

# Internship Report

## On

### Banglalink Digital Communications Limited





**Internship Report On**  
**Banglalink Digital Communications Limited**  
**(Telesales Department)**

**Submitted To:**

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Date of Submission: 10<sup>th</sup> September, 2014

## Letter of Transmittal

10<sup>th</sup> September, 2014

Mr. Jabir Al Mursalin  
Assistant Professor  
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Subject: Submission of internship report on “Banglalink Digital Communications Limited (Telesales Department)”

Dear Sir,

Here is my internship report on “Telesales Department of Banglalink Digital Communications Limited”, which you have assigned me to do as a part of my BBA program requirement. I have tried my best to gather all kinds of relevant information, which could give an overall idea on this topic. I have worked 3 months with Banglalink and have observed their work. I have tried to gather information regarding report as much as possible. I hope that this report will meet the expected standard.

I have enjoyed preparing the report very much. Specially, the knowledge obtained from my BBA program and some Banglalink employees helped with the information which made my work a bit easier. I am submitting this internship report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely yours,

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Amit Sarker

ID: 10104073

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## Executive Summary

Banglalink started its journey back in February, 2005 and was 1st known as Sheba Telecom which was a joint venture company with the merging of a Malaysian company. September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US \$60 million. In April, 2011 Orascom sold 52.92% of their shares to Vimpelcom. It is a Norwegian-Russian telecom firm. Right now Banglalink has 29.45 million subscribers and market share of 25.47%. Banglalink is aware about the society and they always keep doing something for the betterment of the society.

Telesales is a type of telemarketing which uses Telecallers, who call on the telephone to sell directly company's product or services. Banglalink has a Telesales department within Customer Care under Business Development and Customer Retention segment. The strength of Telesales is selling, customer acquisition and the emphasis is on customer holding. Telesales is made to sell connections directly to the customers and keeping them satisfied. The objective is to build the framework in customer service regarding inbound and outbound selling, and to acquire competition customer offering duplicate dial. If a customer wants to get this connection they can get it any time in office hour delivered to their home.

After going through whole report, it can be conclude that Banglalink has achieved a lot as they have been in the telecommunication market for a short time. It was only possible because of their working environment and their passion for achieving company goal. In addition, their proper marketing strategy and better understanding of market situation helped to get customer attraction. Moreover, telesales unit is playing very important role behind the achievements of Banglalink as they work hard to get communicate with customers directly and provide better services through direct sells which brought a great success in sales. And most importantly, Telesales has a bright future in terms of Bangladeshi telecommunication market as the market size is not that much big.

## 1. Company Background

Banglalink Digital Communications Limited with a simple mission of “bringing mobile telephony to the masses” in their mind launched their telecommunication business in February 2005. Keeping their mission and vision in their mind, currently Banglalink is the second largest cellular service provider in Bangladesh. As of April, 2014, Banglalink has a subscriber of 29.45 million and represents cellular market share of 25.47 %.

Though the journey of Banglalink is of nearly a decade the original infrastructure of the company was laid in 1989. Sheba Telecom (Pvt.) Ltd. was granted license in 1989 to operate in rural areas (Upazillas) and they expanded their business by obtaining their GSM license in 1996 and launched cellular service in the name of **SHEBA** in fall of 1997 under the joint venture of Bangladeshi Integrated Services Ltd. & Malaysian Techno Resources Industries.

Due to a continuing argument between the companies and other internal problems, in 2004 Orascom Telecom Ventures Limited of Malta (Now Telecom Ventures Ltd. of Malta), a fully owned subsidiary of Global Telecom Holding S.A.E. was set to buy the Malaysian stake of Sheba Telecom in an agreement of USD 25 million. In September 2004 Telecom Ventures Ltd. bought 100% of Sheba Telecom for USD 60 million and rebrands the franchise as Banglalink and launches it on February 10, 2005.

Banglalink cellular service has significant impact on Bangladesh telecommunication market. Overnight cellular communication becomes affordable for wide range of customers where Banglalink changed the mobile phone status from luxury to a necessity. Banglalink’s initial Slogan “Making Difference” has been reflected in everything Banglalink does like being the first cellular company to allow BTTB incoming free for both postpaid and prepaid packages.

In April, 2011 a merger between Orascom Telecom Bangladesh Limited and VimpelCom took place and in July, 2013 the company name changed to Banglalink Digital Communications Limited with new Slogan “Notun Kichu Koro” translated “Start Something New”. Under Banglalink, there are various departments to maintain different segments of the social and business groups. To maintain mass market individual needs there is Mass Market Operation Department, to provide corporations special need there is Corporate Sales Department, to motivate inter connection among Small & Medium Enterprises there is SME Division and then there is one separate department who try attract customers of other telecom

operators by providing dial duplicate number and better services than those operator entitled Telesales Department.

## **1.1. Vision, Mission, Goal, Objectives and Slogan of Banglalink**

### **Vision:**

“Baglalink understands people’s need best and will create and deliver appropriate communication services to improve people’s life and make it easier”

### **Mission:**

“Bringing mobile telephony to the masses”

### **Goal:**

Banglalink’s goal is to make the cellular phone affordable to the people of every level with lower cost.

### **Objectives:**

The main objective of Banglalink is to serve better network and coverage to its valuable subscribers and improve their communication level.

Core departmental objectives to achieve Banglalink’s Vision and Mission:

- ✓ Provide effective and truthful front line and back office customer care and support to ensure high quality service.
- ✓ Researching and resolving customer highlighted issues and problems.
- ✓ Retain valuable customers for the company as well as generate revenue and increase company’s profitability.
- ✓ Maintain a management culture of high performance and strong accountability.
- ✓ Treat customers with courtesy, respect and consideration at all the times.

### **Slogan:**

“Start Something New”



## 1.2. Management Team of Banglalink

Post	Holder's Name
Chief Executive Officer (CEO)	Ziad Shatara
Chief Financial Officer (CFO)	Ahmad Y. Haleem
Chief Technical Officer (CTO)	Perihane Elhamy
Chief Commercial Officer (CCO)	Shihab Ahmad
Chief Information and Customer Experience Officer	Nizar El-Assaad
Human Resources & Administration Director	Riviera Ho Rathore
Government Relations & Regulatory Affairs Senior Director	Taimur Rahman
Company Secretary and Local Compliance Officer	M Nurul Alam

## 1.3. CSR (Corporate Social Responsibility) Activities

From the very beginning Banglalink is aware about its corporate social responsibilities. Banglalink remained committed to play its role as a responsible corporate citizen to contribute in making a difference in the socio-economic development of Bangladesh. The company undertakes several projects each year for the welfare of community and preservation of the environment. These initiatives united Banglalink's reputation as indication in the corporate social activity. Banglalink social activities include the following initiatives:

- i. **Cox's bazar sea beach cleaning project and international coastal cleanup day:** Since 2005, Banglalink has been cleaning world's longest sea beach, Cox's Bazar. Under this project, 26 female workers clean the 3 km long beach 363 days a year in 2 shifts. In addition to that there is another team of 7 male workers who support to move all heavy dirt and rubbish from the beach. To create awareness and hype, especially among youth, Banglalink observes 'International Coastal Cleanup Day' since 2005. Almost 500 volunteers from prominent universities, colleges and different

organizations from Dhaka, Chittagong and Cox's bazaar join hands to clean the beach which makes this the largest voluntary initiative.

- ii. Donating Blankets at Orphanages:** Since 2009, to help underprivileged children, Banglalink has taken this special initiative to distribute blankets among the orphan children of many orphanages around the country which are in great need for it during winter season.
- iii. Special Arrangements for Hajj Travellers at the Hajj Camp:** Since 2009, Banglalink took several initiatives to provide free services to hajj travellers at hajj camp where they gather to depart for hajj. This includes arranging air-conditioned busses for travellers, water distribution zone, phone counter for making free phone calls, free charging units etc. Other than these, to further aid the travellers, Banglalink provided them with trolleys, signage, information through vas & a hajj guide booklet to facilitate quick and easy understanding of hajj rituals.
- iv. Water and Date Distribution and Iftar at Orphanage during Ramadan:** Since 2009, Banglalink distributed free water and dates for the fasting people who got stuck at major traffic points of selected metro cities around iftar time during Ramadan. Banglalink also took initiative of arranging regular iftar & dinner in different orphanages around the country.
- v. ICT Support for Underprivileged Children:** To remove the curse of illiteracy from society and to enlighten the students who will become the hope of tomorrow, Banglalink has successfully set up computer labs in 270 underprivileged schools at different parts of the country in 2011. The computer labs are equipped with pc, laptop, internet modem, multimedia projector, speakers and microphone.

## 1.4. Organizational Overview by Year

### 1989:

Banglalink was previously known as Sheba Telecom. Sheba Telecom (PVT) Ltd. was a Bangladesh-Malaysia joint venture company, between a local firm named Integrated Services Ltd. (ISL) and a Malaysian Conglomerate named Technology Resources Industries (TRI). Sheba Telecom (PVT) Ltd. was granted license in 1989 to operate in the rural areas of 199 upazilas and later they were also allowed to extend to cellular mobile radio-telephone services.

### 1996:

Later it obtained GSM license in 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture.

### 2004:

In July, 2004, it was reported that Egypt based Orascom Telecom is set to purchase the Malaysian stakes in Sheba Telecom through a hush-hush deal, as Sheba had failed to tap the business potentials in Bangladesh mainly due to a continual dispute between its Malaysian and Bangladeshi partners. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited. It was acquired for US \$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold.

### 2005:

Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005.

**2006:**

In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections.

**2008:**

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. In August, 2008, Banglalink has a subscriber base of more than 10 million.

**2010:**

Banglalink had 1.03 million connections until December, 2010. The number of Banglalink users increased by more than 253 per cent and stood at 3.64 million at the end of 2010, making it the fastest growing operator in the world of that year.

**2011:**

In April 2011, Banglalink had a subscriber base of 25 million. And Orascom Telecom sold the 51.92% share to Vimpelcom and Vimpelcom became the new owner.

**2013:**

According to BTRC, Banglalink had total 2 core 58 lac 48 thousands subscribers till the February of 2013. And till May 2013, Banglalink has gain 2 core 65 lac 74 thousands subscribers. In July, 2013, the company changed the name as Banglalink Digital Communications Limited.

**2014:**

At present Banglalink has 29.45 million subscribers as of April 2014 and representing a market share of 25.47%.

## 2. Telesales Organogram

Telesales department is working totally separately to accomplish the customer who are using other operators than Banglalink from ages and also retain the customers who already left Banglalink for various reasons. The hierarchy of Telesales will give an overview of responsible entities for any decision making and planning process-

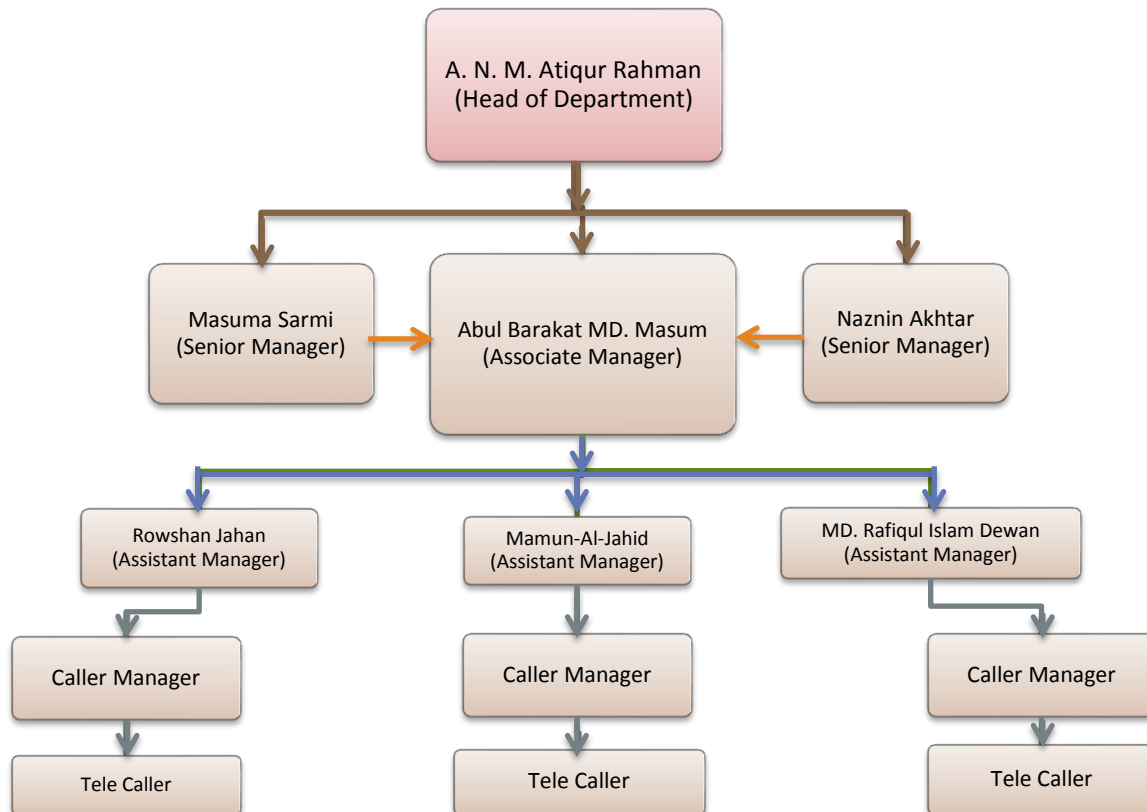


Figure: Tele Sales Organogram

The head of Tele Sales department, A.N.M. Atiqur Rahman is responsible for any sort of decision finalizing, strategy planning and application of the strategy; under him there are two senior managers (Masuma Sarmi and Naznin Akhtar) and one associate manager (Abul Barakat MD. Masum); they directly report results and feedback of those strategies. To manage each floor of Tele Callers, three assistant managers are appointed who are responsible to manage leads and take measures to fulfill weekly target of each floor. Each of the Tele Caller is divided among groups with a group leader; group leaders directly contact assistant managers in case of facing any problem. Assistant managers are also responsible for monitor the activities of distributors or Business Development Officers (BDO).

### 3. Telesales Operation Process

Telesales is working on over the phone medium to convince the receiver (customer) to take an alternative Banglalink dial duplicate number beside their current telecom operator. The operations are-

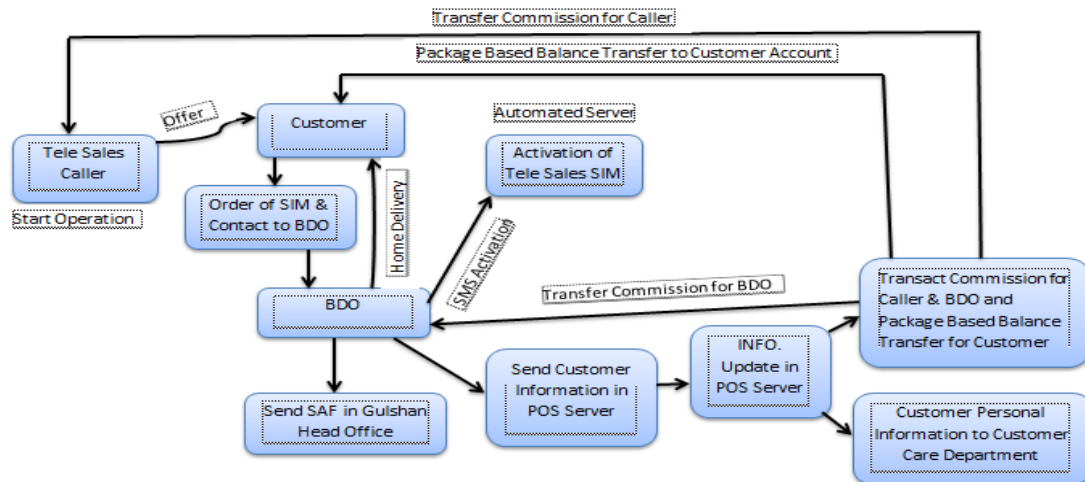


Figure: Tele Sales Operation Plan

Telesales department hire callers on both salary and contractual basis; caller starts to call according to lead given by marketing team and try to convince customer through different offer better than their current operator. Telesales is offering each customer to have a dial duplicate post-paid number which will provide them a credit limit of 600 Taka, opportunity to have 7 FnF numbers, each month loyalty discount of 18% to 20% on 500 Taka over usage, 16% money back on each incoming call from any operator and free home delivery by Business Development Officer (BDO) just by depositing 500 Taka.

After offering, if any customer confirms to buy a SIM card, the caller who made the call will take a booking and note down customer's address where customer wants that delivery. Then the caller contacts a Business Development Officer (BDO) of that particular area where that customer wanted the delivery & confirms the address to give delivery on particular date.

At the time of selling SIM cards each BDO is required to fill up the Subscriber Agreement Form (SAF) properly to avoid penalty from the government, collect a photocopy of customers' national ID card or driving license or any valid ID with photo, two copy passport size photocopies and 500 Taka deposit. As soon as BDO get these documents; they activate that SIM card through their authorized mobile number. SAF is sent to Telesales office for

evaluation & activated SIM information enter to Banglalink system which uploaded through POS system software.

## **4. Employment Experiences**

I was hired in the Telesales department to have an experience of different levels of the department and my total internship is planned in weekly manner to join Telesales Level 1 & 2 jobs and work for field & attachment programs.

### **4.1. Level-1 Work Experience**

For the start up with Level-1 work experience of Telesales, from Week-1 I was assigned to evaluate Subscriber Agreement Form (SAF) according to the documents (two copies of passport size photo, National ID or other ID and signature) attached with it. In that department I was consecutively assigned to directly interact with BDOs and collect SAF, evaluate the SAFs and according to the evaluation, provide feedback (return to re-fill and resubmission) to the BDOs. Then in Week-2 I was given the additional responsible for notifying BDOs mistakes (if any) of activation process or mistake in information upload format into the Point of Sales (POS) server through Banglalink Server SMS link. As per my employment responsibility on Week-4 of Telesales department's Level-1 job, I was additionally allotted to prepare SIM cards serially for courier service and attach proper addresses of BDO members.

#### **4.1.1. Level-1 Job Assignment:**

I was accountable firstly for evaluating each Subscriber Agreement Form with their submitted documents (Signature and National ID), give input to the accepted SAF according to the presence of money receipt and arrange rejected SAF for returning to their proper BDOs. Secondly I was responsible for calling the applicants for new recruit, give feedback to the BDOs who have submitted faulty documents and prepare SIM cards by tagging right address for courier service & take confirmation of their receive.

#### **4.1.2. Variance of Academic Expectations with Level-1 Implications and Observation:**

I observed in Telesales department dress code and management practice is much relaxed due to the welcome insolence of department head and close relationship between different level of employees which is totally different what we learned in business studies (to be professional). Throughout my education life I had skilled to beat others to be the best, but in Banglalink I have experienced that collaborative effort is the best way to reach a consequence.

#### **4.1.3. Similarities with Academic Studies:**

My Level-1 job prerequisite was to perform direct interaction with Business Development Officer (BDO) & new recruits and provide feedback for which Organizational Behavior and Business Communication courses were supportive.

### **4.2. Level-2 Work Experience**

This level was tougher and needed perfection in manually handling performance based remuneration to caller & BDOs. Any sort of extra payment other than package price by any customer should be recharged or transferred through that Points of Sales (POS) system directly. From Week-5 I was trained to comply with the work perfectly.

#### **4.2.1. POS Software:**

POS system software is directly connected to Banglalink server through which Customer Care department gets customers' information to provide after sales services. Through this system customer's initial packages and benefits are initiated; callers and sellers (BDOs) earn performance based incentives through the POS system.

**System Deficiency:** This software has big problem of unintentional spacing in any cell; if any up-loader subconsciously put space before, in the middle or at the last of any caller's name or any BDO number; that caller or BDO will miss their per SIM card remuneration. Similarly, if the correct package is not selected in POS and if a customer pays extra fee addition to the



package price or if the package price is lower than the deposit money, then that customer will not receive the extra amount in their account.

### **POS Assignment and Application:**

**Application (a):** When a BDO upload customer information it is stored into an excel format. I was assigned to update all those customer information in the main server. From that excel format, first POS is fill up with activation date (the date I am uploading customer info), then consecutively customer name, address, alternate phone numbers and money receipt number; all these information will be transferred to customer care department where depending on customer need, Customer Care can provide services/solution.

**Application (b):** After giving input of all the items necessary for Customer Care department, POS system is used for transacting commission for callers and BDOs of Telesales department. Writing the proper caller name in Customer Category and putting the right seller or BDO Code number will automatically transfer their performance based commission in their account. Second step is to determine proper package number in Package ID and also look for customer extra payment other than package price & include it in Additional SD cell; as soon as that customer would receive the extra credit in their mobile balance. Banglalink charges additional price of 250 or 1000 Taka respectively to silver or gold charge and professional categorization number (for doctor, engineer or advocate) if any customer look for obtaining special number.

#### **4.2.2. Level-2 (POS) Job Assignment:**

My responsibility firstly was to perform each transaction in the software with zero error (especially Customer Category, BDO Code and Additional SD) to have smooth commission transaction to the employees of Tele Sales and proper balance transfer to the customer. Fast transaction is secondly most and riskiest obligation for my POS system performance; each transaction had to be error free and rapid performance is required.

**POS Software Report Viewer:** In the POS system at the end of the day, after uploading customer information and remuneration transaction we were responsible to review our day's work and make our daily report based on POS Report Viewer which provided us exact daily uploads and also alarms the performance of callers and BODs.

#### **4.2.3. Variance of Academic Expectations with Level-2 Implications and Observation:**

When I observed the management practices of Telesales department I found that, work distribution is strategized in a target basis that any sort of oiling to the superior does not work in favor of an employee. After achieving their own target employees are free to join other inside programs and those employees who miss their target were given different sort of positive motivation.

Level-2 job experience in Telesales required providing financial transaction in different accounts through software, but there were no such course in our Accounting & Finance Department to learn practical software based financial management. Even our Management Information System, Marketing and CSE courses provided just some basic idea about some different software; all those learning have minimal application in the corporate world. The software based financial operations are accumulated together after a certain time (in calendar year) and financial statements are created automatically; Accounting or Finance courses we completed in our academic life have very little use in practical world.

#### **4.2.4. Similarities with Academic Studies:**

In Level-2 job prerequisite I had to screen activated information according to their transaction amount and different packages which is very hard and time consuming to comply one by one. Using the knowledge and skill of MS Excel gathered from my CSE courses in academic life; screening and evaluating according to different packages differential cash transaction became very easy. Academic and nonacademic diverse project work enriched my skill of preparing daily and monthly financial report and statements.

### **4.3. SWOT Analysis of Banglalink Telesales**

The word “SWOT” refers to Strengths, Weaknesses, Opportunities and Threats of an business organization. At present, telesales department is holding a strong position in Banglalink in terms of sales. It is bringing satisfactory amount of revenue and also increasing the number of subscribers. Here I have tried to prepare of SWOT analysis of telesales department:

## Strengths:

- ❖ The operation process: The operation process itself of telesales is the biggest strength of it. As this department provides matching or desired mobile numbers to customers, so this department will continue for a long time and even once telesales can be the most vital department to sustain in the market for Banglalink, when normal sales operation may close down.
- ❖ Trained and motivated work force: The callers working there are very motivated because of attractive compensation package and secured and friendly working environment, as most of them are ladies.
- ❖ Availability of home delivery: Customers can get their sim cards in their home, they do not need to move anywhere to collect sim cards and BDOs always done this job.

## Weaknesses:

- Business Development Officers (BDO): Though the BDOs play a very vital role in telesales but they are from third party recruiters and they do not have enough training I think. I saw they sometimes do not follow the orders of their seniors and also behave rudely.
- Lack of space in the office: Telesales department only has two floors of Landview building and there works more than 100 callers with the seniors. So space is a big issue. There is a lack free space and callers work there in a congested environment.
- Lack of IT instruments: Sometimes I saw callers face problem regarding their IT instruments and they do not get supply of those products promptly.

## **Opportunities:**

- ❖ In future, telesales department can be the bread earner of telecom companies and that time the importance of this department will increase rapidly. Because, in our country the population is not that much for a telecom company. So very soon may the companies will capture all the potential subscribers. So that time companies have to focus on existing customers and their needs and for that purpose telesales is the best option for this industry.

## **Threat:**

- Already grameenphone has this kind of facility to take similar or desired mobile number but they are working in small range. In future they may start in full range and also other operators like robi, airtel may start this kind of operation. If they all really start telesales operation, the competition will become tougher for all to run business in Bangladesh.

## **5. Field (Sales) Experience and Attachment Program**

As from internship contract description I was assigned to the field work for sales & customer management purpose in last two weeks. These sales experiences and attachment program settled me into Corporate Sales, ICON, SME Department and few other departments.

### **5.1. Sales Experience with Corporate Sales & ICON Department:**

Any business is a corporation or not, is determine through its employee number of more than 20. Corporate Sales department of Banglalink directly targets small and big size corporations to provide employee serial number with different facilities like inter corporation lowest call rate etc.

Banglalink has a total separate segment of service department to serve iconic creature of the society who have reached the pick of their success and want prioritized services on every aspect of services. ICON department provides not only priority telecom service but also provide membership card through which those customers will acquire prioritized restaurant, airline and five star hotel services etc. from the partners institutions of ICON department.

**Sales Assignment:** Field experience with sales team of Corporate Sales was very exciting and watching corporations directly dealing with other corporation is such an experience to be used for future corporate world. With a sales team I visited Lalmatia, Dhanmondi and Uttara to convince three different corporate buyers to sell Corporate SIM cards. We also collected confirmation letter of 120 SIM cards form a pharmaceutical company in Dhanmondi.

## **5.2. Attachment Program with SME & Customer Need Management Department:**

Small and Medium Enterprises are one of the biggest target segments of Banglalink where 1 to less than 20 people is employed. Whenever any SME open in any area, Banglalink target them to provide SME employee SIM cards with low cost facility and high speed internet services. Most of the SME customers are found from reference of previous customer.

Customer Need Management department is responsible to retain those customers who does not use their SIM card for 30 days, Banglalink calls it unused; if it happens for 60 days then it is dormant and if it is for 90 days or more then it is called churned SIM. They call back those customers in their alternate number and look for problems like why customer left Banglalink and try to convince that customer to solve those problems. This department manages KPI; policy of bad debt minimization for customers who used credit limit more than their deposit.

**Attachment Program:** I have spent four days of Week-12 in these departments to observe how these two departments are running their operation, especially how over the phone customer is managed and convinced to retain back their faith on Banglalink. This is the toughest job to comply than of direct business conversation where direct after sales services can be provided. Over the phone, customer retention is hardest of any job to me.

### **5.3. Variance of Academic Expectations with Attachment Program:**

Knowledge from International Marketing and International Business courses has deficiency of giving reality experience of different market tools. Through field or sales experience I observed that Banglalink controls the strategic departments in their hands and the operation department specially the application department (who execute operation like distributor or Business Development Officer) they balanced by outsourcing their distribution channel; our academic education did not provide us proper instruction of when to outsource and what to keep in hand.

### **5.4. Similarities with Academic Studies:**

My application of International Business (Porter's Five Forces) was very effective on the sale field. I observed that when a buyer is big corporate or taking big quantity of SIM cards, the bargaining power of those corporates increases where the small and medium customers have less chance of customization. In telecom business the power or threat of new entry might be low but the power of substitute products is high which gives the customers the power to alter operator at cheap cost.

## **6. Escape of Conflict**

During the field experience in 11<sup>th</sup> week a conflict arise due to unprofessional behavior among Corporate Sales Officer and one of the interns who was selected including me for that Corporate Sales group. His improper behavior in the middle of deal with a Corporate House almost cost us the deal with that customer who became irritated on that intern. Judging the situation and facial expression of that corporate customer, I prohibited the intern's improper conversation and with the help of Corporate Sales Officer I diverted our conversation for corporate deal purpose. To make sure that intern does not create any annoyance; during small interval of that deal I persuade the intern to leave the meeting room with me. Later on the Corporate Sales Officer in our group praised me to handle the situation & helping to finalize the contract.

## 7. Internship Experience and Employee Coherence

Throughout my internship I have met root level sellers who some time behave aggressively on the incident of rejecting any SAF and they tried to prove documents validity; but with proper justifications they had to grant my decision; each evaluation and justification is supported by my supervisor. On level-1 job (Week-1 to Week-4) I have learned, even with different education background, each employee treat juniors as equivalent of their positions.

Level-2 job (Week-5 to Week-10) was much riskier and speed of work was required there. A mistake was never followed cruel behavior of my superior. One day I made 6 mistakes where each mistake needs one separate email request to software manager to change. On that day no other employee made any mistake; when my supervisor was writing mail request, he wrote “we made this mistake” instead “X made this mistake”. This shows how Banglalink is opening themselves to an intern (temporary) employee from which I leaned their low level to high level job description. Banglalink plans the intern program in extensive manner that gives an intern vast and depth knowledge of all the departments’ work environment and operations.

I have spent more than 508 hours of internship in Banglalink where I have interacted with my supervisor and seniors for training and problem solving purpose. My supervisor instructed me directly to take any sort of decision regarding SAF evaluation and also she and other seniors helped me a lot in any kind of difficulties and any situation where I was puzzled about what actually I need to do or not. I believe, Banglalink thinks their employees as their wealth and they have faith on them, it does not matter whether they are permanent or temporary in the organization.

## **8. Influence of Internship Experience over Future Career**

As a Marketing major student, I have a plan to work in the sales or marketing team of any multinational organization initially. Also I have a future plan to set up my own e-business organization as I have completed my minor in E-business. So getting internship in Banglalink was really a very good chance for me to know more details about an MNC organization and I really feel lucky for this opportunity. Moreover, internship in Banglalink attracted me to go for telecom service related job because of the work environment, facilities and employee coherences. Besides, field experiences with Corporate Sales & SME department and other attachment programs made me more excited about sales jobs.

## **9. Decision Consideration on Repetition of Internship**

In question regarding the repetition of my internship; I would choose Banglalink again for redoing my internship because of the friendly and open environment to learn different aspects of corporate atmosphere. If I was given option to choose department, I would have asked for any other department to learn their business and service process. If I were to suggest for internship to new intern seeking undergraduates; my true opinion for them is to look for Banglalink's Advance Internship Program (AIP) for internship opportunity because may be this is the only company who open their corporate learning process to their interns. This is the most important reason for me to prefer my internship in same corporation again if I were to ask for repeat my internship.



## 10. Findings

Modern corporate world started to use software based financial transaction system & financial statement system and started to abandon traditional book keeping style. Traditional ledger system is necessary for learning accounting and financial format but to compete in present world our Department of Accounting and Finance should offer software based accounting and financial learning course.

Our own academic courses should not bind their focus only on Microsoft Office software, rather statistical software, financial software and project profiling software (like SPSS, POS system etc.) and those should teach them properly so that can be helpful for students in adapting and using this knowledge to corporate life easily and they can implement them in their professional life, as most of the students have lacking on these fields.

Regarding Banglalink I would like to say that, Point of Sale (POS) software system is too sensitive in a way that even a single space while transacting remuneration to Telesales caller or Business Development Officer create mistake and will not reach to that precise employee's monthly payment account. Banglalink should modify their POS system which is more user friendly and saving the chance of mistranslations.

In ICON department employees need to improve their efficiency of marketing activities by improving their advertising style like revising their advertisement (TVC & billboard) which have not changed in around last eight years. Moreover, it would be better for them to get closer to their potential customers to better understand the factors which influence their purchasing decision.

## 11. Conclusion

Throughout my internship period in Banglalink it just amazed me with their variation of work plan for interns and exceptional employee coherences. Banglalink gave me a test of professionalism through its Telesales department where I have communicated field officers (Business Development Officer) directly to take activation forms & give feedback on their activation mistakes and communicate with new recruits to confirm their appointment. My work in POS software gave me composure in performing critical transactions around 200 each day where each mistake takes a lot of time and lengthier process to recover through single email to software managers for each mistakes. This internship opportunity with Banglalink gave me a solid chance of application of what I have learned in my four years of BRAC Business School education. The sales experience and attachment programs assisted me to fill up the lacking of marketing and sales and also customer relation management knowledge in corporate life.

## Appendix

- I. <http://www.banglalink.com.bd>
- II. <http://en.wikipedia.org/wiki/Banglalink>