



## Company Profile





## Company Profile

### CEO Message

Established in 2004, Power Control & Management, shortly, **POWERCOM** is an established Electronics Manufacturing Services (“EMS”) provider serving our domestic customers in the traditional power and non-traditional power industries in Burn-In, Burn-In Boards and Manufacturing and end-to end Engineering Services. We have developed a strong reputation for delivering quality products and services to our customers and we continually seek to drive improvement, innovation and growth for our company and to deliver sustainable, long-term value for all our stakeholders.

As we expand our operations both in Bangladesh and overseas, Corporate Social Responsibility (“CSR”) has become an increasingly important activity for our business, our customers, our business associates, our community at large and our environment. Having a CSR program in place helps strengthen our brand and reputation, enhance our credibility and establish goodwill among our customers, employees and stakeholders. For this reason, we are committed to growing the company in a strong and sustainable way; preserving and protecting our environment; valuing and protecting our workforce and investing in and improving the communities where we live and work.

To promote good Corporate Social Responsibility (CSR) practices, **POWERCOM** strategic direction is to adopt management practices consistent with the Electronic Industry Code of Conduct standard as the model for our continual improvement.

Engr. Rezaul Islam  
President and CEO  
Power Control & Management

<https://www.scribd.com/doc/.../Cv-of-Rezaul-Islam-Solar-Energy-Expert>



## Company Profile

Bangladesh is a very dense-populated country. It has about 160 millions of people. Although its economical growth of last two years was better but per capita power consumption was very poor. Power is very crucial issue of ruling government of Bangladesh. Most of the policy maker thinks that the democracy might be jeopardized behind the unrest power condition of Bangladesh. At present 40% people are harnessing power from grid and rest 60% out of electricity. Absolutely, Bangladesh is a significant energy-starved country. Due to the lack of huge energy security, the energy utility system of Bangladesh is very poor. Meanwhile, Power Line Disturbances (PLD) is a common phenomenon in energy sector. It will inherently exist forever in industrial sector. The business window is exploring everyday behind the potentiality. Local industrial electronics companies are playing important role to combating PLD. **Power Control & Management-POWERCOM** is a very popular name in industrial arena of Bangladesh. Its commercial inception is in 2004. **POWERCOM** especially work to convert nasty power to healthy power. It has tremendous technical growths in not only power conversion sector but also power automation. **POWERCOM** has lot of reputation on **AC and DC** drives in power electronics sector of Bangladesh. Considering huge global energy crisis and for mitigation of GHG, **POWERCOM** is still giving effort to renewable energy or 2<sup>nd</sup> FUEL for the sustainable development of the human being. Not only for renewable sector, is **POWERCOM** still campaigning to raise awareness of the people of Bangladesh for the conservation of energy or 3<sup>rd</sup> FUEL/NEGAWATT. It has a well-equipped **R & D** department to meet engineering compliance of products.

Its Logo signifies the symbol of electronic oscilloscope i.e.; analyzer of power.

**PROMOTED ICON/BRAND: POWERCOM**

**LOGO: Physical significance of logo is “POWERCOM DO DIAGNOSIS OF POWER PROPERLY “**

**SLOGAN: Your Power Consultant.**



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**OBJECTIVE:** Harnessing clean power from conventional as well as non-conventional sources by engineering adaptation that enrich energy security and bridging power gaps with empowering local jobs.

**VISION:** To be a recognized leader in engineered interconnects solutions, by employing established and advanced technologies, we deliver value to our customers.

**MISSION:** We foster an environment where our people rapidly innovate and provide solutions that enable our customers to maximize their product functionality and value.

**VALUES:** We accomplish our vision and mission through entrepreneurship, collaboration, accountability, action, and integrity for everything we do.

These principles create value for our customers, employees, shareholders and the communities in which we do business.

**TYPE OF BUSINESS:** Electronics and embedded control system, Automation and Protective devices Design and Manufacturing, Renewable energy based project for sustainable development-Local and Abroad, Consultancy services for renewable project implementation, Trading Company, Agent

**CONTRACT MANUFACTURING:** OEM /ODM Services Offered and Design Services Offered

**PRODUCTS /SERVICES:** Photovoltaic or Solar Power System, Power Conditioning Devices such as Uninterruptible Power Supply Off-Line/On-Line, Instant Power Supply, Domestic/Industrial Voltage Stabilizer, Step down transformer, Galvanic Isolation Transformer, Aviation Light, Traffic Signal, Remote Smart Metering, AC-AC 110V Converter, Sub- Station, Sequential Timer, Solar Street Light, Solar Pump, Solar Grid Tied System, Solar Accessories-DC switch, Switch box-Single/Double, Solar-Luminaire and DC LED, AC LED, Solar Charge Controller, MPPT charge



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controller, Solar Junction Box- Array Junction Box, Sub-Array Junction Box and Main Junction Box, Battery Protection Panel, Solar Photovoltaic Inverter, Industrial Battery Charger, Laboratory Equipment, All kinds of AC & DC drives etc.

**PRODUCT STANDARD:** Followed IEC/CE/BSTI/BIS

**BUSINESS ARENA:** Countrywide

**MARKETING STRATEGY:** Direct Marketing, Mail Marketing and Dealership Marketing

**MAIN CUSTOMER:** Bank, NGOs, Garments, Textile, Pharmaceuticals and Health Care, IT and GSM Companies.

**TECHNICAL GROWTHS:** International Standard

**ACHIEVEMENTS:** POWERCOM achieved ISO: 9001:2008 to increase the effectiveness of QMS

### HISTORICAL MILESTONES:

1. >POWERCOM worked together with world reputed ICON "Intel "Singapore as a power partner
2. >POWERCOM implemented country largest on-grid solar system together with GmbH, Sri Lanka and Indian company
3. >POWERCOM worked in KSA's desert area together with AZ-Tech Solution, KSA



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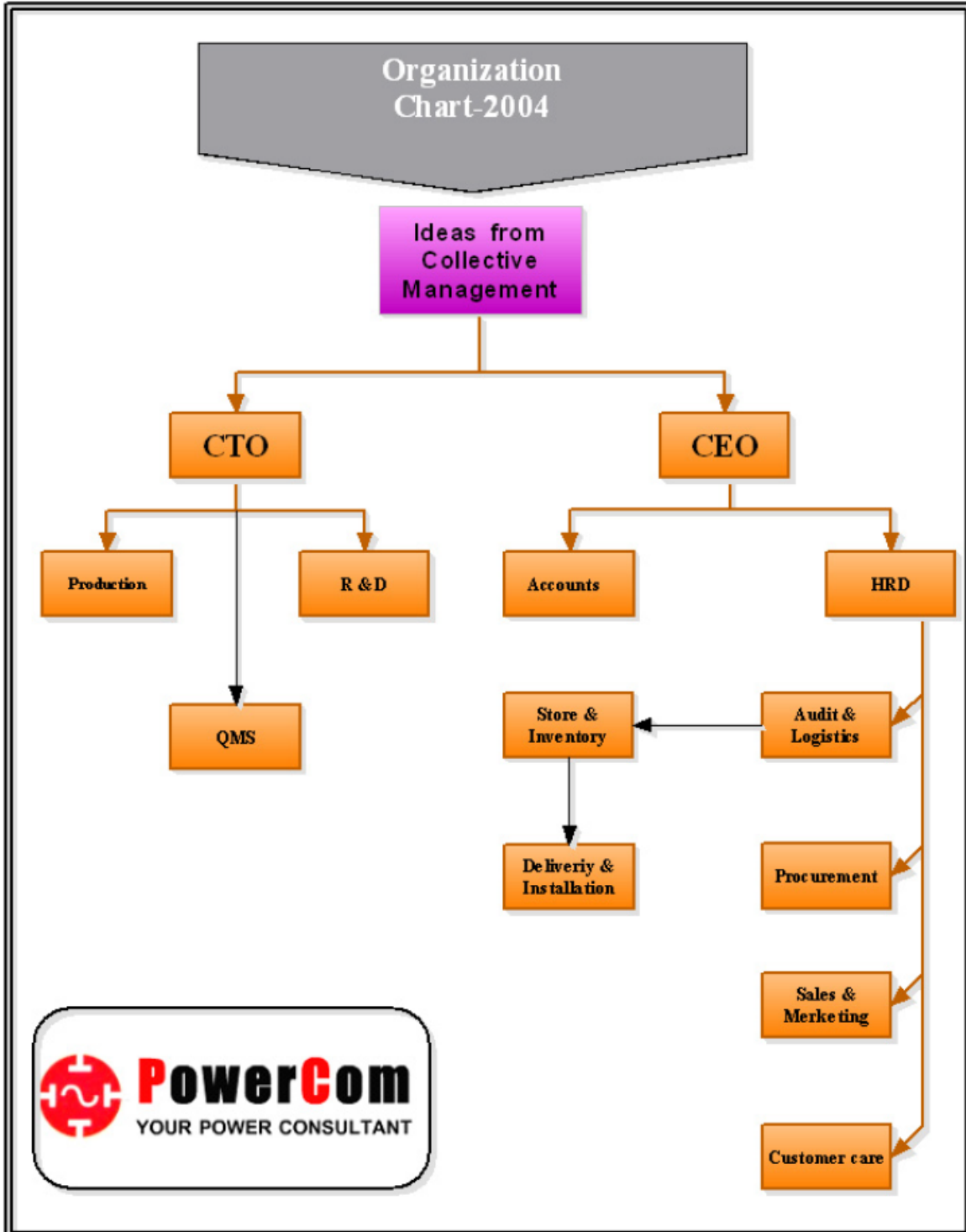
### FACTORY INFORMATION:

Factory Size	2,000 square meters
Warehouse Size	2,000 square meters
Employees Size	65 No
Factory Location	BSCIC Electronics Complex under Bangladesh Small Cottage and Industries Corporation
QA/QC	In House
Number of Production Lines	02
Number of R&D Staff	02
Number of QC Staff	4 People
Management Certification:	ISO 9001: 2008
Occupational Health /Factory Health	Followed under section (ILO/WHO 1950). Occupational Health is the promotion and maintenance of the highest degree of physical, mental and social well-being of workers in all occupations by preventing departures from health, controlling risks and the adaptation of work to people, and people to their jobs.



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### ORGANIZATION STRUCTURE:





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### CORE TEAM:

1. Engr. Rezaul Islam, MS in Engineering, President & CEO
2. Engr. Tariqul Islam, MS in Policy Studies(UK), Admin Advisor
3. Engr. Asif Iqbal, PhD (Japan), Technical Advisor
4. Mustaque Ahmed, FCA, Finance Advisor
5. Golam Rasheed Ali, MBA(India), Marketing Advisor

### ASSOCIATED TEAM:

1. Shajahan Khan, MBA, DGM, Sales & Marketing
2. Engr. Mahafuz Hasan, B. Sc in Engineering, Manager, Sales & Marketing
3. Engr. Mustafizur Rahman, B.Sc in Engineering, Manager, Sales & Marketing
4. Engr. Sohag Siddique, B. Sc in Engineering, Manager, Sales & Marketing
5. Engr. Tushar Ahmed, B. Sc in Engineering, Manager, Sales & Marketing
6. Engr. Nazrul Islam, B.Sc in Engineering, Manager, R&D
7. Engr. Labournu, B.Sc in Engineering, Manager, Business Development
8. Engr. Kamal Husain, B.Sc in Engineering, Manager, Production & QA
9. Edul Fator, BS, Manager, Inventory
10. Md. Asraful Alam, MA, Manager, Finance and Account
11. Pokoj Kumar, MA, Procurement & Logistic

**PRODUCTION TEAM:** 40 technically skilled technicians

**SERVICE TEAM:** 06 technically skilled technicians

**DELIVERY TEAM:** 04 communication skilled technicians

**HEAD OFFICE AND FACTORY:** BSCIC Electronics Complex

**WAREHOUSE:** Arambag Housing, Mirpur





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**SITE OFFICE:** Comila, Bogra, Rangpur, Chittagong, Bagerhat and Shylet

### **AGENT AND DISTRIBUTOR:**

1. SigmaTNS, KOREA
2. FinePower, China
3. Duetsche Power, GmbH
4. Premier Solar, India
5. Hooray Solar, Singapore
6. A.E.H.S Co. Iran
7. Hitachi, Thailand

### **CORE DEPARTMENT:**

1. Production
2. Q & A
3. R & D
4. Product Beautification
5. Store & Inventory Control
6. Sales & Marketing
7. Distribution and Delivery
8. After Sales & Services
9. Procurement
10. Customer Care
11. Business Development & Customer Need Assessment
12. Finance & Accounting
13. Logistics
14. Admin & HRD
15. MIS



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### **BUSINESS PLAN** -Long Term Committed Vision:

#### **Background**

Established in 2004, POWERCOM is a young and rapidly growing company within DC to AC Power Inverter, AC to DC Battery Charger, Instant Power Supply, PV on grid and off grid inverter, Solar Accessories like Array junction Box, Sub-Array Junction Box, Main Junction Box, Battery Protection Panel, Cable Management Tray, PV luminaire, PV budget charge controller, MPPT Charge Controller, PWM Charge Controller, Non -Potential Remote PV Sensor, Sequential On-Off Timer, Heavy duty industrial Automatics Linear Battery Charger, Domestic Voltage Stabilizer, Industrial Voltage Stabilizer, PFI Plant, HT/LT Panel, Shielded Isolation Transformer, UPS online-off line industry, Customized Need Based Product and so forth. We specialize in Modified and Pure Sine Wave Power Inverters, Solar inverter, Inverter with built in Battery Charger, on Line & off Line UPS and designed five stage Battery Chargers.

With a local reach of many distributors countrywide, **POWERCOM** stands firm as one of the industry's market leaders. The company with industry integration expertise provides professional solution to accommodate customer's specific needs in home and office appliances, mobile applications, marine, solar power applications, wind power, electronic equipments, and various applications.

#### **Nationwide Distribution**

**POWERCOM** develops a countrywide network of distributors and service centers in districts. This network provides support and service for our growing local customer base, enabling easy communication and just-in-time delivery for our expanding list of customers and distributors. The speed and flexibility in our global operation has been the key to our success in a relatively short time since establishment.



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### International Network

**POWERCOM** has international collaboration with USA, Germany, Japan, Hong Kong, Taiwan, South Korea, Iran, KSA, China and India to enhance its technical growth and supply -chain management in the relevant fields.

### Quality and Reliability

Quality and reliability are our main focus in manufacturing DC/AC drives solutions. **POWERCOM** achieved **ISO 9001:2008** certification and has put the worldwide process and quality standard into practice for consistent quality performance. Our dedicated engineers and testing-facilities review processes at every step, looking for ways to increase the quality and reliability of our delighted customer.

### Customer Satisfaction

**POWERCOM** put people first. We spend time learning the requirements our customers have, well before we apply the latest technology to meet their needs. After receiving our products, our experienced technical supports staffs will be more than happy to assist our customers by all means. It's this reputation for service and support that contributes to the high degree of trust between **POWERCOM** and our customers. We hope to continue to improve our service and support even further, making every customer feel like a part of **POWERCOM**'s family.



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### Adaptive Research

**POWERCOM** don't believe to re-invent the wheel. It always tries to focus its attention for adaptive research to get today's product that will be more reliable in tomorrow. It always practices **TQM**, **JIT** and **KAIZEN**-“Change Better” in all steps of production and customer cares. It always follows Good Manufacturing Practice (GMP) to ensure authentic customer's requirement.

### Application Solution

In the new millennium, **POWERCOM** is an important role of being the consolidator for linking up consumers' requirements with technology innovators. Satisfaction with performance and quality brand name are the two important factors that direct consumer selections. **POWERCOM** is confident to bring expertise in providing DC to AC Power Inverter, AC to DC Battery Charger and UPS solution that will win the love of consumer and become product of choice from the standpoint of superior technology with dependable brand name.



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### **Business Strategies-Understanding Buyer's Behavior**

#### **About US**

**POWER CONTROL & MANAGEMENT** (shortly, **POWERCOM**) is a very popular name in the industrial arena of Bangladesh. Its commercial inception is in 2004. It especially works to convert nasty power to healthy power. It has tremendous technical growths in not only power conditioning but also efficient energy management and automation. Its nomenclature is “Power Control & Management” behind the reasons. It has lot of reputation on AC and DC drives in power electronics sector of Bangladesh. It has a well-equipped R & D department to meet engineering compliance of products. Our main focus is to address customer needs what he wants. Our main objective is to provide better solutions to our customers for sustainability.

Its Logo signifies the symbol of electronic oscilloscope i.e.; **analyzer of power**.

#### **Understanding Code-of-Conduct:**

**POWERCOM** envisage competitive, high quality electronic manufacturing services and individualized customer service, while encouraging employee creativity, motivation, and team work in a continuously improving environment.

1. Work closely with our customers to understand their needs and provide high quality products services.



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2. Recognize the strengths of those we work with and focus our efforts on helping them overcome their weaknesses.
3. Treat all individuals with courtesy, dignity, and respect.
4. Work together as a team to provide quality services.
5. Recognize the value of all employees in attaining our goals.
6. Work cooperatively to solve problems and develop solutions.
7. Provide a work environment which motivates our employees and encourages independence, cooperation, respect, and honor.

### Understanding Customer needs:

1. Develop customer relationships which provide services tailored to specific customer needs.
2. Provide employees with on-going training to enhance knowledge and skills, problem solving and decision-making abilities and offer opportunities for advancement which lead to customer satisfaction.
3. Apply cost effective production systems and sound fiscal planning which lead to customer satisfaction.
4. Utilize continuous process improvement strategies to ensure the highest quality products and services which lead to customer satisfaction.



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### Our Intangibles Values:

**POWERCOM** has lot of intangible values like product patent, customization and market intelligence to satisfy its delighted customer and to survive always in price war. It has particular revenue for R & D to the continuous improvement of existing quality and develop new product by understanding buyer's behavior.

### Thinking service as a paradigm:

**POWERCOM** believe that falsehood trades shall never ever succeed. It is Clear Declaration that **POWERCOM** ensure after sales and services to all delighted customer in shortage possible time. **POWERCOM** ensure its services within 08 Business Hours inside Dhaka and also surrounding its outlets and 24 Business Hours outside of Dhaka. If experiences any discriminations, Call directly to CEO over mobile 0171-3069-132



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### **CORPORATE SOCIAL RESPONSIBILITY:**

To promote good Corporate Social Responsibility (CSR) practices, **POWERCOM's** strategic direction is to adopt management practices consistent with the Electronic Industry Code of Conduct standard as the model for our continual improvement.

**BUSINESS ETHICS POLICY:** **POWERCOM** is committed to the highest standards of integrity and responsibility when working with all stakeholders. **POWERCOM** provides guidance to its employees on a wide range of ethical issues, such as reporting unlawful or inappropriate conduct; respecting and protecting intellectual property and complying with laws, rules and regulations concerning trading in securities through its Business Ethics Policy.

Employees are required to report any evidence of fraud, unethical business conduct, violation of laws, danger to health or safety or any other violation of corporate policies. Reports are kept confidential and can even be submitted anonymously. We take each and every report seriously; we investigate and resolve all complaints and take action to address every issue.

**CODE OF CONDUCT:** The Code of Conduct embodies the fundamental principles that govern our ethical and legal obligations. They pertain not only to our conduct within the company but also to conduct involving our customers, partners, suppliers and competitors.

**POWERCOM** believes in asking our business partners to share our commitment to sustainability. This includes sound environmental, health, safety and ethical standards as well as providing safe working conditions for employees that are reflected in both the **POWERCOM's** Supplier Code of Conduct and the Electronic Industry Code of Conduct. Our aim is to improve working conditions for a better tomorrow.

**RECRUITMENT POLICY:** **POWERCOM** seeks to attract the best-qualified candidates who support the mission of the company and who respect and promote excellence through diversity. The company is committed to equal opportunity and follows recruitment and selection practices that





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comply with all applicable employment laws. To this end, the company recruits, hires, trains and promotes individuals without regard to color, race, religious belief, sex, marital status, sexual orientation, national or ethnic origin, disability, veteran status, or age.

This policy is intended to assist supervisors who are responsible for filling vacant positions at the company. Questions about administrative and staff employment policies and procedures should be directed to the Office of Human Resources (HR). HR can provide insight and assistance to hiring supervisors, if necessary, and search committees in all areas of the search process, including screening applications, interviewing, and reference checking. Questions about equal employment opportunity and affirmative action policies and procedures contained herein should be directed to **POWERCOM's** Office of Equal Opportunity and Affirmative Action (EO/AA).

### **PROCUREMENT POLICY: POWERCOM shall:**

- (1) Comply with all applicable laws and regulations and appropriate social practices governing our local and global businesses; and
- (2) Promote procurement activities in a way that reduces the environmental impacts while selecting suppliers (hereinafter including prospective suppliers) and procurement items.
- (3) Provide suppliers with equal opportunities for transactions with **POWERCOM**.
- (4) Promote procurement activities based on mutual understanding and trust.

### **Policy for Selecting Suppliers>**

While selecting suppliers and carrying out transactions continuously, priority shall be given to companies satisfying the following criteria:

- (1)The company complies with laws, regulations and places emphasis on human rights and environmental consciousness.
- (2)The company has sound business operations.
- (3)The company has the ability to supply goods and/or services to **POWERCOM** with emphasis on appropriate quality, price and delivery lead-time.



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- (4)The company is capable of providing a stable supply of goods and/or services. Also the company must have the flexibility to respond quickly to supply/demand fluctuations.
- (5)The company possesses technology that contributes positively to **POWERCOM's** products.
- (6)The company has a plan for providing a continuing supply of goods and/or services in times of unexpected circumstances that may affect the company and its supply chain.

Procuring Good components form good sources with complying ISO/QMS Standard

**HEALTH AND SAFETY POLICY:** The Health and Safety Policy (HSP) in Employment is a law designed to prevent Worker at work from being harmed. It applies to everyone in almost all places of work; inside, outside of **POWERCOM**. Employees, employers, contractors, vendors, owners of building or plant and visitors to workplaces all have responsibilities and obligations under the HSP.

The policy applies to you no matter if you are a permanent, temporary, casual, full-time, or part-time employee, or even if you are just receiving on the job training or gaining work experience. It also applies to you regardless of the amount of experience or responsibility you have - the HSP applies to you as an apprentice or a new employee, as well as to a senior executive.

The HSP puts the responsibility first and foremost on employers to take all practicable steps to identify and manage workplace hazards. However, as an employee or trainee in a workplace you also have responsibilities towards promoting a safe and healthy working environment.

### Your health & safety rights as an employee >

Under the HSP, **POWERCOM** must take “all practicable steps” to:



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- Provide and maintain a safe working environment, including facilities for your safety and health;
- Ensure that any plant, equipment, appliances, fittings, furniture and tools are safe for you to use;
- Ensure that while you are at work you are not exposed to any hazards in or near your place of work; and
- Have procedures for dealing with emergencies that may arise at work.

### Hazards in the workplace>

POWERCOM has to **identify** all the **hazards** in your place of work - these are things that might cause injury or harm your health. You should be told about all the hazards you might be exposed to at work, or hazards that you might create while at work.

Once hazards have been identified, POWERCOM has to take steps to make sure that a hazard is **eliminated** (for example, replacing a fraying electrical cord or fixing a broken ladder). If it can't be eliminated then it needs to be **isolated** (for example, putting noisy machinery in a separate room or putting warning signs up to stop people walking on a slippery floor). Finally, if the hazard can't be eliminated or isolated, then it needs to be **minimized** (for example, wearing earmuffs to minimize the risk of damaging your hearing).

### Training to do the job safely>

The policy also says **POWERCOM** has a duty to provide **training** so you can do your job safely.

This means your employer, **POWERCOM** must:

- Tell and show you any hazards you will be exposed to in your job and how to avoid being injured by them.
- Show you how to minimize your exposure to hazards.



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- Ensure that you have the skills and experience to do the job.
- Show you what to do in an emergency.
- Make sure you are properly supervised when doing your job.

### Refusing work>

You have the right to refuse to do work if you believe (on reasonable grounds) that it is likely to cause you serious harm. You need to try and resolve the situation as soon as possible, but if it isn't resolved then you can continue to refuse to do the work. You can also refuse to do the work if a health and safety representative in your workplace advises you that it is likely to cause you serious harm.

However, if your job has an inherent or commonly understood risk of serious harm (such as a firefighter) then you can't refuse to work, unless another factor is present that increases the risk (for example, the presence of flammable liquid in the burning building).

### Monitoring Your Health at Work>

If it's necessary for your health to be monitored at work, your employer, POWERCOM should seek your informed consent before any monitoring begins. You should be given the results of any monitoring of you or your place of work. This information should be given in a way which does not reveal your health status to any of your colleagues.

A health and safety inspector from the Department of Labour or any Concerned Department may not look at your health records without your permission. However, a medical practitioner from the Department may see your records.

**SERVICE POLICY:** POWERCOM make sure After-Sales and Services of the sold products to all delighted customer within shortage possible time after getting complain to the Customer Care of Head Office.



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**POWERCOM** make sure its services within 08 Business Hours inside Dhaka and surrounding of its outlets and 24 Business Hours outside of Dhaka.

If not possible to ensure service of the sold products due to:

- The shortage of raw materials in locally and internationally as well.
- Out of date (obsolete) of technology.
- Unavoidable reasons to find out the problems, man-machine-interfacing and so forth.

**POWERCOM**, off course, will seek alternative solution to make it workable for the customer through bilateral discussion.

**POWERCOM**, will early communicate with the customer if service may delay due to the Natural Calamities, Political unrest, Strike, Hartal, Work abstention etc.

**WE BELIEVE:** “A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.”

**Thanks for your cooperation in our business>**