

Report On

Critical analysis of the existing and non-existing corporate client's perspective and response on new launching packages of Carnival internet- Dotlines.

By

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ID - 17304148

Major in Marketing

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 (BBS)
BRAC University
January, 2022

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24.03.22



27.03.22

Declaration

It is hereby declared that

1. The internship report submitted is my 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:

TanjilaKhan

Student ID: 17304148

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Ms. Tanzin Khan

Lecturer,

BRAC Business School,

BRAC University

Letter of Transmittal

Tanzin Khan
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled “Critical analysis of the existing and non-existing corporate client’s perspective and response on new launching packages of Carnival internet-Dotlines.”

Dear Madam,

It gives me great pleasure to submit my internship report under your supervision on " Critical analysis of the existing and non-existing corporate client’s perspective and response on new launching packages of Carnival internet- Dotlines." as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

I made efforts to prepare the report with all of the relevant details and the proposed solution in the most meaningful, clear, and detailed way possible.

I am hopeful that the report will meet your expectations.

Sincerely yours,

Tanjila Khan
17304148
BRAC Business School
BRAC University
January 13th, 2022

Acknowledgment

This report was written to gain a better understanding of the client's perspective those who are carnival's existing client or new user both, which will help Dotlines to make important decisions. Each BRAC business school's and carnival's assistance and participation in refining this report was gratefully appreciated. I count myself lucky to have received so much support and guidance during this process. From the instructions for assigning the BUS-400 (Internship) course to the completion of the report, in every single situation, Ms. Tanzin Khan, my supervisor at BRAC Business School has been quite helpful. She also contributed her valuable time and thoughts to our improvement via text, Mail, and Google meet sessions. Also, I want to thank my supervisor Md. Rizowan Baker Milky (DGM & Head of SMB) in Carnival of Dotlines, who mentored and assisted me throughout my internship. Also, other mentors who guided me in every step from the 1st day to my last day.

Likewise, I got a chance to work with his team. Md. Mohsin Sujon's assistance, direction, efforts, and coordination were crucial in completing the report effectively. Finally, I'd like to express my gratitude to everyone who has helped me succeed at BRAC Business School since 2017. With their help, I may be capable of leading this internship report and serve my country by showing that I am a suitable BRAC Business School alumnus.

Executive Summary

Dotlines is one of our country's well known MNC company. In 2015, it initially opened its doors in Bangladesh. The Singapore-based organization, which operates across Asia, the Middle East, and the Americas, has a diverse set of interests in areas where significant contributions can be made to enhance people's lives. Dotlines now has investments in 12 distinct company verticals, all of which started with digital services. Systems Solutions & Development Technologies Limited owns the Carnival Internet brand (SSD-TECH). SSD-TECH is a Bangladesh-based technology company with over 16 years of experience in providing solutions to communications carriers and businesses. SSD-Tech is part of Dotlines, which also owns 15 other businesses in ten countries. Connectivity, coverage, infrastructure, solutions, service, and trust are all important to them. From 2017 to 2020, Carnival Internet has a significant turnover. In 2017, they made 98 cores, 210 cores in 2018, 419 cores in 2019, and 635 cores in 2020. With IP Bandwidth, Infrastructure, and System Integrator, over 55k customers are connected. Every regular package and offer package from Carnival Internet are fully devoted, trustworthy, and responsive.

In this report, I concentrated on the perspective of the existing clients and non-existing corporate client on Aspire and Empower package. A thorough analysis of Carnival internet. I have worked as a sales intern in Carnival internet of Dotlines. My major work was to help out and work out with assistant manager and specialists of business sales with their existing clients and non-existing clients by convincing them with the product that Carnival does, sample survey, market visit These helps the assistant manager in making important decisions.

Moreover, I managed approximate 250 existing corporate clients of Carnival internet and like 50 non-existing corporate clients through masking calls, emails and did survey about 50 companies to get a more in-depth idea about the value of decision-making. This report was written to follow all BRAC University's criteria and was based on my experience and knowledge gained from Dotlines. I'm hoping that my report will shed light on all the responsibilities I had as an intern. Because I had limited access to data due to confidentiality, I tried to provide as much information as possible on the job I was doing at Dotlines.

Index

Chapter	Table of content	Page
Chap 1	Overview of Internship	08-11
1.1	Student information	08
1.2	Internship Information	
		08
1.2.1	Company Information	
1.2.2	Internship Company Supervisor's Information	09
1.2.3	Job Scope – Job Description/Duties/Responsibilities	09
		09
1.3	Internship Outcomes	
1.3.1	Student's contribution to the company	9-10
1.3.2	Benefits to the Student	10
1.3.3	Problems/Difficulties	10
1.3.4	Recommendations for future internships	11
Chap 2	Organization Part	12-23
2.1	Introduction	12
2.1.1	Primary Objective	12
2.1.2	Secondary objective	12
2.1.3	Limitation	12

2.2	Overview of the Company	12-15
2.2.1	Introduction and history of the Company	12-15
2.3	Marketing Mix	15-16
2.4	Management Practices	17-20
2.5	Dotlines Marketing Practice	20
2.6	Industry and competitiveness analysis	21-25
2.7	Financial Performance and Accounting Principles	25
2.7.1	Financial Practice	25
2.7.2	Accounting Practice	25
2.8	Summary and Conclusion	25-26
2.9	Recommendation	26
Chap 3	Project Part	26-44
3.1	Introduction	
3.1.1	Background	27
3.1.2	Objectives	27
3.1.3	Significance	28
3.2	methodology	28
3.3	Findings and Analysis	28-39
3.4	Summary and Conclusions	39
3.5	Recommendations	39
	Limitation	40

	Appendix	40-41
	References	42-43

Chapter 1


Overview of Internship

1.1 Student information

Name	Tanjila Khan
Student ID	17304148
Program	Bachelor of Business Administration
Major/Specialization	Major in Marketing, Minor in E-Business.

1.2 Internship Information:

1.2.1 Company Information

Period	October12-2021 – January 12-2022
Company Name	Dotlines (Carnival internet)
Logo	
Department	Sales
Address	Uday Tower, Level-12, 57 & 57/A, Gulshan Avenue 1212 Dhaka, Dhaka Division, Bangladesh.

1.2.2: Internship Company Supervisor's Information

Name	Rizowan Baker Milky
Position	DGM & Head of SMB
Email	rizowan@ssd-tech.io

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I worked as a sales intern in the sales department at Dotlines-Carnival Internet. I had to work with the sales and accounts teams on a regular basis as a Sales intern. I had been doing a range of activities, such as client surveys, client visits, persuade people to buy online, and tender work.

In addition, I was responsible for preserving and developing important documents such as audit files, persuading clients to sort data, and keeping track of the sales team. To find out when the package will be distributed, I had to conduct some investigation. I had to collaborate with the accounts team in order to keep up.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company:

Before entering the real working world, undergraduates participate in an internship period to gain knowledge and experience. Students are taught about the company's environment, culture, gain real-world marketing experience, and have an impact on the company's success.

Apart from that, Dotlines- Carnival internet let me to provide ideas for the betterment of the organization and new packages of the product development. During this time, I learnt a lot about how all the job market works, how to locate new clients and encourage people to buy the specific product, which is the internet, how all employees of the company operate the organization, and other significant staff members. The student assisted with the following Dotlines- Carnival internet corporate activities:

- Visited clients, collected information, convinced clients, and sell internet.
- Did tender submission work.
- Helped sales team to achieve their target clients.
- Handled existing clients by creating well relationship with them.
- Did follow up calls after every two days.
- Resolved many negligible difficulties expending my skills of problem-solving.

- Organized a package launching event such as aspire package and empower package.
- Collected data, survey, made important documents, reports e.t.c.
- Also helped in product launched event like Carnival Care.

1.3.2 Benefits to the Student:

The internship program helps students to gain a variety of skills that they would not be able to get through textbooks or academic knowledge. Students can get raw practical knowledge as well as an understanding of the business world and marketplace. A student receives a number of distinct advantages. For example –

- It allows students to build a strong relationship.
- During the internship, graduates can advance and acquire commercial and market skills.
- Internships assist students in developing corporate skills and experience including managing time, reliability, and communication.
- Internship training gives newly graduated student an advantage in the job market and expands their resume.
- A solid reference for a candidate can be received for career opportunities, college attendance overseas, and scholarships programs.

1.3.3 Problems/Difficulties:

Dotlines offers a fantastic working atmosphere. All employees had to stay at home for a long time because of Covid-19 at the beginning. Dotlines didn't work from home before. It was little difficult doing work from home for me. As I was a newcomer. I was temporarily unable to go to office some few days because of my illness, but I was willing to extend these days. Human resources and my sales team approached us daily to inquire about our health and personal condition. My mentor also served me kindly all the time, assisting me with almost all my tasks and making work simple for me. Whenever I faced any kind of problem each member was there to support me make me understand everything. The environment was very nice, and all the peoples are so good that it was very tough for me to end my journey there. Due to the obvious support of my supervisor and other

members of the team, I never really had any problems through my 3-month internship period. It was 3-months long internship program, but I ended it up 10 days before of 3-month. I was getting married at last day of the year 2021. So, my supervisor Rizowan Baker Milky considers it and made it completed at the end of December. So, basically, I completed my internship at the end of the December of 2021, where it was supposed to end by January 13,2022. Though my internship was less than 90 days that's mean 80 days of internship, it was full of productivity. They have taught me a great deal. My supervisor was always there to assist and counsel me. Not only my supervisor my other colleagues are also there always for me. By evaluating these factors, I can confidently state that I never really had problems or challenges during my training period.

1.3.4: Recommendations for future internships

Internships are a fantastic way to learn after you've completed all of your courses. It is an essential component of a student's working life. This is a student's initial experience of the business world. To get the most out of this great period, some actions must be taken. Many students struggle to combine their professional and personal life because it is their first time. Fortunately, I was able to balance job and personal duties. Future interns will receive a wide range of abilities through their internship; learning is a never-ending cycle in which you can gain a million new experiences each day. It is necessary to be keen to learn. Learning basic skills that will help you open up a lot of doors and boost your confidence. In addition, one must keep punctuality during this period.

Anyone who is required to complete an internship course should reconsider because it will be difficult. Most major organizations keep normal office hours, and usually treat interns as workers, therefore they must work normal hours. It was difficult because I had one course with my internship, since this semester was an online semester and my supervisor was very supportive in some ways, I was able to manage and complete my course and internship at the same time.

2.1 Introduction

2.1.1 Primary Objective

The report I wrote describes how I explored and executed the ideas and theories of marketing selling that I learned from my professors during my four years of undergraduate study. This report also marks the end of my journey with BRAC University and BRAC Business School. This report is based on what I have learned at Dotlines- carnival internet during my internship.

2.1.2 Secondary objective

The study's secondary purpose is to collect the survey data in order to obtain an understanding of how a marketing team uses it to make big decisions. In addition, this paper describes a number of product surveys. Furthermore, this paper clarifies actual experience by highlighting how I applied various skills learned during my undergrad days.

2.1.3 Limitation

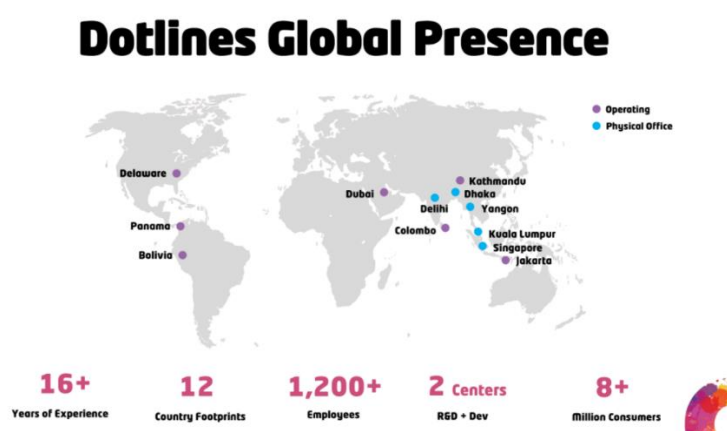
Because the internship program at Dotlines is just three months long, knowing the entire market selling process was not adequate. If I had more time, I would have gained a deeper grip of marketing research, product selling, handling client, and other staffs, allowing me to work and learn more. Some physical experiences were not feasible due to the COVID situation, which was frustrating for me. Deal pressure was severe since, because there were numerous senior managers in my team, I frequently had to work with everyone.

2.2 Overview of the Company

2.2.1 Introduction and history of the Company

Dotlines is a Multinational Company (MNC). Dotlines promises that with the use of cutting-edge technology, it can make a positive difference in people's lives and transform them for the better. The Singapore-based organization, which operates across Asia, the Middle East, and the Americas, has a diverse set of interests in areas where significant contributions can be made to enhance people's lives. Dotlines now has investments in 12 distinct company verticals, all of which started

with digital services. The group instills variation in its profound thoughts and actual solutions with 600+ personnel from five different nationalities scattered over ten countries. SSD-Tech is part of Dotlines, which also owns 15 other businesses in ten countries. Global presence of Dotlines is given bellow-



This process outlines the Dotlines code of conduct for all team members. This policy may be amended if the laws, policies, system procedures, and standards specified in this team member code of conduct change. In addition to this code, team members must adhere to any professional behavior norms or ethical criteria that apply to their field.

Dotlines initiatives are carnival internet (Fiber Broadband Service)- the Internet is the world's largest computer communication network. And Carnival internet is one of the best ISP in Bangladesh. Carnival assure (Insurance Service Provider)- this is for health and life insurance. The policies that are tailored to you and your family's changing requirements, additionally our practical combination of motor and life/health insurance coverage ensures a worry-free ride. Audra (Cloud AI Firewall)- for businesses, your internet has its own set of rules. This is basically security system of the internet so that you can control the net as your wish. poster payments (Online Payments)- basically it's an online payment system. Ghoori (Digital Marketplace)- it's an online shopping website. There are a lot of e-commerce platform and ghoori is one of them. Pulse (Intelligent Automation), boomcast (Messaging Platform),

সহজ (Migrant Services), রুটিকাজি (Employment Services), ghoori English Learning (Online Courses Platform), mind currant (Distant Learning Platform), e courier (Logistic Service), কার্নিভাল পয়েন্ট (Physical Distribution Channel), নাটাই (Bot based eCommerce), লাট্টু (Referral

Based ecommerce platform), LinkingLoop (Call Center Service), BANGLA CUT (Digital Premium Butcher shop). 1200++ Employees from 10 different nationalities in human resources which are Bangladesh, Sweden, China, Malaysia, Singapore, Indonesia, UAE, India, Myanmar, Nepal.

Dotlines' main business in Bangladesh is the first Carnival Internet, which connects 55k clients to IP bandwidth, infrastructure, and system integrator. Then there's SSD-TECH, which provides over 4 million telecom values added services and consumes over 1.6 million minutes every day. The last business is an e-courier service, which has done 1.5 million deliveries and is valued at 250 crore BDT by independent angle investors.

There are three significant worldwide businesses: সহজ (Migrant Services), pulse (Intelligent Automation), and audra (Cloud AI Firewall). In সহজ OSS received a total of 2.5 billion Tk in transfers for top-up transfers, purchasing of goods and services for self and family back home. Second pulse, where 1,000,000 users interacted with a B2B Chatbot and Visual IVR solution (5th company in the world), and finally audra, a DIY Internet Controller available in six countries (4th Company in the world).

Dotlines takes a very quick turnover. Which shows clearly that they are improving their business day by day. In 2017 their revenue was 98 crore BDT which was a yearly revenue. In 2018 it became 210 crore BDT also a yearly revenue. It turned into 419 crore BDT in 2019. Then 635 crore BDT in 2020.

Licenses & Associations-

Licenses- ISP, IPTSP, IPTV

Memberships- APNIC, iSPAB, BASIS, BDIX

IIG(International Internet Gateway) + NTTN(Nationwide Telecommunication Transmission Network) Partners- BSCCL, Fiber @ Home, Summit Communications Limited, Level (3), aamra Network, BTCL.

It has coverage nationwide, 139+ distributed pops. In Cisco HyperFlex Systems, at pop end it has 40Gbps Port Capacity.



Figure 1: nationwide coverage

2.3 Marketing Mix (4p)

Product

It is futile for a multinational corporation or a retailer to produce a product that customers are hesitant to buy. Nonetheless, many businesses choose the method of launching a product first and then hoping to find a market for it. Product creation is deemed to be flawless if it gives value to consumers, according to marketing professionals. This effectively means that the company must give its clients what they want, not what it thinks they want.

Carnival internet develops its product according to the need of clients. It always delivers what client's needs. Empower and Aspire packages are two of the latest addition of Carnival internet developed based on the consumer needs.

Price

The second component of the marketing mix is price. For a salesperson, a product's price methods have a significant impact on its growth and expansion. The amount required for a given product is referred to as pricing. Fixing the price is one of the most difficult tasks for a company expert because there are so many variables to consider (Gunawan & Wahyuni, 2018).

Carnival internet sets its services price according to a demography of its users. They carefully analyze what a client is willing to pay for the service. Since there is a lot of competitors in the market, and this is a price sensitive product. So, its important to set the price correctly. They have set the price for Aspire and Empower packages very carefully. The yearly price of the Aspire package was 95,000 tk and the price of the Empower package was 60,000 tk. They have chosen these prices after thorough research.

Place

The third component is the product strategy, which refers to the locations, distribution routes, and methods of supplying a variety of products to clients. For MNCs or retail enterprises, a solid grasp of the positioning or location of product creation is essential, since it affects the long-term success and prominence of product development. Furthermore, the geographical location of a product has a significant impact on corporate profitability (Singh, 2012).

Carnival internet have placed this product in corporate houses since it is a premium product, so they have targeted big corporate houses for these packages.

Promotion

One of the most effective tools employed by MNCs or retail organizations to improve their sales performance is the promotional strategy of product creation (Abril & Rodriguez-Cánovas, 2016). Promotional methods play an important role in increasing customer knowledge of product innovation, which leads to increased sales and consumer engagement.

In my company my communication reduces misunderstandings, promotes systems and practices, and increases economy. According to (Kalogiannidis & Melfou, 2020) direct interaction of MNCs and customers is fostered via social media, minimizing intermediaries and middlemen. Similarly, I have done all this thing of social media tasks and to call my clients existing and non-existing both to inform them about these packages of Aspire and Empower. It helped a lot to promote the product.

2.4 Management Practice

Hierarchical Position of Dotlines

To keep the company performs well the organization provides a strict hierarchical structure. Some qualified and advanced people have put vast effort to make this procedure easy. Every employee has a common understanding with the rest of the team, allowing them to exchange ideas, collaborate, and work towards the company's success. Zaman Md Bahadur Khan is a director of Dotlines. He oversees the organization. Matin Mahbubul is Chief Executive Officer at Dotlines who maintain the company. Al Rony is a general manager | Head of Technology Operations. Then comes Muntasir Ahmed who is a Deputy General Manager at Dotlines. As the head of marketing at Dotlines, he Leads a \$150 million commercial multi-line operation's product, branding, communications, and strategy. He is responsible for supporting the customer voice, uncovering deep insights through complex analytics, boosting sales speed, and creating a competitive advantage through stronger, distinctive experiences. Assistant General Manager of Dotlines is Sakil Bokul. He is an IT person and engaged in creating, roaming, positioning, and providing client solutions on Amazon Web Services Public Cloud for Cloud Services. Additionally, Senior Manager of Dotlines is Ahsan Habib and there are some other posts such as Manager, Deputy Manager, Assistant Manager, Senior Specialists, Specialists, Senior Executive, Executive etc. Furthermore, Interns are also involved in this serial, but they are at the bottom of the company's hierarchy.

The organogram of Dotlines is given below:

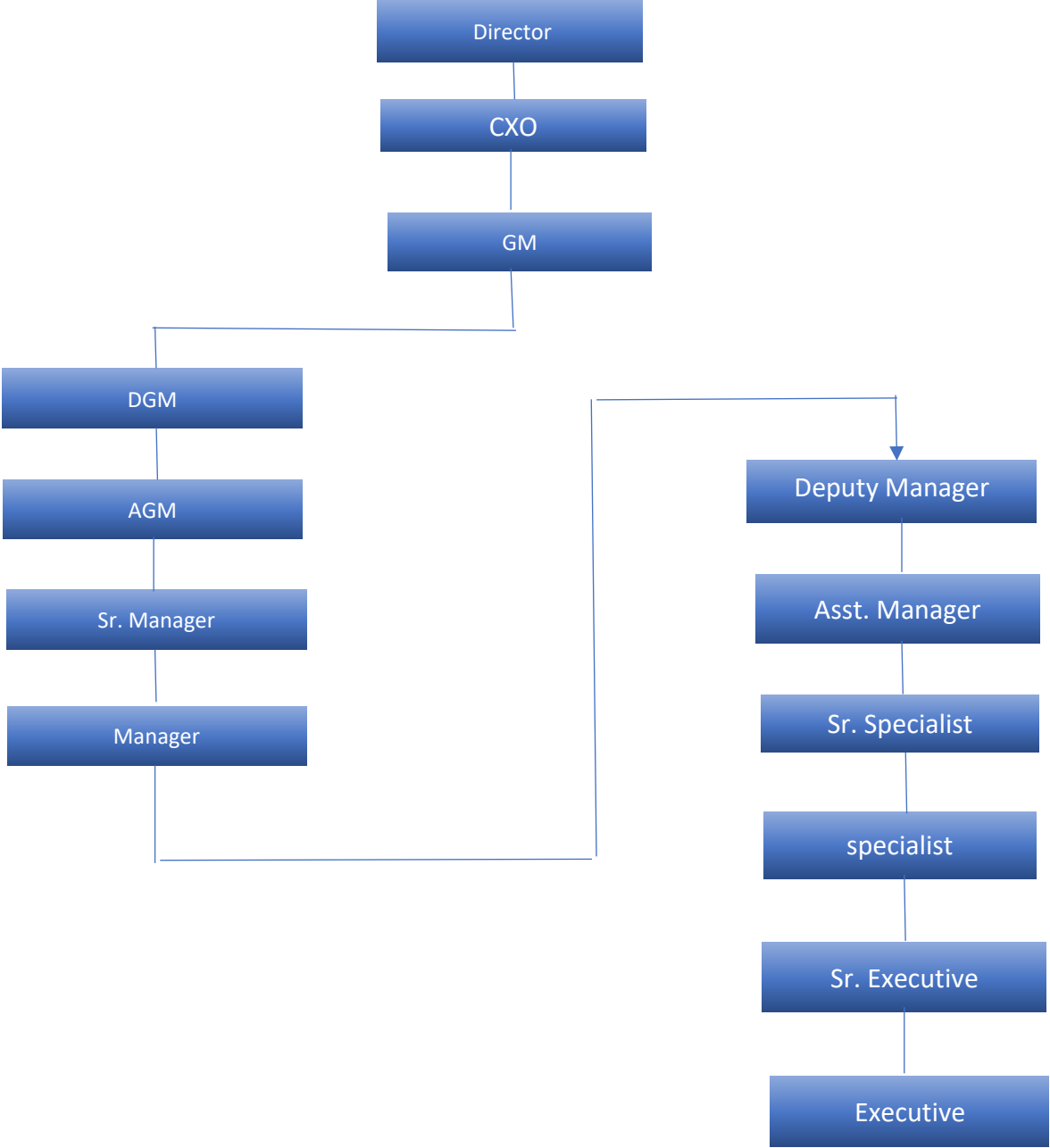


Figure 2: Organogram of Dotlines

The organogram of Carnival internet(sales) is given below:

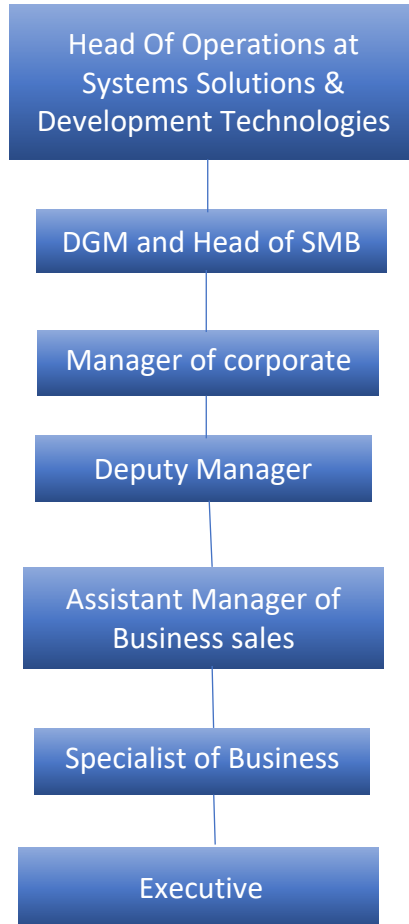


Figure 3: Organogram of Carnival Internet (Sales Department)

I got an opportunity into a sales department as an intern. My position will be in the bottom of the organogram after executive. To maintain the sales department of the organization properly there is also a strict hierarchical structure, which is given upward.

MD. Nazrul Islam is a Head of Operations at Systems Solutions & Development Technologies. He is a head of our sales department. Then comes Rizowan Baker Milky who is a DGM and Head of SMB and I did my internship under him, he was my supervisor. He is a Head of Strategic Sales at Summit Communications Ltd. Third post is Manager whose name is Md. Humayun Sharif. He

has huge work pressure such as he has to prepare the annual marketing and sales plan also has to analyse the cost and fix the pricing and lead a Corporate Sales team, he gives training to new Salesperson, prepare the sales report with details, has to co-ordinate with all internal department also monitor the IPT sales along with other solutions lastly, he has to make packages for IPT & other Solutions. Then comes Deputy Manager of the Carnival Internet his name is Kazi Mohd Tararju Rahber Anik. His responsibilities include developing a growth strategy that focuses on both financial gain and client satisfaction, conducting analysis to find market opportunities and client requirements, promoting the company's products/services by bringing up or anticipating clients' goals, preparing sales contracts while adhering to law-established rules and guidelines, providing reliable feedback and after-sales support, and finally, building long-term relationships with new and existing customers. Next position is Assistant Manager named Md Mohsin Sujon. Then comes specialists of business sales. Noweose Noor Sakib and Khandokar Shahriar both are in the same position. Lastly there are some executives.

2.5 Dotlines Marketing Practice

The Marketing Department is one of the most significant aspects of our firm. Dotlines is one of Bangladesh's best MNC Company. There are several departments within the marketing department. There is a marketing team, a sales team, and a commercial team.

- The marketing team looks after its existing products like Carnival, Bangla Cut, Audra, Carnival Assure etc. and develops new ones. Recently they developed a product named Carnival Care which is online based treatments. They also create packages, execute marketing, and make product adjustments as needed.
- The sales team is normally in charge of keeping track of all distributors, regions, divisions, and order lists, among other things.
- The company's packaging, purchasing, and distributing are normally handled by the commercial team.

The company has a useful team of ambitious creative employees that have accepted the company's basic values of relationship, upheld the company's quality policy, and contributed their innovative ideas to the company's success.

2.6 Industry and competitive analysis

Porter's five forces models:



Figure 4: Porter's five forces model

That would be an investigation of a company's efficiency. This evaluates an industry's economic potential and strength in relation from its own corporate strategy.

1. Threat of New Entrants:

- **Economies of scale:** This is really a crucial element for beginners to consider. For entrants, it is extremely hard to make in massive amounts and minimize manufacturing costs from the start.
- Carnival is far too excellent in order to ensure durability & quality. And it has the lowest latency percentage. It has customer satisfaction and relationships because it is such a multinational corporation. As a result, entrants will find it impossible to reach the same level of quality and access as Carnival Internet.
- Offering creative deals and convincing customers to swap internet brand is feasible and appealing to strangers, as everybody craves freshness.

So, the threat of new entrants is moderate.

2. Competitive Rivalry: For Carnival, its power is a little difficult.

- **Number of Competitors:** Several companies, such as Link3, We Wifi, Dot, Mazeda, Netpark, Broadbrand and others, directly compete with Carnival Internet.

- **Characteristics of products:** In most cases, opponents offer homogeneous items in the same segment. As a result, there is a lot of competition.

- **Industry growth rate:** The percentage of market expansion is increasing every day. As a result, most of the people are really interested in investing in this sector.

So, the competitive rivalry is high.

3. Bargaining Power of Buyers:

- Since there are so many organizations on the marketplace, consumers have even more options when it comes to switching brands.

- Mostly every company offers new products and gives customers the best price, offering purchasers a lot of negotiating leverage.

So, the Bargain power of buyers are high.

4. Bargaining Power of Suppliers:

- It is also inexpensive to switch suppliers. As a result, the buyer's authority is considerable.

- There are many other providers, but just a few of them keep a constant quality.

- Due to the intense competition, competing companies frequently acquire high-quality providers, making it difficult to negotiate with customers.

So, the bargain power of supplier is high.

5. Threat of Substitute Products: As there is no other substitute products on the world wide internet, the risk of a substitute product is low.

SWOT Analysis



Figure 5: SWOT Analysis

Strengths:

These are characteristics that set a company apart from its competitors. A SWOT analysis can help uncover a corporation's Unique Selling Proposition (USP), which serves as the foundation for the company's strength and maintains it forward of its competition in the industry.

The Strengths of Carnival Internets are:

- They in full control of the use of the system and assets.
- They can leverage the infrastructure to lease assets and generate additional revenue from a variety of entities and for a variety of purposes (Bangla Cut, Carnival Care, Carnival Assurance, etc.)
- They have the minimum latency count.
- Since they are an MNC, so their working culture is more business oriented.
- They are a great top management, and hierarchy is maintained.
- They have one of the best customer care services.

Weaknesses:

Weaknesses: Internal characteristics and circumstances that work towards achieving success.

The weaknesses of Carnival Internet are given below:

- The operating cost are high, so they are not generating desired profit.
- Often caught in price war with competitors.
- Most customers are not willing to pay more money.
- Most the of the consumers are cost driven

Opportunity:

External elements that may provide a competitive edge to a company are referred to as prospects. If a country lowers tariffs, an automobile company, for example, can export its vehicles to a new market, boosting sales and market share.

The opportunities of carnival internet are:

- The Network could provide additional opportunities for revenue in addition to leasing network assets such as building a carrier hotel.
- Establishing a network could compete with neighboring cities that have municipal networks by attracting more businesses, retaining businesses, increasing property values, and increasing economic development although that this hard to quantitatively define.
- The city could leverage the network to launch pilot projects such are online education.
- They have huge opportunity in small merchant shops to provide internet.

Threats:

Threats include anything that could have a negative impact on your firm externally, such as supply-chain issues, market shifts, or a recruitment shortage. It's critical to foresee risks and take action before becoming a victim and stagnating your growth.

The threats of carnival internets are:

- The biggest threat is financial stability and sustainability and risk.
- High frequency of changing ISP of consumers.
- Competitors sudden price cut.
- A lot of new entries to the business.
- Other companies have low operation cost.

However, existing competitors could also undercut pricing and offer long term packages effectively preventing subscribers from signing on to new service.

2.7 Financial Performance and Accounting Principles

2.7.1 Financial Practices

Due to confidentiality concerns, relevant data from the company could not be collected, and thus the part was not expanded.

2.7.2 Accounting Practice

After consulting with my internship supervisor, he informed me that the company's income procedures are guided by GAAP, and the financial statement method was applied. Unfortunately, due to confidentiality concerns, additional necessary details from the company could not be collected, and thus this part was not developed.

2.8 Summary and Conclusion

Dotlines is developing and expanding its approach along with assets effortlessly. They achieve an influence through combining research and development and effective promotional tools,

ultimately assisting customers in meeting their commercial and corporate goals. In addition, their ongoing remodeling pushes company to be the market leader, resulting in more profits and a larger audience for the products. Dotlines is continually increasing, despite its threats and weaknesses.

2.9 Recommendation

- Launching new project and change some current projects.
- Increasing the couple of proposals aimed at solving problems.
- Create a positive work environment.
- Increasing the effectiveness of internet communication.
- Coming up with new marketing strategies.
- Increasing the number of ways to sell.

Chapter 3

Project Part

3.1 Introduction

3.1.1 Background/Literature Review

This research looks on the many aspects of an ISP's service quality and how they affect customer loyalty in high-tech services. (Quach et al., 2015). The internet's impact on our lives is tremendous. Through the usage of the internet, we can now do everything in our daily lives from anywhere. (2021) Many people are completely reliant on computer networks. The network can assist not just in the present but also in predicting the future. (How Technology Can Help Solve Societal Problems - Knowledge@Wharton, 2021)

Customers of ISPs are segmented based on their usage patterns, and their perceptions of Internet service quality parameters are evaluated. (Quach et al., 2015) Not every ISP give their customers a same network bandwidth. Place and cost network operators restricted their consumers' capacity based on available bandwidth. (Bandwidth and Throughput in Networking: Guide and Tools - DNSstuff, 2021) So, we see that certain users have limited connection. The four elements of

network quality, customer service and technical assistance, information quality, and security and privacy all determine the quality of an ISP's service. (Thaichon et al., 2014)

The fundamental purpose of an Internet Service Provider Company is to ensure lowest latency and highest broadband network connectivity. (Network Latency Guide: How to Check, Test, & Reduce - DNSstuff, 2021). The lower the latency is the smoother the connection is. Internet Service Providers (ISPs) can offer a wide range of services, including data connectivity, Internet access, safety, optical fiber connections, network infrastructure design, and support. (What You Should Know About Internet Service Providers (ISPs), 2021) ISPs provide alternative connections in corporate network infrastructure to keep a network running even if there is an unanticipated interruption. When there is a power loss or load shedding, it is difficult to maintain maximum connectivity It becomes more effective for companies if we can construct a network that is more profitable, private, extremely reliable, and speedier. (2021)

3.1.2 Objective(s)

The goal of this research is to finish the BBA program at BRAC University and to gain a strong knowledge of the Bangladeshi marketplace. My internship lessons include a secondary goal of adding value towards the company. According to Dotlines, Carnival internet is one of the major brands in the ISP industry. The goal of this internship project is to discover the internet industry's major competitors, customer perspectives, important purchasing factors, brand awareness, purchasing intention of the clients in the ISP market.

BROAD OBJECTIVE:

To gain a better understanding of client's preferences and attitudes about aspire and empower bandwidth internet offer package that carnival internet- Dotlines is introducing to their clients.

RESEARCH QUESTION:

“How new launching packages of Carnival internet- Dotlines will be accepted by the existing and non-existing corporate clients?”

3.1.3 Significance

A major client survey towards this product still must be run. Because this product is so widely used, it's critical to recognize and appreciate the clients' interests and opinions. This research will be beneficial to all internet service providers. Also, this research will help normal users to sort the priorities and considerable factors while choosing a service.

3.2 Methodology

The goal of the paper is to be as detailed and analytical as possible about the client's opinion on Bangladesh's internet situation, particularly the bandwidth broadband market. Survey will have been done for the entire 3 months. It was an 18-question survey of existing and non-existing clients that attempted to record the client's progress across various dimensions - purchase, customer loyalty, and satisfaction. For the client's survey, the snowball sampling approach was used with a minimum sample size of 50 people. The sample size was chosen very seriously. Since it is a niche market, so the respondents had to be direct users of the service. I used snowball strategy to find out my respondents. Some respondents helped me to find another one. Contact information for the client was gathered from senior colleagues. The survey participants were recruited in an online network using Google Form connections to questionnaires survey. The responses were treated confidentially, and the identities of the responders remained done in secret. After getting the research results, I analyzed them thoroughly. Came up with findings after the analyze.

3.3 Findings and Analysis

SAMPLE SIZE:

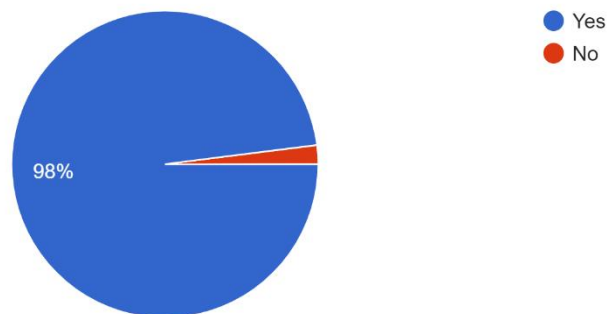
For the purposes of this report, 50 replies from the existing clients and non-existing clients were collected.

SOURCE OF DATA:

The primary source was used solely for data collection. For this study, a personal surveying of some selected clients was undertaken. There were questioners and questions, and the conclusion was determined based on the answer of the customers. As a result, there was no secondary source or media other than the direct data collection method.

The majority of the 50 genuine responders are opposed to yearly payments, while the remaining few support them. This package has many users puzzled.

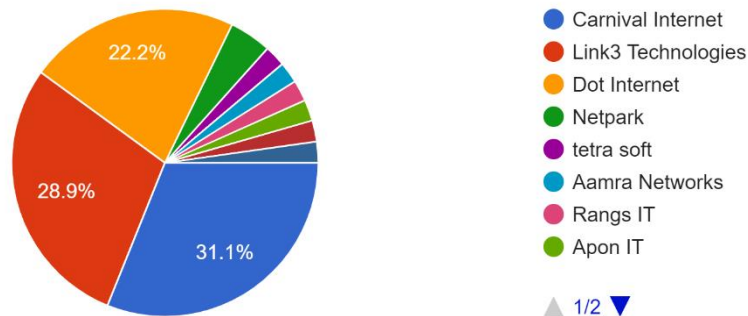
Do you use internet at office?
50 responses



I wanted to find out the users of internet using my questions. From all the respondents it is quite clear that internet is widely used in offices. Since it is mandatory thing, and broadband is hassle-free consumer prefers it. From my respondents (98%, $n = 49$) uses internet at office.

which internet you are using at your office?

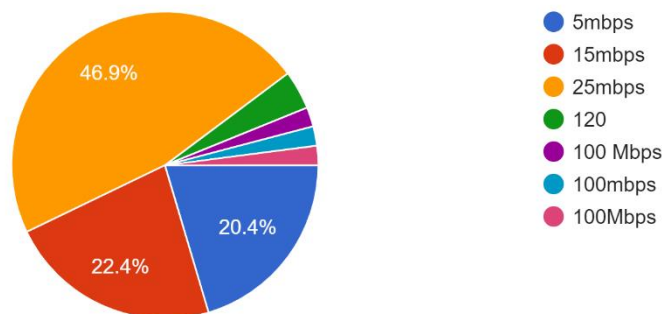
45 responses



From my questions I tried to find Top of Mind Brand Awareness among ISP among the consumers. As we can see, the Aamra network has a dominant position when it comes to taking up the mind share of consumers (31.1% $n = 15$), Link 3 technologies has a decent position in the market (28.9% $n = 14$), with its local competitor DOT internet accumulating 22.2% awareness ($n = 12$). And other companies such as Apon IT, Rangs IT, Rangs IT covers other shares.

what is your bandwidth right now in your office?

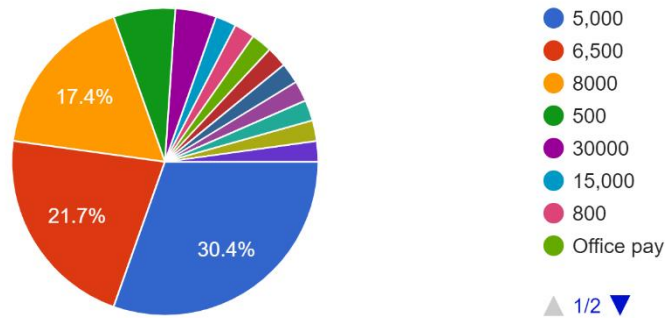
49 responses



The answers show that companies usually use bandwidth as per the company and employee size. According to the respondents 46.9% ($n=23$) of them uses 25mbps bandwidth which indicates that they have a modest employee number in the office. After that some company have less employee number so that they use 15mbps the number is 22.4% ($n = 11$). There are some companies who have larger number of employees as a result the demand of higher bandwidths is higher than usual,

around 20.4% ($n = 10$) company uses bandwidth of 100mbps which is a lot. This finding to some extent indicates that consumers become firmly brand loyal after their experiences with them. Once they find a service smooth and with a decent speed, they tend to stick to that specific IPS service brand.

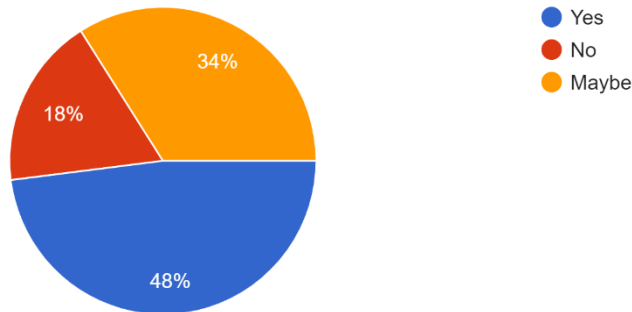
How much you are paying monthly for this regular package?
46 responses



The amount of payment of ISP service is so important for a company to decide different bandwidth. Also 30.4% ($n = 15$) of the respondents pays 5000 BDT per month for their IPS service in office. Which indicates the brand manager to set the charge according to that. Also 21.7% ($n = 10$) pays 6500 BDT monthly. Rest of the users pay more or less than that. There are a handsome number of respondents who pay more than 10000 as their company needs that. Some little companies pay less than 5000 as per the demand.

Do you prefer carnival internet?

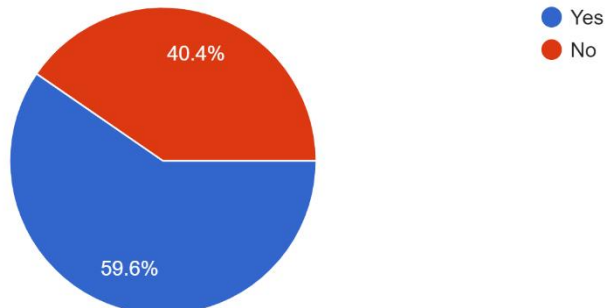
50 responses



According to the respondents the demand of carnival internet is high. Among 50 respondents 24 people prefer carnival internet. Some respondents prefer other ISP services over this one. And rest of them are confused about their preference.

Do you think carnival is the best ISP in Bangladesh?

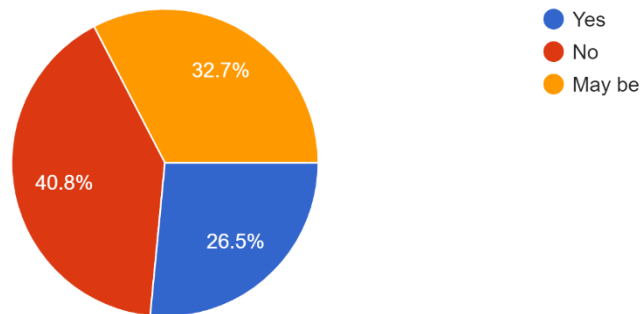
47 responses



Majority of the people think that Carnival is the best IPS service in Bangladesh. Almost 60% of the respondents agree with the fact that carnival is the best in Bangladesh. However, rest of the 40% think other company has better services. Which shows that still there is a lot of people who thinks other company is better. Which is not good for a company like carnival.

Is it wise decision to do yearly payment of the internet?

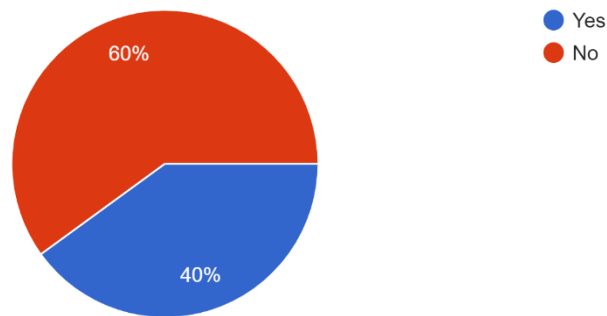
49 responses



I got a very divers response from this question. Although majority of the people thinks that it is not a good idea to pay yearly for an ISP service. however, almost 26% people thinks that it is a good idea. And a big portion of people are confused whether the idea is a good one or not.

Do you heard about the Aspire & Empower package?

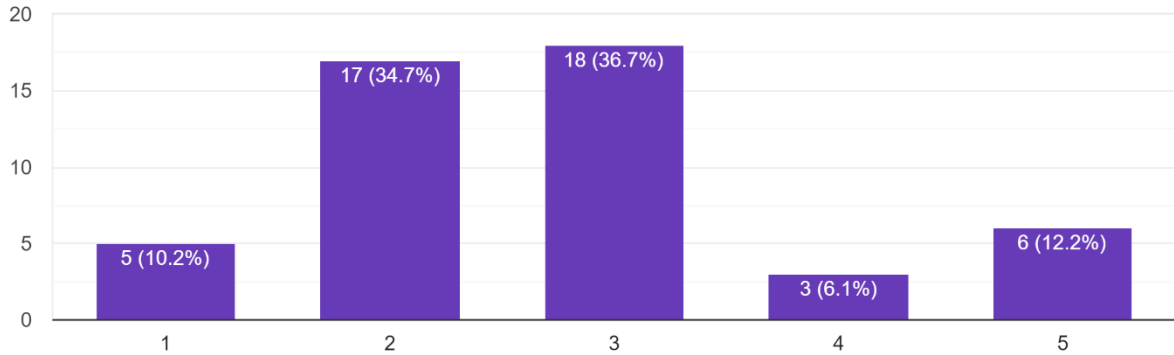
50 responses



The new packages of carnival internet are not known to major people. Which indicates that they have problem in their marketing. Most of their target consumers are not aware of the new packages. According to the respondents 60% are not aware of the service they provide. Though other 40% of the people know the new packages. However, to get the desire output form the new packages they need to make their marketing strong and make more people aware of the service they give.

Aspire(100mbps) package- yearly payment 95,000/-, which will be 7,900/- per month- is this a good package?

49 responses

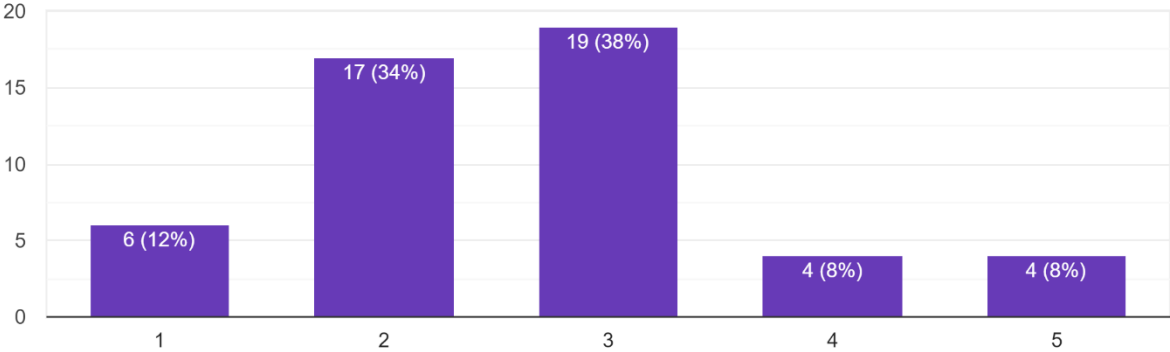


It is important to take the feedback of the consumers on a given service. Carnival internet recently launched their new package called “Aspire” they have set a price for it is important to know whether the ser price is accepted by the consumers or not. If yes, then the decision is good if it’s not then it need to be rethink. Among the respondents 12.2% thinks that it a great pricing set. Although majority of the people thinks that the price is not that good. Almost 35% thinks the price set is modest whereas few people think that the price is bad one. In this case the managements need to rethink the idea of price setting in order to get the desired number of people avail the service. The price set for the service is yearly payment 95000, monthly 7900 and the speed is

100mbps. So according to the consumers the pricing needs to rethink by the management.

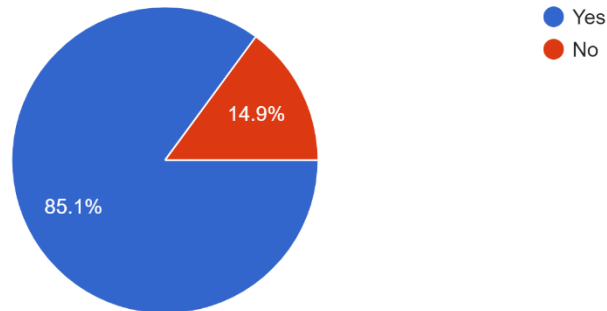
Empower(50mbps) package- yearly payment 60,000/-, which will be 5,000/- per month- is this a good package?

50 responses



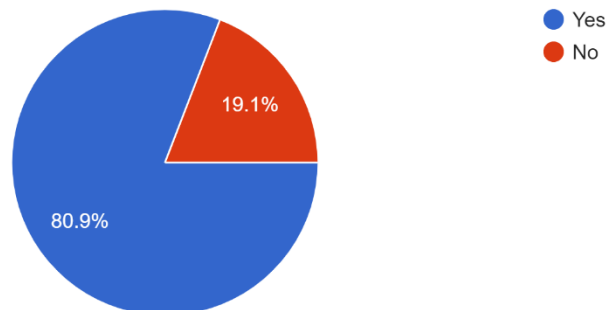
It is important to take the feedback of the consumers on a given service. Carnival internet recently launched their new package called “Empower” they have set a price for it is important to know whether the ser price is accepted by the consumers or not. If yes, then the decision is good if its not then it need to be rethink. Among the respondents 18% thinks that it a great pricing set. Although majority of the people thinks that the price is not that good. Almost 37% thinks the price set is modest whereas few people think that the price is bad one. In this case the managements need to rethink the idea of price setting in order to get the desired number of people avail the service. The price set for the service is yearly payment 60000, monthly 5000 and the speed is 50mbps. So according to the consumers the pricing needs to rethink by the management.

In Aspire(100mbps) you will get the full dedicated internet, full security of the net, IPTSP line with phone set, 500min talktime and 500 SMS-these all ...to paid 95,000/- yearly which is 7,900/- monthly?
47 responses



However, after all the benefits which will be given in the same price is accepted by the consumers. 85% of the people thinks that the price is a good one when they are given all the other benefits included. Still almost 15% of the people thinks that the price is not good one also with the other benefits. However, the management should be happy with the price they are offering since majority of the consumers are accepting it.

In Empower(50mbps) you will get the full dedicated internet, full security of the net. So is this justified to paid 60,000/- yearly which is 5,000/- monthly?
47 responses

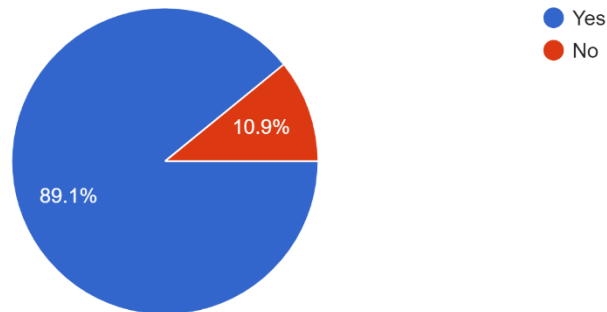


Most of the people think it is justified when it is paid 60000 and get a full dedicated internet service. though 80% people thinks that it is justified to pay that much amount for a full dedicated

service. Almost 20% people does not agree with the fact that it is justified. The management doesn't need to be worried about this fact since majority of the people thinks it is justified.

Do you appreciate the benefits that you will get with the packages?

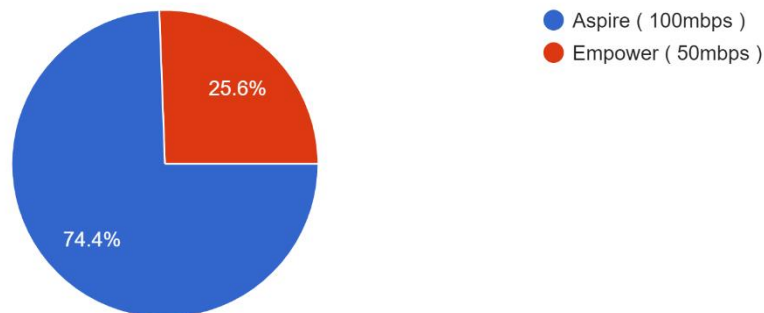
46 responses



According to the respondents almost 90% of the people think that the benefit with the package is appreciated. Though the other 10% does not agree with it. However, since most of the people agree with it then it's a good decision. All the benefits which are added to it are well accepted by the consumers. As a result, most of them are agreed with it.

If yes, which package would you prefer?

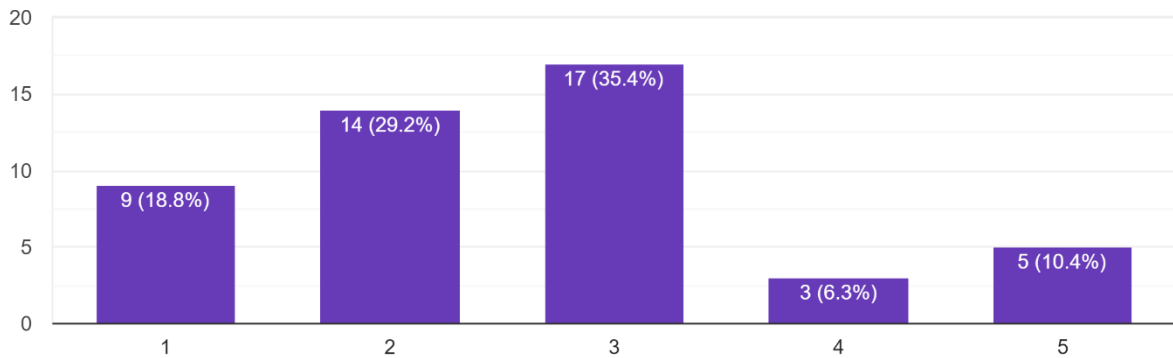
43 responses



Between these two packages almost 75% people prefers "Aspire" over empower. Which clearly shows which on is the popular one. Though 25% people empower package. However, aspire is the

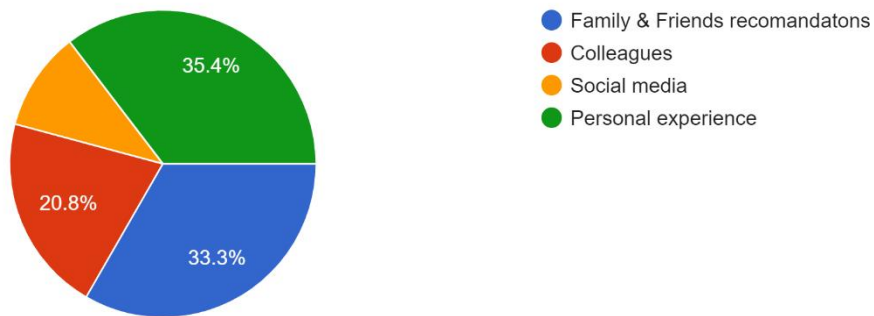
most popular one here. Consumers have chosen this by thinking piece, benefits, maintenance, and other services with it. Price is the most vital factor.

This package will be very useful for you-
48 responses



10% of the respondents thinks that the package will be in great use for them. However more than 50% are not sure about it. They are confused about the fact. Either they are happy with their current service, or they are not happy the service that they are providing. So, the consumers have some doubt on the service. management needs to make the consumers sure about it.

How would you judge the packages of Carnival internet?
48 responses



The parameter of judging an ISP service is diverse. Although some paraments are common. Which are personal experience and friends and family members recommendation. In this case most of the

people said that they judge the carnival internet mostly by their personal experience. 35.4% people thinks that. After that 33.3% people said that the judge it mostly by the recommendation of family and friends. There are some other parameters too such as a good number of people judge it by their colleagues.

3.4 Recommendations:

The following recommendations for internet firms in our country are based on the overall report:

1. Local/area internet users are valuable recommenders of ISP providers therefore they should consider them for endorsing. And think of a campaign involving local people.
2. Consumer survey suggest that price is not a concern for internet all they care about is the quality and service.
3. Companies must keep pushing continuously and they need to be concerned when trying to onboard new customer.
4. Quality of service should be consistent. ISP providers should not provide good services upfront and reduce their quality gradually. They should maintain their quality all the way.

3.5 Conclusion:

Internet service providers are one of the world's most important industries. This huge array of firms and items includes the broadband sub-category. In the U.S, the Internet Services business is anticipated to be worth US\$132.6 billion in 2020. (Yahoo is part of the Yahoo family of brands, 2021) China, the world's second biggest economy, is predicted to reach a global market capitalization of US\$111.7 billion in 2027. A brand must fulfill a client in order to succeed in this business. It's important to understand what the average user thinks about the product. In Bangladesh, many indigenous businesses are at the forefront of the industry. Furthermore, the market is highly overcrowded. Because it is a service-based industry, businesses must stay current and deliver the best possible service to its clients. We might say that the broadband sector is bloated, and there is fierce competition among them. Nevertheless, because practically everyone from every socioeconomic class uses it, there's many organizations that cater to both specialty and mass audiences.

Limitation

During the time of research, I had faced some difficulties. Firstly, the industry I have worked on is not so big. Moreover, there is not sufficient data in web to work with. Also, since the product was mainly for office use, so the target market was very hard to reach. Also, since some of the information's are very confidential so was unable to get access of those such as financial flow of the company. Some of the terms are not familiar to normal users such as latency etc. for this some responses were not correct.

Appendix

- 1- Do you use internet at office?
 - Yes
 - No
- 2- which internet you are using at your office?
 - Carnival Internet
 - Link3 Technologies
 - Dot Internet
 - Other
- 3- what is your bandwidth right now in your office?
 - 5mbps
 - 15mbps
 - 25mbps
 - Other
- 4- How much you are paying monthly for this regular package?
 - 5,000
 - 6,500
 - 8000
 - Other
- 5- Do you prefer carnival internet?
 - Yes
 - No
 - Maybe
- 6- Do you think carnival is the best ISP in Bangladesh?
 - Yes
 - No

- 7- which system will you prefer for corporate?
 - Offer package
 - Regular package
- 8- Is it wise decision to do yearly payment of the internet?
 - Yes
 - No
 - Maybe
- 9- Do you hear about the Aspire & Empower package?
 - Yes
 - No
- 10- Aspire(100mbps) package- yearly payment 95,000/-, which will be 7,900/- per month- is this a good package? (Linear scale)
 - Best
 - Not good
- 11- Empower(50mbps) package- yearly payment 60,000/-, which will be 5,000/- per month- is this a good package? (Linear scale)
 - Best
 - Not good
- 12- In Aspire(100mbps) you will get the full dedicated internet, full security of the net, IPTSP line with phone set, 500min talk time and 500 SMS-these all are free. So is this justified to paid 95,000/- yearly which is 7,900/- monthly?
 - Yes
 - No
- 13- In Empower(50mbps) you will get the full dedicated internet, full security of the net. So is this justified to paid 60,000/- yearly which is 5,000/- monthly?
 - Yes
 - No
- 14- Do you appreciate the benefits that you will get with the packages?
 - Yes
 - No
- 15- Will you buy the given package for your office?
 - Yes
 - No
- 16- If yes, which package would you prefer?
 - Aspire (100mbps)
 - Empower (50mbps)
- 17- This package will be very useful for you- (linear scale)
 - Yes of course
 - Not really
- 18- How would you judge the packages of Carnival internet?
 - Family & Friends recommendations
 - Colleagues
 - Social media
 - Personal experience

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