

Internship Report
On
‘Satisfaction level concerning Distributors of Airtel Bangladesh Limited’



Date of Submission:

29th June, 2015

Submitted To:

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Letter of Transmittal

29th June, 2015

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Subject: Submission of Internship Report.

Dear Madam,

Here is the report that I was assigned on the topic as per your advice. The report has been completed by the knowledge that I had gathered from my four month internship program at Airtel Bangladesh Limited.

I am thankful to all those persons who provided me the important information and gave me valuable advices. I would be happy if you go through the report carefully.

I have tried my level best to complete this report meaningfully and correctly, as much as possible. I do believe that my tiresome effort will help you to get to know about the distributors' satisfaction level and other issues regarding this company. I hope this report meets your expectations. Moreover, if you need any further assistance regarding this report please contact me.

Best Regards,

Abu Yeamin Hemel

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Acknowledgement

First of all I would like to thank Almighty Allah to give me the ability to complete this report.

This project consumed good amount of work, research and dedication. Still, it would not have been possible if I did not have a support of many individuals and organizations. Therefore I would like to extend my sincere gratitude to all of them.

Again I am thankful to Ms. Tanjina Shahjahan, lecturer of BRAC University, who is my internship supervisor who directed me through this report and giving me the opening to present this report.

I would like to thank the whole sales and distribution team for providing me the necessary information regarding this report. I am also grateful to Morshed Abedin, my line manager, Sales Analyst of Sales and Distribution department and Ehsanul Alim Nadim, senior executive of Sales and Distribution department. Without their superior help and experience sharing, the report would not like in quality of outcomes, and thus their support has been essential.

Nevertheless, I would like to express my gratitude toward my colleagues for their kind co-operation and encouragement which helped me in completion of this report.

Thanks to all from the core of my heart.

Abu Yeamin Hemel

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Executive Summary

This report has been prepared to present an evaluation of Sales and Distribution Department of Airtel Bangladesh Limited. The findings will gauge the organization by considering the history of Airtel Bangladesh Limited, Mobile telecommunication of Bangladesh, etc. This report also contains the product and service offerings of Airtel Bangladesh Limited, operation network, objectives, mission and tangibles. Moreover it contains short overview of the Sales and Distribution Department of Airtel Bangladesh Limited. In addition the specific tasks, responsibilities and critical observation of the department is also given. Recommendation about the department and the organization is also made.

At the end of the report, contains the analysis of the Distributors' satisfaction level presenting the proficiency of Airtel Bangladesh Limited. This will let the reader a wide range of understanding about the organization. Information was collected from both primary and secondary sources to compile this paper. The sources include personal interview from the Distributors of Airtel Bangladesh Limited and much information from the websites.

Introduction

Airtel Bangladesh is a cellular operator in Bangladesh. It is the last cellular operator entered in Bangladesh till today. Previously it was Warid Telecom. In 2010, Warid Telecom sold 70% of its share to Bharti Airtel for \$300 million and Bharti Airtel took the management control. The rest of the portion was bought by Bharti Airtel in 2013 and before that it was approved by Bangladesh Telecommunication Regulatory Commission (BTRC). After that Airtel Bangladesh is one of the fastest growing mobile operator in Bangladesh which focuses on the young generation.

2. The Organization

2.1 About Airtel Bangladesh Limited

Airtel Bangladesh Limited is one of the fastest growing mobile services providers in Bangladesh and is a concern of Bharti Airtel Limited, a leading global telecommunications services provider. The company offers a wide array of innovative mobile services, including voice, value added services, data and m-commerce products and is focused on expanding its state-of-the-art mobile network both for coverage and capacity.

2.2 About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. The headquarter of Bharti Airtel is situated in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G and 4G wireless services and mobile commerce. Bharti Airtel had over 324 million customers across its operations at the end of March 2015.

2.3 History of Airtel BD

- **December 2005:** Warid Telecom International a subsidiary of Abu Dhabi group paid US\$ 50 million to obtain a GSM license from the BTRC.
- **August 17, 2006:** Warid announced via a press conference that its network would be activated two months ahead of schedule in October, 2006. However, in October, 2006 Warid Telecom held off the launch of its cell phone services in Bangladesh until April 2007 since its major supplier Nokia walked out on a contract due to a payment dispute.
- **January 2007:** Warid had a soft launch at the end of the month by giving away complimentary subscriptions amongst a chosen group of individuals with the intention to make 'test calls'. Warid adjusted its network's quality based on their comments.
- **May 9, 2007:** Via an advertisement in a daily newspaper, Warid stated that it would be launching in public on May 10, 2007. However, no details regarding call rates or packages were revealed.
- **October 1, 2007:** Warid Telecom expanded its network to five more districts which included: Mymensingh, Jamalpur, Sherpur, Rajbari and Narail.
- **November 10, 2007:** 61 districts under Warid network coverage.
- **June 10, 2008:** Warid Telecom expanded its network to 3 more districts Bandarban, Khagrachhariand, Rangamati. By then, all 64 districts of Bangladesh are under Warid network coverage which meant that Warid Telecom had nationwide coverage.
- **January 2010:** Bharti Airtel Limited bought 70% stake of Warid Telecom for US\$300 million.
- **December 20, 2010:** Warid Telecom was rebranded to Airtel.
- **December 21, 2011:** Airtel Bangladesh launched "Airtel Circle of Friends", the first ever Interactive Commercial in Bangladesh.
- **March, 2013:** Warid Telecom sold its rest 30% share to Bharti Airtel's Singapore-based concern Bharti Airtel Holdings Pte Limited.
- **September 8, 2013:** Airtel Bangladesh received 5 MHz 3G spectrum with US\$ 1.25 million.

2.4 History of Mobile Telecommunication of Bangladesh

In 1989, Bangladesh Government allowed private sector participation in Telecom sector as BTTB was unable to give the service to the whole country. Pacific Bangladesh Telecom Limited (PBTL) or now Citycell and Bangladesh Telecom were the first to get license as the mobile operator. Before that, Bangladesh Telecom and Telephone Board (BTTB) was the only telecommunication service provider in Bangladesh. Along with that Sheba Telecom got license too to operate in 199 upazillas. Citycell was operating under CDMA. In 1996 more four operator license was auctioned and Grameen Phone got one of the license. Grameen Phone was the first to introduce GSM technology in Bangladesh. GP began its operation in March 1997. Along with GP, Aktel and Sheba Telecom took two licenses which are now known as Robi Axiata and Banglalink. In 2001, BTRC formed Telecommunication ACT eradicate any type of discrepancy in the Telecom Sector. Moreover in 2002, Information and Communication Technology (ICT) Policy was formed. In 2004 the first state owned cellular operator was introduced and the name given it was Teletalk. Orascom an Egyptian company bought Sheba telecom in 2005 along with that a Japanese Company NTT DoCoMo acquired 30% of Aktel in 2008. Before that Warid Telecom was introduced in 2007. In the late 2009 Grameenphone went public and in early 2010 Bharti Telecom acquired 70% of Warid Telecom and in 2013 Bharti Airtel acquired the whole or Warid Telecomm Along with that Aktel rebranded as Robi Axiata in 2010. In 2012 3G service was introduced by Teletalk. In the session of 2013, 3G auctions held for other operators and finally 64 districts are covered with 3G by Grameenphone, Banglalink and Robi.

2.5 Service Offered by Airtel BD

Airtel Bangladesh Limited provides both Postpaid and Prepaid plans for their subscribers. Along with that Airtel Bangladesh Limited also provides 3G internet for their customers. Moreover Airtel offers number of bundle packages for voice services, SMS services and internet packages for both 2G and 3G. Here are the lists of services provided by Airtel Bangladesh Limited:

Prepaid Plans	Postpaid Plans
Dosti.	Pulse.
Gangtalk.	Elite.
Foorti.	Ultra.
Hoi Choi.	Bundle* .
Man Utd Pack.	
Super Adda.	
Adda.	
Shobai.	
Golpo.	
Kotha.	
Bijoy 016.	

***Bundle:** Via purchasing a bundle pack, the subscriber will avail a certain limit of Talk time, SMS, Data and in some case ISD. The current bundles offered by Airtel are:

Monthly Rental (BDT)	299	699	699	999	1,999
Minutes (for any local call)	400	500	1,000	1,500	2,400
SMS (for any local SMS)	1,000		3,000	5,000	10,000
Data (GB)	1 GB	6 GB	3 GB	5 GB	10 GB
ISD Calls (Taka)					500

(Source: Airtel Bangladesh Website)

Every Subscriber can enjoy a various number of Value Added Services (VAS) like SMS, MMS, Roaming, Missed call alert, Caller tunes, corporate packages and many more. Though, the Prepaid Customers cannot get the benefits of the International Roaming services.

Airtel 3G Tariff Plan

3G Internet packs					
Type	Price*	Volume	Validity	Activation	Balance check
Both Prepaid & Postpaid	10	30MB	2 days	*121*781#	Prepaid *778*555# Postpaid *121*70#
	15	40MB	3 days	*121*5001#	
	20	50MB	7 days	*121*771#	
	50	150MB	7 days	*121*5003#	
	100	300MB	30 days	*121*5011#	
	199	1GB	30 days	*121*5014#	
	275	1.5GB	30 days	*121*731#	
	350	2GB	30 days	*121*5020#	
	450	3GB	30 days	*121*5025#	
	650	5GB	30 days	*121*711#	
950	8GB	30 days	*121*5040#		

Recharge 3G Internet packs					
Type	Recharge Amount*	Volume	Validity	Activation	Balance check
Prepaid Only	17	40MB	3 days	Recharge 17	*778*4#
	98	250MB	30 days	Recharge 98	
	229	1GB	30 days	Recharge 229	
	398	2GB	30 days	Recharge 398	
	517	3GB	30 days	Recharge 517	
	747	5GB	30 days	Recharge 747	

* VAT included.

Airtel Smartphone Plan					
Type	Recharge Amount	Volume	Validity	Activation	Balance check
Prepaid Only	863	6GB*	90 days	Recharge 863	*778*41#

*6GB amount will be dispersed over 90 days. Subscriber will be able to use 2GB every 30 days. * VAT included.

2.6 Operational Network Organogram

In Airtel Bangladesh the organogram lies in three levels and they call it Bands. These levels show the hierarchy and each Band defines their compensation package and benefits which will be provided to the employees under these Bands.

The Bands are:



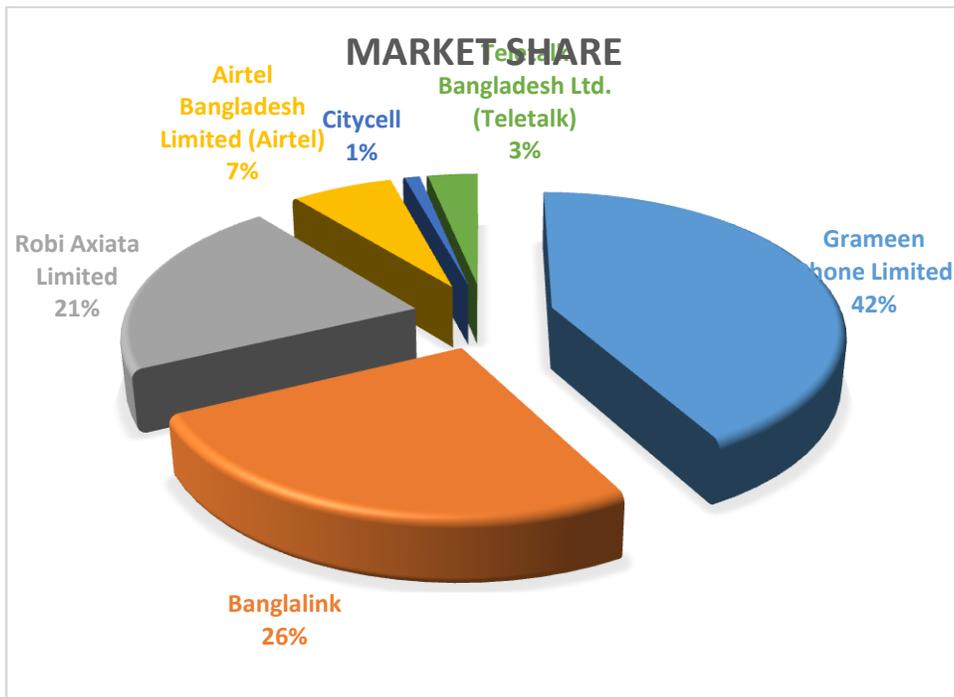
Figure 2.2: Organogram of Airtel Bangladesh Limited

Along with these Bands, there are two more Bands at Airtel Bangladesh Limited. They are:

- **Band F:** Consists of Senior Executive as well as Executive.
- **Band S:** Consists of Senior Officer, Officer & Young Leaders (YL).

2.7 Market Share

In Bangladesh, Airtel Bangladesh Ltd holds 8.18 million subscribers and holding a position of 4th among the 6 operators. On the other hand Grameenphone has 52 million subscriber, Banglalink has around 32 million, Robi has 26.28 million, Teletalk has 4.04 million and finally Citycell which has 1.24 million subscribers.



2.8 Vision and Tagline

“Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company.”

We can assume from the above vision and tagline that Airtel always focuses on their brand name, logo and color. Airtel Bangladesh always wants to give the first priority to their customer and wants to satisfy their customer. Airtel Bangladesh wants to give the brand “Airtel” another meaning which is ‘*exciting, innovation and world class*’.

3. Job Description

3.1 Sales and Distribution

Sales and Distribution is one of the core departments of Airtel Bangladesh Ltd, which manages to give service to all their customers and consumers. Basically, this department controls the everyday flow of daily recharges and scratch cards, monthly events, commissions of their customers like Distribution Houses, direct and indirect sales representatives and whoever connected in this segment. The department also manages and controls the campaign, promotional activities and also makes the planning and organizes the offers for the retailers and Distribution Houses which helps to boost the sales.

The sales and distribution department is divided into three portions.

1. Sales Operation:

Here, it deals with the back end operation mostly. The managers have to deal with different operational reports which the important task here. The reports are like commission report, sales report, distribution report, etc. Activation of new SIMs and similar kind of tasks are also performed here under them. They develop the guideline and implement it to the person who will be dealing with the front line operations.

2. Distribution Development:

In this portion they control the product transportation, product development and requisition.

According to the demand, they take orders of the SIMs and Scratch Cards. These orders are verified and approves after checking the balance of the Distribution House and sometimes the trends or past history is also checked. After the order is approved, the ware house get to know about the order and the products are delivered to the particular Distribution House from the Warehouse. Several Vans are there for the delivery of the transportation.

Along with that, the product and service are also designed by this department. The commissions which the Distribution House to the local retailers will get is also planned and designed by them.

3. Trade Marketing:

This is the smallest team in this department. This team works to design and manage the events and promotional activities. How many events or promotional activities will be held in every month in each area is planned by Trade Marketing and then the Area managers or the Territory managers helps it to execute it. This team also take feedback and check the expenses occurred in the fairs and events. Moreover they also check if there is anything wrong with the bills and invoices and also check for the authentication. The bills and the invoices of the Vans running for Airtel Bangladesh Limited and the generators used in the events and for other purposes are sent to the Trade Marketing. They check and verify and makes the account.

3.2 What I Have Done?

I was in the department of Sales and Distribution of Airtel Bangladesh Limited for four months. I have learn various types of activities occurring daily in this department under different Managers.

However, my primary task was to deal with the PRETUPS and giving approvals to the purchase request of the retailer SIMs requested by the Distribution Houses.

The full form of PRETUPS is Pre Top Up System. Here the LSO SIMs and the FSE SIMs are activated in the system. LSO SIMs are the Load SIMs and FSE SIMs are the Field Sales Executive use by the executives under which the LSO SIMs are held. The request comes from the Distribution Houses. There are 112 Distribution Houses for Airtel Bangladesh Ltd. According to the demand the SIMs are collected and the information are mailed to the team. The information includes Mobile number, SIM number, the person who will be using it to deliver the

service, his address, Shop name, under which Distribution House this SIM will operate and second contact number. After these SIMs are activated, the assigned persons can carry on their operations.

These information are sent in excel file. After getting the file from a particular Distribution House, it needs to check from which Zone and Area the SIMs will be operated. For the eight Zones there are eight Master Files where every operating SIMs information are stored.

At first the information from the mail is copied to the master excel files of the particular Distribution House and an ID for each SIM has to be created. If it is an LSO SIM the information must be kept under the assigned FSE SIM and if it is an FSE SIM then the information must be assigned under the SIM of the Distribution House. After creating the ID and giving the serial another excel file is to be made which is called the Activation File.

The LSO SIMs activation files are different from the FSE SIMs activation file. In this file, the LSO or FSE SIMs' information are copied from the master file. After completing the Activation file, it is uploaded in the system and activated the SIMs.

Apart from PRETUPS I supported the DSS (Distribution Sales System) by downloading various Reports and approving Purchase Request in the System. Various Distributor House requests for the SIMs in different time so, the whole day it is necessary to check whether any request are pending or not.

Moreover, the Trade Marketing Department the invoices and bills of the events and fairs are forwarded to me. These invoices need to check whether the invoices are authentic or not and I need to report about it with the total expenditure occurred during the events Zone wise. Again the Zonal VANs' monthly log books were given to me to check the amount and cross check with the balance given by the Zonal office.

The final task I was involved in this company was the Sales Database. Here from every distribution house, the information of their sales forces were given to us. Each hardcopy contains the information of each person. Around 2000 hardcopies arrived and a database had to create.

3.3 Problems I have faced in the workplace

The workplace was very sociable and the people around me were very friendly and welcoming. I had no issues with the people around me or my line manager or the department I had work for. The only thing I would like to mention was the computer was back dated. Browser, emails, three to four excel files, and other files needed to remain open and while working I need to switch from different programs. In such a computer it became difficult to work on and sometimes it hanged. The computer I worked on contains too much viruses that sometimes after I download the file I could not work.

Though this computer was for an intern, I would recommend a fresh computer which is not eight to ten years back dated should be there for interns. The reason is interns in Airtel Bangladesh have to do many tasks and in a computer like this makes it difficult to work and the impression might goes down.

3.4 Critical Observation

A department full of energy and dedication is this Sales and distribution Department. Only twelve members is controlling the whole department and the distribution houses around the country. The whole day they are receiving tasks through emails and conducting the task accordingly and on time. The members are so active that once they came to the office for 21 days and not taking any single day for holiday not even the bank holidays and weekends. On the other hand, the members of this department are very friendly and cooperative. They always do their reporting on time, they remain keep in touch with the Distributors, warehouse and other departments.

There is always pressure during the month and the employee remains very busy. However good job performance is always admired which make the employee motivated. The tasks are allocated for each employee and they have their own responsibilities which they accomplish and they always remain in a mood of helping each other.

4. Project Summary

Satisfaction level of the Distributors is essential as their personnel will be working in the field to reach the retailers and through the retailers the consumer will get the services. The Territory Managers of the Distribution Houses visits the Market continuously and check whether the sales force are accompanying the retailers as necessary and gives the news and updated information about the company and its newly released packages and programs.

In this part, an analysis has been done on a pilot survey of the Distribution Houses. Among the 112 Distribution Houses, 16 Distribution Houses has been chosen. Here, I have focused on factors regarding Return on Investment, Commissions, Sales Force, duration of the payment and processing, etc. which makes the Investors feel satisfied or not.

4.1. Objective of the Report

The main objective of the report is to give the reader a brief understanding of how factors like Return on Investment, Commissions, Security Deposit, etc. helps the Distributor's satisfaction to increase. Moreover this report holds some details of Airtel Bangladesh Limited.

4.2. Methodology

The primary data's includes survey questionnaire whose responses were collected over Telephone. Furthermore, some information was collected from the senior Executive Mr. MorshedAbedin and AbulHasnatNadim.

The secondary data's includes online articles, websites etc.

4.3. Sample Design

Target Population: The owner of the Distribution Houses

Sample Size: 16.

Sampling Technique: Convenient Sampling.

4.4.Limitation

Some limitations were there while preparing this report. The first limitation was the lack of information because of the confidentiality. Secondly, among the 112 Distribution Houses I could made to contact with only 16 Distribution Houses as the Territory Managers or the owner of the Distribution Houses remain busy.

5. Analysis and Results

5.1. Analysis of the responses of the Questionnaire

Here a questionnaire was made to extract the information from the Distributors. This was made to find out the satisfaction level of the distributors of Airtel Bangladesh Ltd. The questionnaire was about the factors helping ROI (Return On Investment) like the payment period, payment processing, sales force, other benefits and so on. The questionnaire contains 9 questions and among the 112 Distributor House the respondents are 16. As the Distributor Houses are in different place in the country, I talked with the respondents and collected the answers via telephone.

1. ROI (Return on Investment) of the Distributor House

	0%-10%	10%-40%	40%-70%	More than 70%
Number of DH	4	6	5	1

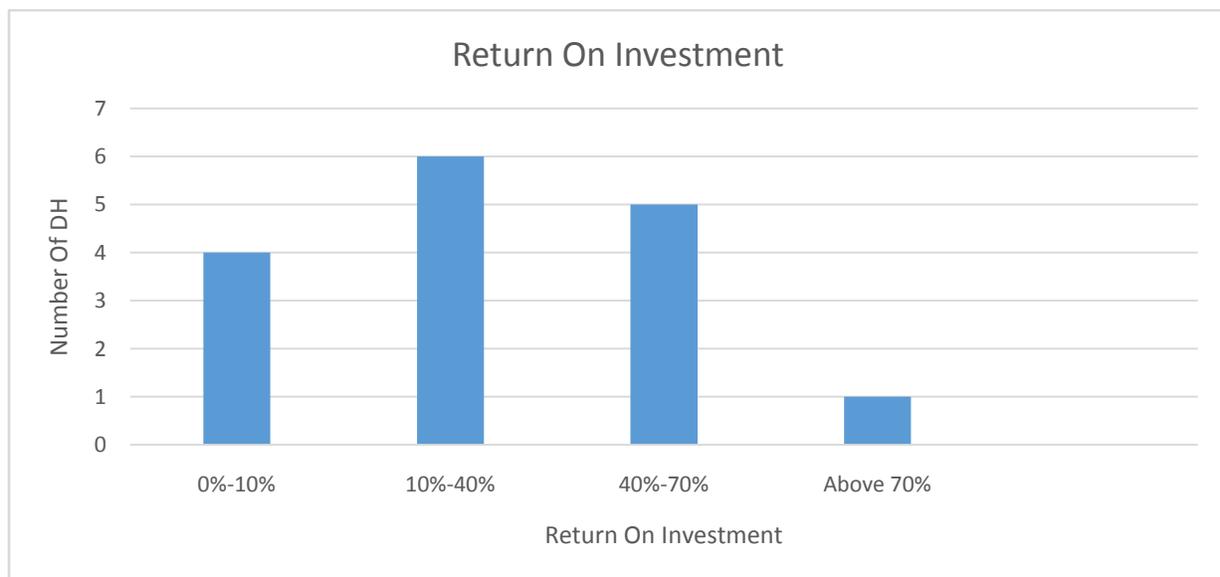


Fig: ROI of the Distribution House

In the above figure we can see that the ROI of most of the Distribution House is from 10% to 70%. Only four of the DH has ROI of less than 10% and one DH is having ROI of more than 70%. If we consider the standard ROI is 10%, so we can see that most of the Distribution House is in a good position having a positive and better ROI. As they are investing for Airtel Bangladesh, they are also getting supports from the company. More over each distribution houses' security money is BDT200000 to BDT300000.

2. Sales Force

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	0	4	8	4

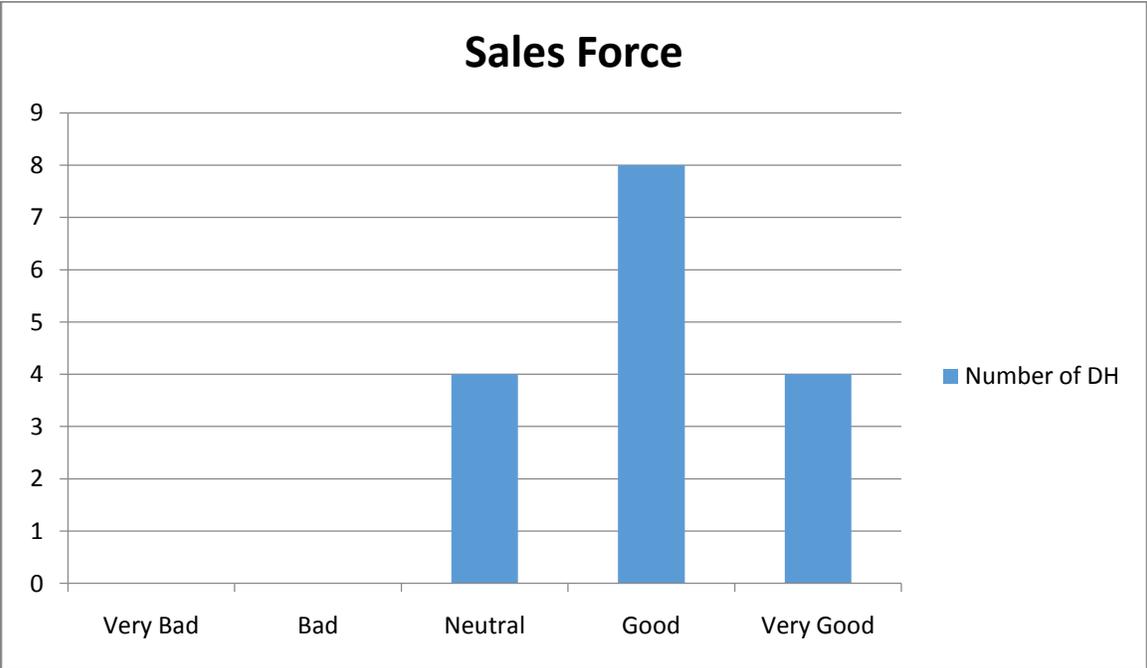


Fig: Number of Sales Force

Sales Force are the people working in the field for the Distribution House like the FSE, RSR, Runner, etc. Every Distribution House has some limitations for hiring the Sales Force and they cannot hire them by exceeding the number. The sales force number for each distribution house is

assigned by the Sales and Distribution Department. However the number of sales force is does not remain the same as the people joins and quit the Distribution House.

Here in the above figure, we can see that four of the respondents says they have moderate number of Sales Force through which they can run the business well. On the other hand, eight of the respondents says they have a good number of sales force present with them and they work well. They are pretty responsive and working with them for a longer period. As they are in this Distribution house for a long time, they are more skillful and efficient. Finally four of the Distribution House informed me they got very good number of Sales force.

Sales force are important as they will be working on the market distributing the products and services to the retailer. If they are not capable of distributing this efficiently Distribution House would not get good return. There is the number limitation for sales force of each Distribution House as Airtel Bangladesh planned in the last month to pay the salary of the by itself.

3. Commission Structure

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	1	5	7	3

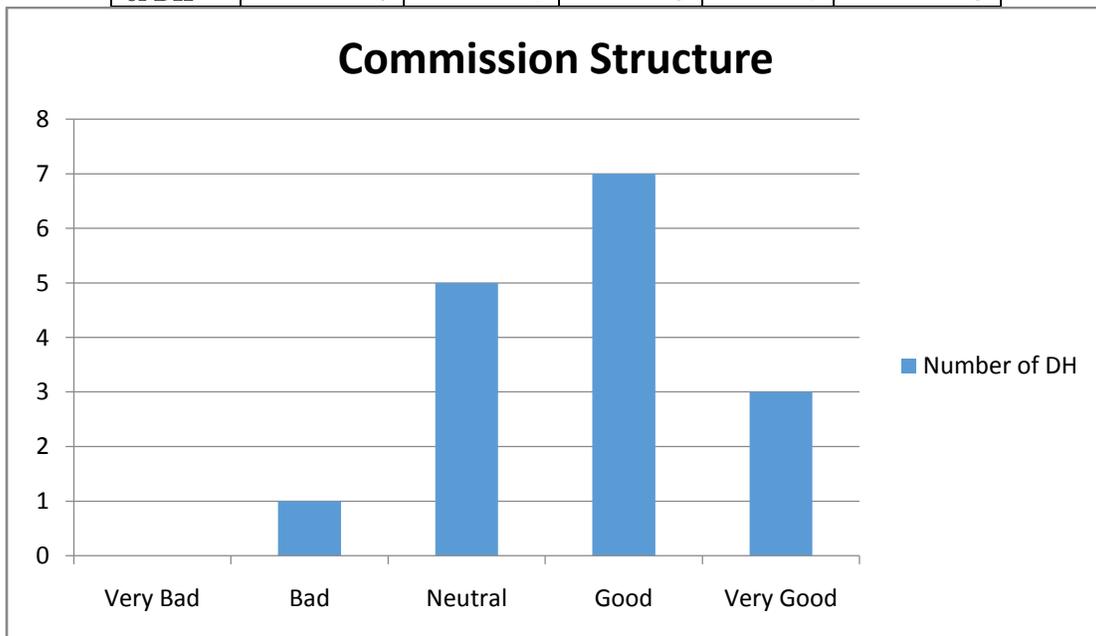


Fig: Commission Structure

Commission is another important factor of the Distribution Houses as this is also an income. Here in the figure, 5 of the Distribution House claimed to be neutral and 7 of them claimed good commission structure in Airtel Bangladesh. Three of them says very good and I have seen their ROI is much higher comparative to others. One of them claimed the commission structure is not up to the mark and its bad. So, I think on an average the commission rate given by the company is not bad at all, it is good and acceptable for all of them.

4. Security Deposit

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	0	7	9	0

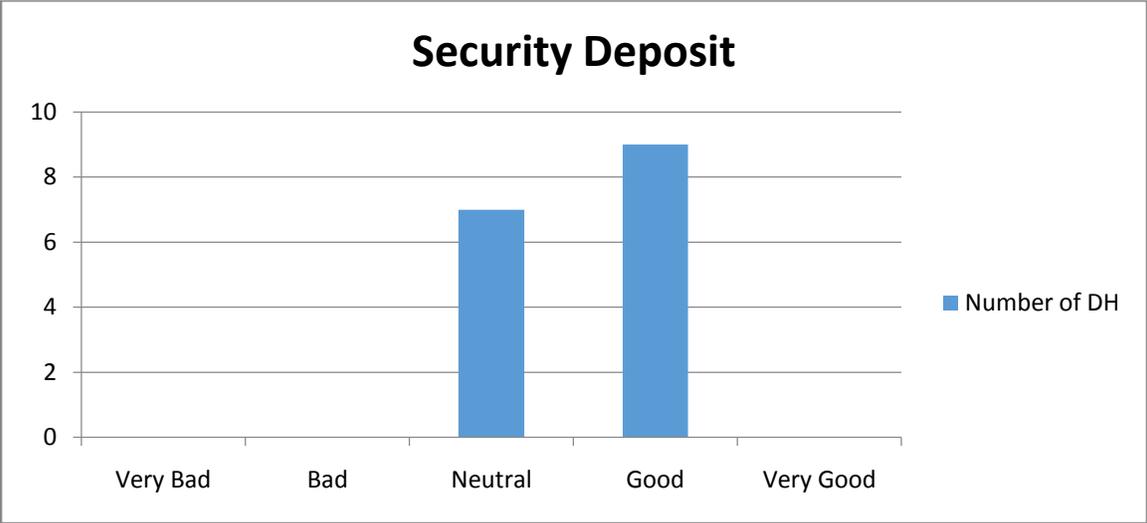


Fig: Condition of Security Deposit

Though the security deposit for all the Distribution Houses does not vary a lot still different respondents prefer differently. Usually the security deposit charged by Airtel Bangladesh for the Distribution Houses is BDT 200000 (Two hundred thousand Taka) to BDT 300000 (Three hundred thousand Taka). Here in the above figure shows that only one respondent claimed bad

about the deposit money for opening the Distribution House however the rest of them claimed neutral and above.

5. Duration of the distribution ship processing of Airtel

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	0	2	9	5

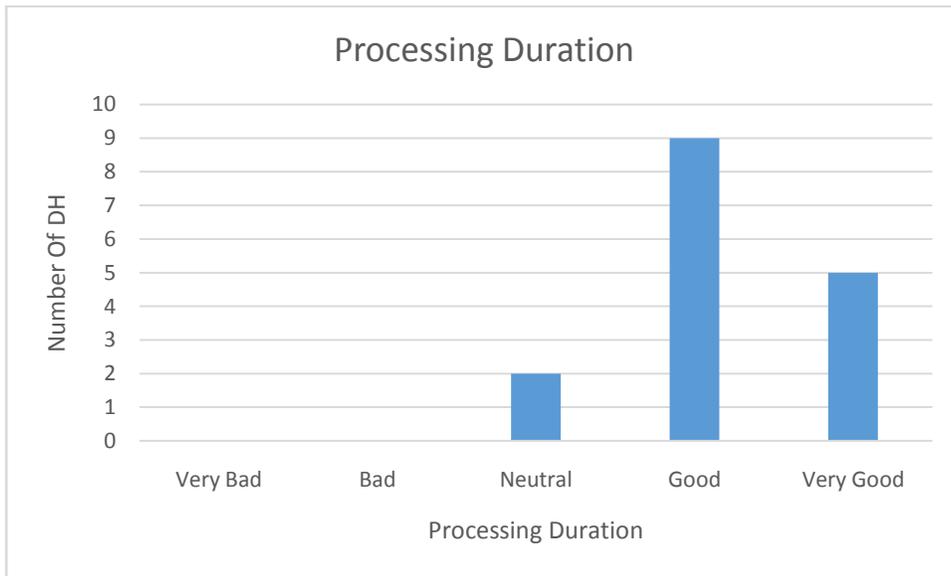


Fig: Distribution ship Processing Duration

The sales and distribution department is one of the most efficient and active department in Airtel Bangladesh. Here the graph shows that the respondents are satisfied with the support of the department. When any request comes from the Distribution House they get the first priority and the job is done accordingly and the feedback is given to the Distribution House by the department. Moreover when any new strategy is made, the department let the Distribution House know as soon as possible.

6. Credit Facility of Airtel Bangladesh

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	0	6	8	2

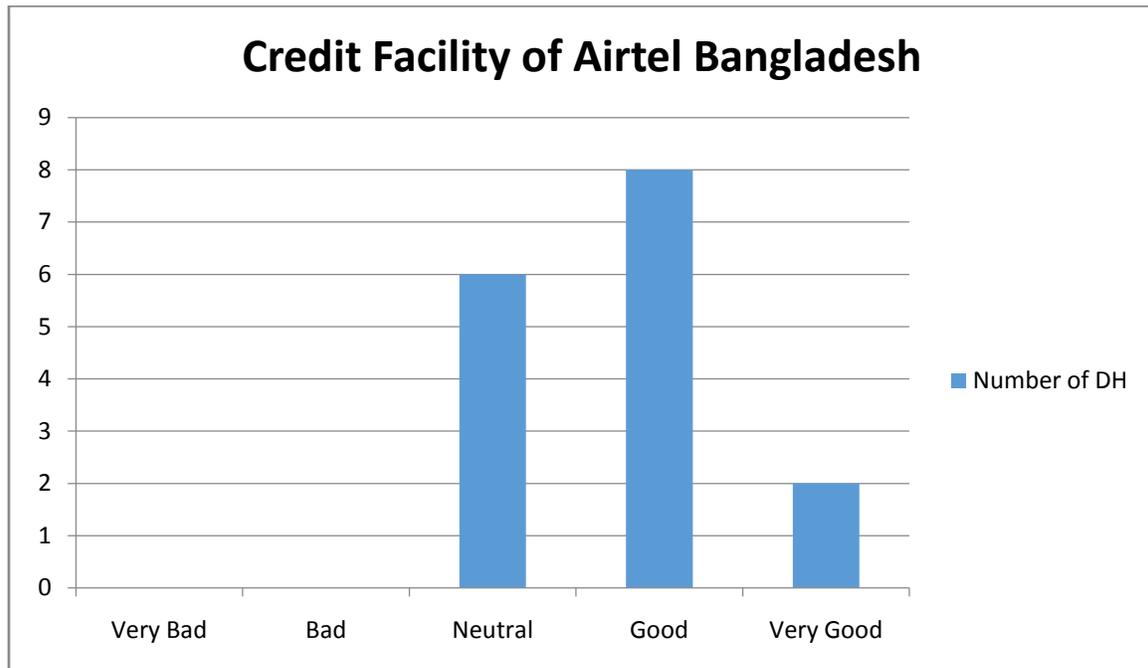


Fig: Credit Facility to the Distribution House

From the above graph, we can assume that six of the respondents claim neutral to the credit facility of the company, eight of them commented good and two of the respondents said very good to the credit facility of the company. Here, the credit facility is given by Airtel Bangladesh when there is a long holiday. For instance during Eid, Pooja, and when bank holiday comes following weekends. During these periods Airtel Bangladesh support the Distribution Houses by giving them credit balance of the Loads thus the operation does not stop.

7. How long the company takes for the payment occurred at the events or fairs or commissions

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	0	5	11	0

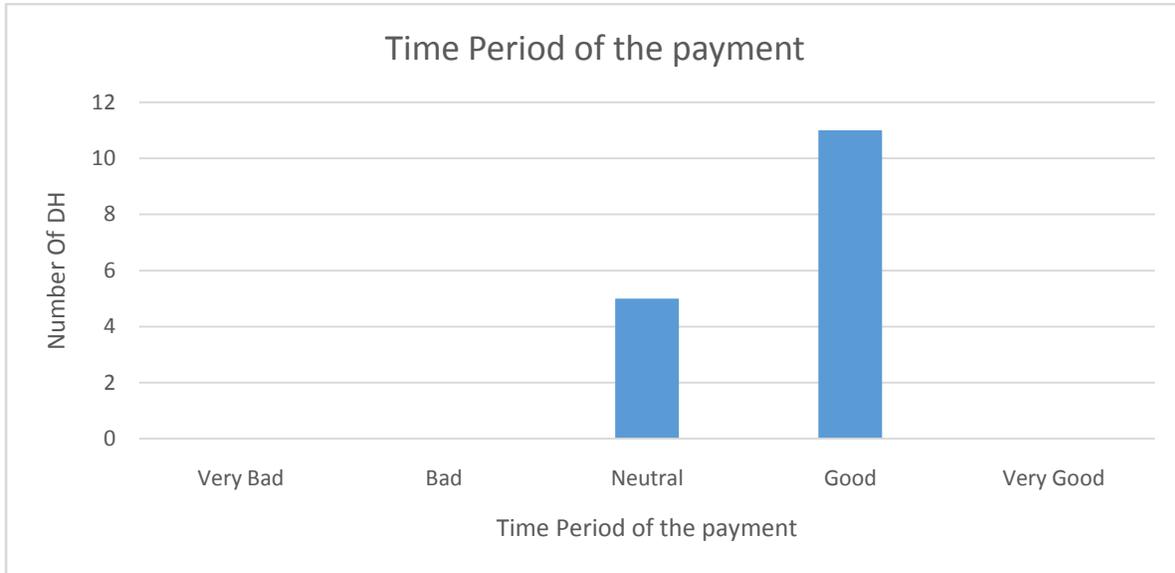


Fig: Time period of the payment occurred for various purposes and commissions

Airtel Bangladesh tries to make the payment as soon as possible. However sometimes it takes time in the processing and the distribution house gets the money a bit late. Within the first week the transaction is to be made but when they get late it takes two or three more days. That is why five of the respondents claimed neutral and others said Airtel Bangladesh is good as they make the payment as early as possible.

8. Other benefits given by Airtel

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	2	8	5	1

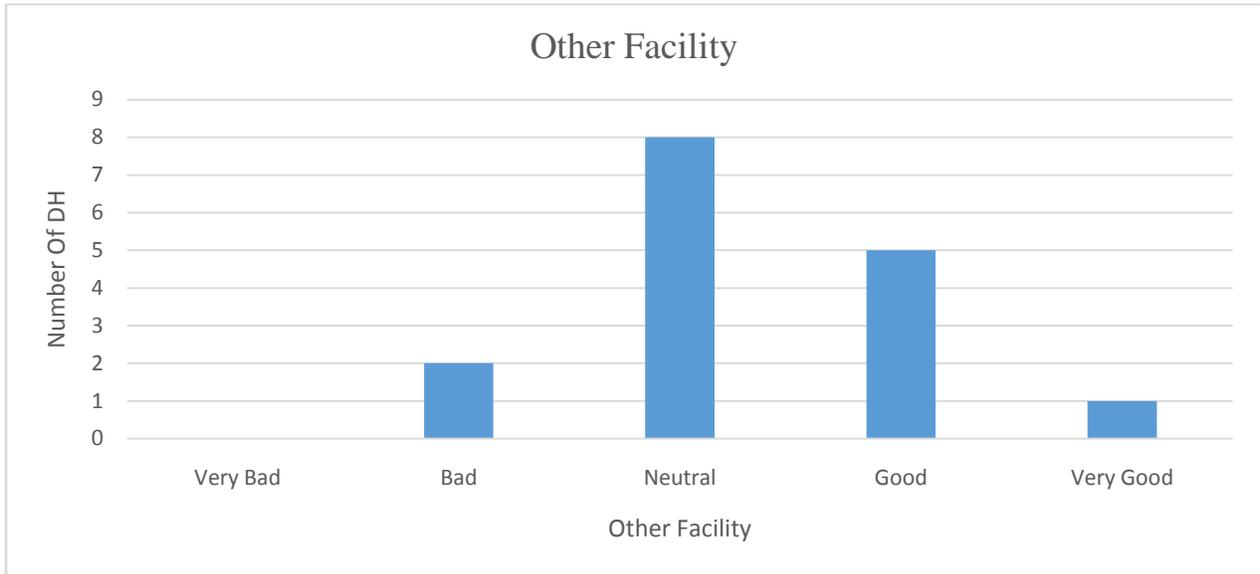


Fig: Other Benefits given by Airtel Bangladesh

From the above graph, we can see that most of the respondents are claiming average for the other kind of benefits given by Airtel Bangladesh. Five of them say good and only one says very well to the other benefits. However two of the respondents claim below average.

9. Overall satisfaction level by doing business with Airtel Bangladesh

	Very Bad	Bad	Neutral	Good	Very Good
Number of DH	0	2	3	9	2

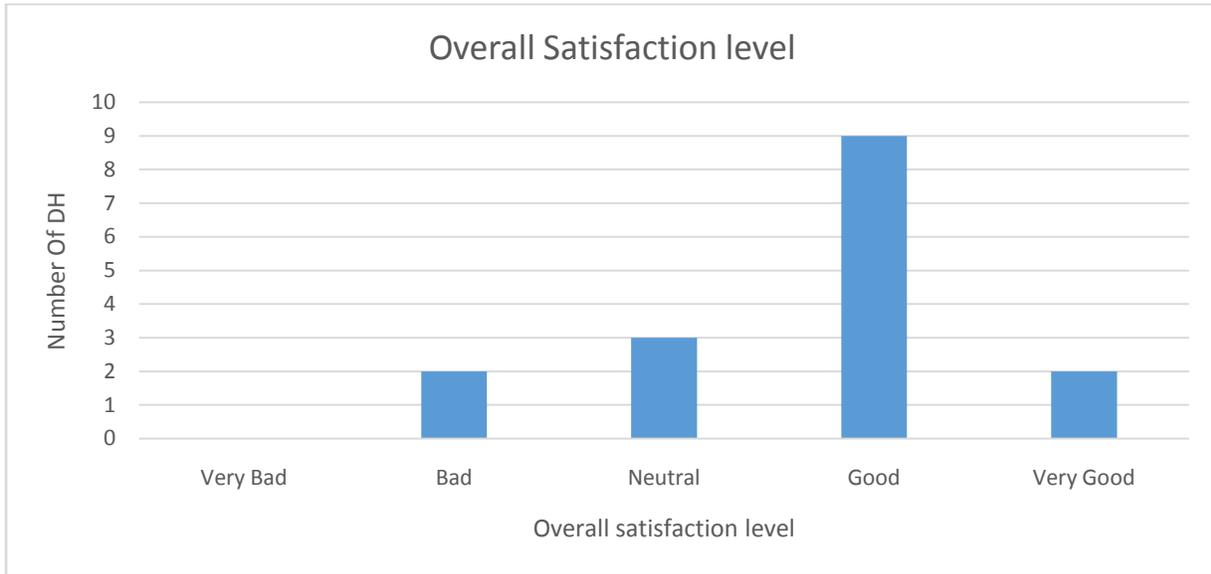


Fig: Overall Satisfaction Level

In this graph we can see that nine of the respondents claims good which is they are satisfied as they are doing business with Airtel Bangladesh and two of them claims their satisfaction level is in a very good condition. Three of them says neutral or moderate. However two of the respondents are not satisfied at all. The reason is their ROI. Distribution house with lower ROI are mostly claiming their overall satisfaction level is lower.

5.2 Major Findings

The Distributors are the vital customers of Airtel Bangladesh

Most of the distributors Return on Investment is more than 10%

Very few of the Distributors are not satisfied at all due to low Return on Investment.

The Commission structure for the Distributors is sound.

Other Benefits provided by Airtel Bangladesh is good enough.

5.3.Recommendation

The Recommendations are based on the findings. By following the proposed recommendation Airtel Bangladesh can improve their strategies and the Sales and Distribution department.

First of all increasing the number of skilled sales force and train them well will help them in their sales as they are one who remain in the field deal with the all the retailers every day. They often bring improper information and often cannot let the retailers learn about various programs or campaigns. If they fail to manage their task it will be problematic. Secondly it would be the credit facility. Though they give credit facilities to the distributors, but that is not enough. People still faces difficulties while recharging and if this facility increases in terms of selling recharges and scratch cards, Airtel Bangladesh will be ahead of other companies. Moreover, many of the retailers remain not available during vacation and local customers suffered while recharging, in that case if the distributors hire some more people to give back up then the local customers will be delighted. In addition, during campaigns or events, the distributor gets the money few days after the event occurred. Because of that the distributors might face problem or they might not be motivated for doing the event. If the distributors get the money before the event, this will create motivation for them and for the FSE and RSR too.

People are very busy in this department and what they do after entering the office is download the information and start making report. Every day three to six reports are made by each person.

So, report automation is necessary. It will be a system software and when the information will be uploaded the software will create this report automatically and manager can get them when they need it. Furthermore, creating the ID automatically for activation SIMs while creating the activation file, sometimes it happens that same information was send twice at that time, multiple ID is created as it is made by manually. However there should be one ID for one specific number. Multiple ID for one number creates problem especially at the time of Audit. Finally, improvement of the towers and network of Airtel Bangladesh Limited is important. While talking to many retailers, I personally faced such questions like why the network is so weak in such rural areas. Strengthening the network of Airtel Bangladesh would retain more customers.

5.4. Conclusion

Airtel Bangladesh Limited is a telecommunication service providing company and it is the last to enter in the telecommunication market of Bangladesh. It has 8.18 million customers which is around 7% market share. The sales and distribution department is one of the energetic department which uses some distinctive technique. The telecommunication market is very competitive and customer driven. However Airtel Bangladesh itself cannot control the whole customer base, they need distributors to manage the consumers. The 112 distributors are well enough to do business with Airtel Bangladesh Limited which having a brilliant sales force to support them. Moreover Airtel has huge number of retailers across the country and these distributors are managing the service to reach the local customers via retailers. In general the Airtel Bangladesh has a well-designed distribution process. Still there are few issues regarding this department and recommendation has been made. Hopefully this suggestion will help the Sales and Distribution department to reach a better level in the market.

6.0. Appendix

1. Questionnaire

Questionnaire

Distributor name and Code:

For How many Years you are a distributor in Airtel Bangladesh Ltd?

Ans:

What is your market size?

Ans:

The rest of the question you have to answer by circling the Likert scale where

1: Very Bad, 2: Bad, 3: Neutral, 4: Good, 5: Very Good

1. How is your ROI (return on investment)?
2. Do you think you have sufficient Sales Force?
3. How is the Airtel's Commission structure?
4. How would you rate the security deposit of Airtel Bangladesh?
5. How is the process of distribution chip of Airtel?
6. How much would you rate the Credit Facility of Airtel?
7. How quickly do you get the payment occurred at the events or fairs?
8. What is your rating on the other benefits given by Airtel?
9. What is your Satisfaction level by doing business with Airtel BD?

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

2. Return on Investment:

Return on Investment for AirtelBangladesh Limited

Zone	Distributor House	ROI% after TAX
Dhaka - 1	DHK01	14.29%
Dhaka - 1	GZP02	61.26%
Dhaka - 1	DHK08	2.74%
Dhaka - 1	DHK30	26.79%
Dhaka - 2	DHK40	40.67%
Dhaka - 2	MSJ42	33.58%
Khulna	SRP33	68.54%
Khulna	KSH13A	40.87%
Mymensingh	TGL21	15.92%
Sylhet	SMJ06	5.44%
Mymensingh	JML06	9.24%
Chittagong	CTG15	11.70%
Bogra	BGR04	24.87%
Bogra	PBA21	6.15%
Bogra	TKG09	55.22%
Chittagong	CTG19	89.18%

7.0. Reference

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