



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.
- In 1st phase BDO will be given 10 projects for promotion and marketing with the passage of time BDO will be given more projects in educational sector for marketing.
- 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. (Pent, 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 and all projects promotional material will be given BDO after workshop. For workshop no TADA will be given to BDO.
- 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. If BDO will left without prior notice of one month then company will not release salary.
- After leaving it would be the responsibility of BDO to return the all sort of company materials.

Report to 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 shall be submitted to the head office immediately by the BDO.

Monthly visits Schedule

Sr. No	Visits to	Per Day visits	Monthly Visits
1	Educational Institutions	Minimum 3	66
2	Brands	Minimum 1	22

This is a mandatory visits scheduled for a BDO within a month. However, a BDO can visit as many institutions as he aims to achieve his target. A BDO is not allowed to postpone visits onto the next day. 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 concern 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.70000/-salary which is target based. Monthly business target is mentioned below. First two months will be the probation period in which salary will be given Rs.50000/- but incentives will be given 100%. During probation, if BDO performs satisfactory then BDO job will be permanent.

BDO cannot claim any salary if the total number of visits would be less than 60% of the assigned number of visits.

Fuel Charges

Rs.6000/- fuel allowance will be paid by the company, if BDO completes their assigned number of visits. If less, then fuel charges will be paid in proportion to the number of visits. To avail the fuel charges 70% (44) visits are mandatory.

BDO 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)	10000 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
9	Institute Digitization Program (IDP)	2000 per order & 10 rupees per student
10	Complete Digitization Program (CDP)	5000 per order & 10 rupees per student
11	PVC Printing Solution	5 rupees per card

BDO Incentives On Marketing Team 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
9	Institute Digitization Program (IDP)	1000 per order & 5 rupees per student
10	Complete Digitization Program (CDP)	2000 per order & 5 rupees per student
11	PVC Printing Solution	3 rupees per card

Monthly Sale Target of BDO Self & Through Marketing Team

Sr No	Project Name	Quantity	Amount
1	e Study Card	200 cards in open market	280000
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
9	Institute Digitization Program (IDP)	2 order	80000
10	Complete Digitization Program (CDP)	2 order	120000

According to the upper mentioned target total revenue per month can be generated by BDO with self-business & with marketing team is 11,72,000 which BDO will try his level best to achieve this business target in which BDO incentives are above than one lac. On achieving this business target BDO will be awarded Rs.50000 as bonus.

Salary Eligibility Criteria

To qualify the full salary BDO minimum business target of Rs.1,80,000 is mandatory to achieve. As above mentioned that BDO monthly target is 11,72,000 which is achievable & BDO will try to achieve mentioned target. If business of BDO & including marketing team is less than 1,80,000 then BDO's salary will be released according to the business ratio but Rs.10,000 will be deducted from the released salary as plenty.

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 are 4 lacs, BDO will be given Rs.20000/- as bonus

