



Profile

Largest Logistic Partner in the country

ABOUT AT EARTH BANGLADESH

Where 35 lovely people work backwards to create ideas that deliver amazing outcomes. We are obsessed about doing everything possible to ensure we achieve the right outcome. We think too much time effort and money is wasted on trying to increase awareness or shift attitude. It's our intention to trigger people to do something rather than just think something. An agency for clients who would rather outsmart the competition than outspend them

Profile of



Registered Address : Cha- 69, North Badda, Dhaka.
Corporate Office: H # 119, R # 1 Block # F, (4th Floor) Banani, Dhaka -1215.

Website- www.atearthbd.com
Mail: atearthbd@gmail.com or info@atearthbd.com

About Us:

At Earth BD (Pvt.) Limited, established by a group of professionals with an enriching career in renowned multinational and local organizations, envisages to be the pioneer in providing world class services to a select segment of distinguished clients in the arena of Business Process Outsourcing, Organizational Capacity Building and Market Research. At Earth has also two separate SBUs aimed to promote the Tourism sector of Bangladesh and Agriculture (At Earth Agro) sectors in Bangladesh. With its long-term partnership focus, value addition model, talented management and alliance with local and international organization and individual's expert in their sectors, At Earth has already built partnership agreements with some of the renowned local and multinational organizations of the country. At Earth Bangladesh is a committed, principled tourism consultancy. We work with clients to ensure their tourism projects are market driven, whilst maximizing the benefits for visitors, local businesses, residents and the local environment.

Our Growth

Since 2008 At Earth Bangladesh has built on its strong relationship with the various tourism related organization and the World Bank, and extended its range of consulting services to work with a strong client base in Bangladesh and expand its international reputation at home to abroad.

Our Innovation

We are always looking at ways our clients can benefit from our specialist knowledge and we've drawn on our many years of tourism statistics experience to create T-STATS, enabling clients to access their tourism data online and produce beautiful analytic reports that they can e-mail to their stakeholders with a simple click of their mouse.

Why we're Different:

An Integrated Approach

We are Business Process Outsourcing and tourism specialists. We work in no other industry sector. Our team members are experts in every phase of the Business Process Outsourcing and [tourism assessment](#) and organizational development to [tourism marketing](#) and sales, and can provide end-to-end solutions that deliver meaningful, measurable results.

A Long Term Commitment

Our integrated approach is centered upon travel trade contacts, social networks, and sales channels that we manage and will continue to deliver clients and income to destinations and communities long after the completion of a project.

Continuous Innovation

Advances in technology, communications, transportation, and social media are transforming the travel and tourism industry on a daily basis. Effectively marketing to an increasingly fragmented global travel market is the key to realize the social, environmental, and economic benefits that tourism can provide. We continuously monitor those changes and create new tools, platforms, and applications that will deliver tangible benefits to the destinations and communities where we work.

Strong Partnerships

At Earth Bangladesh has relationships with some of the most prominent organizations in the travel and tourism industry and the public, private and non-profit sector that keep us at the leading edge of trends in sustainable tourism development. Some of these partnerships include the National Geographic Society, the George Washington University, the United Nations Development Programmed, World Bank, and the U.S. Agency for International Development.

We Help Set the Standard

At Earth Bangladesh has led several groundbreaking sustainability initiatives worldwide, including the [Global Sustainable Tourism Criteria](#) and the Global Sustainable Tourism Alliance, which aim to revolutionize the way people travel and do business.

The sole aim of [At Earth Bangladesh's team](#) of talented professionals is to develop and deliver innovative solutions to our global client base. With diverse educational backgrounds and industry skill sets, spanning business operations, conservation, investment promotion, training, marketing and graphic design, At Earth Bangladesh International is one of the most experienced groups of sustainable tourism marketing and consulting specialists on the planet.

Our Approach:

While we have the experience and expertise to provide services to companies, governments, and communities at virtually every point in the tourism development process, our overall approach is to confront the challenges faced by both developed and developing destinations at every link in the tourism value chain.

Product & Service:



Service Line Expertise

Service Range

ABeam Consulting shares a common purpose with its clients and provides seamless services that enable their business process transformation from the creation of corporate strategies to the building, maintenance and operation of IT systems.

Our professionals in each service area of business consulting, enterprise applications and outsourcing mutually coordinate their experience and specialties and work as a team to provide high value-added services and contribute to enhancing the enterprise value of our clients.

Enterprise Applications

By leveraging our in-depth business knowledge and advanced IT capability, we provide integrated services from the planning to the development of IT systems that will ensure maximum achievement of the intended objectives. We will utilize ABeam Consulting's proven methodology and industry-specific templates to enable the development of quality, cost-effective systems, and vigorously support our clients in realizing their strategies.

Outsourcing

Even after the system is running, as a partner to our clients, we will conduct safe, secure and cost competitive operation and maintenance. We provide not just simple system operation and maintenance but assistance in realizing business transformation through practical outsourcing that utilizes systems and data.

- Destination Management
- Visitor Economic Analysis
- Tourism Project Planning

Business Process Outsourcing (BPO) - People Outsourcing, Events and Activation

At Earth BD Pvt. Ltd through Partnership

In this fast changing business world, it is essential for the organizations to optimize its resource allocation to ensure opportunities are grabbed by the company before the competitors. Also, it is equally important to optimize the strategic, structural and operational costs to bring in an edge to the organization in this extremely competitive market whereby gaining additional market share is extremely costly. In this context, it is not enough for the organizations to outsource some of the activities on adhoc basis to cut some short-term costs. Rather, a strategic and systematic approach should be taken in this regard to ensure this is aligned with company's long-term vision, in synch with the management style and company's reputation is not at stake. At Earth offers a long-term partnership model to its clients to address the issue.

Under our BPO program following services are provided

- *Managing people for clients as per job description*
 - Team Assessment and Recruitment as per clients provided role profile
 - Appointment letter, managing people and service
 - Pay roll management (Tax Calculation, PF-Gratuity Management, Group Insurance Management)
 - Training and skills development
 - Performance evaluation, development and replacement management

- *Sales and Distribution Management*
 - Sales/Distribution Team Assessment and Recruitment
 - Sales/Distribution Team Training & Development
 - Product/Service Activation
 - Complete Sales/Distribution Management

- *Trade Marketing:* BTL merchandizing and campaign management

- *Media Tracking:* industry/product specific media report, analysis & recommendation

- *Call Center:* inbound and outbound call center

- *Service Quality Management*
 - Customer Service Team Assessment and Recruitment
 - Customer Service Team Training & Development

- Customer Satisfaction and Loyalty Program Implementation
 - Customer follow up
 - Managing difficult customers
 - Service Quality Measurement Metrics Development
 - Mystery Shopping
 - Client Survey
 - Other Service Quality and Customer Satisfaction monitoring program
- *New Business Set-up Services*

At Earth Management Consulting (AEMC)
Talent Management and Business Process Improvement

In 21st century organization will face fierce competition in acquiring and retaining intellectual resources. It is, thus, extremely critical that a well perceived strategy is followed by organizations well ahead of time for recruitment, development and retention of its human capital to ensure sustainable growth and profitability. Also, business processes are needs to be monitored, analyzed and improved on a continuous basis to cater to the changing client needs and to ensure internal efficiency and risk management. At Earth, through its strong internal resources and relationship with external sources can help you in achieving a clear headway in this arena without deploying much of your scarce core management resources.

Talent Management: Successful companies mean talented human resource pool who embraces the company's strategic vision, takes ownership, displays an entrepreneurial zeal, fosters creativity and innovation and always keen and ready to take the future challenges. At Earth understands and values the importance of the talent pool that any organization counts on to bring synchronized and efficient business performance. It starts from recruiting the right talent to training and developing these resources to enable them perform in achieving company's ultimate business goal. **At Earth Management Consulting offers**

- **Talent Recruitment: entry level recruitment, mid & senior-management level recruitment**
- **Training & Development Programs:** assessing training needs and developing appropriate training content and delivering the trainings which might include but not limited to selling skill, leadership, quality management, customer management, negotiation, communication etc. Most of our training programs are activity based to bring in a long-term effect on the participant psychology.
- **Performance Management Programs:** developing the effective performance program vision and tools, training the key management to ensure smooth implementation

- **Reward & Recognition Program:** developing exciting and cost effective reward and recognition program e.g. The Checkered Flag, and manage the program on day to day basis

Business Process Improvement: Great companies are now leveraging more from organizational transformation and process improvement than by increased revenue. To ensure long term sustainability organizations must focus on its business processes to bring in efficiency, meeting and exceeding customer expectations on a consistent manner, managing risk factors, ensuring internal and external compliance and, above all, to make sure all the processes are aligned with its strategic goals. In this context At Earth offers you the most modern management thoughts to be implemented in your organization to attain a long term edge over your competition. We can assist you on in the following areas

- Strategic Planning and Business Transformation
- Business Process Reengineering (BPR) and Business Process Management (BPM)
- Six Sigma Process Management (SSPM)
- Lean Management
- Project Management
- Inbuilt Control and Compliance Mechanism
- Automation

Market Research (The Edge of Knowledge)

Information is Power. Organization's growth and sustainability depends much on how fast and accurately organization gathers, analyzes and summarizes the market and competition information and takes appropriate actions based on this. Most of the companies in the market take a reactive approach than a proactive approach on this. As a result, effectiveness of the actions taken based on the information is often diluted. At Earth through its strong market insight internally and access to local and international information sources externally are well equipped to provide you with extensive information on competition, market segment, local and international market dynamics and other determinants for your industry e.g. regulatory and tax related information, technological developments etc.

CONSULTANCY

We facilitate you to elevate your brand and company's growth potential by implementing our extensive experience and developing unique programs, practical & actionable marketing strategies to penetrate into the South Asian market and meet the business challenges. Our services include:

- Marketing and Strategic Planning
- Brand Positioning & Management
- Product Development
- Concept Development

- New Channel Development
 - Business Plan Development
 - Market Research
 - Advertising and marketing communication programs
 - Advertising development and optimization
 - Franchising & Licensing
 - Cross-functional project leadership
 - Unforeseen marketing emergencies (e.g. product recalls, public relations, etc)
- Functioning as a Virtual Member of your Management Team...

On Request, CEMS Marketing Solutions may also function as a virtual Marketing Adviser to companies for growth with its expert marketing leadership. `CEMS Marketing Solutions' Chief Marketing Adviser Program provides outsourced marketing expertise on a project, hourly or retainer basis.

EVENT MANAGEMENT SERVICES

- CEMS offers its expertise services in the field of organizing *seminar, corporate event, activation, sales rally, conference, presentation or recognition, etc. on behalf of the client.*
- *As a practice, business organizations are equipped or staffed with adequately trained personnel for planning, managing and executing events properly.*
- *CEMS has been created to fill this particular need of business organizations.*

EVENT PLANNING SERVICES

You have already scheduled an event or it may only be an idea in your mind. Allow us to participate in your event planning activities. Based on your objectives for the event. We can assist you to

- Identify the target audience,
- Prepare various messages and outline of the presentations,
- Recommendation on giveaways,
- Design and preparation of brochures, pamphlets and other promotional equipment,
- Security arrangements,
- Selection of appropriate venue, room layout and decoration,
- Catering recommendations and other required logistics.

Out Door Branding:



We live in a crowded marketplace. Getting the consumer's attention requires brand consistency, unique attention-getters and a dynamic storefront that evolves to stay fresh. KDM can offer you permanent, semi-permanent and temporary solutions for all your outdoor branding needs. Knowledgeable branding experts guide you through the vast options and help you select the best tools that will increase traffic at your retail location or marketing event.

- Buttons, balloons
- Flying wind banners
- Flags & pennants
- Inflatables of all sorts
- Air dancers
- Umbrellas
- Event tents
- A Frames & sidewalk signs
- Real estate & yard signs
- Store front signs
- LED signs
- Many options to fit your theme and budget

Logistic Support:

Other Logistical Facilities for Outdoor Events:

Name	Number
Covered Van	01
Pre Fabricated Stall	1500 unit (8' X 8')
Chair	700
Red Synthetic Carpet	50000sq feet
Aluminum Hanger/ Tent	55000 Sq Feet
Industrial AC	450 Tones
Mist Fane	50 Unit

Documentary Making Related Technical information

SL	Unite	Requirement
Pre-Production		
01	Production House Profile	At Earth(Pvt.) BD Limited
02	DOP	ZakariaKiron, 8+ Year Experience
03	Camera	DSR: 450p, 400p ,170p, DSLR HD: 5D Mark III, Mark II, 600D, and HDV: 1000p
04	Light	Baby, Solar, Multi, cool, Donga, Flash,
05	Light Operator	Light Operator Chief Md Yusuf
06	Trolley	All accessories required on Pre Production setup
07	Trolley Operator	A Man who expert on projects
08	Gib-Arm	All accessories required on Pre Production setup
09	Gib-Arm Operator	A Man who expert on projects
Post-Production		
01	Video Editor	MORSHED E KAMAL TAREQ
02	Edite Panel	FCP Final Cut Pro 2 unite, Matrox RTX-2 Edit Panel
03	Animation Panel	Intel xeonPrecessor Unite 2, with 16GB Card
03	Background Vocal Artist	According to client reference depend project categories
04	Sound Studio	Sound Panel with Sound Card Pre-Sonus
05	Music Director	According to client reference depend project categories

At Earths' Team

As a business service provider, At Earth International Ltd. prides itself in fielding the top talents in the country. Our core team has talented professionals with enriching track record in renowned local multinational organizations from different sectors. They come with a distinct academic background from top business school of the country and abroad.

At At Earth, we have built a tradition of teamwork. Our team spirit is the guiding principal through which we have built strong rapport within the team members as well as with the clients and through the team's concerted and dedicated effort, we want to carry forward our persistent service in joint effort and achieve newer heights.

A close-knit organization that we are, we aspire, work and achieve together; but that never means an end to individuality. Each team member works his/her own way to reach the common company goal. Accountability being the chief feature of At Earth's corporate culture, each one of us bears complete responsibility for what we do.

At Earth's team comprises selected consultants, professionals and managers coming from prestigious Organizations. Master in ones respective field of expertise, each has considerable awareness of core mechanism in financial markets, trade marketing and distribution activities, recruitment, training & development and merchandising.

Innovation being our chief motivation, as an At Earth an, each team member strives to come up with newer, groundbreaking business solutions tailored to suit our clients' business needs.

Insight at Earth BD Pvt. Ltd:

Registered Address : Cha-69, Flat-A-5 (5th Floor) North Badda, Dhaka-1212.

Corporate Office: H # 119, R # 1 Block # F, (4th Floor) Banani, Dhaka -1215.

Trade License No : 038304/Dhaka North City Corporation (Old 2008 - 2013 no 0900221)

Business Type : Tourism Consultancy, Advertisement Firm, Supplier, Event Management.

VAT : 5110784512 - 50111

TIN : 489830722128 (Old no- 514 – 100-0592/Tax Circle 37)

Contact No : +8802 9850529

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Website : www.atearthbd.com

E-mail Address : atearthbd@gmail.com

Key Contact Person : - K M Rafiul Muttakin, Director, At Earth BD Pvt. Ltd.

Total Current Office staff : 48 People

Contractual Staff : 108 People

Consultants : 8 People

Strategic Alliance (international) : Acron UK incorporate

IT Support : Ammar Technology Limited

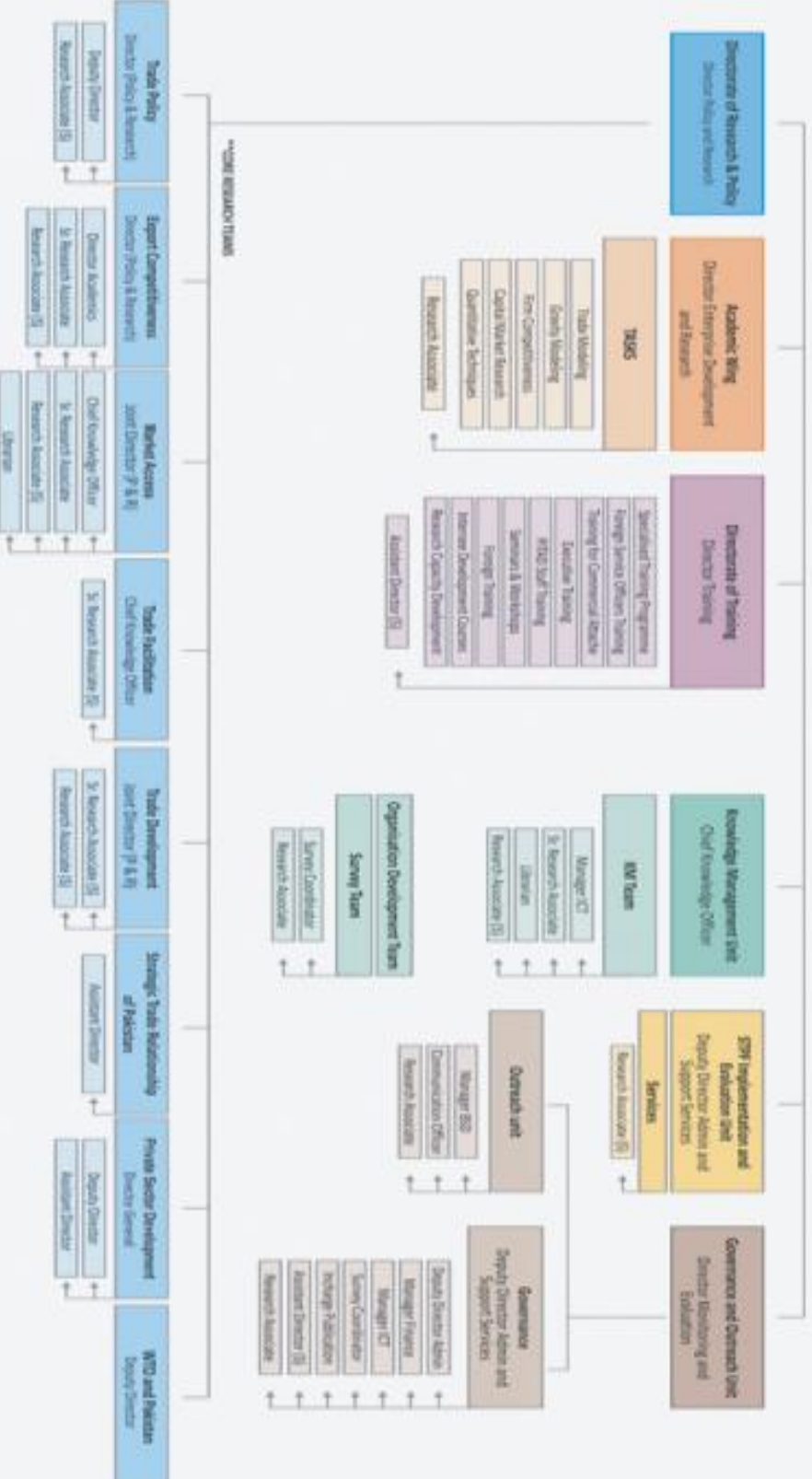
At Earths' Logistics Details

- Arrangements of required presentation equipment (Video Projectors, Sound System, Public Address Systems, Video Cameras, Slide Projectors, Over Head Projectors, etc.),
- Preparation of presentations using state-of-the-art multimedia techniques (video, sound, graphics animation etc.),
- Booking of event venue, catering arrangements,
- Mailing through any media with our own Database
- Printing of letters and envelopes, Delivery of event invitations, Confirmation of delivery by either phone call, personal visit or both,
- Preparation of giveaways, Any kind of promotional materials
- Photocopying or original production of presentation materials
- News paper advertisement, Tv media advertisement making and release arrangement
- Security arrangements, demonstration and other equipment
- Event registration, event feedback and announcements.
- Any kind of printing materials & cd, dvd materials with shooting, recording and final productions.
- Clearing and Forwarding
- Related Cultural Programmed
- Business meeting arrangement
- Tour services Catering services
- Car Rental services Trained promoters And MCA Support
- Audio Video Support for any programmed
- Documentary Making Any kind of Constructions

ORGANISATIONAL CHART



CEO



Organgram

At Earth's Business Partner

