaching office between 10.00 a.m. and 11.00 a.m. shall be considered as on leave for first half of the day.

No employee will be allowed to enter office after 11.00 a.m. It will be deemed that the employee has taken a leave for the day.



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Deduction of monthly salary:

Any leave beyond 2 days of leave calculated as above in a month will be considered as Leave without pay.

In cases where the total leave has been exhausted by the employee and there is no leave balance to adjust the late coming, the whole of the extra leave so calculated will be considered as Leave without pay.

Pro rata salary would be deducted for such Leave without pay within the particular month.

Transfer Policy

The meaning of word transfer is to move people or finances from one place to another. It is a common word used in the field of human resource which indicates the movement of employees from one job to another. The transfer generally took place in a later fashion moving employees within the same grade.

Travel policy for employees includes

1. Travel Guidelines for employees to be followed while travelling.
2. Complete travel policy format
3. Details of company travel policy & procedure
4. Details of boarding and lodging as per HR travel policy
5. Details of the process to be followed for travel arrangements and related aspects as per travel policy template
6. Arrangements for local conveyance in the city, travel to be done
7. Entitlements details as per different levels.
8. Different categories of cities and how entitlement differs in these cities.
9. Per Diem details
10. Travel insurance while on international travel
11. Safety & security of employees
12. Corporate travel policy best practice



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performance Appraisal Policy and Procedures Manual

The performance appraisal policy ensures that the weight to performance should be appropriately given and need to perform should be developed among the employees. The performance review policy is a way to convey to the employees that the company appreciates their hard work and dedication towards work. Performance management policy is also considered as a motivational tool used by the company to make sure that employees use their full potential to perform. The performance management policy example illustrates the process and components of employee performance review policy. It includes the performance management policy template which consists of all the rules and regulations that should be followed by the employees while participating in the performance review. The policy provides that review of the performance is a fundamental right of employees and managers should be fairly executing the performance review process.

Importance of Reward and Recognition Programme incorporate

Employee good work attracts not only job appreciation but something more than that. This something in corporate can be named as Reward. As per the latest trend employer appreciate good work done by employees in a special way. The ways of sharing their appreciation however differ. In order to have a systematic approach towards the appreciation of rewards, there is a need for reward and recognition policy.

Employees besides wanting a good salary, friendly environment, growth opportunity also want to be appreciated for the outstanding work performed by them. Reward and recognition play a major role in attracting and retaining talent within the organization. It not only acts as a morale booster but also promotes 3 P's i.e. Productivity, positivity, and promotion. Such kind of programme builds up motivation in the workplace. However, an effective reward and recognition programme cannot work in isolation. It needs to have collaboration from employee managers and senior management. The role each one of them plays in making reward and recognition a success is explained below.

Senior Management	Managers	Employees
- Ensures implementation of policy. - Ensure efficiency in rewarding outstanding work. - Transparency.	- Transparency in all process related to Reward and recognition. - Recognition of outstanding work. - Creation of positive recognition program.	- Working for best productivity outcome. - To foster channel of open communication. - Generate positivity towards recognition programmer.

Recognition can be given by a large number of ways. Praising is inexpensive. A good reward and recognition programme should be.

Significant: Rewards must be based on values, goals, and priority.

Flexible: Reward programme must be flexible. It must be as per the demand of time and place.

Personal touch: Whatever is the kind of reward formal or informal, it is necessary to have a personal touch.

Timely: An employee should be rewarded on time else credibility is eroded with the passage of time.

Genuine: The appreciation must be genuine.