



Internship Report

on

“Overall Marketing Strategy of Link3 Technologies Ltd.”

Course Code: BUS 400

Submitted By

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Submitted To

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Date of Submission

30th April 2019

Table of Contents

Letter of Transmittal	3
Acknowledgement	4
Executive Summary	5
Background of the Company	6
Mission	13
Vision	13
About the Company's service offerings	13
Link3 Nationwide Base Stations	14
Operational Network Organogram	15
Nationwide Coverage Network infrastructure	16
Methodology	17
Scope of the Report	17
Limitation of the Report	17
Objectives of the Report	18
Situation Analysis	19
SWOT Analysis	19
Competitor Analysis	20
Marketing Strategy	20
Segmentation	21
Targeting	21
Positioning	22
Ensured Quality of Service	22
Marketing Mix	23
Branding	23
Product	24
Price	26
Place	27
Promotion	28
People	29
Process	29
Physical Evidence	30
Overall Marketing Activities of Link3	33
Findings and Recommendations	38
Conclusion	40
References	40

LETTER OF TRANSMITTAL

27th April, 2019

Mayesha Tasnim

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report “Overall Marketing Strategy of Link3 Technologies”

Dear Madam,

It gives me enormous pleasure in preparing this report that was assigned in fulfillment of my internship requirement. This paper has been valuable to me as it contains the reflection of my working experience in Link3 technologies limited. In this report, I have given my best to illustrate the experiences and knowledge I gained from this working period.

I would like to mention that I am extremely grateful to you for your valuable assistance, understanding, effort and constant attention as and when required in accomplishing the paper.

Sincerely,

Nabila Nowreen Chowdhury

12204040

BBS

BRAC University

ACKNOWLEDGEMENT

I would like to thank Ms Mayesha Tasnim Lecturer, Department of Business Administration of BRAC University, for giving me the opportunity to prepare this internship Report. It was a great experience to work on preparing “**Marketing Strategy of Link3 Technologies Ltd**” in light of the course BUS 400 (Internship Work). This provided me an opportunity to have a better concept about how to do planning, marketing of product, services which expanded my knowledge.

I would also like to thank the Mr. A K Moneruzzaman, Manager, Sales and Marketing, who helped me giving their valuable information while working in link3 about my report. Without their cooperation, I would not have made it this far.

Executive Summary

Link3 Technologies Limited is nationwide Internet, Intranet and IP telephony Solution & Service Provider (IPTSP). As an intern at link3, I have tried to gather knowledge about the company's overall marketing strategy, planning and activities. In my internship report the topic is "Overall Marketing Activities" used at Link3 Technologies ltd. So, I covered company's working process especially for Marketing (Bank & NBFI) department, situation analysis, marketing strategy research, and marketing mix. But I also worked on how services are provided at the consumer end that means selling of products to consumer. During my working period I have sent service order form, change request as the company's procedure. I have also identified what were the working responsibilities of other sector's employees of marketing department at Link3 Technologies Ltd. Departments I have identified were Corporate, Retail, web development and strategic initiatives. After understanding the responsibilities of marketing people, I have worked on understanding what are the further working process of the company. While I was doing internship, I found that there is some process which a marketing executive have to follow to provide services that has been described as marketing mix. I have found some limitations collecting information for my internship report and also observed some problem as well as faced some challenges. But on the other hand, during the period of my Internship I have learned so many lessons like organizational behavior, Bank &NBFI (Marketing) Activities, how to interact with clients and many more. Overall from my point of view I do have some suggestions for the company where they can improve and make better organization to get better result.

Background of the Company

In the year 2000 Link3 Technology Ltd started their venture as an IT solution provider. Till date the company has been operating in the Bangladeshi market for over 19 years, and it has been doing so with a great level of success. The company is essentially an Internet Service Provider (ISP) and operates as a telecommunications company based in Dhaka city. Link3 Technologies Limited acquired BTRC approved Internet Protocol Telephony Service Provider (IPTSP) license on September 2009.

Ms. Tahmina Ahmed serves as the Chairman of the company, The Managing Director is Mr. Sheikh Raihan Ahmed, Also Mr. Sajjid Haider Pasha is serving as director of the company. All of these individuals are the part of the company's Board of Administrators.

The main leader of Link3 generation is Mr. Babar Huda who is serving as Chief executive officer. Advertising and Marketing Officer is Mr. Mahboob Hossain, and Mr. F. M. Rashed Amin (Biddut) is working as chief technical officer, along with them other top position employees are company's Human Resource Officer is Ms. Sonia Mahmud and company's Chief Financial Officer is Mr. Azizur Rashid.

Customers of Link3 residing in Dhaka city are currently receiving service in the following areas: Dhanmondi, Banani, Uttara, Segunbagicha, Motijheel.

Besides Dhaka city, the company also provides ISP services to the following cities: Chittagong, Sylhet, Rajshahi, Khulna through their extensive fiber network or radio hyperlink network technology.

The company employs more than 1000 employees. The success of Link3 technology Ltd. Comes with its philosophy of wanting to empower and enable the Bangladeshi people to cope up with the fast-changing trends of the modern connected world. In modern times it is widely regarded and accepted that information is power and Link3 wants to enable people to lead the nation in this technology race.

In recent times many tech savvy youngsters and professionals are very interested about the services provided by Link3 technology Ltd. The company's website generates a great amount of traffic from this tech savvy demography. The company's customer helpline is open for 24/7 to serve the needs of any of its customers by providing outstanding service. The customers of the company pay their bill as cash or through online/digital transaction.

Link3 Technology Limited (Link3) serves on providing leading technological solutions based on Point-to-Multipoint (PMP) and point-to-factor Broadband wi-fi get entry to (BWA). Link3 has a specific cognizance on BWA and an unwavering commitment to the marketplace and to the customers who get benefits from it. With their superior infrastructure, strong customer partnerships and subject-demonstrated deployments, they provide the broadest variety of BWA communication solutions to meet the growing demand of customers for extraordinary client satisfaction goals.

In contrast to leased lines, which forces clients to incur an excessive-level of in advance deployment expenses and delay in implementations, BWA frees our clients from dependency on cord line infrastructure, permitting them to build an impartial network that is scalable, provides great value and rapidly & readily deployable.

Link3 has more implementations, dedicated engineers and technological know-how than any other data communication player inside the market. Link3's financial strengt, experienced management group, sturdy solution portfolio, and diversified sales team makes certain strengthens which differentiate the company from others.

Link3 has a respectable licensee of Bangladesh Telecommunication Regulatory Commission (BTRC) and provides robust nationwide internet carrier & domestic records communication services. It has received ISP license [license No.-BTRC/LL/ISP-national (10) Link3/2008-79] from BTRC.

The company built its great reputation of providing unparalleled reliability through its 2.4 GHz, 3.5 GHz and 5.8 GHz prolonged variety solutions so far. MPLS Layer 2 & Layer 3 connectivity, wi-fi services for IP VPN extensive place network (WAN), internet gateway entry, and VLANs (virtual LANs) are also provided. Link3 provides secured WAN connection for connectivity with the use of trendy security gadgets, for its clients. Link3 is widely regarded as first-class provider of internet security and connectivity.

With the approval of BTRC for offering domestic statistics conversation, Link3 has built its network between the major cities of Bangladesh i.e., between Dhaka and Chittagong, Dhaka and Sylhet, Dhaka and Rajshahi, Dhaka and Barishal, Dhaka and Khulna, Dhaka and Bogra, Dhaka and Rangpur, Dhaka and Mymensingh. They have expansion plan to connect different critical cities of the country within this year. Between the Dhaka-Chittagong zone Link3 provides the use of fiber optic spine (with redundancy) of Banglalink and microwave link of Pacific Bangladesh Telecom limited as secondary

and in Dhaka-Sylhet the company using fiber optic backbone (with redundancy) of Banglalink and the microwave link of countrywide smart phone as our secondary spine, For the opposite cities Link3 using fiber optic (with redundancy) backbone of Banglalink, that's very dependable and solid. The spine has enough bandwidth for presenting WAN connection among the essential cities cited above. locations in which it isn't always feasible to provide microwave hyperlink or Fiber Optic connection, Link3 can offer VPN connectivity through CDMA community. (Link3 technology limited. (2015). Annual document 2015)

1.	Name of the Company:	Link3 Technologies Limited	
2.	Business:	Full-service ICT Solution Provider	
3.	Date of Establishment:	2000	
4.	Age of the company	18+ years	
5.	Address:	Bulu Ocean Tower (16th Floor) 40, Kemal Ataturk Avenue, Banani, Dhaka-1213	
6.	Contact Details:	Tel: 88-02-8837653-6,9894044, Fax: 88-02-988642	
7.	E-mails and URL:	e-mails: info@Link3.net, sales@Link3.net URL: www.Link3.net	
8.	BOD:	Chairman:	Ms. Tahmina Ahmed
		Managing Director	Mr. Sk. Raihan Ahmed
		Director:	Mr. Sajjid Haider Pasha
9.	Contact Persons:	Chief Executive Officer	Mr. Babar Huda
		Chief Marketing Officer	Mr. Mahboob Hossain
		Chief Technical Officer	Mr. F. M. Rashed Amin (Biddut)
		Chief Human Resource Officer	Ms. Sonia Mahmud
		GM, Technical	Mr. Prodip Dey
		DGM, Accounts & Finance	Mr. Kazi Md. Mamunul Islam
		AGM, Service Delivery & Customer Support	Mr. Mizanur Rahman Khan
AGM, HR & Admin	Mr. Ismail Jabih Ullah		

	Senior Vice President, Manager, Sales & Marketing	Mr. Mashhurul Amin (Nobin)
	Senior Vice President, Manager, Sales & Marketing	Mr. Arif Ahmed Choudhury
	Senior Vice President & Head of Web Solution	Mr. Shamimul Islam
	Sr. Manager, Sales & Marketing	Mr. Hasan A Islam
	Manager, Software Services	Mr. Mushfiqur Rahman
	Sr. Manager, Strategic Initiatives	Mr. Mahboob Siddiqui
	Manager, Help Desk	Mrs. Afsana Ali
	In-Charge, Credit Control	Mrs. HossnaraAkter Moni

10.	Resource Details:	Total Strength:	850+
		Teams Composition:	<ol style="list-style-type: none"> 1. Technical 2. Marketing 3. HR & Administration 4. Finance & Accounts 5. Customer Relationship Management 6. Web Services 7. Software Services
		Technical	Total Strength: 445
		Technical Team Composition	<ol style="list-style-type: none"> 1. Technical <ul style="list-style-type: none"> ● Fiber Network Operation ● Infrastructure Wireless ● Infrastructure Fiber ● Network Operation ● Security & VPN

			2. Service Delivery <ul style="list-style-type: none"> • Help Desk • Customer Support • Service Delivery
		• Technical Team	Head: Mr. F M Rashed Amin (Biddut) Total Strength: 445+
		• NOC & Infrastructure	Head: Prodip Dey Total Strength: 210+
		• Fiber Network Operation	Team Leader: Mr. Mohammad Nazrul Islam Total Strength: 15+
		• Infrastructure Wireless	Team Leader: Mr. Mofazzal Hossain Total Strength: 22+
		• Infrastructure Fiber	Team Leader: Mr. M. Ferdous Wahid Total Strength: 72+
		• Network Operation	Team Leader: Mr. Q Mezbahuddin Ahmed Total Strength: 18
		• Security & VPN	Team Leader: Mr. Mahboob Rashid Total Strength: 06
		• Service Delivery	Head: Mr. Mizanur R Khan Total Strength: 101
		• Help Desk	Team Leader: Mrs. Afsana Ali Total Strength: 30
		• Customer Support	Team Leader: Mr. Atiqur Rahman Total Strength: 56
		Marketing & Sales	Total Strength: 92
		Marketing & Sales Team Composition	1. Bank & NBFIs Services 2. Corporate & SMEs 3. FTTX

		<ul style="list-style-type: none"> Bank & NBFIs Services 	Head: Mr. Arif Ahemd Choudhury Total Strength: 16
		<ul style="list-style-type: none"> Corporate & SMEs: 	Team Leader: Mr. Hasan A Islam Total Strength: 15
		<ul style="list-style-type: none"> FTTX 	Head: Mr. Mashhurul Amin (Nobin) Total Strength: 61+
		<u>HR & Administration</u>	Head: Mr. M Ismail Jabih Ullah Total Strength: 155
		<u>Finance & Accounts</u>	Head: Mr. Kazi Md. Mamunul Islam Total Strength: 45+
		<u>Web Services</u>	Head: Mr. Shamimul Islam Total Strength: 17
		<u>Software Services</u>	Head: Mr. Mushfiqur Rahman Total Strength: 12
		<u>Billing & Credit Control</u>	Head: Mrs. Hossnara Akter Moni Total Strength: 50
11.	Coverage at a Glance:	<ul style="list-style-type: none"> Divisions Covered Districts Covered Number of Support Offices Number of BTS Number of POP Backbone on 	8 Divisions 64 Districts 20 Support offices 200+ BTS Nationwide 500+ POP Nationwide MPLS Layer-2, MPLS Layer-3 & IPsec VPN
12.	Customers' at a Glance:	<ul style="list-style-type: none"> Banks under coverage: Non-Banking Financial Institution (NBFIs) under coverage Total number of Branches of Banks & 	58 200+ 3000+

		NBFIs and ATMs under coverage:	
		• Corporate Customers:	2000+
		• Home/SOHO Customers:	70,000+

Mission

Facilitate seamless information flow through innovative ICT infrastructure and services.

Vision

Link3 will be the largest broadband user-based ICT solutions service provider in Bangladesh.

About the Company's Service Offering

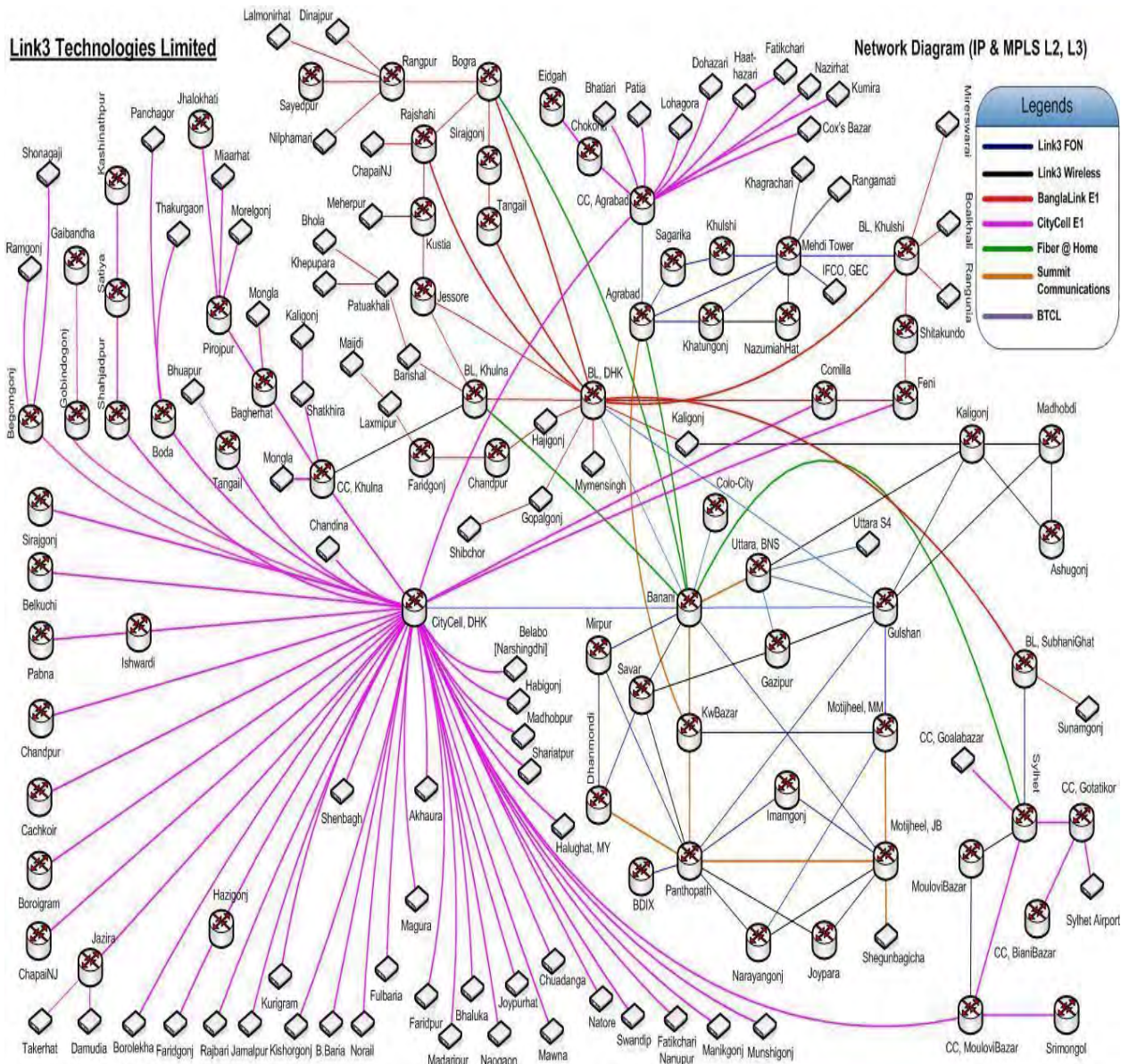
In this class the fundamental service of Link3 technologies restricted is providing internet service. The categories of the services are –

- Goti- Retail Package
- Internet
- Intranet
- IPTSP Phone
- Anti-Spam
- Domain Registration
- LAN, WAN
- Others- Hardware

Link3 Nationwide Base Stations

As mentioned earlier, Link3 Technologies Ltd. owns and operates multiple Base Stations among its network coverage. All the base Stations in Dhaka are connected over multiple methods to alternative Base Stations. Every Base Station has its own Cisco router, running dynamic protocol. Whether or not the first link between 2 Base Stations fails, the property is routed over a unique path automatically.

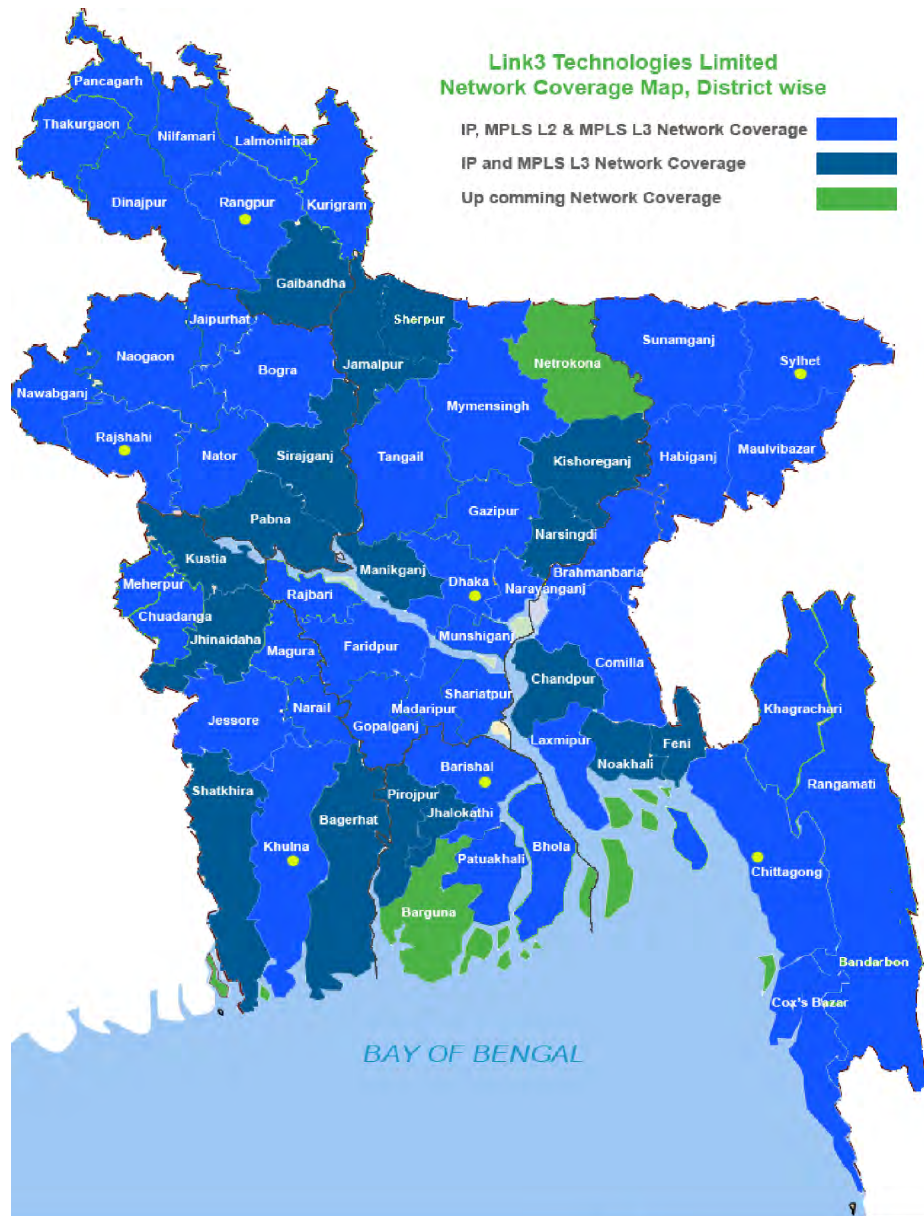
Please see the diagram below for details Country wide base station with redundancy. (Link3 Technologies limited. (2015). Annual Report 2015)



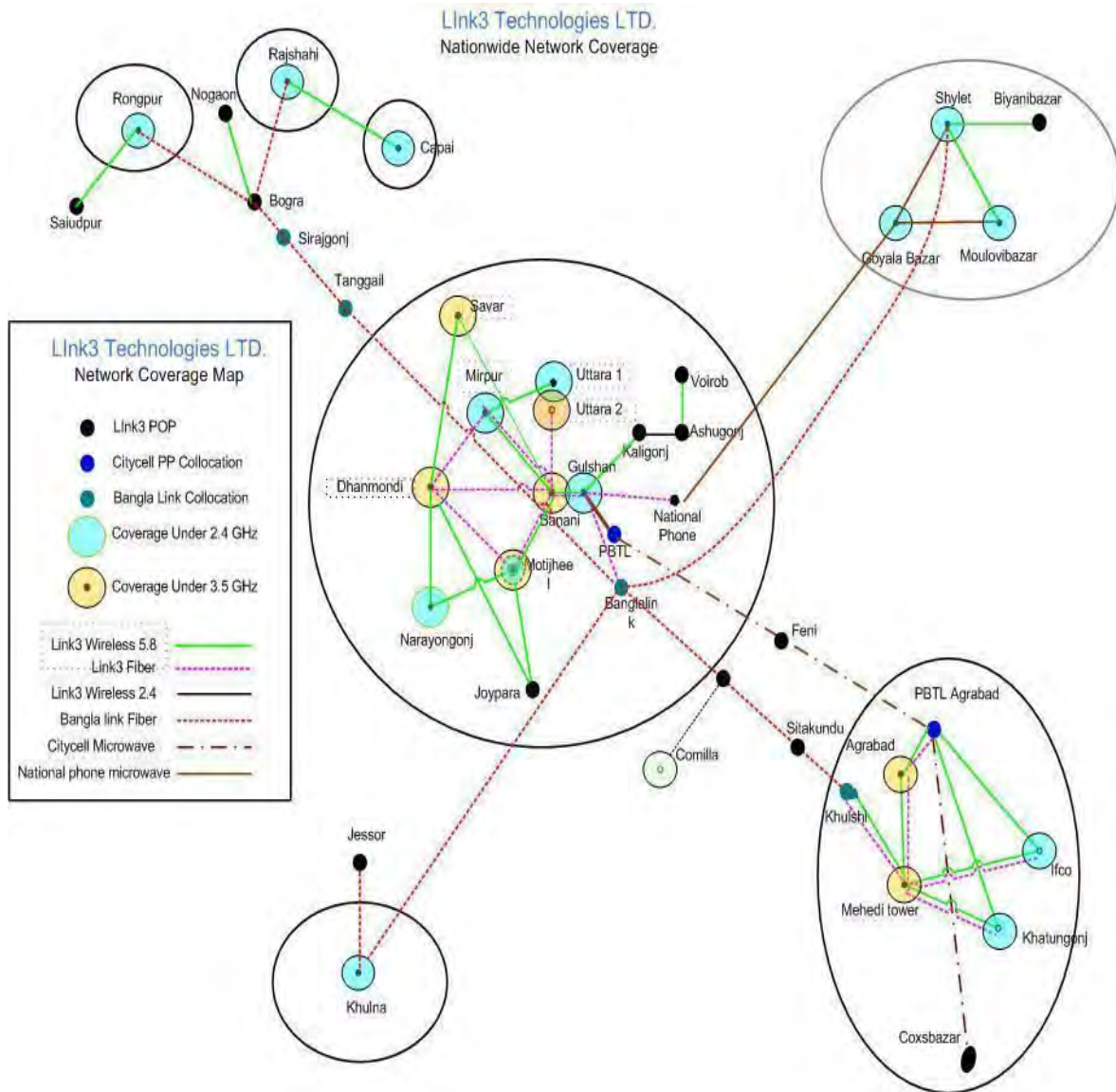
OPERATIONAL NETWORK ORGANOGRAM

Many criteria are observed by Link3 Technologies Ltd. once coming up with a network infrastructure, like redundancy, measurability, easy management and performance. The network situation of the

entire country at a look is shown within the diagram below. (Link3 Technologies Limited. (2015). Annual Report 2015)



Nationwide Coverage Network infrastructure



METHODOLOGY:

To prepare the report each primary and secondary information and data were needed. Primary information was collected from the employee- promoting government, manager and given it to my report. Secondary information we tend to recollect from totally different reports, varied books and notes etc. The knowledge required for completion of the report was collected in a very systematic manner from each primary and secondary source. To accomplish this report, I had to gather information. I collected this information from 2 sources.

Primary Data: While doing job in Link3 workplace I collected info from the employee- marketing executive, manager and given it to my report.

Secondary Data: I additionally collected some information from Link3 web site and annual report back to prepare this report. Besides Link3 web site I collected some definition and information from completely different books, articles.

SCOPE OF THE REPORT

During my internship at Link3 Technologies Ltd, I worked with sales of their services and additionally tried to possess information regarding their selling strategy- however Link3 uses segmentation, targeting, positioning and conjointly marketing mix- product, price, place, promotion, people, process and physical proof. Among 7ps as an intern I primarily add process which means how a service in being provided or sold-out to client.

LIMITATION OF THE REPORT

There are huge amounts of data referring to the topics of this report, however it absolutely was not possible to achieve access to a lot of such data. Therefore, missing out some necessary side of the mentioned topics will be an opportunity. The key limitations include-

- Prolonged method facing within the time of collection information.
- It's terribly powerful to collect all the desired info in such a brief amount.
- Barriers in revealing some information for organization restriction.
- High confidentiality of information.

OBJECTIVES OF THE REPORT

The main objective of this report is to induce a concept regarding general marketing activities of Link3 Technologies Ltd.

1. Broad Objective

To understand the various marketing methods used for various Customer's segments of Link3 Technologies Ltd.

2. Specific Objectives

1. To know the strategy used for the "Bank & NBF" segments
2. To know their service strategy of "Corporate" segments
3. To judge the operating method of "Retail" wing
4. To grasp the service strategy of "Web development" segments
5. To spot the strategy used for the "Strategic Initiatives" Segments

SITUATION ANALYSIS

SWOT Analysis:

SWOT analysis could be a tool for auditing a company and its surroundings. SWOT analysis is the initial stage of coming up with and helps marketers to specialize in key problems. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal SWOT factors. Opportunities and threats are external SWOT factors. Strength could be a positive internal issue. A weakness could be a negative internal issue. a chance could be a positive external issue. A threat could be a negative external issue. (Kotler, P. , & writer, K. L. (2011). marketing management.) Therefore, I attempted to figure out some SWOT of Link3:

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> ▪ Smart Quality Services ▪ Fast reply to consumer end at any time. ▪ Most space coverage connection ▪ Latest technology ▪ Fully fledged & skilled technical team 	<ul style="list-style-type: none"> ▪ Lack of concentration for ▪ diversification of business ▪ Trusted on third party as intercity ▪ Connector ▪ Centralized authority of call
OPPORTUNITY	THREAT
<ul style="list-style-type: none"> ▪ Potential large retail client ▪ Age of data technology ▪ Multi heterogeneous business sectors 	<ul style="list-style-type: none"> ▪ Lack of Govt. cooperation for Infrastructure ▪ Absence of proficient technical individuals ▪ Absence of proper semi-permanent ICT plan

Competitor Analysis

There are some competitors in existing marketplace for link3. Thus, during this section I've got tried to reveal the most important contender of link3 with its line of business and their strength and threat toward link3.

Competitor for Internet Service:

Competitors for data connectivity	Competitors for internet connection
<ol style="list-style-type: none"> 1. BDCom 2. BRAC net 3. Advanced Data Network (ADN) 4. METRO Net 	<ol style="list-style-type: none"> 1. Infolink Limited 2. AAMRA Network 3. AMBER IT Limited 4. CARNIVAL INTERNET

Marketing Strategy

Marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Link3 also has strategy for segmentation, targeting and positioning:



Segmentation:

Market segmentation involves grouping numerous customers into segments that have common wants or can respond equally to a selling action. every segment can reply to a unique marketing mix strategy, with every providing alternate growth and profit opportunities. There are some criteria for segmentation- Geographic, Demographics, Psychographics, Income, Lifestyle, Belief and Values, Life Stages, Behavior, Benefit.

Initially Link3 started its business in 2000 as an ICT primarily based service supplier to the enterprise among Dhaka city solely. afterward once business was enlarged for demand, link3 began to expand its business for Home, SOHO, Corporate, Bank, and NBFi throughout the Bangladesh and additionally completed some projects like- Bangladesh Army, election commission, Bangladesh Border Guard.

Retail Home- Home connectivity.

SOHO- Small Office or Home Office.

Corporate- MNC, Real Estate, Pharmaceutical, Shipping Logistic, Garments, Media corporate office, NGO.

Bank- Government, Non-government, Foreign Bank.

NBFi- Insurance Company, Finance Investment Company, Stock Market.

So, we can see that Link3 initially segmented their market by using Customer uses pattern, geography, income level and area of Business. (Details of customer information is given to customer profile)

Targeting:

After segmenting the market supported the various teams and categories, Link3 will need to select its targets. nobody strategy can suit all client teams, therefore having the ability to develop specific methods for your target markets is extremely necessary. There is some strategy for targeting, among that Link3 has adopted multi-phase targeting.

Multi-Segment Targeting: This approach is used if one must concentrate on two additional well outlined market segments and wishes to develop completely different methods for them. Multi segment targeting offers several advantages however may be expensive because it involves bigger input from management, enlarged marketing research and increased promotional methods. Link3 targets monetary establishments, enterprise and additionally Home users.

Now Link3 is ICT (Information Communication Technologies) primarily based service supplier to business and additionally to the individual client for home using

Positioning:

Positioning is developing a product and complete image within the minds of shoppers. It may also embrace rising a customer's perception concerning the expertise they're going to have if they prefer to purchase one's product or service. The business will positively influence the perceptions of its chosen client base through strategic promotional activities and by rigorously shaping one's business' marketing mix.

Link3 has positioned its product by proving the standard of product. Beside quality of product it additionally positioned it product by services once sales which means it's a separate client facilitate table, client **Support and Services Delivery Department** to guarantee customer services. There is some specialty of service that ensured by link3-

Ensured Quality of Service (QOS)

To ensure Quality of Service (QOS) Link3 Technologies maintain the following:

- Multiple redundant backbones for BTS
- using notable networking product like Cisco 12000, 7200 VXR 3600 series routers and Cisco 4500, 3500 and 2900 series of switches.
- Spare devices for BTS are accessible.
- Multipath intercity property through completely different utility operators.
- Traffic engineering for optimum performance.
- Robust, advanced and secured resolution like L2 and L3 MPLS.

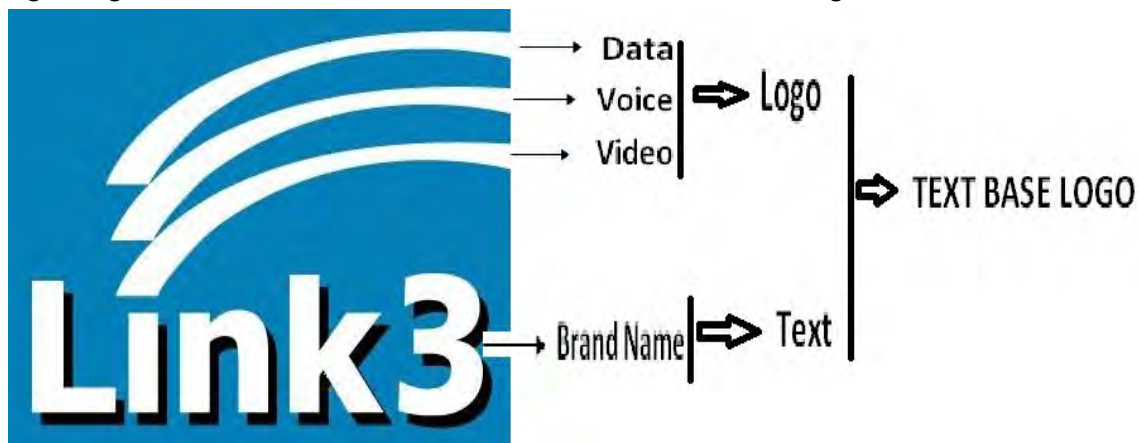
- High-end online UPS and generator which provides a powerful power backup.
- Ensured correct bandwidth and property period of time as per SLA.
- Economical certified Technical team for all reasonably technical support.
- Distributed support groups are accessible day and night at major areas.
- A 24x7 service with a real time observation system.

Marketing Mix

The marketing mix may be a business tool employed in marketing and by marketers. The marketing mix is commonly crucial once deciding a product or brand's supply, and is usually related to the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are dilated to the seven P's. As Link3 is associate degree ICT primarily based service supplier thus here seven Ps are practiced.

Branding

Link3 Technologies Ltd has with success marketed its brand. Here the history or reason behind name, logo, tag line, color of brand and name of Link3 Technologies Ltd is been mentioned.



A brand is consisting of some element like- Logo, Name, Color, Tag line etc.

LOGO: This is a text base brand which means logo with text. During this brand these three arrows indicate information, VOICE, and VIDEO. To successfully transfer data these 3 components are required. Essentially, we tend to share data in these 3 forms. Therefore, to determine this brand one will simply perceive the aim of this company. It's an excellent brand with name Link3.

NAME: LINK3

COLOR: In their branding link3 used blue color. Blue suggests that integrity, intelligence, trust, loyalty, dependability. By using blue color they tried to precise toward client that link3 is loyal to consumer, offer a reliable service through a contemporary technology trustfully. As a result of link3 incorporates a cluster of technical engineers who are therefore skilled to supply wonderful service.

1) Product

Link3 features a wide selection of information, web and data connectivity solutions which will offer one the ready-to-wear instant access furthermore as extremely custom-made solutions specifically designed to fulfill massive company, Banks, Home or SOHO users' needs. These solutions include:

- **Broadband Internet Solution**

Broadband net through Optical and Wireless Access uses verified technology to deliver high-speed, dedicated broadband property on to business or home over associate optical fiber or communication system. It may be used to offer a branch workplace or tale employee with a secure, personal affiliation to a company network.

- **Intranet (Data) Solutions**

Link3 Technologies Ltd. features a established network and service range that's particularly appropriate for any organization needed information connectivity between their completely different offices like Banks and monetary establishments. We are providing secure VPN services specially designed for Banks and company, with extremely profitable evaluation structure similarly as incomparable information security assurance.

- **IP Telephone Solution**

While Tele communication is international want, Link3 Technologies Ltd. is providing the newest technology SIP phone based mostly information processing telecommunication solutions for its wide selection of consumers for their repose workplace communications, with terribly low value and high dependability.

- **Networking & Hardware Solution**

Link3 Technologies Ltd. has established networking and hardware resolution for local space networking, information Center, information processing Surveillances, Video Conferencing, IP telecom etc. services that are extremely needed for any organizations' communication purpose. We tend to are providing most advanced technology with value effective pricing and service.

- **Global Data Communication Services**

While the internet provides a really low-cost superhighway to attach offices and folks worldwide, it's not at all the foremost secure and sage pathway. For organizations who demand the ultimate in digital communication security, International non-government hired Circuit (IPLC) provides a passionate clear channel from “point A to point B”.

While IPLC is also “the” resolution for complete security and supreme quality of service, it's additionally quite pricey. Latest technologies, like MPLS VPN provides a much more price effective solution with comparable performances as IPLC.

- **Security Solutions**

Their services include Appliances based solution and Software/License based solutions for:

1. Firewall security solutions,
2. SSL Certificates solutions
3. Antivirus solutions (Server based),
4. Anti-Spam (Barracuda) solution, etc.

- **Web Services**

They have a full range of internet services that are designed to fulfill any or all of your needs:

1. Web Development
2. Web Hosting
3. Domain Registration
4. Interactive and Database Driven Web Sites
5. Business to Customers (B2C) and Business to Business (B2B) Web Sites
6. Email security solution

- **Enterprise Resource Planning (ERP)**

Link3 Technologies Ltd. ERP (Enterprise Resource planning Systems) contains of a software resolution that ensures the seamless integration of all the data flowing through the company: money, accounting, human resources, provide chain and client data. With a view to boost performance and productivity, Link3 Technologies Ltd. ERP also aids in improved deciding additionally as streamlining of growth efforts.

Price

The amount of money charged for a product or service; the total of the values that customers exchange for the advantages of getting or using the product or service. Price is extremely crucial for product and additionally for buying decision.

Link3 Technologies Ltd charges its value supported sensible price pricing which means consistent with its service quality link3 sets price.

Price Offer for Home Package

MEDIA	DESCRIPTION	ONE TIME COST
Fiber Optic	Installation Charge	BDT 2,000.00

	Fiber Optic Equipment (Optical Network Unit)	Free for usage & Link3 Technologies Ltd. retain the ownership of the equipment
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Monthly Charge for Standard Package

CONNECTION TYPE	STANDARD PACKAGE (24 HOURS)	MONTHLY CHARGE
100% Guaranteed & Truly Fiber Optics	15mbps Share	BDT 1,200/-
100% Guaranteed & Truly Fiber Optics	20mbps Share	BDT 1,650/-
100% Guaranteed & Truly Fiber Optics	25mbps Share	BDT 2,100/-
100% Guaranteed & Truly Fiber Optics	30mbps Share	BDT 2,650/-

Price Offer for Corporate User

The price for the corporate client varies consistent with the location, demand of client, bandwidth, via of affiliation, fixing tower or infrastructure and intercity charges etc. therefore the charge of corporate and Bank & NBFIs within Dhaka city, Chittagong, Sylhet is 1000 Tk - 1500Tk for 1 mbps (1024 kbps) bandwidth if any tower or infrastructure required its value are going to be multiplied.

3. Place

Delivering product or service components to client involve choices on the place and time of delivery also as on the strategies and channel concerned. Delivery could involve physical or electronic distribution channels, counting on the character of the service being provided. Link3 offer the information, internet and Hardware solution as per instruction of the client wherever they require.

As Link3 Technologies Ltd. is an ICT based service supplier, therefore all services are distributed through ICT and it can be via fiber or frequency. thus, link3 offer its uninterrupted services by

following

way-

Coverage at a Glance:	<ul style="list-style-type: none"> • Divisions Covered • Districts Covered • Number of Support Offices • Number of Sales Offices • Number of BTS • Number of POP • Backbone on 	7 Divisions 64 Districts 20 Support offices 10 Sales Offices 54 BTS Nationwide 153 POP Nationwide MPLS Layer-2, MPLS Layer-3 & IPsec VPN
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4. Promotion

Promotion is the persuasive communication relating to the product offered by the manufacturer to the prospect. Advertising offers information and steering to customers. Brand names are created widespread through advertising. Along with advertising, personal selling is in addition useful for motivating the purchasers to shop for a specific product.

For advertising Link3 use radio, print, electronic, online, digital media and maintain a extremely sensible relation with client. The foremost promotion that enhances the sales of link3 is positive word of mouth of customers. Link3 believes in sensible quality of service that satisfies customers and generates positive word of mouth relating to link3 services.

Types of Promotion	Explanation
Advertising	Link3 typically use radio, print, electronic, on-line and digital media. Link3 offer advertising at FM radio, For print media use magazine advertising, flyer, festoon, banner, and construction.
Public Relations	Link3 involves developing positive relationships with the prevailing consumer organization, media public. The art of fine PR isn't solely to get favorable publicity at intervals the media, however it's additionally involves having the ability to handle with success negative attention. Relation additionally produce reference sales or new sales.

Sales Promotion	Link3 typically doesn't involve using cash off coupons however time to time they provide special package for the consumer, thus consumer get some service profit or higher bandwidth at the identical value. Link3 additionally provide reference profit for their present consumer. If consumer offer certain reference, they receive a special discount or gift from Link3.
Personal Selling	Link3 also uses personal selling tool for their sales and marketing activity. They use this technique for Retail, Home and Corporate client.
Direct Mail	Direct mail is the sending of publicity material to a named person within an organization. Link3 uses direct mailing tools for it promotional purpose.
SMS Marketing	Link3 send SMS to their potential and existing client that include different information and offer.
Online and Digital Marketing	Link3 use the online and digital platform for their promoting activity for young generation, student and gamer community. Link3 have own individuals for on line activity, aspect by side they additionally interact third party for the digital and social media campaign.
Sponsorship	Link3 always try to give sponsorship for online gaming competition, IT fair and seminar, indoor game and job fair.

5. People

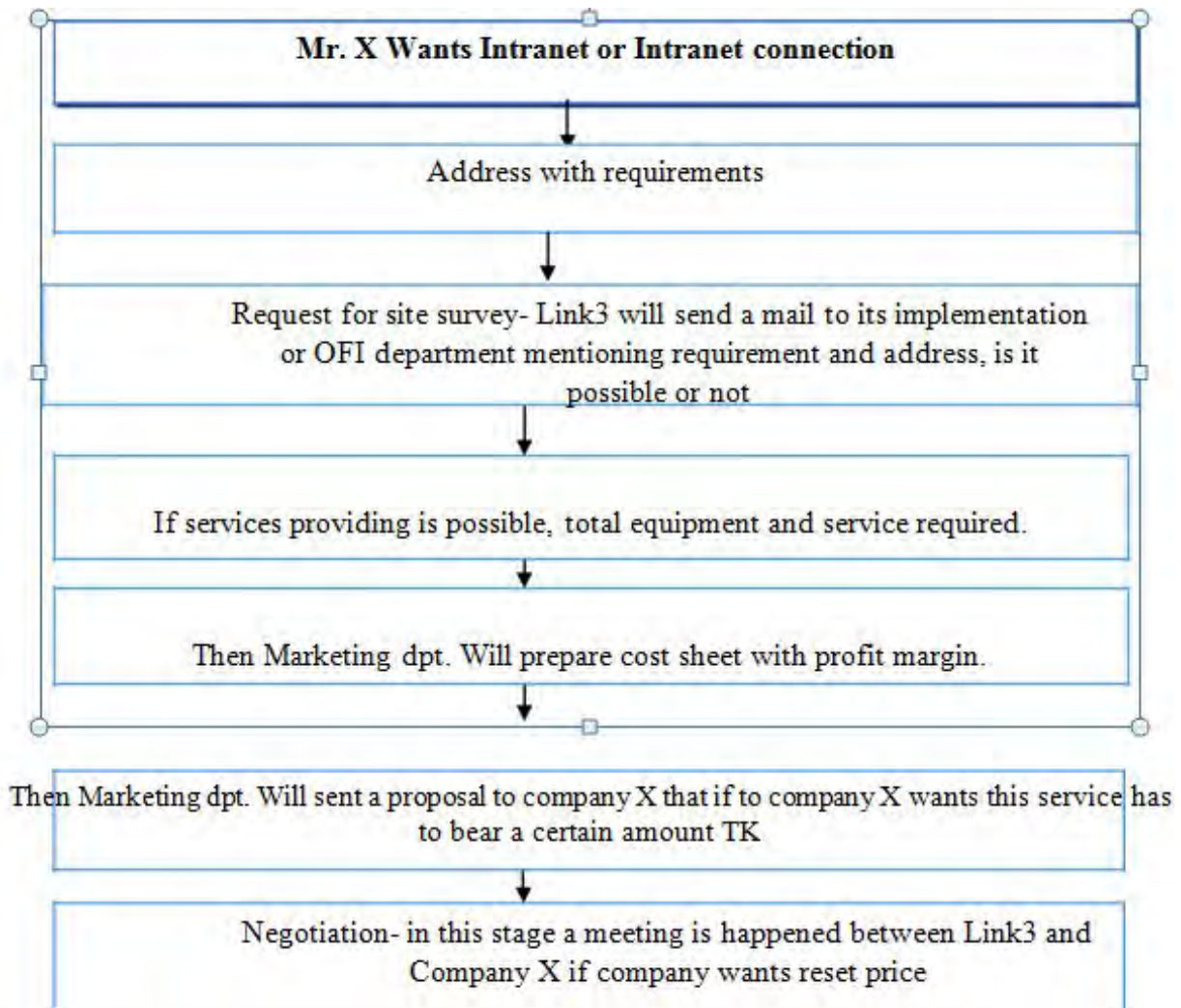
People are a vital ingredient in service provision; recruiting and coaching the right staff is required to create a competitive advantage. Customers produce judgments regarding service provision and delivery supported the people representing your organization. This is often be as a result of people are one of the few parts of the service that customers can see and act with. Staffs want acceptable social skills, attitude, and repair info so on deliver a prime quality service.

Link3 has high qualified, skilled, complete high management board who maintain each and every department with very effectively and efficiently. Link3 incorporates a complete vary of 850+ ability and full-fledged employee for serving its client.

6. Process

This component of the marketing mix looks at the systems used to deliver the service. Link3 follows this method to deliver its services. Process deals with client service, and a company's ability to provide a service, handle complaints, and foresee any problems before they really happen. These clearly outlined and economical processes ought to garner client confidence within the company's

ability to handle any problems. Suppose company X needs intranet (data) solutions from link3, therefore the delivery method are going to be



7. Physical Evidence

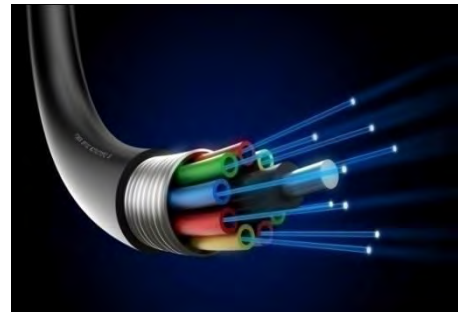
Physical evidence is regarding wherever the service is being delivered from. it's significantly relevant to retailers in operation out of outlets. This component of the marketing mix can distinguish a corporation from its competitors. Physical proof is used to charge a premium value for a service and establish a positive expertise. For providing higher service, link3 setup several support workplaces that's quite near to the client, so that they will sent fast support service to its consumer. There are

some components of physical evidence.

<i>Servicescape</i>	<i>Other tangibles</i>
<p>Facility exterior</p> <ul style="list-style-type: none"> Exterior Design Signage Parking Landscape Surrounding environment <p>Facility Interior</p> <ul style="list-style-type: none"> Interior design Equipment Signage Layout Air quality/temperature 	<ul style="list-style-type: none"> Business cards Stationery Billing statements Reports Employee dress Uniforms, Brochures



TJ BOXFIBER OPTICAL



OPTICAL NETWORK UNIT



UTP ETHERNET

CABLE



MEDIA CONVERTER

Facility exterior:

Exterior Design- Link3 has some separate offices in many locations to deliver a good quality service to consumer. Therefore, its design forms of buildings are terribly attractive, parking zone enough and located in major areas like-Banani, Gulshan, Motijheel, Dhanmondi, Shegunbagicha, Mirpur, Uttara and all major cities in Bangladesh. Its encompassing atmosphere is good enough.

Facility interior:

Facility interior means the inside vogue in workplace included- Equipment, Signage, desk, lighting, Layout, Air temperature etc. Link3 contains a really sound facility interior throughout the workplace so once any client involves link3 workplace, consumer are pleased with interior vogue and follow the identical interior style and facilities for all workplace.

Other tangibles:

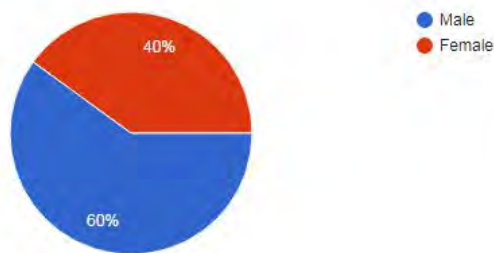
Apart from the exterior and interior there are another tangibles like card, stationary, billing statement, worker dress code, equipment have additionally result on the buyer perception regarding the service quality of link3.

Overall Marketing Activities of Link3:

To find out the marketing actual marketing activities of Link3 Technologies I have done a small research on employees of marketing division. There are total 20 employees in the division of which 40% female & 60% male working at the company and most of them are aged between 25-35. Very few are above 35 years in the marketing department.

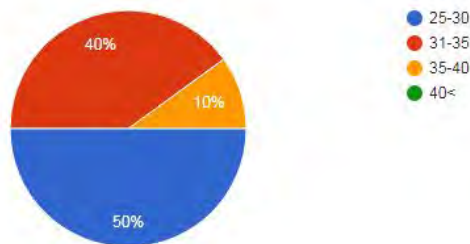
What is your gender?

20 responses



What is your age?

20 responses

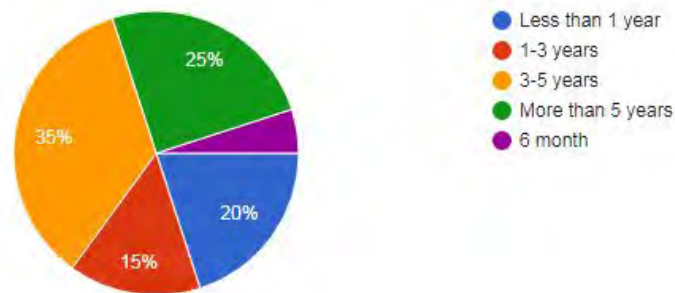


At Link3 most of the employee's job tenure ship is between 3 to 5 years. Adding to this there are also quite old employees who are working here for more than 5 years.

Link3

How many years you're working at Link3?

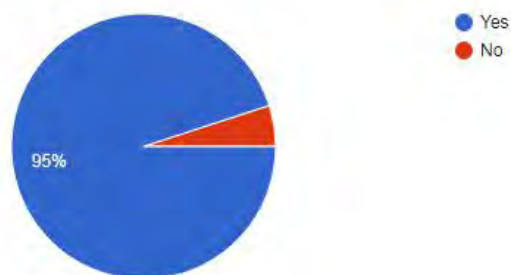
20 responses



Link3 makes an overall detailed marketing budget and a calendar during the start of the year. They work according to the calendar which is updated mostly every month and the sales target are updated.

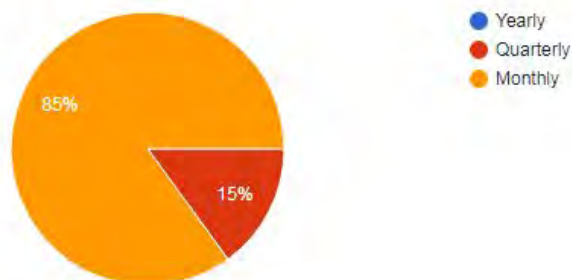
Do you develop a detailed marketing budget prior to the start of the year?

20 responses



How often do you update your marketing calendar?

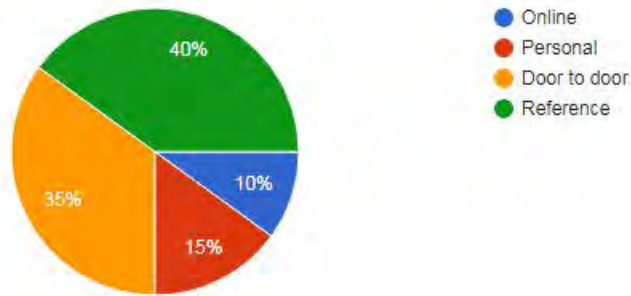
20 responses



Their first priority regarding the sales is reference and door to door selling. Online sales and personal sales also contribute to the total sales.

Which type of selling do you focus more on?

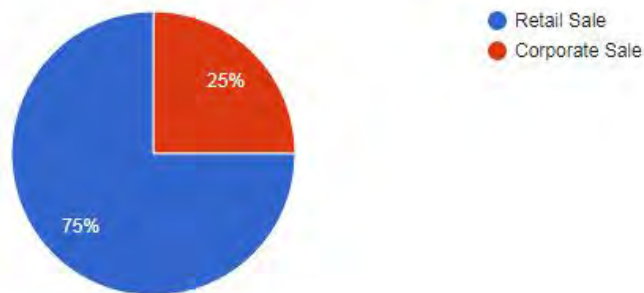
20 responses



75% of the total revenue comes from corporate sale which is their biggest market. Rest comes from retail, home sales.

Majority of revenue comes from-

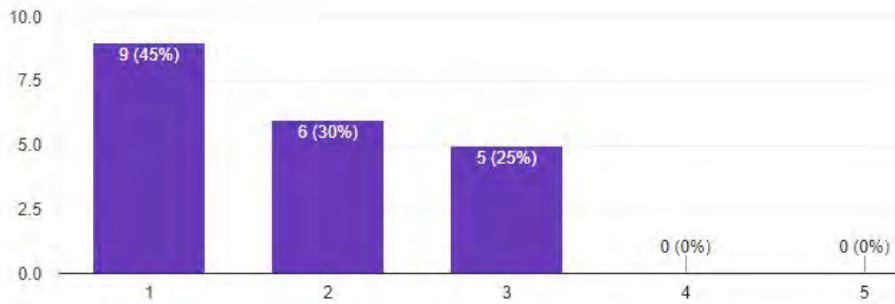
20 responses



Reliability level of link3 is quite high. Most of the customers are very much satisfied of the uninterrupted service of the service provider.

How often do you rate the reliability of your service?

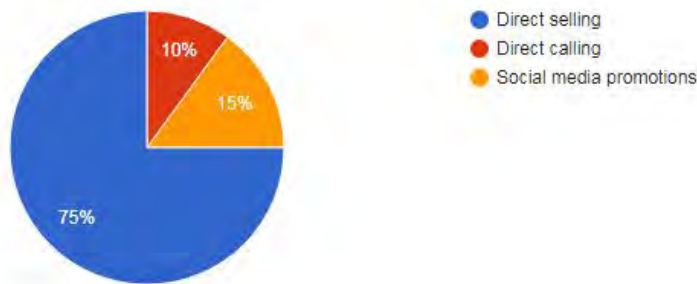
20 responses



They promote their offers and services mostly through direct selling. They meet the customers and let them know about their latest offers and sell the packages. Promotions also done through directly reaching to the customers through phone calls and social media.

Marketing promotions focus more on-

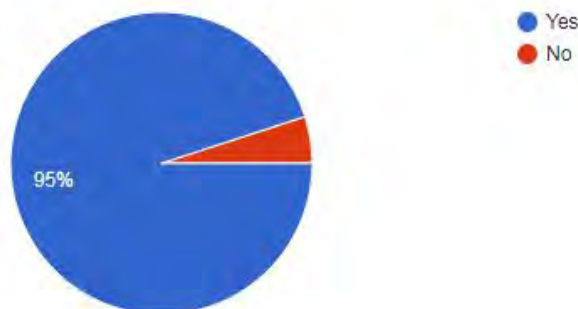
20 responses



The permanent employees get trained before they get involved into the sales activities.

Prior to marketing activities do you get any training?

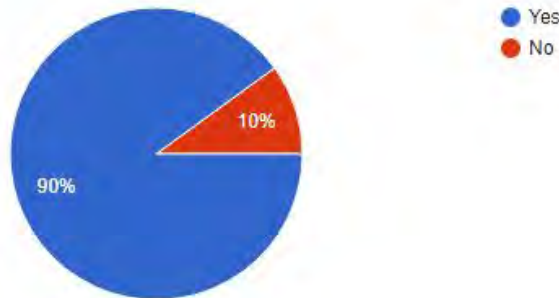
20 responses



If the employees are able to achieve the desired sales target they are rewarded with attractive sales commissions.

For marketing activities if you meet the target do you get any incentives?

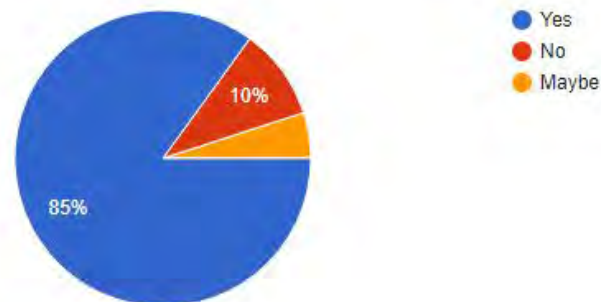
20 responses



On the other hand, if they are failed to achieve the target they have to face some penalty issues & when the employees were asked to put their opinion about this matter most them supported the idea.

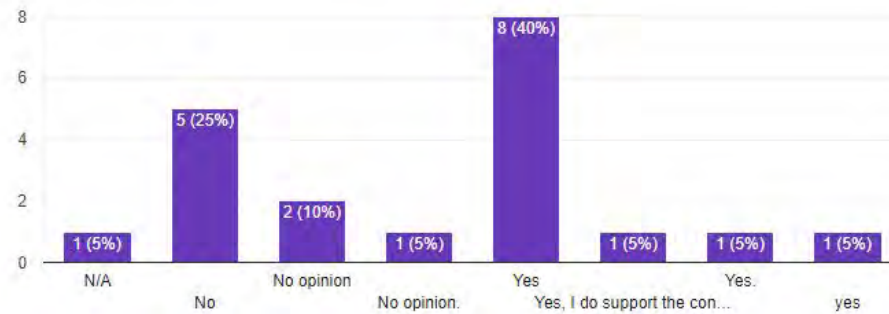
If you cannot meet the target do you face any consequences?

20 responses



Do you support the idea of the consequences? Write your opinion

20 responses



FINDINGS AND RECOMMENDATION

Finding:

Throughout the report and internship period it's discovered link3s scenario, marketing strategy, marketing mixes the subsequent things might found-

- Link3 has wide selection of product to fulfill any customer's ICT related need and specialize in the standard of those services. Link3 includes a principle that service after sales. Because just in case of technological services, most of the clients have very little information about IT and don't understand how this IT services can offer to customers. Therefore, it's required to supply service after sales if any problem is featured.
- Link3 has trained & practiced marketing team to facilitate sales and marketing department expeditiously and effectively. Sales and marketing department has been divided into four separate departments- Bank & NBFI, Corporate, FTTX and Strategic Initiative. Every department has separate client cluster so that it will offer a restless ICT service.
- Link3 has countrywide network infrastructure in 7 divisions, 64 Districts, 20 Support offices, 10 Sales Offices, 54 BTS Nationwide, 153 POP Nationwide and Backbone on MPLS Layer-2, MPLS Layer-3 & IPSec VPN.
- The amount of home user consumer of link3 is increasing quickly however number of technical workers are not increasing with that proportion of client.
- VAS could be IP Telephony, IP TV, offer free mail account, domain hosting freely or at lower cost with internet or intranet service.
- There are some limitations to expand link3 infrastructure county wide because of government policy or restriction like- to spread physical infrastructure at some specific areas within Dhaka or outside Dhaka link3 needs to rely on third party like Fiber at home, Summit Communication Ltd or Telecommunication service supplier as a backbone or intercity provider to reach link3 BTS or client end.
- Link3 focuses on service quality instead of price of the services. Price of link3 is more than competitors. during this case link3 ought to provide some VAS (Value more services) in order to attract & retain; customers. AS could be IP Telephony, IP TV, offer free mail account, domain hosting freely or at lower cost with internet or intranet service.

Recommendation:

The service in Link3 technologies ltd, has real sensible prospect, so the company ought to work on some problems so that it will attract additional customers. So, additionally with the current services they ought to include some extra services. It's required to supply a lot of services to the client in order to compete within the market. Some suggestions from my perceptions are given below:

- **Value added services:** Beside the main service, Link3 additionally add some value-added services (VAS) for its client that has value to customer and it helps retain customer and increase consumer loyalty.
- **Concentration on Price:** Link3 believes in quality than price however now-a-days competition is gradually increasing. Link3 ought to concentrate on price and it'll be competitive for the market.
- **Modernize Marketing System:** Link3 technologies are service-oriented marketing. Its business profit depends on its service quality. The company ought to use trendy ways and technologies for their service marketing purpose.
- **Future Oriented:** There are some major challenges that link3 needs to face in future like- Absence of proper future ICT set up, stiff competition, inadequate trained technical individuals, competitors pricing strategy, Government rules and regulations. Therefore, link3 should set an extended term strategy to fulfill these future challenges.
- **Developing of Marketing mix:** Link3 has a good market segmentation strategy but link3 should develop it marketing mix- 7ps and may continuously improve according to the market and competitor activities.
- **Retention Program for Dissatisfied Client:** Need to focus specially to the dissatisfied client. Interact with them, know why they dissatisfied, what are their requirements. Try to solve their problems as soon as possible and arrange a trial link for them.
- **Giving some extra facilities for the employees:** The Company might offer some extra facilities to its staff like transportation facilities, lunch facilities, incentive on sales by that would increase their motivation level as a result they're going to perform more.
- **Need Organized CRM:** Relationship between Company and Customer should be made stronger because the relationship can make the existing customers to the loyal customer. As a result, the loyal customer pays less attention to competitor offers.
- **Fast Service:** The Company should offer more quick service to the customers because many customers want quicker response to resolve their issues, generally client offer many calls to help desk for their support after they faced disconnection of the internet line, even client expect onsite support at night time. Link3 can increase their support team.
- **Need to form R&D Team:** Technologies development is a continuous procedure, so as a technology-based ICT Company, Link3 should have a R&D team so that they can always find out the appropriate technology for the organization and customer. Additionally, they also design new product or service target customer.

Conclusion:

It is great opportunity to work in Link3 Technologies limited (Head workplace, Gulshan 1) at sales and marketing department as an intern (Job). I had the chance throughout the program to induce a closure take a look at the assorted general working activities together with all alternative marketing activities of the Link3 technologies Ltd. during this internship report I attempted to explain the entire work done by me in my internship organization and also the working method of the Link3 technologies ltd. throughout this internship period I learnt lots of things concerning sales of IT services and product. Link3 incorporates a wide selection of services- internet, intranet, IP telephony, web security, internet services etc. whereas doing this internship I've got learned many new things, that was completely unknown for me such as how to get work order, how to prepare a proposal, how to set onetime price & monthly required cost , how to issue a service order form. The work expertise in Link3 technologies Ltd. was terribly fascinating and this expertise can facilitate me in great deal in my future life.

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Company Profile