Internship Report

On

"Effectiveness Analysis of BDtickets, Robi Axiata Limited"

Submitted to

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Subject: Submission of internship report of BDtickets, Robi Axiata.

Dear Madam,

This is to inform you that I have completed the report of my internship in Robi Axiata regarding "Effectiveness Analysis of BDtickets, Robi Axiata Limited." BDtickets is as online ticketing service which follows market follower strategy. In this report I have compared BDtickets with its competitor and also analyzed different internal and external environments to identify the effectiveness of BDtickets.

In writing this case, I have followed your instructions for report writing so as to present my views and understanding in the easiest way. However, I will be glad if you cordially give me your valuable feedback regarding my effort to prepare this report.

Sincerely yours,

_____

Tanvir Ahmed,

ID-11204004

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Acknowledgements

First of all I would like to thank Almighty Allah who has given me the opportunity to work with Robi Axiata and serve the BDtickets team. Then I would like to than the General Manager of the Digital Services Department, Robi Axiata who has guided me as Line Manager. I also like to thank Zebun Nahar, Manager, Digital Services Department, Robi Axiata who has supervised me in the BDtickets team.

I would like to give my special honor to Iffat Tarannum, Lecturar, BRAC Business School who has guided me to prepare the internship report

Finally I would like to thank my parents, relatives, friends and other collogues in Robi Axiata during my internship period to support me to prepare this report.

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Executive Summary

Robi Axiata Limited is the third largest mobile telecommunication company in Bangladesh with 27.533 subscribers. For higher internet penetration rate in Bangladesh Robi Axiata is planning to provide different online based services beside telecommunication and internet services. BDtickets is one of the digitalized services of Robi Axiata serving for the last 7 month. This is an online based ticketing or e-ticketing service. In this report the target is to identify the effectiveness of BDtickets in Bangladesh. BDtickets is following market follower strategy and it is a follower of Shohoz which is the market leader in online ticketing industry. The areas to be focused for comparison between BDtickets and Shohoz are Market analysis and experience, Home delivery service, Call center support, Areas of online ticketing services, Business partner effectiveness, Awareness and Advertisement and Customer testimonial. After analyzing these areas it would be revealed how effective BDtickets is in the area of online ticketing. Later on prospect of BDtickets was analyzed based on the future demand of online ticketing industries in Bangladesh.

1. The Organization

1.1 Introduction:

Robi Axiata is the third leading telecommunication network in Bangladesh with 27.533 million subscribers as of February, 2016. The company provides the widest internal roaming service in the market which is connected with 500 operators across 207 countries. Robi Axiata is the first telecommunication company in Bangladesh which introduced "DIGITAL SERVICES DIVISION" in Bangladesh. This Digital Services Division has autonomous finance Division. Now a day internet price is getting lower in Bangladesh. As e consequence people of Bangladesh can frequently use Viber, Whatsapp and other social telecommunication medium which provides free telecommunication service via internet at free of cost. For that reason people are getting disinterested to pay talk time for different mobile operators. In this situation Digital Services department of Robi Axiata is working for making the service as large as possible towards internet and make profit via internet. I personally did internship under Digital Services Division especially under BDtickets which is an online based ticketing platform on the banner of Robi Axiata in Bangladesh. In my internship report I am keen to focus on measuring the effectiveness of BDtickets in Bangladesh.

1.2 History:

Robi Axiata Limited has started its journey in 1997. During the period it was recognized as AKTEL. During the period it was a joint venture mobile telecommunication business between Telecom Malaysia and AK Khan Company.

In 2008 AK Khan and Company exited the business by selling 30% of the stake to Japanese NTT Docomo by $350 million. On March 28, 2008 the company was rebranded as Robi. The company took the logo of Axiata group which itself also went into rebranding procedure in 2009. In 2013 Docomo has reduced its ownership to 8%. As a result the ownership Axiata group goes to 92%.

On January 28, 2016 it was announced Robi Axiata and Airtel will marge within the first quarter of 2016. The Combined entity will be called "Robi". This entity will serve the 40 million subscribers for both Airtel and Robi. In this proposal Axiata group will win 68.3% share, Bharati will win 25% of share and the remaining share will be owned by Docomo.

1.3 Service Offerings By Robi Axiata:

Apart from mobile telecommunication and internet services Robi Axiata is providing other services as well. Majority of these services are internet based and for that reason this services are operated by the Digital Services Division. These services are;

ROBI DIGITAL SERVICES DIVISION		
Name of the Service	**Logo**	**Tasks**
BDtickets		Online ticketing
BDapps		Providing comfort to use telecommunicatoin servcie and interntet
Recharge Plus		Mobile recharge without retailers
Robi Cash Point		Online bill pay service
Robi Tracker		Vehicle tracking service for safety of own vehicle

Apart from these services of Digital Services Robi Axiata also provides business consultancy and financial solution service. Under this segment there are four categories of services. These services are;

- **Business Value Addition Service**
- **Data Bases Solutions**
- **Board Pack**
- **Investor and Easy Load**

Picture: Robi Axiata Business and Financial Solution Services
(Source; www.robi.com.bd)

By these services Robi Axiata encourages the mass people of Bangladesh to be entrepreneur. This is such service that might be a blessing for the economy of Bangladesh and GDP in the near future.

1.4 Operational Network Organogram:

Digital Services Division Organogram:

In the Digital Services Department there are basically six departments. They are; Digital Venture, M-Money, M technologies and Solution, Channel Development and Operations,

Regulatory and Compliance and Finance. In the figure the organogram for Robi Digital Services Division is exhibited;
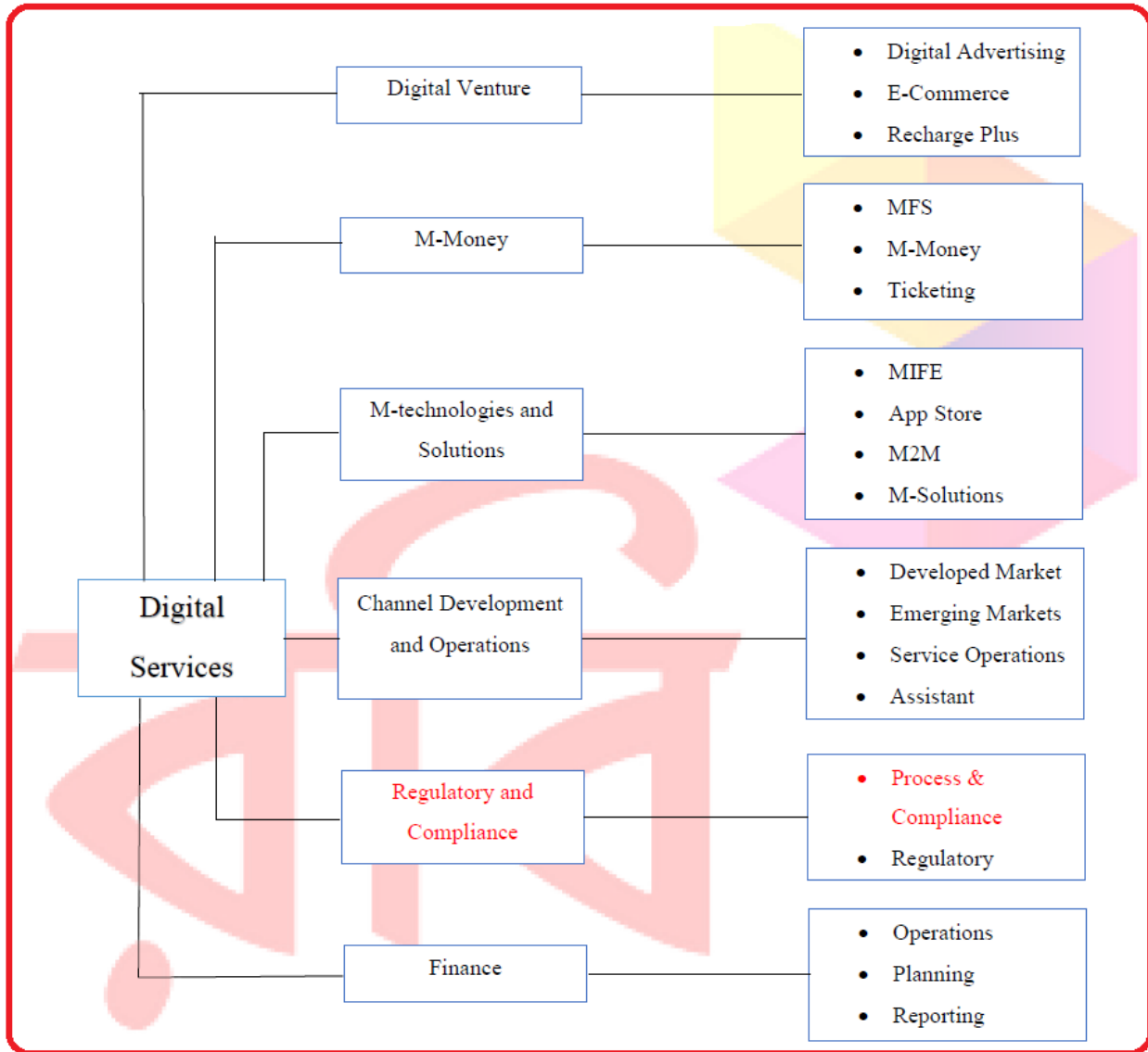
Figure: Robi Digital Services Department Organogram

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1.5 Vision of Robi Axiata:

In present time internet has become available to mass people and people use different free telecommunication app like Whatsup, Viber, IMO, Line etc. For that reason people try to save cost for talk time with the help of these benefits. Moreover day to day activities are moving towards online platform. For that reason Robi Axiata has set their vision to diversify their services on online platform. For that reason Robi Axiata has formed "DIGITAL SERVICES DIVISION" which would be the ultimate
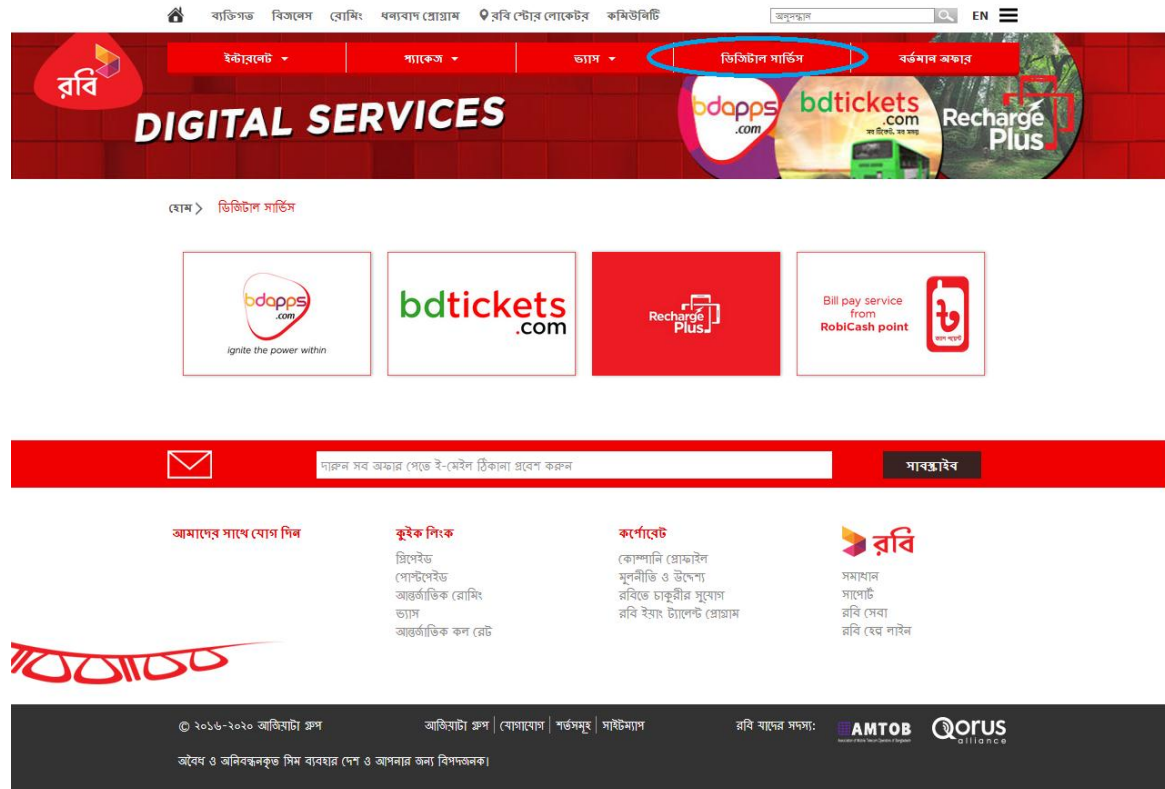
Picture: Robi web interface where portal for Digital Services is highlighted
(Source: www.robi.com.bd)

business for for Robi Axiata rather than focusing on mobile telecommunication serviceIn different type of online based services we can see BDtickets which is online based ticketing service, recharge plus which is online mobile recharge, Cash point for online bill payment service etc. From this discussion we can summarize the vision of Robi Axiata in two points.

1. Become the market leader in the mobile telecommunication industry
2. Providing country best digital services which indicates services based on online platform.

2. Job Description:

➢ **Monitoring bus routes for BDtickets:**

BDticket is encountered with 22 bus companies. These 22 bus companies cover different national bus routes in Bangladesh. Here my job responsibility was to monitor all the bus routes covered by the bus companies. How many tickets are allocated online for each route for BDtickets on each an everyday, how many tickets are sold out and how many tickets are unsold. I have put this data in the official excel sheet for documentation and then I have updated the database internal BDtickets website accordingly.

➢ **Analyzing and comparing services in between Shohoz and BDtickets:**

BDtickets follows Shohoz as Shohoz is the market leader. My supervisor has guided me how to make comparison between Shohoz and BDtickets in terms of online ticketing service based on secondary data. According to the guideline of my supervisor regularly I have gone through newspaper and internet to find out service difference between Shohoz and BDtickets and prepared a report accordingly. Finally my supervisor has sent the report to the HR department and to the General Manager of Robi Axiata Digital Services department.

➢ **Analyzing new bus companies in the industry and routes covered:**

The length of national highway is 3544.06 kilometer. There are different main routes and sub routes. All these information are available and detailed in the internet. BDtickets have internal official codes for different routes. If it is found that a new bus company has launched then I have updated the database for BDtickets by enlisting the new bus company name and routes covered by the new company according to the internal bus route codes of BDticketrs.

➢ **Enlisting BPDB (Bangladesh Power Development Board) billing quantity and amount form Robi software to Database:**

Apart from BDtickets I also have contributed for "Robi Cash Point" service. By this service customers can pay utility bills. There is software named "Jesper." By this software Robi Axiata accounts BPDB (Bangladesh Power Development Board) bills. Daily I have updated

an official excel sheet for documentation with total amount and quantity of BPDB bills paid by Robi Cash point service.

> ➤ **Enlisting Islami Bank and BRAC Bank vouchers numbers of Cash Out Point retailers in the database:**

Robi Cash Out point retailers collect BPDB from different locations under six divisions. These divisions are Chittagong, Rangpur, Mymensingh, Comilla, Rajshahi and Sylhet. Robi Axiata collects these bills via BRAC and Islami Banks. My responsibility was to collect screen shots of vouchers from the Robi Axiata Jesper website and put these vouchers to different folders named according to the divisions.

> ➤ **Collecting signatures in the bill payment documents from Vice President of Corporate Finance Division Mr. Anwar Hossain and Mr Ajoy Das.**

The finance team of Digital Service Department prepares different billing papers and I was assigned to get signature from two Vice Presidents of the Corporate Finance Division. They are Anwar Hossain and Ajoy Das. After collecting these signatures from the vice presidents I returned to my department and handed over the billing papers to the Head of Digital Service Department.

> ➤ **Contributing for a flower project under Digital Service Division.**

I also have contributed for a flower project under the Digital Services Department. Robi Axiata has a plan for selling flowers via online to serve the route level flower cultivators. Flower cultivators in Bangladesh are not benefited enough for middlemen's tendency towards extra gain. There are four interns in the Digital Service Department. The Digital Service Department ordered four of us to prepare a report about a business plan to sell flowers by internet to make the flower farmers benefited. Finally I have contributed with other threrer

other three inters to prepare the report and submit it to the Digital Service Department

3. Project

In my internship period in Robi Axiata I was assigned under BDtickets team which was under the Digital Service Department of Robi Axiata. Basically BDtickets.com is online based ticketing business where consumers can book tickets from BDtickets website. BDtickets is a brand extension of Robi Axiata. In project part I would like to do "Effectiveness Analysis of BDtickets"

3.1 History of BDtickets:

Online ticketing industry in Bangladesh is new in Bangladesh. This concept was first developed by Maliha M.Quadir who is a Harvard University graduate. She had a dream to be entrepreneur in Bangladesh and developed the business model of online ticketing. This business model can be regarded as the pioneer of online ticketing which was followed by different competitors later on. After returning Bangladesh Maliha M. Quadir formed her online ticketing company Shohoz.com on October 6, 2013.

Picture: Maliha M. Quadir (Founder of Shohoz)
(Source; http://hifipublic.com/2015/04/27/now-buy-launch-and-ship-tickets-from-shohoz-com/)

During the period Shohoz.com was registered with NETWORK SOLUTION LLS. In 2015 Shohoz.com was turned into Shohoz limited. After Shohoz many copmetitors already came into the industry in 2015. All the companies follow Shohoz. For example BDtickets, BusBD, LaunchBD, Paribahan, Semicon etc.

The monitory value chain system which was followed first by Shohoz since October, 2013 became pioneer for other competitors later on. BDtickets followed the monetory value chain system. BDtickets.com is a brand extension of Robi Axiata which is one of the leading telecommunication companies in Bangladesh. It started its journey in September, 2016.

Picture: BDtickets starting journey, September 2015

Spice is the business partner for BDtickets which actually provides the service of online interface of BDtickets. Initially BDtickets only have connected with 5 or 6 bus companies. Within 7 months BDtickets has expanded its business over the country and now the company might is connected with around 22 bus companies, several launch companies, movie ticketing and also encountered with train ticketing though it is not done with BDtickets banner because of Bangladesh ministry of railway has given permission to the phone companies. For that reason BDtickets is enjoying some extra benifit on the banner of Robi Axiata.

3.2 BDtickets Market Operations:

Basically BDtickets follow Shohoz.com in terms of market operation. The monitory value chain system which was followed by Shohoz since October 2013 was the business platform of BDtickets. Basically it was the overall outline of Bangladesh online ticketing industry.
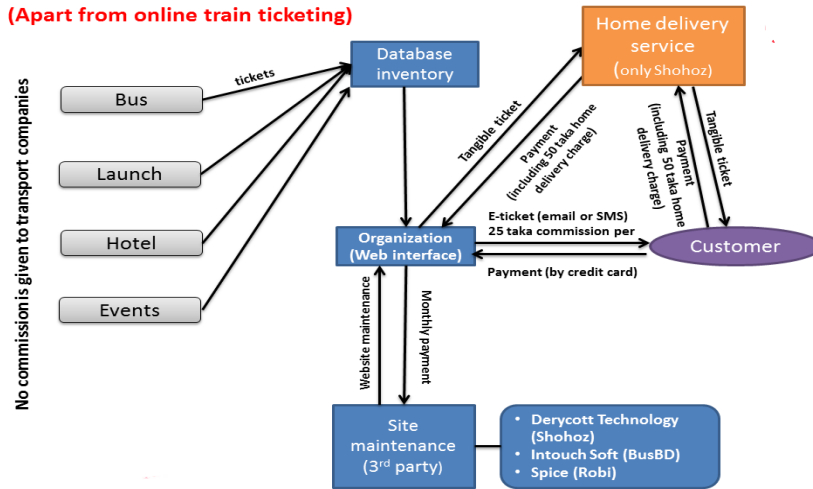
*Figure: Monitory value chain system followed by BDtickets after Shohoz*

In this monitory system there bus, launch or event companies do not have commissions BDtickets like other competitors because these online based ticketing companies do marketing for bus, launch or event companies and sell tickets. For buses on an average 4 tickets are allocated for online platform. BDtickets has to negotiate in terms of online ticket allocation. The total numbers of tickets that are collected in a certain period are enlisted in the BDtickets database. Spice is their technology business partner which maintains the online interface of BDtickets (www.bdtickets.com).

Bus, launch or movie theater companies give a certain period for online ticket selling. BDtickets have to sell tickets within the period. Otherwise they have to return tickets within the period. If they fail then they have to compensate with money to the bus, launch or event companies.

BDtickets team is also associated with online train ticketing business. But In the website of BDtickets (www.bdtickets.com) online train tickets are not sold for the restriction of Bangladesh ministry of railway. The ministry enlisted online train ticketing part only for mobile telecommunication companies like Robi, Grameen Phone, Airtel and Banglalink. For that reson Shohoz and other online ticketing competitors cannot do business with online ticketing. BDtickets is enjoying this business opportunity on the banner of Robi Axiata. The train ticketin procedure will be described elaborately in the objective part.

3.3 Competitive Landscape for BDtickets:

BDtickets has online business in terms of online bud, launch, train and movie ticketing. In these four areas there we can see different sort of competitors. For example in terms of online bus ticketing BDtickets compete with Shohoz, Paribahan, BusBD and ODL.
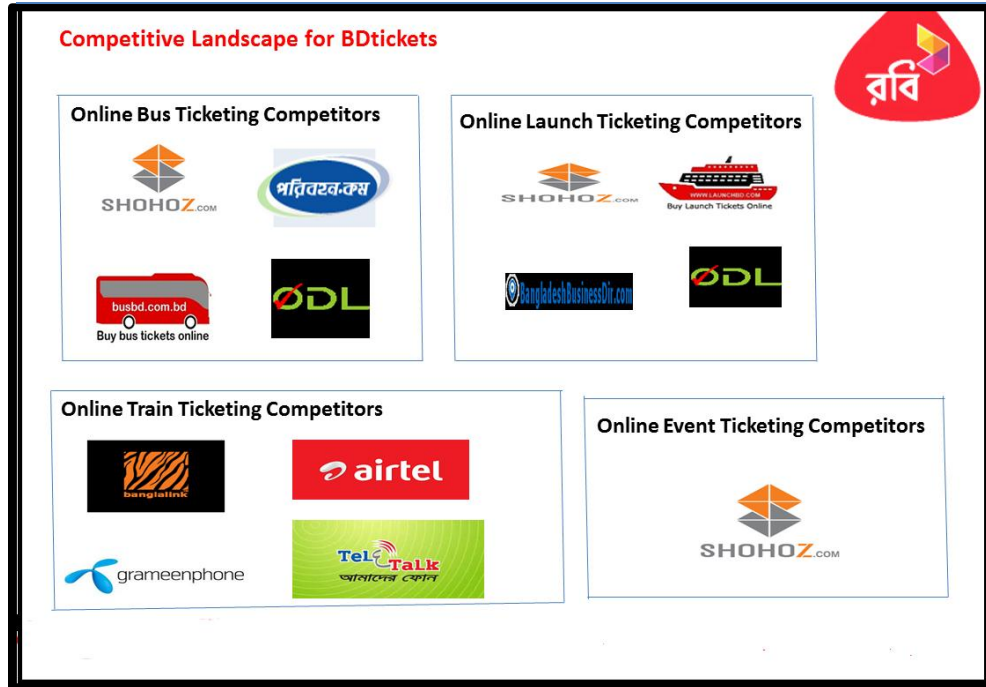
Picture: Competitive Landscape for BDtickets

For online launch ticketing BDtickets compete with Shohoz, LaunchBD, Bangladesh Business Diir and ODL. For train ticketing Grameen Phone, Airtel, Banglalink and Teletalk are the competitors. For movie ticketing only Shohoz is the competitor For BDtickets.

3.4   Methodology:

Preparation of this report need both primary and secondary database.

➤ **Primary data:**

Primary database are the database that the internal information I personally got from my line manager because those data are collaborated first time by me for the first time. For example,

Spice is a third party vendor for Robi Axiata Limited and this information I got for the first time from my line manager.

> **Secondary Data**:

On the other hand the database that I got from internet, newspapers and journals that are secondary database because those data are collected before. For example I got the information of "Maliha M. Quadir" Managing Director of Shohoz.com from the website of Shohoz.com which is a secondary data.

3.5   Limitations:

1. The major limitation was I served Robi Axiata Limited as an intern and I got limited access to Robi Axiata database. For that reason I have faced lots of problems to get information from the office and arrange my database for my internship report.

2. Online ticketing industry is new in Bangladesh. For that reason information is limited. Within this limited information it was quite difficult for me to compare BDtickets with its competitors and measure the effectiveness.

3. For getting information regarding Shohoz I have mailed to the CEO of Shohoz Maliha M. Quadir several times. I also have managed her visiting card and phoned her but unfortunately I could not get her by phone and email.

4. BDtickets follows market follower strategy. The company is a follower of Shohoz. For official purpose I was assigned to visit Shohoz.com office to get some data which will be beneficial for the report. Unfortunately Shohoz did not mention their office location in their website and Robi Axiata Digital Service division was failed to give me the office address. For that reason I could not get enough primary data to facilitate my report tasks.

5. Moreover my supervisor does not know many things about the project BDtickets. For that reason I have to visit other officials to get data for my report. Most of the time they did not show enough interest to provide me valuable information because of their official controversial issues and for I was not assigned under them.

3.6 Objectives:

In this project I would like to present the effectiveness of the online ticketing business of BDtickets under the supervision of Robi Axiata Limited. Here I would like to identify whether BDtickets is successful or failure in terms of online ticket industry in Bangladesh. Later on future prospect of BDtickets would be discussed here to illustrate final effectiveness of Robi Axiata Limited.

3.6.1   Market Growth Analysis:

If we want to analyze market growth definitely we have analyze different areas. Here we will analyze the growth rate of connecting with different bus companies not in selling tickets or custmer penetration rate. These areas are;

- ✓ Bus ticketing
- ✓ Launch ticketing
- ✓ Train ticketing
- ✓ Event ticketing

- *Bus ticketing:*

Online bus ticketing business is in the top business for BDtickets. In the industry there total 170 more or less reputed bus companies. Among these 170 bus companies 40 bus companies are connected with online platform. Among 40 bus companies around 22 bus companies are directly connected with BDtickets. Bdtickets launched their business on September 2015. During the period BDtickets was connected with only 4 to 5 bus companies. Within 7 month BDtickets has successfully connected with 17 more bus companies. Here we can see that the growth rate is very high. Here is a summary of bus online ticketing business for BDtickets up to April 2015

Bus Operators	22 (in September only 5)
Routes	600
Ticket Inventory	10000
Source: https://www.bdtickets.com	

- ***Train Ticketing***:

Before analyzing the growth of the online train ticketing business for BDtickets we need to know about the online train ticking industry in Bangladesh. Basically Robi axiata or BDtickets do not have liberty to do business according to their own. There are some boundaries made by the Bangladesh Ministry of Railway. In this market Shohoz.com or other online companies are not the competitors of BDtickets. Bdtickets conduct this business but the service is actually provided to its consumers by Robi Axiata telecommunication service. Here different Grameen Phone, Teletalk and Airtel are the competitors for Robi Axiata. For that reason on BDtickets website consumers will not find any opportunity to buy train tickets. To get online train tickets consumers have to dial by their Robi number to the USSD portal of ROBI AXIATA.

❖ **Online train ticketing industry Analysis (in corporation with growth rate analysis):**

Train tickets are like hot cake. Each and every day almost all train tickets are sold. Consumers can book ticket from the online prtal of the ministry of railway (http://www.mor.gov.bd) or they ca book tickets by their mobile. By different mobile operators tickets can be booked. Ticket payments are done by different Bkash, Visa card or MasterCard or by retailers. Then there will be a ticket confirmation SMS will be given to the consumer's number. Ticket counters will provide ticket after seeing the SMS. According to Bangladesh Ministry of Railway (http://www.mor.gov.bd) there are some rules and regulations for online train ticket booking. They are;

✓ 73,300 tickets are allocated daily which consumers can directly buy from the ticket counters. Now for the online portal of Bangladesh ministry of railway (http://www.mor.gov.bd) maximum 3,702 tickets are allocated daily. Now among 3,702

tickets maximum 476 tickets are allocated for different mobile telecommunication operators (GP, Robi, Airtel, Teletalk)

✓ Now if all 73,300 tickets are sold from the counters then no tickets will be remaining for the online portal of the ministry of railway.

✓ If 3,702 tickets are booked by the online portal of the ministry then mobile operators will have no tickets remaining.

✓ This online allocation data is same from the beginning. No growth is seen.

Daily Average Ticket Transaction	Railway website	Mobile Operators (ROBI, GP, BL, Shohoj.com)
73,300	3,702 out of 73,300	476 out of 3,702

Figure: Online train ticket allocation for mobile telecommunication operators

Now we can understand that most of the online train ticketing growth is very limited and has limited opportunity to enhance growth rate.

- *__Launch Ticketing:__*

At the beginning of BDtickets only bus tickets are booked from online portal. With the passes of time 12 launch companies are enlisted with the online portal of BDtickets. But it is a matter of

great regret that very few people book ticket from online portal not only BDtickets but also other competitors also for black market. For Black market online growth rate for launch ticketing is not up to the mark. Moreover online ticketing for launch is limited within Dhaka city for BDtickets.

- *Event Ticketing*:

The growth for different events is very limited for BDtickets. Only movie tickets can be booked online by BDtickets. Moreover online movie ticketing is limited within Star Cineplex and Jamuna Blockbuster.
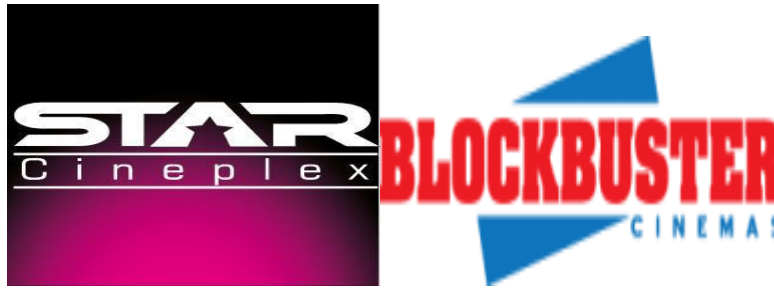
Picture: Movie theaters connected with BDtickets
(Source; http://clickordial.com/product-category/movies/)

On an average 10% seats are allocated for online platform by the movie theater authority. From the chart below we can see the overall movie ticket industry summary;

Movie Theaters	Total Seats	Online Allocation
Star Cineplex	1286	129 (10%)
Blockbuster	950 (approximate)	95 (10%)
Total	2236	224

Among 224 online allocated tickets Shohoz.com grabbed 70% which is around 157 tickets. On the other hand BDtickets have only had 30% tickets which are around 67 tickets and it was same as beginning. So no growth is exhibited here.

3.6.2　Number of Customer Served:

On an average one or two tickets are sold daily. Most of the tickets sold are basically bus tickets. But for different occasions like Eid-Ul-Fiter, Eid-Ul-Adha, Pahela Baishakh, Durga Puja and other occasions on an average all tickets are booked. In the comparison part It will be clarified more.

3.6.3 Awareness:

Brand awareness for BDtickets is very poor. No television commercial is prepared for BDtickets. On the other hand no reflate or billboard advertisement is seen for BDtickets. Only a youtube video tutorial is given about how to penetrate BDtickets website. For that reason public awareness regarding BDtickets is measurable. In the comparison part I will describe more about brand awareness part comparing with the competitors.

From discussion it is clear that currently BDtickets is not in a very good position in terms of online ticketing business. But It BDtickets is in the introduction stage. For that reason only with this information we cannot measure the effectiveness and future prospect of BDtickets. After the comparison part we will definitely have clear idea about the actual effectiveness of BDtickets.

3.7 Comparison:

Online ticketing industry is new in Bangladesh. There are very limited information about the online ticketing industry. Shohoz.com is the first online ticketing company in Bangladesh and already has three years of experience in online ticketing in Bangladesh. On the other hand Bdtickets has only seven month of experience. BDtickets is following market follower strategy. They follow market leader Shohoz.com. If we make comparison between Shohoz and BDtickets then definitely we will have gap between these two competitors which will help us to find out a way to measure the effectiveness of BDtickets.

Picture: BDtickets vs Shohoz
(Source; *www.shohoz.com* and www.robi.com.bd)

Now I would like to illustrate the areas where I will focus on comparison between BDtickets and Shohoz. At a glance the areas are;

- ✓ Market analysis and experience
- ✓ Call center support
- ✓ Home delivery service
- ✓ Areas of online ticketing services
- ✓ Business partner effectiveness
- ✓ Awareness and advertisement
- ✓ Customer testimonial

3.7.1 Market Analysis and Experience:

Shohoz is facilitated with first mover advantage. Shohoz has 3 years of experience in terms of online ticketing business in Bangladesh. Before starting online ticketing business the CEO of Shohoz.com Maliha M. Quadir conducted market analysis regarding consumer behavior towards online shopping, internet penetration rate and consumer adoptability in Bangladesh. Later on Shohoz.com has started its journey in Bangladesh. As a result Shohoz.com started to see the shine of success. Within three years they have enlisted around 30 bus companies, 20 launch companies, majority of the online movie tickets and other event tickets on online portal. Within three years Shohoz.com has already found a trend regarding online ticketing market size, consumer behavior towards online ticketing, demographic segmentation and also future forecasting. Shohoz.com is more organized and more focused towards their motivation and business

On the other hand BDtickets only has 7 month of experience in the industry. No market research was conducted before launching business. What BDticket did was just followed Shohoz and launched the business. It was totally a wrong step and as a result BDtickets had to face huge loss in the business because ticket booking rate via online by consumers was totally dissatisfactory.

3.7.2 Call Center Support:

Basically Shohoz conducting their business with call centers. All these Call centers are third party vendors. The call center number is 16374. If consumers want to have tickets with home delivery service then they call to the portal number. All the call centers are well established and well informative.

Picture: Shohoz Call center

On the other hand BDticket just started their call center support in April 2016. The number is 01872500000. It is a matter of regret that consumers cannot book tickets by calling to the online number. What they can do is if they have any sort of query or complain then the can phone to the call center. Ticketing booking or cancelling can be done only via online portal or the website of BDtickets.

3.7.3 Home delivery Service:

Shohoz has special home delivery team. By this home delivery team consumers can enjoy ticket home delivery service. If they want home delivery service then they have to phone to the call

center nmber 16374 and give their address. Then the home delivery team reach tickets to consumers home. Here consumers have to pay extra 50 taka as home delivery charge.

Picture: Shohoz ticket home delivery service

(Source: https://www.linkedin.com/company/shohoj-limited)

On the other hand BDtickets have no home delivery service. But BDtickets have proposal for home delivery service.

3.7.4 Business Partner Effectiveness:

For Shohoz IT partner is Draycott. Draycott facilitates Shohoz with the web interface. The bonding in between Shohoz and Draycott is sound and Shohoz have clear Idea regarding Draycott. Moreover Draycott is providing quality IT supports by maintaining the website of Shohoz. As a result Shohoz has successfully facilitated their customers by online ticketing services.

Picture: Draycott vs Spice

On the other hand BDtickets has limited knowledge about Spice which is their IT partner and facilitate with website support. The website that Spice provides to BDtickets is not up to the mark. As a result customers do not feel comfort to visit BDtickets website.
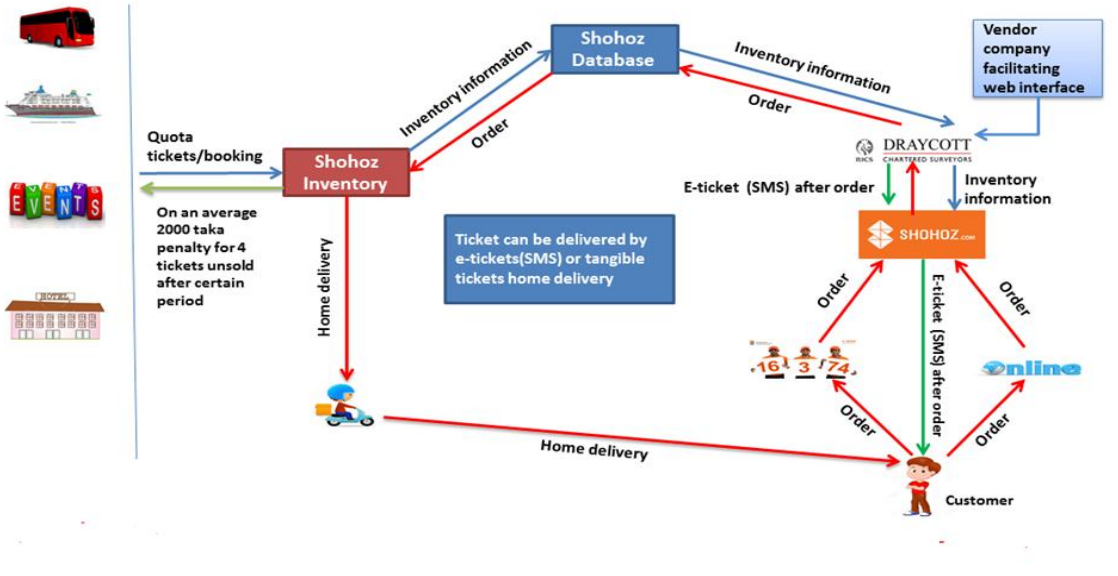
3.7.5 Areas of Online Ticketing:

Shohoz facilitates with online bus, launch, movies and other events and hotel ticketing services. Shohoz do not do online train ticketing because online train ticketing is only done by Bangladesh ministry of railway website and different mobile telecommunication operators.

For that reason Robi Axiata can do online train ticketing which is under supervision of BDtickets though consumers cannot book train tickets from BDtickets website. Apart from online train ticketing BDtickets facilities with online bus, launch and movie ticketing. Overall area for business is bigger for Shohoz than BDtickets. Moreover online booking allotment is also higher for Shohoz than BDtickets.

Now I would like to show service blue prints of Shohoz and BDtickets. By these blue prints difference between Shohoz and BDtickets will be exhibited well at a glance.
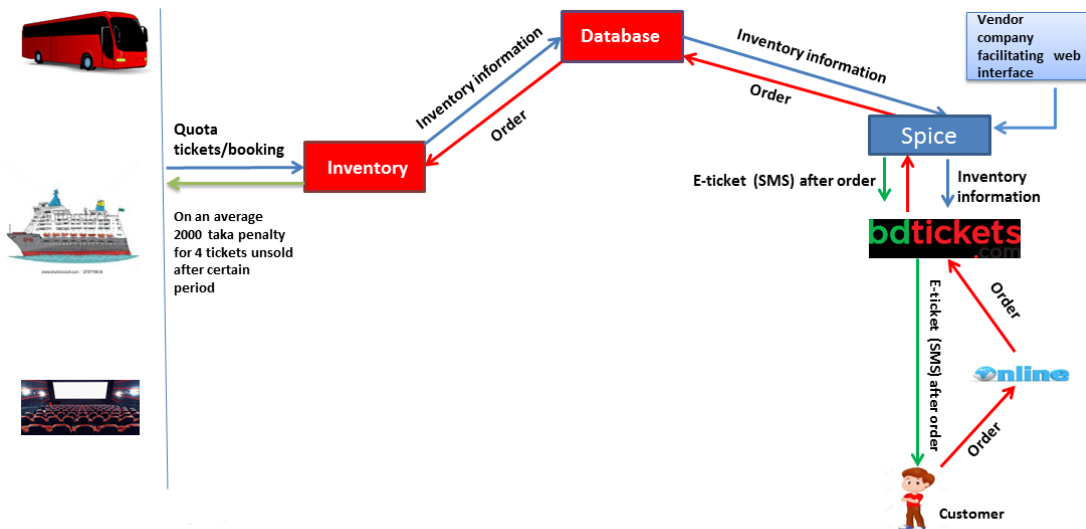
Figure: Service blue prints of Shohoz and BDtickets

From these two blue prints the main comparisons between Shohoz and BDticket are observed at a glance;

1. Shohoz has home delivery service which BDtickets do not have
2. Shohoz covers movie tickets along with othe events tickets where BDtickets only cover movie tickets
3. Shohoz has online hotel booking facilities but BDtickets do not have the facility

3.7.6   Awareness and Advertisement:

In terms of comparison Shohoz has huge quantity of advertisements than BDtickets. Shohoz has televisoion commercial, internet base commercial and reflates (small quantity).

Shohoz advertisements
(Source; www.shohoz.com)

Besides on May 3, 2015 Shohoz has made partnership with Mastercarmd (source; http://www.thedailystar.net/business/mastercard-users-get-discounts-shohozcom-79291). Mastercard holders will get discount on online ticketing by Shohoz This made huge advertisement as well as brand awareness for Shohoz.


Partnership between Shohoz and Mastercard (Source: http://ireport.cnn.com/docs/DOC-1242894)

Shohoz also have agreements with Banglalink and Grameen phone. Banglalink Pryojon and Grameen Phone Star subscribers enjoy discount on online ticket booking via Shohoz

Banlalink Pryojon and Grameen Phone Star subscribers enjoy discount over Shohoz

On the other hand BDtickets has very poor advertisement and awareness program. It only has internet based advertisement and one youtube awareness tutorial. Apart from these there are no other programs for awareness. As a consequence Majority of the people in Bangladesh do not aware of BDtickets.
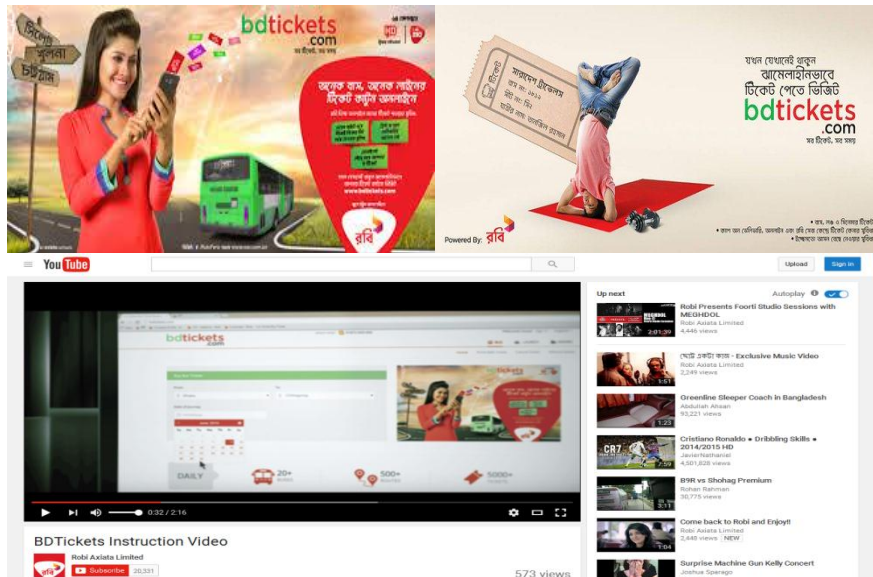
Picture: Two internet based advertisement and you tube tutorial for BDtickets

3.7.7 Customer Testimonials:

Customer testimonial is an online portal where there gather customer feedback. These feedback are gathered in the database. Customer testimonial helps to identify customer behavior, change in customer behavior and also future trend for business. Shohoz has very active customer testimonial in their website and the company also updates the testimonial regularly. Moreover in each and every feedback of consumers are identified by the picture of the consumers. As a result when other consumers visit Shohoz.com website they feel reliable about the service.
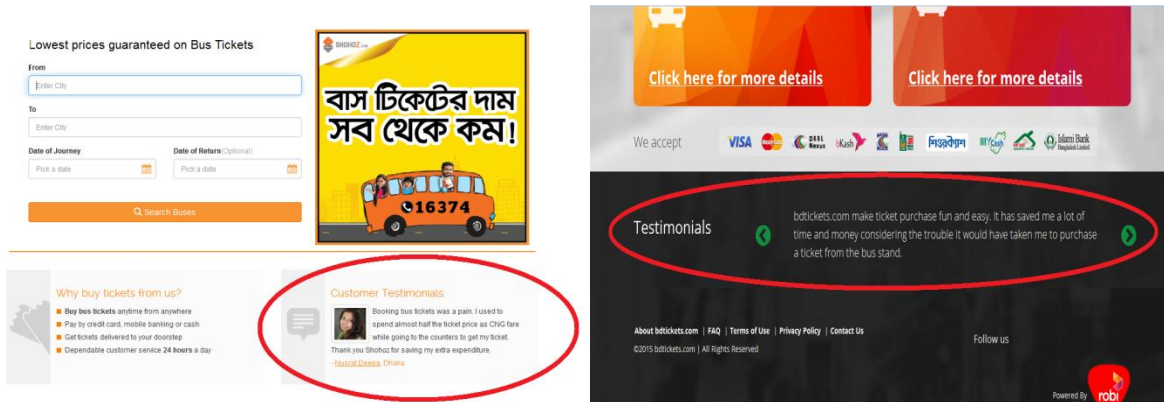
Picture: Customer testimonial comparison between Shohoz and BDtickets

(Surce; Shohoz and BDtickets website)

On the other hand BDtickets also has customer testimonial but this customer testimonial is not active as Shohoz. It is not updated regularly. Moreover feedbacks are not identified by the identity of consumers which creates a question mark over reliability.

3.8 HR Preble:

1. As an Intern my topic was selected "Structural Report" and my line manager guided me accordingly for the first month of the period. Hence after one month he was assigned to go to Malaysia to Robi Axiata head office for one month. Within this time the roadmap of my tasks for the rest two months was prepared. Before my line manager leave he assigned me a supervisor. For sudden change of my concerning person in the office it was a hard time for both my supervisor and me to collaborate the responsibilities between us.

2. In the BDtickets team there are different of responsibilities of different employees. Sometimes it was a bit difficult for me to perform my tasks communicating with several employees. This is because as an Intern my tasks are totally different from other permanent and contractual employees. Whenever I was reported from one employee to another then sometimes it was difficult for me to understand them and to be understood the workflow.

3. Sometimes office needs me to visit several offices like BRTA office and other offices. But unfortunately it was not possible because the BRTA and authority did not give me appointment to the concerning person because I was an Intern. It was applicable only for permanent employees. This situation was same for other office authorities.

3.9 Necessity Analysis of Revamp for BDtickets:

From my point of view revamp activities or rebranding activities is not needed for BDtickets. This is because BDtickets is in the introduction stage in the business cycle. Only seven month of age. At the introduction stage success might not knock in the door though few achievements might come. It might need after 5 or six years if the banner of BDtickets will not be worth full in terms of building brand equity.

4. Future Prospect of BDtickets

From the above discussion it is reflected that the current situation for BDtickets is not up to the mark. But we have to consider that BDtickets is in the introduction stage in the business lifecycle though the present scenario might be better with the touch of Robi Axiata. Now I would like to elaborate this point

- Basically we have to consider the future prospect from different angle. According to the population increase rate in Bangladesh population is increasing day by day. As a result number of passengers is also increasing day by day.
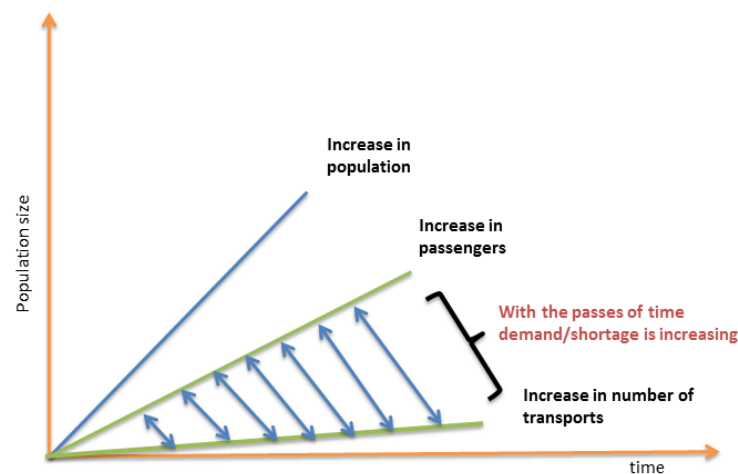

Figure: Trend in increase in population passengers and transportation in Bangladesh

On the other hand numbers of transports are not increasing accordingly. As a result scarcity of transport will gradually increase in the future. For that reason people needs a medium which will help them to get transportation facilities faster and also with comfort. In this regard different online based ticketing companies like Shohoz or BDtickets might be the blessings. Shohoz is doing extremely well in the industry but only Shohoz will not be enough. We need more online based ticketing companies to serve the extended population. From this point of view certainly we can see that the prospect of BDtickets is very well.

- BDtickets is under the umbrella of Digital Service Department of Robi Axiata. All the financial and technological logistic supports are provided timely. BDtickets already identified their faults and has taken necessary steps immediately. For example, the old web
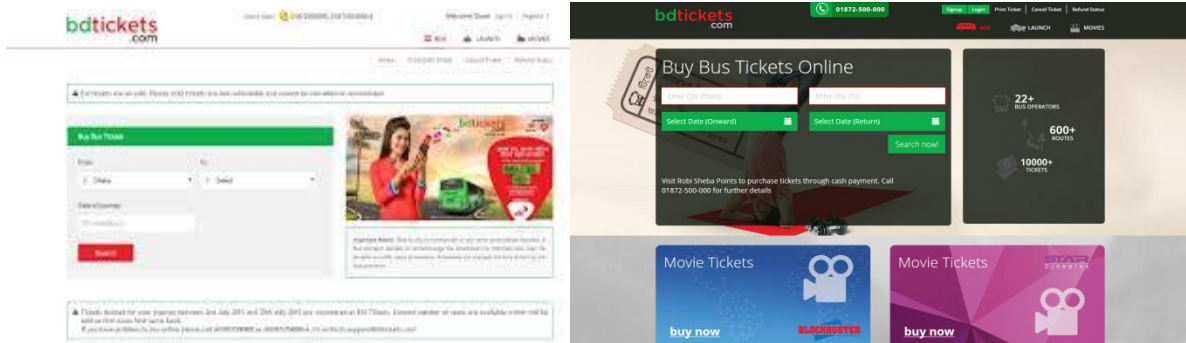
Old web interface   *New web interface*

Picture: Comparison between old and new web intgerface for BDtickets

interface was not informative enough and also has customer testimonial. BDtickets has improved their web interface and also included customer testimonial in the website. From this angle we are notified that BDtickets is on the right track to become one of the leading online based ticketing companies in Bangladesh.

5. Final Decision Regarding the Effectiveness of BDtickets

The summary of the effectiveness is currently BDtickets failure in terms of online ticketing business in Bangladesh. Hence BDtickets has all financial and other logistic supports from Robi Axiata. Moreover the way BDtickets is planning to proceed after analyzing and finding the faults is a right track to be one of the potential competitors in the industry of online ticketing in Bangladesh.

6. Recommendations

1. The first and foremost recommendation for BDtickets to increase sufficient employees in the department. Otherwise working collaboration might not be effective. As a result, satisfactory business growth might not be reached.

2. BDtickets has poor advertisement campaign. I would like to recommend BDtickets to improve their advertisement campaign for better brand awareness.

3. BDtickets currently following market follower strategy and the company is a follower of Shohoz. Shohoz is currently focusing on B2B (Business to Business) with different organizations specially phone companies like Grameen Phone and Banglalink. But here I would like to recommend following Redbus which is India's most successful online bus ticketing company.

Picture: Redbus business success with B2C.
(Source: http://yourstory.com/2014/07/redbus-crosses-3-crore-ticket-milestone/)

Redbus followed B2C (Business to Customer) strategy and within 2015 the company sold 3 CRORE tickets. BD tickets might focus on mass people like Redbus, create awareness for E-business and online ticketing.

4. One most important recommendation is in current times we can see that female internet penetration rate has been increasing in Bangladesh. Many female in Bangladesh like to buy things online. Moreover, compare to past many women in Bangladesh travel lonely. Hence security system in Bangladesh did not improved accordingly. For that reason I would like to recommend BDtickets to make special business plan for women.

5. Different initiative of CSR activities might be by Robi axiata on the Brand of BDtickets so that it maight create different brand position in consumers mind.

7. Conclusion

Though currently BDtickets did not showed excellence in the field of online ticket industry it might be one of the potential competitor in the future. As an Intern it was a very pleasant experience for me to serve BDtickets and I am feeling proud to be a part of it for the period. I wish great prospect of BDticket.

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