



Effectiveness of Promotional Strategy Of a Sub-Brand of Robi Uday Postpaid



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Date of Submission: *24 January, 2015*



Letter of Transmittal

24 January, 2015

Mr. ShamimEhsanulHaque
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Subject: Submission of the report namely“**Effectiveness of Promotional Strategy of a Sub-Brand of RobiUdoy Postpaid.**”

Dear Sir

I am really grateful for your kind guidance and instruction to complete the internship report on namely“**Effectiveness of Promotional Strategy of a Sub-Brand of RobiUdoy Postpaid**”. I have sincerely analyzed the information and dedicated hard work in completion of this report.

This practice of preparing this report has enriched my practical knowledge with the theoretical concept. I have tried to reflect the practical application aspects with the report, which is complementary to the theoretical lessons.

If you need any further information to evaluate the internship report, it would be my immense pleasure to furnish you the same.

Sincerely yours,

.....

MD. Nahiduzzaman

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Acknowledgement

Over couple of years academic program of BBA has helped a lot to build up the theoretical knowledge about business administration, which is the base of practical knowledge. BBA internship program is an attempt to provide business students an orientation to a real life business situation in which we can observe and evaluate the use and applicability of the theoretical concepts, which were taught in the classrooms. My full concentration in this report was to describe the effectiveness of promotional strategy that they had taken for the new sub-brand.

Being an intern of Robi in market and operation department it was convenient for me to compute the report within the organization. I had to gather information and data from other unit such as; Product and Research Team. I was very lucky that I have got full assistance and co-operation from all of the departments.

As per norm this report is the requirement of the fulfillment of the internship program. This report "Effectiveness of Promotional Strategy of a Sub-Brand of Robi Uday Postpaid" is the outcome of completing internship prerequisite. I have prepared this internship report with the mentioned topic, which was supervised by my academic supervisor **Mr. Shamim Ehsanul Haque**, Senior lecturer, BRAC Business School.



List of Acronyms

- TVC: Television commercial.
- RDC: Radio commercial.
- BTL: Bellow the line activity.
- POSM: Point of sales materials.
- TG: Target Group.



Executive Summary

This report provides a comprehensive and strategic planning Robi. The report begins describing the company in a broad view. Then I have tried to present some important aspects of the company, like its mission, vision, various divisions of the company that is in total to provide a clear picture of the company Robi. I have also tried to provide a brief description of the organizational structure of Robi, as well as its achievements, CSRs etc. A SWOT analysis also has been included here.

The most important part of the study is the promotional strategy taken by one of the renowned telecoms Robi, for its product as well as a full description about the offer, also the reaction of the target group toward Udoypromotion campaign.

Finally, I have discussed about the main topic of the report, that is the promotional strategy that Robi had taken for its postpaid package, Udoy.



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