



Our Vision Digital Pakistan

Terms & Conditions of Business Development Officer (BDO)

Business Development Officer (BDO) is being appointed for 5 year in World Educational Services (WES) having a reasonable salary package with attractive incentives. The contract is extendible after the completion of the said period. BDO is a full time employee. Moreover, this job along with being prestigious holds a great business potential for a BDO. In the best interest of the employee as well as the company, a BDO must oblige to the following terms and conditions:

- BDO's Job nature is to visit Schools & Colleges in his relevant area to introduce WES Projects and to monitor Sales Representative (SR).
- In this regard, the BDO will hold meetings with the higher officials of the Institutes for project marketing and selling.
- BDO will have to visit at least 3 Educational Institutes on daily basis. Institute visit form (IVF) and pictures will be shared with the head office via CRS. To enhance the business revenue, a BDO is allowed to pay more than 3 visits.
- BDO will make sure that all operational requirements of the projects have been addressed before their execution in their concerned area.
- BDO will appoint minimum 5 Project Marketing Officer (PMO) male or female in his relevant area on commission basis, based on the sale of the projects.
- SR shall hire a team of minimum 15 people consisting 5 teachers, 5 Students and 5 Sale Mobilizers (SM) for marketing purpose on commission basis and its data should be uploaded on Central Reporting System (CRS)
- Teachers should be from private schools with the responsibility of introducing company projects into their schools and among their students.
- Students should be of higher classes with the duty of introducing e-Study cards among other students of the school
- All Promotional Material, Cards and other hardware will be provided to BDO.
- BDO will visit institution in a presentable manner. Formal dressing is mandatory. (Pant, Shirt, tie, coat & Service Card).
- BDO will promote all projects of WES on social media for this purpose recommendations will be sent by head office.
- It is the responsibility of BDO to ensure timely collection of projects' amount from his team and institutions and deposit it in the company's account.
- BDO will collect all important and relevant data from the Marketing Team which they have collected from their field.

- Each area/division has been assigned a specific ACO and it is BDOs responsibility to keep a strong and smooth coordination with ACO for a progressive business growth.
- BDO will follow all the instructions and policies given by ACO without any excuse.
- BDO will attend 1-day workshop in Islamabad in which BDO will be given a detailed briefing about projects and his job.
- Given good performance, company shall establish office for BDO after a 3-month period.
- One-month notice must be given to the company prior to leaving the job.

Report to :(To the Head: Head Office)

- BDO will play a constructive role between the head office and his relevant area's Schools, Colleges & subordinates for progressive growth.
- BDO will report to head office about his visits and progress on daily basis. In this regard, BDO will be given access to Central Reporting System (CRS) to update his and his team's daily progress and sales report
- The details of newly recruited employees hired by the BDO shall be submitted to the head office immediately.

Monthly visits Schedule

Sr. No	Visits to	Per Day visits	Monthly Visits
1	Educational Institutions	Minimum 3	66
2	Brands	Minimum 1	12

This is a minimum of mandatory meetings scheduled for a BDO within a month. However, a BDO can visit as many institutions as he can, depending upon his will. A BDO is not allowed to postpone the visits on the next day. 3 visits a day is the requirement. In case, the total number of visits fall short than the required number, pay shall be deducted accordingly.

Accountability

- BDO will maintain proper documentation of the concerned record/received material.
- A legal agreement will be signed with BDO on stamp paper for the security of company's revenue and material.
- In case of any violation of terms and conditions against the company's interest, the contract shall be terminated and legal action might also be taken by the company.
- BDO cannot take any money other than the company's money from his subordinates. If found guilty, the contract shall stand terminated.

Salary

BDO will be given Rs. 40000/-salary. First three months will be the probation period in which salary will be given Rs. 25000/- but there would be no deduction in the incentives. During probation, if BDO's performance is satisfactory then his/her job will be permanent. BDO shall not claim any salary if the total number of visits is less than 50% of the required number of visits.

Fuel Charges

Rs. 6000/- shall be paid by the company in the name of fuel charges, if a BDO completes the required number of visits. If the visitations are less, the fuel charges shall be paid in proportion to the number of visits. To avail the fuel charges 70% (44) visits are mandatory.

BDO's Incentives on Projects Personal Sale

1	e Study Card	Per Card 200 rupees in open market Sale
2	Smart Attendance System (SAS)	1000 per order & 2 rupees per student.
3	Message Alert Service (MAS)	10 rupees per student
4	Computerized Testing System (CTS)	5000 per order & 10 rupees per student
5	Online Teaching System (OTS)	1000
6	Examination Development Software (EDS)	1000
7	Institute Management Software (IMS)	1000
8	Branded Message Service (BMS)	1000

BDO Incentives on Marketing Sale

1	e Study Card	Per Card 50 rupees in open market Sale
2	Smart Attendance System (SAS)	500 per order & 1 rupee per student.
3	Message Alert Service (MAS)	5 rupees per student
4	Computerized Testing System (CTS)	1000 per order & 5 rupees per student
5	Online Teaching System (OTS)	500
6	Examination Development Software (EDS)	500
7	Institute Management Software (IMS)	500
8	Branded Message Service (BMS)	500

Monthly Sale Target of BDO Self & Through Marketing Team

Sr No	Project Name	Quantity	Amount
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1	e Study Card	200 cards in open market	480000
2	Smart Attendance System (SAS)	5 orders	175000
3	Message Alert Service (MAS)	2 orders	240000
4	Computerized Testing System (CTS)	1 order	50000
5	Online Teaching System (OTS)	2 orders	70000
6	Examination Development Software (EDS)	4 orders	64000
7	Institute Management Software (IMS)	3 orders	45000
8	Branded Message Service (BMS)	4 orders	48000

According to this, monthly target per month generated by BDO with self-business & with marketing team can be Rs 1172000, which BDO will try his level best to achieve. BDO can earn up to 1 lac as an incentive if the targets are achieved. On achieving this business target BDO will be awarded Rs. 50000 as bonus.

Minimum Business Target

To avail the full salary BDO's minimum business target is mandatory to achieve. As mentioned above that BDO's monthly target is 1172000 which is achievable & BDO will try to achieve mentioned target. However to qualify basic salary minimum business from all projects with self & with marketing team should be at least 160000 per month. If business is less than 160000 than BDO's salary will be deducted accordingly.

Key Performance Indicators (KPI's)

On achieving a target of 300 e Study Cards Rs. 10000/- will be given to the BDO as bonus. If the total revenue generated by the BDO and marketing team from all projects is 4 lacs BDO will be given Rs. 20000/- as bonus

