

**Report On**  
**Customers-Purchase Decision: A Study on Aamra Networks Limited**

**By**  
**Brototi Sarker**  
**14304021**

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School  
BRAC University  
March 2021

© 2021. BRAC University  
All rights reserved.

## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Brototi Sarker**

143034021

**Supervisor's Full Name & Signature:**

---

**Supervisor Full Name**

Designation, Department

Institution

## Letter of Transmittal

Mr. Saif Hossain

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “**Consumer purchase-decision: A study on Aamra Networks Limited.**”

Dear Sir,

This is a pleasure to me to present my internship report titled “**Consumer purchase-decision: A study on Aamra Networks Limited**” to you. In this report I have tried to discuss about the customers behaviors towards the company, their thoughts on the products and expectations from Aamra Networks Limited.

I have tried my best to include all the necessary information in this report as much as possible and make it an effective one. I am grateful to you for all the support I got while making this report and hope it will meet and satisfy your expectations

Sincerely yours,

---

Brototi Sarker

14304021

BRAC Business School

BRAC University

Date: March 15, 2021

## **Acknowledgement**

It would have been not possible for me to finish this report properly without the support and help of some people and here I would like to show my gratitude to them. First of all, I thank the almighty for giving me the ability and strength to complete my internship properly. I was very fortunate and am grateful for being selected and getting the opportunity to do my internship in an organization like Aamra Networks Limited. I would also like to mention my family and thank them for their constant support and encouragement.

I would like to show my gratitude to my honorable faculty and internship advisor, **Mr. Saif Hossain**, Assistant Professor of BRAC Business School, with the help whom I could complete my internship report properly and successfully. His proper guidance and support helped me being motivated all the time and finish the report easily without any difficulty.

Moreover, my gratitude goes to **Mr. Rezaul Karim**, former Head of Corporate Business of Aamra Networks Limited, who believed in my capability and gave me the chance to actively participate in important events from where I could learn many valuable things and which I could later include in this report. My gratefulness goes to, **Mr. Shamim Ahmed**, former Customer Account Manager of Sales department of Aamra Networks Limited who was also my supervisor. As I directly worked under him I was be able to learn many working skills from him and got important knowledge about the job activities. His praiseworthy leader ship and supervision helped me completing my job responsibilities properly and also he provided me with essential information which I needed add in my internship report. In addition, I would like to mention **Mr. Ahtasham Arafat** and **Mr. Riad Mahmud Ansary** of product team, who always helped me with product knowledge and provided information whenever needed.

## **Executive Summary**

Aamra Networks Limited is one of the leading companies providing internet and related products to the people who depend on IT products for their personal lives and business activities. To know about the company and “customers purchase decision”, this report has primarily focused on three objectives, which are “Product Attractiveness” of the company, “Customer Satisfaction Level” and “Areas of Improvement”. In order to fulfill the objectives a “survey” was conducted with 83 respondents who are customers of the company and for each of the objectives different set of questions were asked to the participants. The survey included likert scale questions and an open-ended question to know the level of agreement of the customers for different statements and get their feedbacks. According to the findings, different customers have different opinions about the company and multiple suggestions were also given according to their requirements. After analyzing the responses, recommendations are provided in the last part of the report.

## TABLE OF CONTENTS

DECLARATION .....	II
LETTER OF TRANSMITTAL .....	III
ACKNOWLEDGEMENT .....	IV
EXECUTIVE SUMMARY .....	V
LIST OF FIGURES .....	VIII
LIST OF ACRONYMS .....	IX
CHAPTER 1 .....	1
ORGANIZATION OVERVIEW .....	1
1.1. INTRODUCTION.....	1
1.2. VISION.....	2
1.3. MISSION .....	2
1.4. QUALITY POLICY AND OBJECTIVES .....	2
1.5. SERVICES .....	3
1.6. PARTNERS .....	8
1.7. KEY CLIENTS .....	10
CHAPTER 2 .....	13
INTERNSHIP .....	13
2.1. DUTIES AND JOB RESPONSIBILITIES .....	13
2.2. LESSONS LEARNED FROM INTERNSHIP .....	15
2.3. CHALLENGES DURING INTERNSHIP PROGRAM .....	16
CHAPTER 3 .....	17
RESEARCH.....	17
3.1. INTRODUCTION.....	17
3.1.1. RATIONAL .....	17
3.1.2. LIMITATION OF THE STUDY .....	18
3.1.3. OBJECTIVES .....	18

3.2. REVIEW OF RELATED LITERATURES .....	19
3.3. METHODOLOGY OF THE STUDY .....	20
3.4. ANALYSIS AND INTERPRETATION OF DATA .....	22
3.5. LIMITATION .....	33
CHAPTER 4 .....	33
RECOMMENDATION AND CONCLUSION.....	33
4.1. CONCLUSION .....	33
4.2. RECOMMENDATION .....	35
REFERENCES .....	37
APPENDIX.....	39

## List of Figures

Figure 1: Services Provided by Aamra Networks Limited.....	3
Figure 2: Structure of Funnel.....	14



## List of Acronyms

ANL	Aamra Networks Limited
IT	Information Technology
ICT	Information and Communication Technology
ISO	The International Organization for Standardization
VAS	Value-Added Service
POP	Point of Presence
LAN	Local area Network
WAN	Wide Area Network
MPLS	Multiprotocol Label Switching
QOS	Quality of Service
CRM	Customer Relationship Management
OMS	Order Management System

# Chapter 1

## Organization Overview

### 1.1. Introduction

In the twenty first century information technology and communication system have become basic needs for any individual. Nowadays it is not possible imagining living satisfactorily without using these technologies and systems. Be able to properly communicate and sharing information is what helping the world moving forward and improving peoples' daily lives.

According to (aamra networks limited, n.d.), over the last decade, Aamra Networks Limited (formerly Global Online Services Limited) has consistently provided its customers with state of the art IT communication solutions. Their ability to provide stable and consistent connectivity solutions has abled clients to rely on Aamra Networks Limited. They have ensured that their clients have had minimal worry when it comes to dependability of their IT Communication, using the state of the art backbone and infrastructure. That in turn has ensured an enviable list of blue-chip customers. Corporate Bangladesh has but only one obvious choice-aamra, when internet and related value added services are critical input to business.

As stated by (aamra networks limited, n.d.) with diverse skill sets and expertise, Aamra Networks Limited (ANL) employs more than 327 employees. Through years of involvement, ANL is able to properly assess frequently changing client needs, offering the most extensive and affordable IT services available. ANL the company is always prepared quickly adopting new technology by investing 30% of its budget for R&D. The company also tries to maintain international standard products and services; ANL is upholding ISO9001:2008 certification for the last eight years.

Aamra Networks Limited is one among the eleven concerns of Aamra companies. The group has invested in various sectors in Bangladesh such as ICT, Textile, and Lifestyles. Beginning in 1985, the group presently has over five hundred employees. (aamra networks limited, n.d.)

## **1.2.Vision**

Excellence and innovation unlimited, through the power of “*WE*” (aamra networks limited, n.d.)

## **1.3.Mission**

To empower our customers, employees, partners and communities by providing the finest products, services and practices. (aamra networks limited, n.d.)

## **1.4.Quality Policy and Objectives**

As said by (aamra networks limited, n.d.) ANL is an ISO Certified Corporate IT Solution Provider. To make sure that their clients are served with professional standards, they have implemented a quality management system at Aamra Networks Limited. They are devoted to constantly improving the effectiveness of the quality management system and services to achieve maximum customer satisfaction. To attain their objectives the management is determined to ensure the following:

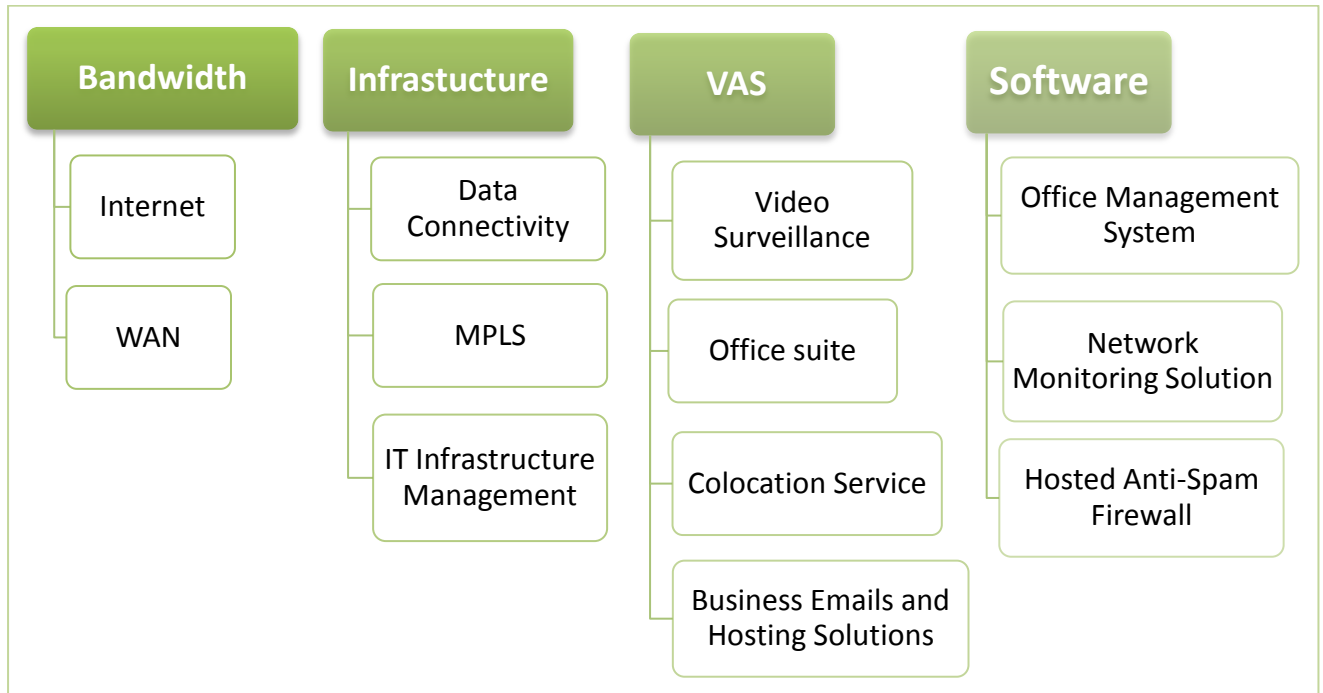
- Maintaining 99% service uptime
- Ensuring at least 10% yearly revenue growth
- Converting at least 50% of the paper work to digital version

The Chairman of the company, Mr. Syed Faruque Ahmed, has established and reviewed the Quality Policy & Objectives for its continuous suitability. Performance data of their services are evaluated through their branded software Serve U.

The desire of aamra networks limited is to become the most reputed Corporate IT Solution Provider in Bangladesh, through dedication to customer service, technological innovation and realization of their quality objectives. Moreover, for proper implementation of the quality management system and maintain the same within the organization, management is dedicated to deliver quality human resource, proper infrastructure, logistical support and etc.

## 1.5.Services

There are several services that are provided by Aamra Networks Limited to meet customers' expectations and ensure their full satisfaction.



**Figure 1: Services Provided by Aamra Networks Limited**

### ➤ **Bandwidth**

This service includes several products including two main products which are:

- a) **Internet and**
- b) **WAN**

- a) **Internet:** According to (aamra networks limited, n.d.), internet is considered as Aamra Networks Limited's **flagship** product. It is established using fiber optic or wireless radios between the state-of-the-art POPs and the gateway/router that connects customer LAN. Their network ensures excellent quality, high capacity, and low latency internet connectivity.

○ Benefits:

- ✓ Dedicated Bandwidth Internet from 20 Mbps/20 Mbps onwards,
- ✓ High-speed, high-quality, high-capacity Internet service across Bangladesh,
- ✓ 24/7 Helpdesk with web based CRM,
- ✓ Proactive monitoring with SMS notification,
- ✓ Monthly Uptime & Log Report,
- ✓ Redundant & self-healing IP architecture design ensures premium performance  
(aamra networks limited, n.d.)

b) **WAN:** The organizations who need to exchange digital information between or among the offices within and/or between cities, ANL build WAN to provide communication solutions for them. Typically, a WAN consists of two or more Local Area Networks (LAN); ANL has a fiber-optic link throughout the nation and the last miles modes are through radio connectivity (aamra networks limited, n.d.). ANL can design, implement, and support the optimal Wide Area Network for any business. They work to confirm that the connectivity delivers the performance, reliability, and cost effectiveness a customer needs.

➤ Infrastructure:

Under infrastructure there are three main products which include:

a) **Data Connectivity**

b) **MPLS**

c) **IT Infrastructure Management**

a) **Data Connectivity:** With the help of fiber optic or wireless radios between the POPs and router that links customer LAN, dedicated link can be established. The data connectivity solution is known to be working proficiently, when system guarantees outstanding quality, high capacity, and low latency connectivity with QoS over the entire network.

- b) MPLS:** Aamra Networks Limited's MPLS (Multi-Protocol Label System) permits enterprises and service providers to build next-generation intelligent networks that provide a wide range of advanced, value-added services over a single infrastructure. Instead of long network addresses, their MPLS directs information from one network node to the next based on short path labels.
- c) IT Infrastructure Management:** Aamra Networks Limited (ANL) provides IT Infrastructure Management Service to satisfy any company's information technology requirements. By subscribing to AMC solution, company should be able to entirely focus on core business rather than dealing with IT issues. (aamra networks limited, n.d.)
- Offerings:
    - ✓ Problem Management (prioritizing, analyzing and fixing the problem),
    - ✓ Firewall Management (control environment, virus, security, connectivity and monitoring of firewall),
    - ✓ Local Area Network Management,
    - ✓ Back up Management (aamra networks limited, n.d.)
  - **VAS :**

Video Surveillance, Office Suite, Video Conferencing, Colocation Service, Business Email and Hosting Solution, these are some of the main products which fall under VAS. The products have been continuously helping different companies to operate their activities successfully.
- a) Video Surveillance:** The surveillance solutions that are offered by aamra are proofs that they are committed to provide high-tech security with ease-of-use and mobility. Instead of traditional reactive surveillance, aamra focuses on offering variety of proactive surveillance solutions with industrial - grade features.
- b) Office Suite:** Office Suite is basically a ready office which offers shared and private furnished place of work that is totally staffed and equipped to provide flexibility and are capable to adapt to any office space needs and business requirements.

- c) **Video Conferencing:** According to aamra networks limited, in order to improve collaboration and communication between clients, partners and employees, video conferencing has become an essential tool.

Aamra companies is the authorized Gold Partner of Polycom in Bangladesh and through this recognition, Aamra gets the advantage of delivering flexible collaboration solutions for any customer atmosphere that provide the finest user experience, the widest multi-vendor interoperability and incomparable investment protection through Polycom. (aamra networks limited, n.d.)

- d) **Colocation Service:** Aamra networks limited's devotion to a holistic approach to data technology is reflected in the numerous business solutions that it proposes to face the challenges of the fast changing business environment in this e-age. In keeping with its drive towards full incorporation, aamra networks limited presents telco-class internet Data Centers Solutions.

- e) **Business Email and Hosting Solution:** Aamra networks limited provide this solution with the aim of giving the expertise, dependability, and support to successfully compete with larger organizations. Their set of features offers customers "big company capabilities" in user and domain creation and customization, email collaboration, and the assurance that company's' communications are reliable and safe.

➤ **Software:**

Software include products like office management system, network monitoring solution, hosted anti-spam firewall.





- a) **Office Management System:** According to (aamra networks limited, n.d.) office Management System (OMS) is a method of utilizing a physical identifier like fingerprint to recognize and authenticate an individual's credentials to access a facility thus proving – the person is whom they claims to be. Nowadays there are many areas where OMS can be used. Those who want to make their job easier while also making it possible to more closely




monitor employee time, thereby saving the company's money and time are using this customized, adaptive, scalable and function-rich Time-Attendance solution.


- b) Network Monitoring System:** As stated by (aamra networks limited, n.d.), The advanced web monitoring service ensures reliable early problem and error detection with multi-stage verification process, followed by real-time SMS alerts. Detailed reports and log reports are sent at the end of the month in order to troubleshoot any problem, minimizing the downtime of the web systems. It increases the efficiency of their mission-critical e-business operations and web applications, and to reduce their risk of loss of revenue and failed Internet applications.
- c) Hosted Anti-Spam Firewall:** According to (aamra networks limited, n.d.) it provides a powerful, easy to use, and affordable solution to eliminating spam and viruses from organizations by providing anti-spam, anti-spoofing, anti-spyware (attachments), anti-virus, anti-phishing and denial of service protections. It ultimately provides comprehensive protection against most email borne threats (e.g. spam, viruses etc.) that can cripple your network if left unprotected.



## 1.6.Partners

Brand	Product(s)	Origin
	Video Conferencing Solutions	USA
 GLOBAL COMMUNICATIONS 環球全球電訊	International Connectivity Provider	CHINA
	Video Surveillance Solution	CHINA
	E-mail Security Gateway	USA
	Peering Partner	USA
	Access Control Solution	USA

	Collaborative Robotic Automation	Denmark
	High-frequency and fiber optic technology connector solutions & Micro Data Center Solutions	GERMANY
	Routers and Wireless Products	LATVIA

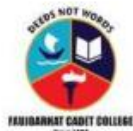
	Wireless Networking Equipment	USA
	Online Authentication	USA
	Online Authentication	USA
	Enterprise Data Protection	USA
	Firewall Protection	UK
	High-frequency and fiber optic technology connector solutions	GERMANY
	Cyber Security Appliance and Services	USA

(aamra networks limited, 2020)

### 1.7.Key Clients

Some of the key clients of Aamra Networks Limited are:







(aamra networks limited, 2020)

## Chapter 2

### Internship

#### 2.1. Duties and Job Responsibilities

It was a great opportunity and immense pleasure for me that I got the chance of doing my internship program in a company like Aamra Networks Limited. With the help of my respectful and brilliant seniors and colleagues, I was able to complete and do my tasks properly and successfully. Some of the main duties and job responsibilities that I needed to fulfill are as followed-

- Visiting Clients : One of the main and most important jobs that I needed to do was to visit the clients with my supervisor and teammates and sell the products and services to the potential customers. Since as an intern it was not possible to acquire the selling skills completely in just few days, I was asked to pay attention to the discussions and take important notes and later asked to share my opinions and views about the meetings.
  
- Create Funnel: Funnel includes information about existing, prospective and also old clients such as their requirements, problems and also their contact addresses. As a sales person it is very necessary to always remember the details of the clients and a proper funnel makes it possible. After visiting the clients I was required to create a funnel where I had to include information like, company's and contact person's name, their contact number, the products they are currently using and also their requirements.

S/N	Company Name	Address	Contact Person	Remarks	First Call	2nd Call

**Figure 2: Structure of Funnel**

- Arrange Meetings: After observing and learning from my supervisors for few days, my job was to call and arrange meeting with the prospective customers. I used to be given contact numbers of the people with whom I needed to set dates and time for meetings to discuss about our products and services.
- Making Proposals and Emailing: Before getting any new order, it is must to send a proposal to the customer including customer's details, the sender's details and of course the products' details. Without a proposal we cannot get the desired work order. After learning from my supervisor and seniors, I was given the task to make proposals for the potential customers and send it to their email addresses. I was also needed sometimes to communicate with office employees and with clients by email.

Follow-up with Clients: Whether it is an old, new or prospective client, it is a must to follow-up with them from time to time. Without follow-up calls or meetings, relationship with customers can get bad, or we can even lose the chance to bring a new client to the company. One of my duties was to call the customers again and communicate with them. With the help of funnel where the customers information were included, I used to give the follow-up calls to the customers that were previously visited.

- Making Presentation Slides: I was also given the job to make presentation slides few times. Sometimes in weekly meetings the full sales team needed to give presentation in front of the seniors. I was also given the chance to contribute to the presentation by making the presentation slides for the team. The seniors provided me with important information and helped when required.

## **2.2. Lessons Learned from Internship**

Doing internship in company benefits students in many ways as it allows them to gain knowledge about work environment and the work itself. Students begin to develop important working skills which they can use in their future career development. From doing my internship in Aamra Networks Limited, I undoubtedly learned many useful things and skills which I believe will benefit me in future and also in day to day lives. Some of the lessons learned from my internship are given below.

- Since one of the main jobs of sales department is to communicate with the customers regularly and effectively, I was able to improve my communication skills. After doing internship for four months as a sales person, it certainly helped me to learn about the importance of proper communication and how it should be done for profitable outcomes.
- A sales person is supposed to work directly with the customers. That is why working as a sales person helped me to gain knowledge about customers' behaviors and what they expect from a company.
- Because a lot of work was supposed to be done by laptop or computer, I got to know about many new things which were once unknown and difficult to me. It also helped me to improve my typing speed. Moreover, since I often had to work on excel and Microsoft word, I am now more confident using them.
- As I used to participate in weekly meetings, I got the general idea of how office meeting works, how the presentation is supposed to be done, what are the things that are discussed in the meeting. I also learned how to take meeting minutes and how to send them to others.
- One of the important lessons that I have learned from my internship, is how to send formal emails to communicate with clients and coworkers.
- Different job related work such as making proposals, making funnels, setting meetings etc. are some things that I have mastered which were once very unknown to me.



- Though I was just an intern, I was required to be present at the office on time and also was regularly observed. This helped me to become more punctual which definitely will benefit me both in personal and my work life.
- Working under someone and in a team taught me how to work under pressure and I learned the importance of team bonding. It also helps someone to develop a sense of responsibility.

### **2.3. Challenges during Internship Program**

From my Internship program I was able to learn many things related to my job and gained knowledge about corporate world. However, as it was my first work experience, I also had to encounter with some challenges and face difficulties.

- Since I had no previous job or office experience, the first few days were really difficult for me to adjust with the people, system and rules of the organization.
- As I didn't have thorough and detailed knowledge about the products and services of the company and I was hired as a sales intern who must have good product knowledge, I had to pass lot of time studying about the services which sometimes felt very hard to me.
- Because we often had to go outside for sales meetings and I had no similar past experiences, the beginning days felt somewhat tiring and exhausting to me.
- Because I was just an intern I had limited job responsibilities. Therefore, sometimes it was slightly hard passing the time after fulfilling the tasks given to me.
- Sales department is supposed to work directly with the customers and must properly and strategically communicate with them. It is not possible to learn and possess the talent within just few days. Therefore, because of the lack of knowledge, sometimes I used to face difficulties communicating with the customers and also it was tough to listen to their complaints and handle their issues.

## **Chapter 3**

### **Research**

#### **3.1.Introduction**

A business depends greatly on its customers as it is them who decide to buy products and services from the company. There are various factors which influence consumers buying intention. Customers feel the desire to use products if they seem attractive to them. Furthermore, customer satisfaction level and continuous improvement of the company also plays a big role in influencing their buying behaviors. Thus an overall study on a company and its customers is important in order to recognize customers purchase decision.

##### **3.1.1. Rational**

Aamra Networks Limited is a very well-known and one of the top and leading Internet service providers in Bangladesh. It was a great opportunity for me to be able to do my internship program in this company. Internship program is supposed to benefit the students greatly as the main goal of an internship program is to educate the students about practical work environment. An internship program helps a student to relate the theoretical knowledge he or she got from a university with the practical knowledge gained from work experience.

In Aamra Networks Limited I got to work under their sales department which is related to my academic background. As a business student majored in marketing, it gave me a lot of knowledge about the market scenario of IT communication industry in Bangladesh, about the competitors, marketing and selling strategy and consumer behaviors which all are related to my subject. It helped me to develop my working skills which can be used for my future career in a related field.

Since I worked under the sales department and , I was able to gain good knowledge about the products and services provided by Aamra networks, how to sell, promote and introduce them to potential customers, what are the customers behaviors and the influencing factors that affect their purchase decisions, customer satisfaction level and other sales related information.

Therefore, the topic that I have chosen for my internship report is “**Consumer Purchase-Decision: A study on Aamra Networks Limited.**”

### **3.1.2. Limitation of the Study**

Since no study is completely flawless, there are some limitations which impacted the findings of this report as well. Some of the limitations include:

- The sample size for the research was not satisfactory. ANL has more than thousand customers but the survey could be done with only 83 participants. If the sample size were larger it could generate more accurate results.
- Online surveys were conducted in order to collect the data. If face to face interview could be conducted instead of internet survey, the outcomes would have been different because direct communication could produce more effective results.
- Overall only 17 questions were asked to the respondents and 5 to 6 questions for each of the objectives, which were not enough to get perfect results. Although customers’ purchase decisions depend on many other variables, the questionnaire focused on and included very few specific questions.
- Since it was an online survey, some customers ignored and did not answer some of the questions which inhibited the scope of getting proper findings.
- Lack of previous and reliable data was another limitation which reflected in the results of study.

### **3.1.3. Objectives**

The main purpose of my report is to examine the customers’ behaviors and opinions that they have towards Aamra Networks Limited. Aamra Networks Limited always tries to serve the customers with high quality and well-designed products to fulfill the requirements that the customers have. However, as it is the customers who use the products, their attitude toward the company and their opinions matter the most in evaluating the performance of the

company. In the report, I tried to give the idea about customers' purchase decision by fulfilling other objectives such as knowing what customers think about the products, whether the existing users are satisfied enough to purchase again or suggest others to purchase, and the betterment that is needed to be done to affect their decision.

Therefore, the main objectives of my report are:

- Product Attractiveness:

To check whether the products offered by Aamra Networks Limited are attractive or fascinating to the target customers.

- Customer Satisfaction Level:

To check if the existing customers are satisfied with products and services provided by the company.

- Areas of Improvement:

To know what improvements are needed in the products and services provided by the company from customers perspective.

### **3.2.Review of Related Literatures**

Nowadays people are using internet as their communication method and becoming more dependent on it and other IT solution products to run their daily lives. However, without selling products it is not possible to continue business, earn profit or gain customers. Working as a sales person educate someone to get a proper knowledge and idea about the products being sold, the idea of the satisfaction level of existing customers and also what should be improved in the services. Products attractiveness, customers' satisfaction and improvement in product or services affect customers purchase intention. Overall, it gives a total knowledge on a customer's purchase decision.

According to Kotler and Keller (2012), it has become very important to understand consumer behavior as it has direct impact on the performance of an organization.

Product attractiveness is one of the factors which affect customers buying intention. According to Crilly (2004); & Bloch (1995), how consumers' view products attractiveness have an impact on their attitudes toward a product, which are usually shown by approaching or avoiding.

Moreover, in the opinion of Kotler & Armstrong (2004), customer satisfaction is the main element to decide future buying behavior. If the customers are satisfied with a product they buy again and share their experiences with others as well. On the other hand if they are dissatisfied they avoid purchasing again and discourage others to do so.

Lastly, it is important to work on customers' feedbacks for improvement which influence customers purchase decision as it is stated by Bergman & Klefsjo (2010), that it is essential to understand that a company stops being good when it does not focus on improving. Furthermore, it is believed by Flint (2006) that customers should be listened to since it is them who create value for the organization.

### **3.3.Methodology of the Study**

In order to accomplish the objectives of my report, I have taken different approaches. Both secondary and primary data were used to fulfill the purpose of the report. A survey and interview was conducted to get the results and the recommendations. Later the findings were analyzed for better understating. Moreover, I have also taken information from previous data and facts which were gathered and collected by others in past.

#### **➤ Sources of data**

##### **a) Secondary Data:**

When the information or data are collected by different sources other than me, it is called Secondary data. For example: Journal papers, website, online report, articles, organization's report and etc. For this report I have taken the help of some secondary data which are related to my topic and have relevant information. The sources include:

- ✓ Previously made report on Aamra Networks Limited

- ✓ Aamra Networks Limited's Website
- ✓ Articles from newspapers or blogs.
- ✓ Annual report and financial report of Aamra Networks Limited.
- ✓ Customer Database of ANL.

The sources of the information are given as APA citation in the last section of the report as well.

**b) Primary data:**

Primary data is the data or facts which are personally gathered by the individual or the writer. During my internship period, because I personally dealt with the customers and worked with them, I was able to acquire knowledge about the customers' behaviors. Also, since my work was to sell the products, I was able to obtain product knowledge as well. Besides, for this report I have conducted an online survey and interview where different questions were asked to the respondents related to the objectives.

The respondents of the survey were mainly the existing customers of Aamra Networks Limited. Since they are currently using the products, they know more about how the products are, how satisfied they are and also can give suggestions regarding the products and services. Here, 83 customers were surveyed as the sample of this report.

The questions and statements that were used to conduct the survey are given in the appendix part in the last page. For my survey I have mainly used "Likert Scale" questionnaire because in my opinion this can give a very fair and clear answers. In likert scale questionnaire, some statements were shown to the respondents related to the objectives and for each statement they were given choices such "Strongly Agree", "Agree," Neutral", "Disagree" and "Strongly Disagree". Based on the level of agreement they responded by choosing one of the categories mentioned. Beside likert scaling, I have also used open-ended question, to give the chance to the customers, so that they can use their own words to share their own opinions and suggestions about the products and services.

### **3.4. Analysis and Interpretation of Data**

As mentioned before, an online survey was conducted with the purpose of understanding the customers' opinion about the products and overall performance of Aamra Networks Limited. Most of the responses were gathered with help of Google doc form and little information was collected by contacting the customers through phone. Here, the survey was done with the help of 83 respondents and all of them are the present customers of Aamra Networks Limited. Different customers have different opinions and thoughts about the products and services. They also have shared their problems or suggestions so that we can look into it. Since I have three objectives, for each one of them I prepared different type of questions.

Below there will be the graphical presentation of the findings and also the interpretation of the respondents' feedback and responses for each question.

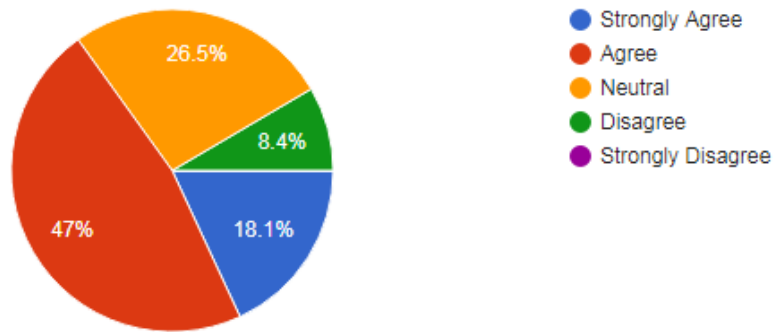
#### **Product Attractiveness**

To what extent do you agree with the following statements?

The first objective of my report was to know whether the customers think that the products are attractive to them or not or in other words, to know about the products attractiveness. For this, different statements were provided related to the products to participants. The respondents were asked that to which extent they agree or disagree with the given statement.

1. Our products provide excellent quality and high speed.

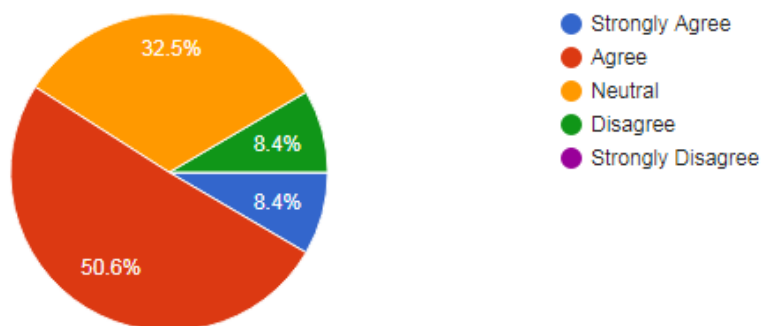
83 responses



Here, the customers were asked if the products they are using are of high quality and whether they are getting good speed or not. According to the responses that I have received, 47% of the respondents agree with the statement that they are being provided with good quality products and getting high speed. 26.5% of the people are neutral and 18.1% strongly agree with the sentence. However, there are also a group of customers who disagree that the products are good quality and according to them also they are not getting good speed.

2. Our product ensures good value for money.

83 responses

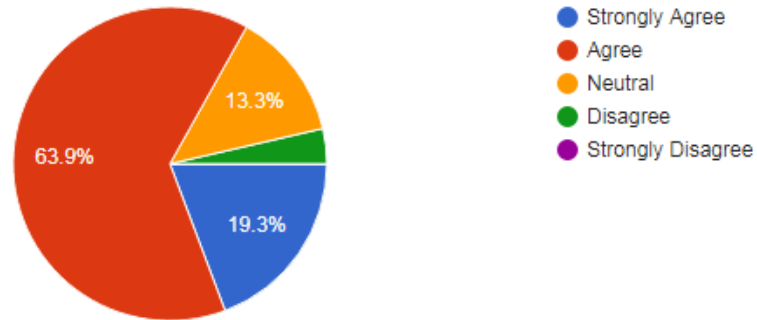


According to the above picture, 50% of the respondents believe that our products ensure good value for money. 32.5% of the customers are neutral which means they don't completely agree or disagree with statement. While 8.4% customers strongly agree with this, other 8.4% customers don't agree that the products they are using are ensuring good value for money.



3. Our products and services are flexible and easy to use.

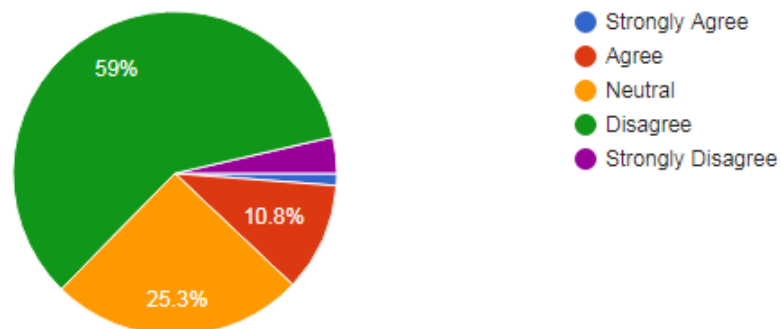
83 responses



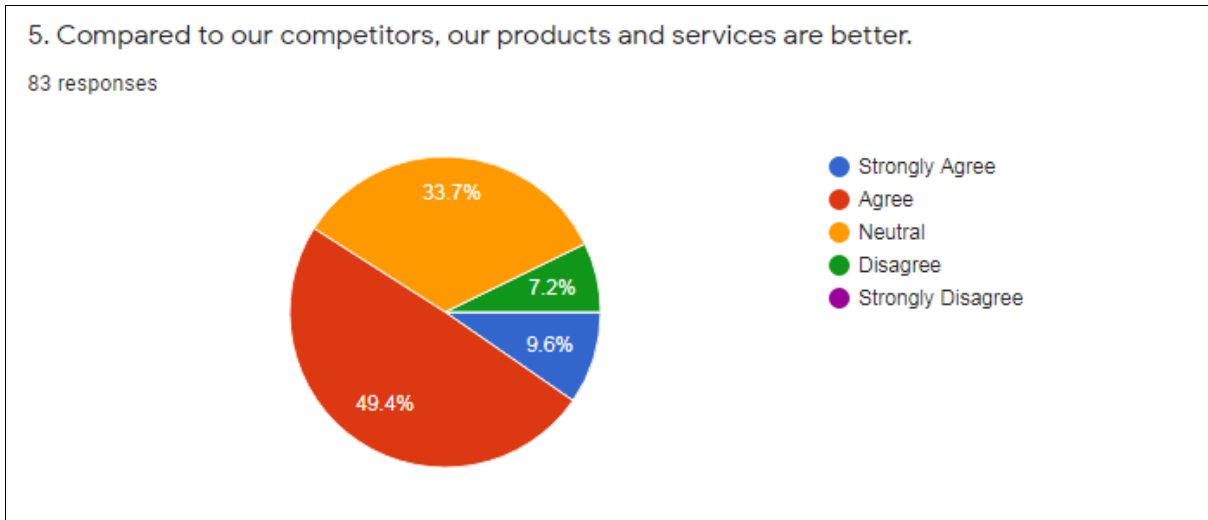
The products and services that are provided by Aamra networks limited are usually known to be less complicated, flexible and very easy to use. However, certainly different people have different kind of thoughts on this. As stated by the graph, 63% of the respondents agree that our products and services are flexible and easy to use. Though 19.3% of 83 customers strongly agree with the sentence, 13.3% remain neutral. Other remaining percent of respondents don't find our products flexible and disagree with the statement.

4. You often face problems with our products.

83 responses



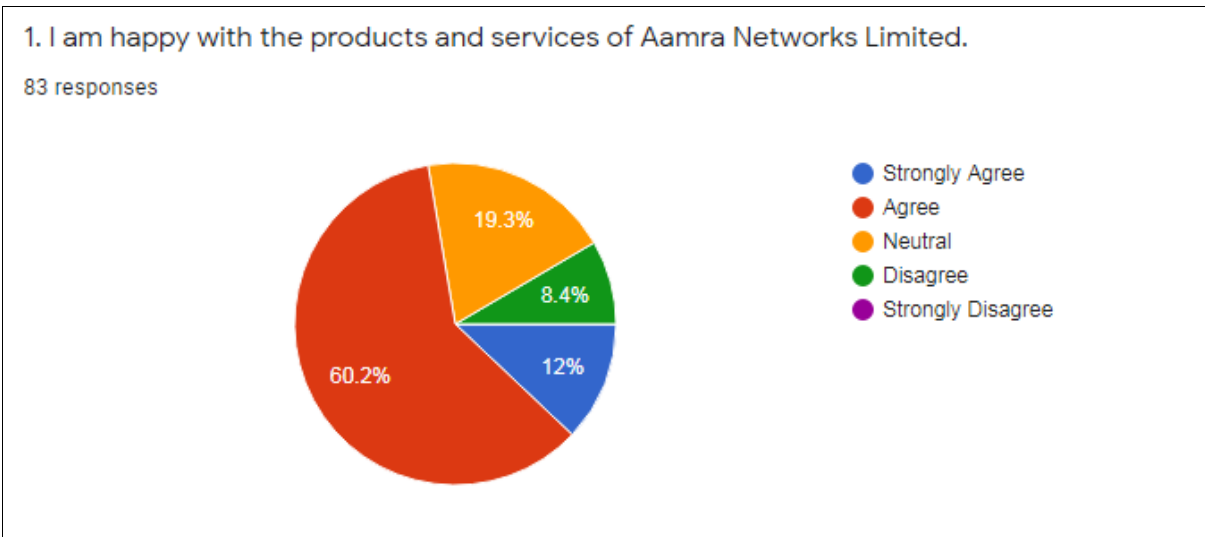
Here, while 59% of the existing customers of Aamra Networks Limited disagree that they often face problems with our products, 25.3% are neutral about the statement. 10.8% agree that they often face difficulties using our products and the remaining strongly disagree and strongly agree with the sentence.



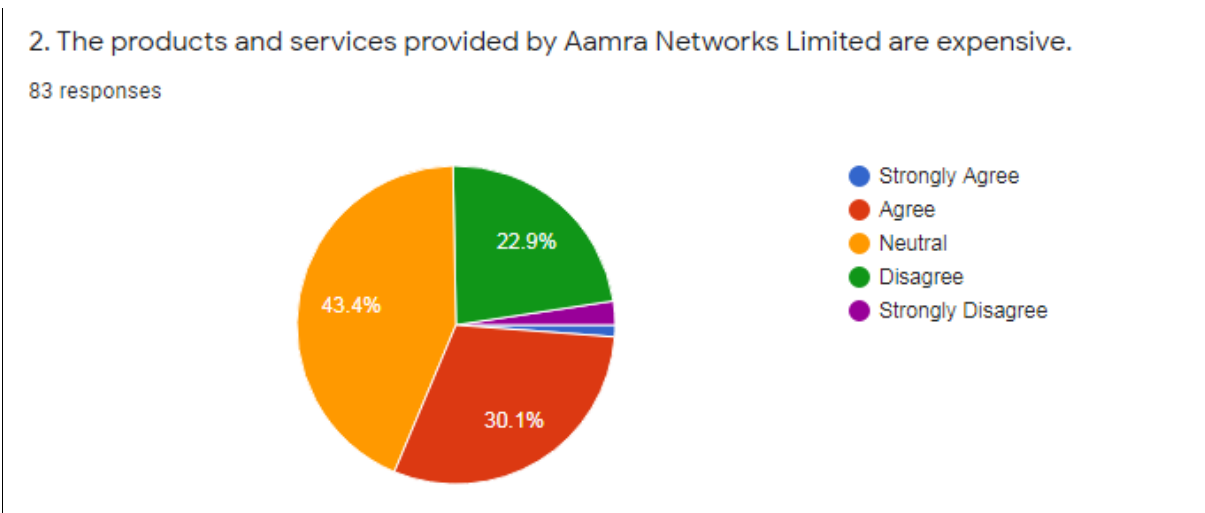
It is known to everyone that there are many other ISPs running their operations in different areas of the country. Every company has their own strategy and providing different kind of services and thus it is natural for the customers to compare one company to another. When asked our customers to compare our company with others, 49.4% agree that our products and services are better than the competitors. Though 33.7% do not fully agree or disagree with the statement and stays neutral, 9.6% strongly agree and 7.2% disagree with the mentioned phrase.

### Customer Satisfaction Level

The second objective of my report was to evaluate the satisfaction level of the customers of Aamra Networks Limited. The respondents were given some statements related to customer satisfaction with the company with which they were supposed agree or disagree.



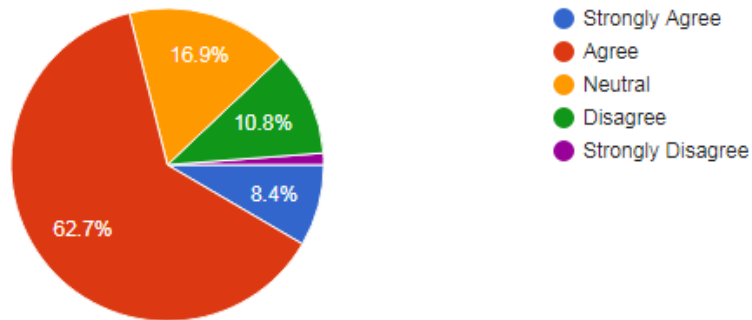
According to the chart above, 60.2 percent of the respondents are happy with the products and services provided by Aamra Networks Limited. As we have many customers, it is normal that different people will have different type of opinions. Therefore, there are also people who are neutral about the statement and in number that is 19.3%. On the other hand, 12% and 8.4% of 83 respondents strongly agree and disagree with the statement respectively.



Here, it is seen that 43.4% of the customers are neutral about the statement mentioned above while 30.1% do agree that the products and services provided by Aamra Networks Limited are expensive. 22.9 percent disagree with it and the remaining few strongly disagree and strongly agree with the stated line.

3. You are satisfied with our responses to your queries or concerns about our products.

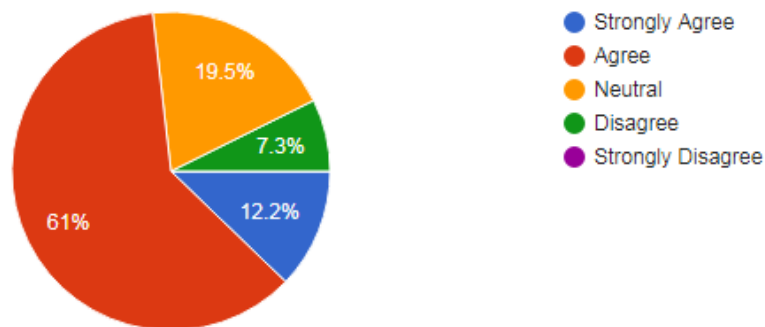
83 responses



When asked the customers that whether they are satisfied with our responses to their queries or concerns about our products, 62.7% do agree with that. 16.9% of the people have neutral thoughts on that and 10.8% of them said they are not satisfied with our responses to their concerns. In contrast, 8.4% strongly agree with it and very are very much satisfied.

4. You are satisfied with the overall performance of Aamra Networks Limited.

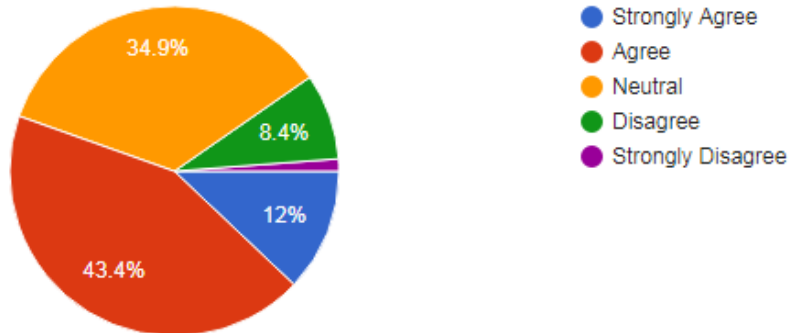
82 responses



61 percent of the total respondents agree with the above statement that they are satisfied with the overall performance of the company while 19.5 percent are neutral about it. 12.2% strongly agree and very much satisfied with the performance. 7.3% are not satisfied and thus disagree with the stated criteria.

5. You will recommend our company to your friends and colleagues.

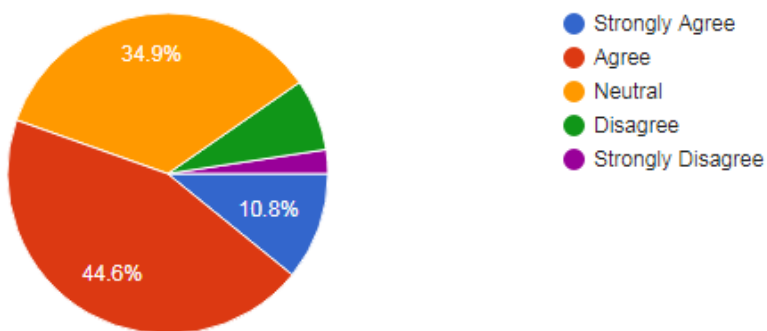
83 responses



When people are satisfied with any product they tend to suggest it to their friends, family or acquaintances and it is very beneficial for any company. The customers of ANL were asked if they would recommend the company to their friends and colleagues, 43.4% agree and 34.9% stays neutral with it. 8.4% do not want to recommend the company to their colleagues and friends while 12% strongly want to do that. This indicates the satisfaction level of customers very well.

6. You will purchase again from Aamra Networks Limited.

83 responses



Another important question is to know whether the existing users or customers will purchase again from the company. It is a great factor to have a good idea about the satisfaction level of the customers. Here according to the chart, 44.6% people do agree that they will purchase again from ANL and 34.9% are not sure and do not totally agree or disagree with it. 10.8% strongly agree with the statement. However, 7.2% and 2.4% of the respondents disagree and

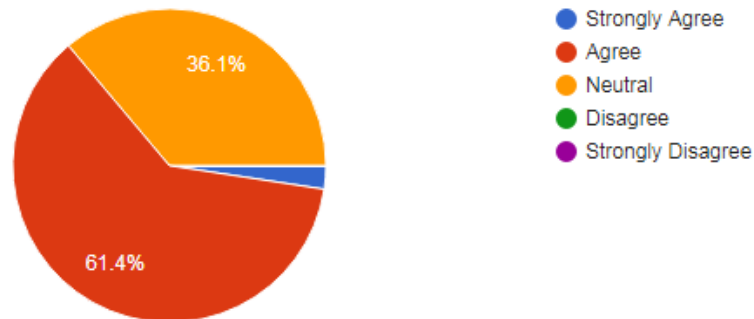
strongly disagree with the statement respectively. It shows their dissatisfaction with Aamra Networks Limited.

### Areas of Improvement

The last objective was to know the areas of improvement from customers' perspective. Some direct statements were shown to them in order to know to which extent they agree or disagree with them. Alongside with these statements an open-ended question was also given to the customers where they gave their own opinions, thoughts and suggestions about the products and services provided by ANL.

1. Our website should be more informative to give you proper knowledge and information about our products and services.

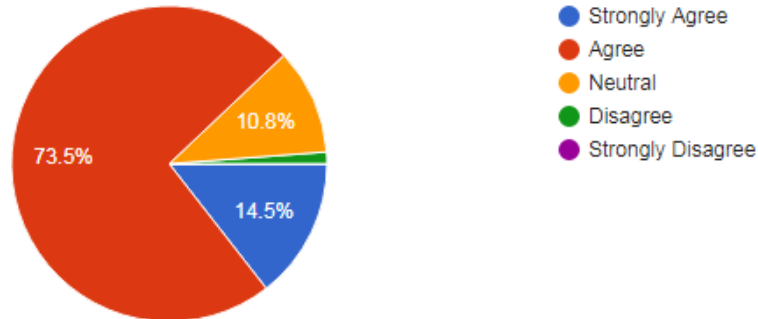
83 responses



As shown in the chart, 61.4% agree that we should improve and work on our website more. It should be designed in a more user friendly and informative way, so that people will get the information they want easily and will get the knowledge about our products and services as well. 36.1% users stay neutral on this issue. For them it is not a very big concern and perhaps they don't feel difficulties using our website. 2.4% customers strongly agree with the statement.

2. We should offer bundle packages to our clients to minimize the need of purchasing each item individually.

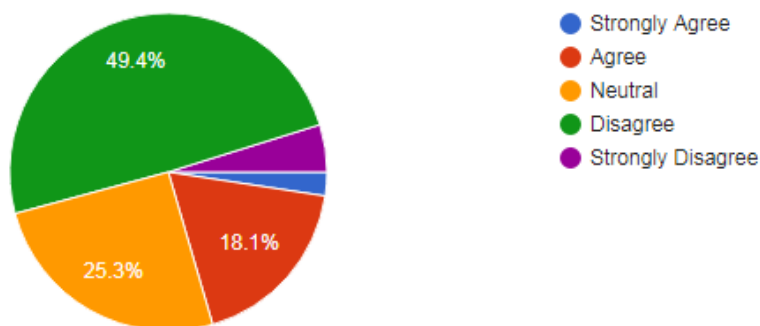
83 responses



Bundle package is a very well-known and popular word nowadays for any business and customers. It means a mixture or bundle of different items complimenting one other and selling it as a single unit. It helps the customers to buy things at once rather than buying each item separately which saves time and hassle. When the respondents were asked about the idea, 73.5% of them agree that our company should start offering bundle packages to our clients. It certainly can save the time and hassle for them to buy items individually. While 14.5% of the people strongly agree, 10.8% remain neutral about the statement.

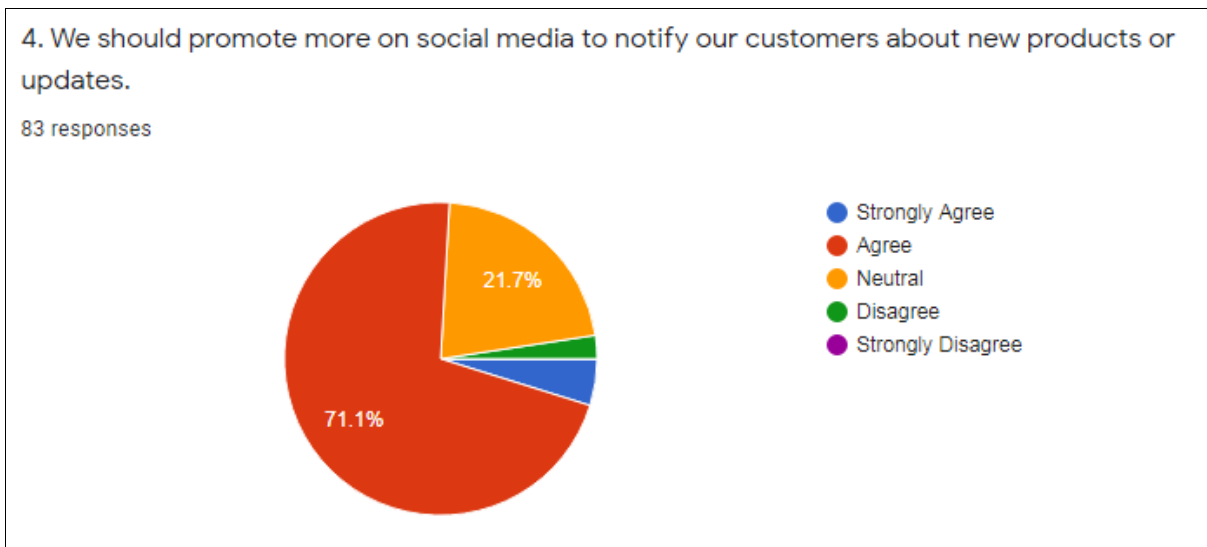
3. We are not quick to give you support and handle your issue if any problem arises.

83 responses



Customer support is a very essential part of IT businesses. Customers can be very disappointed and frustrated if the support team fails to deliver the support properly that the customers need. The customers were given the statement that if they think we are not quick in handling their issues or giving support. Although 49.4% disagree with it, 25.3% of the

respondents stay neutral and 18.1% do agree with the statement. This means there are good numbers of customers who think we should work more on our support system and improve it. It is undeniable that the support team must be very cooperative to make customers satisfied and plays a very important role in company to earn customers trust. 4.8% strongly disagree and are happy with our customer service. Whereas 2.4% strongly agree that we are not doing well in giving support.

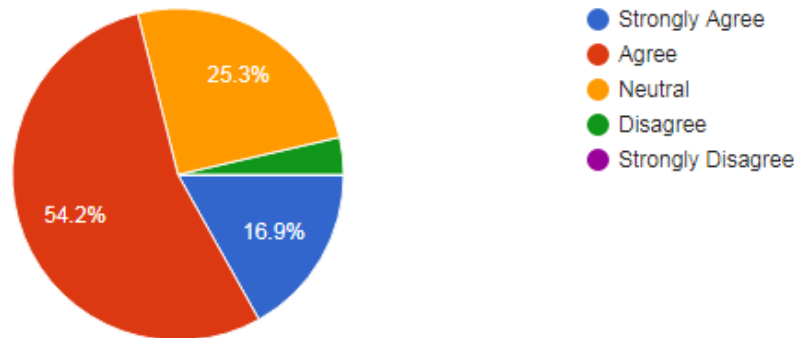


Here, according to the responses that I have got, 71.1% of the respondents agree that our company should promote more on social media to notify customers about new products and updates. It is possible for some people to miss a chance to know information about new products and promotions. Since social media is very popular these days and used by many, we can easily notify many people about our services. Therefore, a large group of the respondents also agree with the idea. 21.7% of people are neutral and 4.8% strongly agree with this.



5. We should start offering our products and services to residences as well.

83 responses



Here it is seen that 54.2% of the respondents agree that our company should offer the products and services to residences as well. Since IT solution is needed both in office and home, many users prefer using internet or other services from the same ISP for their office and residence. Also, It can be beneficial for both the customers and the business in many ways. When stated the idea 54.2 percent agree and 16.9 percent strongly agree with it. 25.3% of the customers have neutral opinion and 3.6 percent disagree with the statement.

6. In your own words, what are the things that you would like to improve in our products or services?

81 responses

The people participated in the survey, were also asked to share their opinions and give suggestions that can help us to improve our products and services. Different customers shared different type of ideas and some people also complained about the services if they had any. Most of the suggestions include-

- i. Reducing the price of the products,
- ii. Giving offers and promotions like discounts / gifts / free trials,
- iii. Improving the performance of customer support team,
- iv. Collecting bills timely, Free installation charge or one time charge,
- v. Provide IP Telephony service, IPTV and etc.

### **3.5.Limitation**

It is very common and normal to have boundaries while doing a research and because of these the writer may not feel fully satisfied with the contents of the report. Some of the limitations which I had while making the reports are:

- Due to limited number of articles and information about the company, it was not possible to gather every data about Aamra Networks Limited and include them in this report.
- Every Company has some confidential files, data or documents which cannot be seen whenever needed. That is why, it was a bit difficult for me to properly collect records and information. Moreover, I also had to include and put my assumptions related to the topic in order to make the report more informative, detailed and effective.
- As just an intern it was not possible to survey every customers and clients of the company. I had very limited number of customers on whom I could conduct my survey. As a result my sample size is small with only 83 respondents.

## **Chapter 4**

### **Recommendation and Conclusion**

#### **4.1.Conclusion**

Internet and related communication systems have become something which cannot be separate from human lives. In any part of the world information technology and communication system are being used for the business development and undoubtedly it is helping different business sectors moving forward. Aamra Networks Limited is one of the top ISPs in Bangladesh and the company is still improving and developing day by day. Sales department is considered and known to be the “Heart” of any business. I was very fortunate that I got the opportunity to work in this company and I believe the knowledge that have I

gained and things I have learned from the company is very beneficial for my future career. For this internship report, I had three objectives and to fulfill them I took help of different methods. There was the use of secondary data which include journal paper, articles about the company, previously made report, company's report, website and etc. I was able to gather some important information and data from these sources which helped me to satisfy my goals. Moreover, for the objectives I mainly took help of interview and online survey. For each objective I prepared different questions and asked some customers to give responses for the survey. I was able to conduct the survey on 83 existing customers and by interpreting their views I could bring out the findings. According to the results of first objective, most of the respondents agree that that products and services provided by the company are attractive. Though there were many who stayed neutral and some who disagreed, if compared the number of people who agree are higher. 47% people agreed when asked about the products quality, 50.6% believes they are good value for money, 63.9% find them easy to use, 59% don't face problems with the products and 49.4% say that the company is better than the competitors. The second objective was to examine customers' satisfaction the company and its products, and again most of the respondents are satisfied with the services. However, there were also many who are not totally satisfied and some who no at all satisfied. If the company focuses on those customers and tries to take steps to satisfy those, the number customer satisfaction will be able to increase. According to the results, 60.2% are happy with the products, 43.4% are neutral and 30.1 percent agree that the prices of the products are expensive. 62.7% are happy with the responses and 61% are overall satisfied with the performance of Aamra Networks. 43.4% said they will recommend the company to friends and colleagues and 44.6% agreed they will purchase again from the company. The last objective was to know the areas of improvement from customers' perspective. 61.4% do think that the website of the company should be more attractive and informative, 73.5% want bundle packages, 49.4% disagree that we are not quick in handling issues while 25.3% stays neutral and 18.1% agree. 71.1 percent think we should promote more on social media and 54.2% suggest that the products should be offered in residences. The respondents were also asked to share their opinion in own words. The answers and suggestions include reducing price, good customer support, increase product varieties, home connectivity, discounts and etc. From the responses received from the survey, I was able to get the general idea of the customers purchase decision as all these are related with the purchase decision of customers. If the products are attractive the customers will get attracted, if they are satisfied they will

purchase again and will invite new customers. Lastly, if the improvement is done properly they will not leave and will stay with the company.

#### **4.2.Recommendation**

Internet service providers and other IT solution providers are one of the most important business sectors not only in Bangladesh but in other countries of the world as well. These days it is almost impossible for any business to continue their work properly without a good communication system. The ISPs and IT solution providers serve their products as communication method and help those businesses to continue their activities effectively and properly. Moreover, these are not only used in offices for business purposes but also are used in residences for personal reasons. Nowadays internet has become one of the most important tools of communication for people and people are greatly depending on the internet to improve their daily lives. Theretofore, it is mandatory for the providers to serve the best products to the customers and improve the areas that are needed to be improved for the satisfaction of both the people and their own businesses.

For this report, I have conducted an online survey and taken interview of the customers of Aamra Networks Limited, to know what they think about the products, if they are satisfied with the company and what are the things that they think are needed to get improved in the products and services. From the responses that I have got there were many complaints and there were suggestions as well.

In my opinion, one of the most important things that is needed to get better is the customer service of the company. Customer support team undoubtedly plays a huge role in making customers satisfied with their purchase decision. When people need any help regarding the products they are using they call the customer support team with the hope of getting solved with their problems. Therefore, the customer service team should be very professional, active and should work fast to avoid any kind of customer disappointments. When the support system is good it can attract new potential customers as well.

The second thing that I would like to recommend is to increase the number of products by adding items like IP telephony service, free real IP and IPTV, as these are some the demanding services that most customers need. ANL certainly already has good product

varieties but it also should consider providing the items that they are not offering but other ISPs are.

Moreover, I think there should be some promotional activities from time to time such as giving customers discounts, free trials, free router or complimentary products and services as gifts to attract both new and existing customers.

Another recommendation of mine is to start providing home connectivity. Though Aamra Networks does provide home connectivity but it is very limited in number. As internet is now becoming a necessity for personal purposes as well, many customers prefer using internet for their homes and offices from the same company. Providing internet to residences will help to gain more customers and also will be beneficial for company's profit too.

In addition, many people have suggested reducing the price of the products. Because of the well-built infrastructures and good quality of products, the company may not be able to lower the price significantly but it can take other ways to attract customers. Bundle package means bundling different items and selling them as one unit. Instead of paying individually for the products the customers can pay for them at once. If the company can make the package look eye-catching with attractive items and price, the customers may start thinking that it is worth paying for the package.

These are some of the recommendations that would like give the company depending on the survey that I conducted and based on the experience that I got from my internship in the company. In my opinion, if the above actions can be taken properly by the company, it will be able to decrease the number of terminated customers, increase the number of new potential customers and regaining the old customers as well.

## References

1. Aamranetworks.com. 2021. aamra networks limited – Largest internet service provider in Bangladesh. Available at: <https://www.aamranetworks.com/>
2. Aamranetworks.com. 2021. Available at: <https://www.aamranetworks.com/wp-content/uploads/2019/12/Annual-Report-2019.pdf>
3. Aamranetworks.com. 2021. Available at: <https://www.aamranetworks.com/wp-content/uploads/2020/12/Annual-Report-2020.pdf>
4. Turning Customer Feedback into a Product Improvement Resource. (2012). <https://publications.lib.chalmers.se/records/fulltext/158956.pdf>
5. Dudovskiy, J. D. (n.d.). A Brief Literature Review on Consumer Buying Behaviour. Business Research Methodology. Retrieved March 30, 2021, from <https://research-methodology.net/a-brief-literature-review-on-consumer-buying-behaviour/>
6. Dhaka Tribune. 2021. BEZA inks MoU with Aamra Networks for video surveillance system in BSMSN. Available at: <https://www.dhakatribune.com/business/2020/10/01/beza-inks-mou-with-aamra-networks-for-video-surveillance-system-in-bsmsn>
7. Research-Methodology. 2021. A Brief Literature Review on Consumer Buying Behaviour. [online] Available at: <https://research-methodology.net/a-brief-literature-review-on-consumer-buying-behaviour/>

8. Schnurr, B., Brunner-Sperdin, A. and Stokburger-Sauer, N., 2016. The effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity. *Marketing Letters*, 28(2), pp.241-253.
  
9. Chaudhry, A., Aniol, H. and Shegos, C., 2020.  
<https://www.consultant360.com/article/consultant360/congenital-hypothyroidism-due-thyroid-agenesis>. Consultant,.
  
10. CVA,K.2017.<https://www.medwinpublishers.com/JOB/JOB16000139.pdf>. *Journal of Orthopedics & Bone Disorders*, 1(7).

## **Appendix**

Questionnaire for the internship report on “Customer-purchase decision: A study on Aamra Networks Limited” are given below:

### Product Attractiveness

To what extent do you agree with the following statements?

1. Our product provides excellent quality and high speed.

- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

2. Our product ensures good value for money

- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree

3. Our products and services are flexible and easy to use.

- Strongly Agree
- Agree
- Natural
- Disagree
- Strongly Disagree



4. You often face problems with our products.
  - Strongly Agree
  - Agree
  - Natural
  - Disagree
  - Strongly Disagree
  
5. Compared to our competitors, our products and services are better.
  - Strongly Agree
  - Agree
  - Natural
  - Disagree
  - Strongly Disagree

#### Customer Satisfaction Level

To what extent do you agree with the following statements?

1. I am happy with the products and services of Aamra Networks Limited.
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
  
2. The products and services provided by Aamra Networks Limited are expensive.
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree

3. You are satisfied with our responses to your queries or concerns about our products.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. You are satisfied with the overall performance of Aamra Networks Limited.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. You will recommend our company to your friends and colleagues.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. You will purchase again from Aamra Networks Limited.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

## Areas of Improvement

To what extent do you agree with the following statements?

1. Our website should be more informative to give you proper knowledge and information about our products and services.
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
  
2. We should offer bundle packages to our clients to minimize the need of purchasing each item individually.
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
  
3. We are not quick to give you support and handle your issue if any problem arises.
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
  
4. We should promote more on social media to notify our customers about new products or updates.
  - Strongly Agree
  - Agree
  - Neutral

- Disagree
- Strongly Disagree

5. We should start offering our products and services to residences as well.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. In your own words, what are the things that you would like to improve in our products or services?