

Report On
An Overall Assessment and Strategic Analysis of
Quickly Global Ltd.

By

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An internship report submitted to the BRAC Business School (BBS) in partial fulfillment of the requirements for the degree of Masters of Business Administration (MBA)

BRAC Business School

BRAC University

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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.

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Letter of Transmittal

Parveen Sultana Huda

Lecturer,

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “An overall assessment and strategic analysis of Quickly Global Ltd.”

Dear Sir,

With great pleasure I submit you my internship report titled “**An overall assessment and strategic analysis of Quickly Global Ltd.**”. I am currently working at the organization as a Management Analyst for their Business Development Department. I have tried my level best to fulfil all my requirements of internship and tried to follow your instructions in the time of preparing this report.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.]

Sincerely yours,

MD. Shofiqul Azad Mizi

Md. Shofiqul Azad Mizi

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BRAC University

Date: 11. 01. 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Quickly Global Ltd. and the undersigned student at BRAC University.

As you are currently employed at the organization you have access to the data and some confidential information. You agree that you will keep all these information strictly confidential and you will share with anyone outside the organization.

MD. Shofiqul Azad Mizi

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Acknowledgement

At First, I would like to thank almighty Allah for giving me the opportunity to complete my Internship report. I also want to thank all the people, who have given their support and assistance and extremely grateful to all of them for the completion of the report successfully.

I would like to thank **Parveen Sultana Huda**, Lecturer, BRAC University & my internship supervisor for providing me guidelines, help in assisting my report, she was constantly supporting me with his inspiring personality. I will be always thankful for his extraordinary reinforcement.

I would like to thank Mr. Mahbubul Alam, Senior Manager (Operation), of Quickly Global Ltd for being my on-site supervisor & providing me time to time information, suggestion as well as procedures to work with my topic.

I would also like to express my foremost gratitude to other officials of Quickly Global Ltd who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report. I am thankful to all of them for helping and guiding me and for being nice and kind to me.

Finally, I would like to thank Quickly Global Ltd for providing me the opportunity to do my internship in the reputed organization.

Executive Summary

Quickly Global Ltd is a telecom company that supplies the maintenance services to various telecom operators like Grameenphone, Robi and Banglalink. Currently the company working with one of the biggest operator in Bangladesh which is Robi. The company works with Robi as a vendors and maintains their network towers by offering power related services. By offering these services they collect their payments under a specific system. In this report, I will briefly discuss about organization and will do a strategic analysis to find out the recent condition of this organization.

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List of Acronyms

KPI	Key Performance Indicator
RF	Radio Frequency

Chapter 1

1. Introduction

Quickly Global Ltd is a telecom company that supplies the maintenance services to various telecom operators like Grameenphone, Robi and Banglalink. Currently the company working with one of the biggest operator in Bangladesh which is Robi. The company works with Robi as a vendors and maintains their network towers by offering power related services. The word vendor means different things for different business. In definition, a vendor is a party in the supply chain that makes goods and services available to companies or consumers. A vendor, sometimes called a supplier, can be organization or someone who sells services or products. For, my company we usually sell our services. We work as a service provider for Robi and we provide our services my maintaining of their network towers on a selected demographic areas. Now, the question arrives what is a service provider. Let's see the definition of service provider, a service provider is a vendor that provides IT solutions and/or services to end users and organizations.

1.1 Objective

The objective is this report to do a competitive analysis of this organization by analyzing its competitor's position and evaluating their strategic position, Finally, I will provide some recommendations to developing their market strategy based on their performance around the industry.

1.2 Methodology

The main focus of this report is to describe the current market position of Quickly Global Ltd and their chances to survive in this telecom maintenance industry. Not only this I will describe the entire business processes of our organization and finally find out the strengths, weaknesses and others by doing a SWOT analysis. I will also try to do a brief about some competitors those are

the most closer and the chances of those companies to overtake the business currently ran by Quickly Global Ltd.

Primary data:

Primary data will be collected through the Senior Manager of operation, Mr. Mahbulul Alam and for more our Head of Legal and Compliance, Asif Badruddozza will help with the details by maintaining company's policies.

Secondary data:

The secondary data which will mainly help to deducing the process or finding the leaks or preparing recommendations will be collected through web and articles, journals etc.

Chapter 2

Overview of the Company

2.1 Background

The company starts operating in 2006 as a branch of a multinational company named UCE International Ltd. Later, it relinquished the old name and international branding, started its own by naming Quickly Global Ltd. From the very start of this the company carried a brand multinational logo. UCE telecom solutions Ltd was a world-class provider of telecommunication engineering services. The company enables different vendors, operators to maintain top positions in their respective markets. Its cost-minimizing strategies focuses on providing every kind of engineering services that help telecom vendors and operators to maintain, improve and running network sites effectively. So it can be said that our expertise makes the maintenance of cellular network affordable and manageable for our customers. The company began as an innovative start-up from a two-man operation growing to over 500 at the time it left business in this country. The Head Office of the mother company is located in Kuala Lumpur, Malaysia. Since its modest inception, the company grew fast to have leading positions in six countries including Bangladesh.

Currently the company has its own name under one Local owner. It changes its name to Quickly Global Ltd. and branding and with that the company also gave up some of its old business. Now it is only providing network maintenance services to the different mobile operators and also sometimes the Telco companies. Currently the company running with a project called “ULKA” under Robi and maintains almost 1095 network sites placed throughout Dhaka and Sylhet. The company get paid by Robi in two ways, one is fixed revenue and the other one which varies over various on demand works and those depends on taking work approval in a hierarchical manner.

2.2 Specialty

The company believes because of some special features it is quite unique in this industries. Lets brief those.

Highly Specialized Skills

Quickly Global's management has diverse and highly honed skills in the cellular engineering business. Collectively, it has over 15 years of hands-on experience in the fields of network design, network optimization, project and general management, commissioning, integration and installation.

Customer Focused

Quickly Global's specialized skills enable it to appreciate what customers want out of its services. Staffed by experienced engineers, Quickly Global understands what is needed to serve mobile network operators, which translates to greater customer service satisfaction.

Diversified Range of Services

Quickly Global gives their client a diversified and various services like Radio frequency checking, spanning wireless network design, planning and network optimization, wireless site preparation, wireless network operation and maintenance, commissioning, installation and so on.

2.3 Vision and Mission

Our vision is to become the best service provider in telecom sector operating both locally and internationally and to be leader in RF planning optimization, integration, commissioning, network installation, maintenance etc.

We are dedicated to improving its client's performance through giving them the best quality services and also minimizing their costs for cellular network operators. We achieve those using our 5 mission techniques.

Knowledge

Giving the best resources to improve client's performance through the quality services.

Integrity

Providing the highest standard of service quality and meeting stringent KPIs, as well as being responsive to both internal operations and customers' needs;

Efficiency

We are determined to provide our services in most efficient way possible.

Skills

We are here to make ourselves and our employees both skilled. As we know, the organizations are run by its employees so we are here to offer them exactly that.

Profitability

To gain growth by both as a organization and as revenue and moving forward to keep that going.

Besides these mission goals, our company believes in working hard but at the same time keeping it fun. The company offers a win-win scenario for both customers and own employees as they believe in new skill innovation and knows that its employees are its best assets, and as such, are well rewarded. Customer satisfaction always is our first priority.

Chapter 3

Management Practices

Management means “getting things done effectively through people”. That brings out the importance of management and how management can bring out the most of peoples. Management is the core function of any organization. Management is responsible for everything running in the organization including its investors and peoples who are working the organization. Before describing the management practices let’s have view of our Quickly Global’s management hierarchical visual.

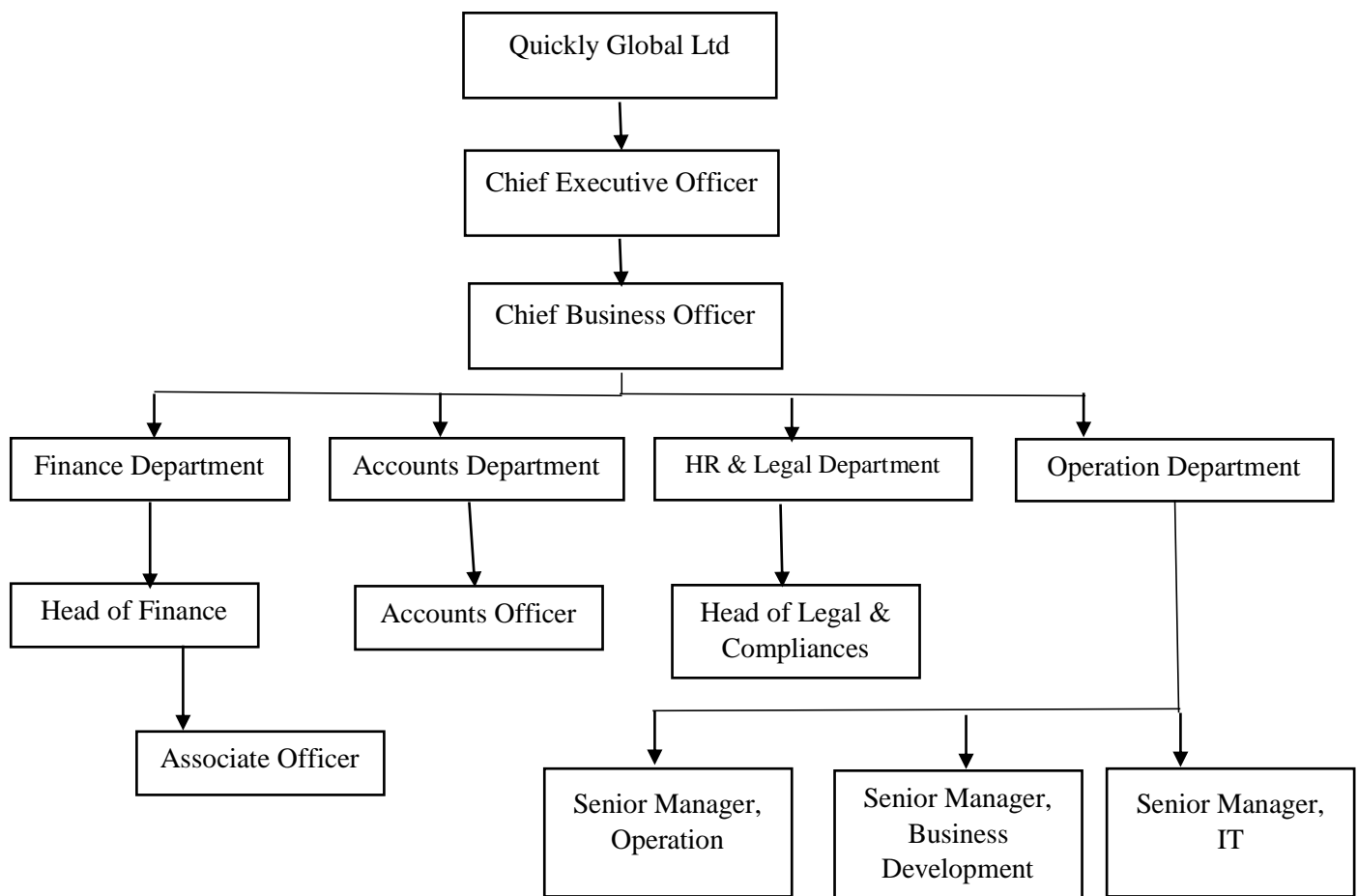


Fig 1: Management Layer of Quickly Global Ltd

There are two types of best practices in an organization:

- **Internal best practices** - Internal best practices are originated by the internal knowledge management efforts.
- **External (industry) best practices** - External best practices are acquired to the company by hiring the skilled, educated and experienced staff and through external trainings.

Our company practices both of these as it continuously giving effort to increase the knowledge of the management by implementing different steps. For example: our Senior Managers are pursuing project management learning course to handle the projects more efficiently. On the other hand, accounts are learning to maintain ERP. IT experts are pursuing different course to increase their learnings and to keep pace with the new systems.

Similarly, as an external best practices company is trying to do the things that matters but their pace is lagging. The company still suffering from employee lacking as there is no separate HR department. On the other hand, the company has some skilled, educated and experienced staffs whose are not receiving their regular trainings and because of fewer management involvement the company still having a problem on external practices.

3.1 Management Tools

Different organization uses different tools for management level. Organizations can achieve a great success by using these tools. As for, Quickly Global Ltd, our management mainly performs three tools to achieve their strategies.

Benchmarking

Benchmarking is a domain itself. Accurate benchmarking helps the organization in many ways such as finding out the true capability of the organization.

Benchmarks can be used for setting a target and monitoring the performance of your company. Quickly uses benchmark system in some its operation. For example: 20 vehicles ran for handling

our entire operation. Our company sets a mileage benchmark to identify the assessment of high or low mileage gain.

Forecasting

Forecast is one of most important tool of an organization. Organization uses many different ways to use this which actually varies over organization. For example: Quickly uses its Summer forecasting to identify the employee requirement in field level and how many portable generators or Vehicles you need to increase to handle the disaster period.

Performance Monitoring

Performance monitoring is another important management tool. By the help of that management sets certain KPIs for measuring and assessing the performance of departments, functions and people. Quickly performs this system to identify the productivity rating for each employee. But in order to gain total efficiency the measuring procedures need to be more developed.

Chapter 4

Industry and Strategic Analysis

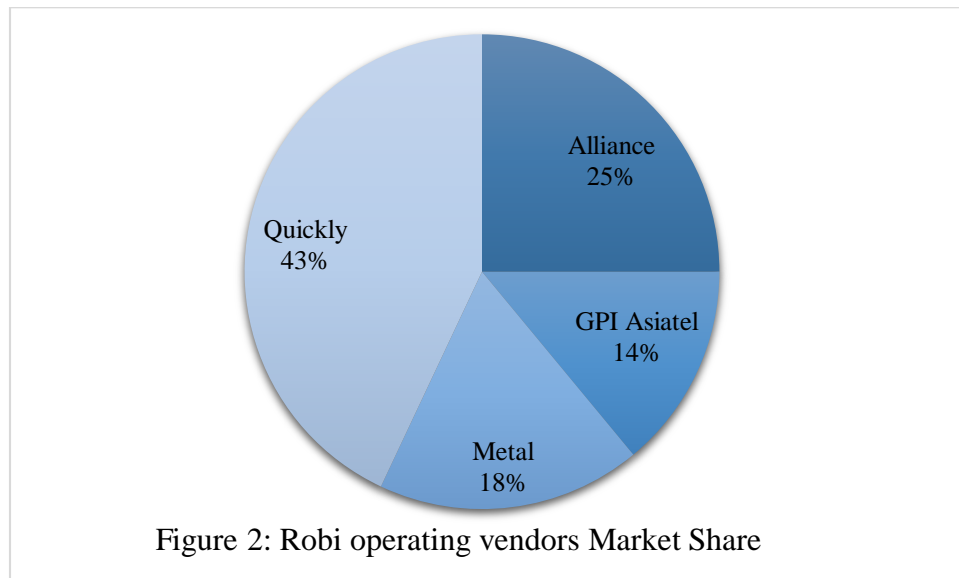
According to the Fandom, there are altogether 4 mobile network operators in Bangladesh presently those are,

- Grameenphone (Joint venture with Telenor)
- Robi (Joint Venture with Axiata Group Malaysia)
- Banglalink
- Teletalk (Government)

The 3 biggest private operators Grameenphone, Banglalink and Robi have more than 95% of all customers.

These operator choose different vendors to do their various activities. For example: maintaining network sites, providing site instrument, RF commissioning etc. This industry is not so glooming in this days. As there are only a few number of operators in the contrary a large number of companies to serve them. There are many vendors who are currently working some of them are GPI Asiatel Ltd, Dhaly Telecommunication Ltd, edotco Bangladesh Co. Ltd, Metal Plus Ltd and so on. There are other providers who works with different projects along with these operators like Base Technology Ltd serves with various instruments which keeps the network towers running. For more, there HS Engineering Ltd, Cubic, Fidato, Softel, Verizon etc.

Though the number of operator is low in number but the industry is highly competitive around the vendors who provides services. The operators always tends to change the vendors who offers relatively lower than the other. On the other hand, most of the maintenance project are highly unlikely to run more than 1 years after that it's depend on the operators if they want to change the vendors. Sometimes they do depending on how much cost they can save. If we look at the current market holder of Robi operating vendors it can be seen that Quickly Global Ltd is ahead of all the vendors working with Robi.



4.1 SWOT Analysis

SWOT means strengths, weaknesses, opportunities and threats. By which, an organization points out their fields which need to improve and find out their fields which are stronghold their position. Now, we will do a strategic analysis through implementing SWOT on Quickly Global Ltd.

Strength

Strength defines in which points the organizations are good at or which one is the strongest thing that separates an organization from the other. Quickly Global's strengths-

- Experienced and skilled field team.
- Highly skilled operational managers.
- Operating experience in different regions of Bangladesh for all operators except Teletalk.

Weakness

This provides fields that needs to be taken care of. Organization I am working also have some weaknesses. Like-

- Depending on one single project and not looking for expanding.

- Not having a strong HR system.
- Do not have a marketing strategy.

Opportunities

This defines the factors by which can give the organization a competitive advantage.

- Government ordered to increase network towers to the big telecom operators.
- Current customer Robi ongoing various sub-projects.
- Reports suggests, Telecom Company will grow 34 percent in five years.

Threats

Threat points out the factors that can harm the organization in future or have the potential to harm the company. Like natural calamities or we can talk about the current pandemic situation which actually harming many business.

- New emerging service providers making the industry more competitive.

Chapter 5

Conclusion

Recommendation

After analyzing the total business of Quickly Global Ltd and the industry it is clear that the industry is becoming far more competitive as the days passing. To survive on this industry the organization need to work on their weaknesses and be more resourceful to prevent the threats. To be more exact, the company should make their HR department richer and need work with the HR policies about recruiting, managing staffs etc. The biggest asset for a company is their skilled employees that should be realized. Implementing a resourceful HR department can cleansing the process of recruiting and increase employee satisfaction, faith towards the company.

On the other hand, the company should more look for expanding its territory. As the previous working experience suggests that the company is able to work on different areas so why not thinking about enlarging the business. Keeping that in mind as per the report of The Daily Star suggests that telecom industries will grow by 34 percent in upcoming years. That analysis provides a good chance for the company to preparing by themselves to grab the opportunities that in the air. Not only had this, as per another report of The Daily Star BTRC licensed three more companies to provide tower building. So, they will help to build towers for the mobile operators and as a result network towers will increase which will create a more chance getting more projects and Quickly Global Ltd should grab those opportunities to minimizing the business risks. Multiple projects can maximize the survival period of the company and offer more scope to implement more strategies and doing more business.

Quickly Global Ltd is one of the oldest telecom service providers in Bangladesh. It has a strong ground in the telecom field for the experiences it has received throughout the years. But the recent competitive field suggests that it should do more to survive in the industry for the upcoming days.

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