

11 August 2008

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Sub: **Letter of Transmittal**

Dear Sir:

It gives us immense pleasure to present here the report, which was assigned to us a student of Sales Management Course (MKT 401). In preparing this report we had the unique opportunity to expose ourselves.

We tried our best to follow your instruction, schedule, format and suggestion in every step of writing.

We will be pleased to answer any question and query you them necessary as now and future needed.

Sincerely yours,

S. M. Benzir Ahmed

Rashed Jahan Tushar

Md. Nurul Karim

Md. Parvez Hossain

Mohammad Zobair

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East West University
43, Mohakhali C/A, Dhaka.

Sub: **Letter of Authorization**

Dear Students:

At your earliest convenience, you will please prepare a report on Technology Use in SME sector in Bangladesh. As students of Business Administration, you are well qualified to undertake the study on this subject.

Submit the report by August 11, 2008. Please contact with me if I can be assistance.

Sincerely,

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Executive Summary

Technologies have made our life easier and faster in current times. By using technology the developed nations are enjoying more development. Developing nations like us are also trying to take the advantage of technology. SME industry in Bangladesh is a very potential sector and also trying to adopt the modern technologies. Especially the IT sector in SME is using technology in their daily activities. In this report we tried to find the use of technology and impact of it in sales. We used SPSS software to analyze the findings.