

Internship Report on

**Impact of DTH service of
RealVU**

Guided by

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Letter of Transmittal

Mahreen Mamoon
Assistant Professor
Brac Business School
Brac University
Dhaka
Subject: Submission of the internship report.

Dear Mahreen miss,

I would like to thank you for assigning me this subject to prepare the internship report on “The impact of DTH service in Bangladesh”, and also like to thank you for your guidance and supervision in its completion. I completed my Internship Attachment at Beximco Communications Limited. from the 5th June 2016 to 5th September 2016. This task has been given me the opportunity to explore the 1st DTH service in the context of Beximco Communications Limited.

It was a great pleasure for me to do this research. During the completion of the report I came across lots of practical experiences which will be great supportive for me to do further research in future.

I would really be grateful if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Sincerely Yours

Nahid Rahman
ID- 11304004

Acknowledgement

The successful accomplishment of this Internship Report is the outcome of the contribution and involvement of a number of people, especially those who took the time to share their thoughtful guidance and suggestions to improve the report. It's difficult for me to thank all of those people who have contributed something to this report. There are some special people who cannot go without mention.

First of all, I would like to thank our honorable academic supervisor Ms. Mahreen Mamoon Assistant Professor, BRAC Business School, BRAC University. I am thankful to her for her continuous support and supervision, suggestions and providing me with valuable information that was very much needed for the completion of this presentation.

Then, I express my sincere gratitude to Mahzabin Ferrous, Manager Trade and Digital Marketing, RealVU, for supervising me the entire internship time. I would like to also express my gratitude to Sadat Adnan Ahmed, Saiful Bari, Tazrian Khan, Senior Managers of RealVU for teaching me and supporting me for my internship experience.

Finally, my sincere gratitude goes to my family, friends, classmates and colleagues who helped me whenever I needed.

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Executive Summary

Beximco Communications Limited Has brought out RealVU which is the 1st Direct to Home (DTH) service provider in Bangladesh. It is a process of getting direct signals from satellite. RealVU allows customers to watch digital quality picture which takes TV watching experience into a whole new level.

DTH service allows people to watch different international and local channels without any cable infrastructure as it receives direct signals from the satellite ensuring digital picture quality. It has signal for a vast area which allows people to watch Satellite TV anywhere through satellite dish and set-top box. This service brought solutions for people from remote areas like hill tracks or island who were unable to watch satellite channels as cable network was unavailable or poor in those areas.

Also cable channels do not provide best picture quality as it faces signal loss and other issues. DTH service offers people to have best TV viewing experience by providing digital quality picture and stereo sound. People from our neighboring countries are already familiar with this service. It has great demand in Bangladeshi market too. People from our country are ready to have this service as they want better form of entertainment.

1. Introduction of Beximco Communications Limited

Beximco Communications Limited is a joint venture between Beximco Holdings Limited and General Satellite Group AG. Beximco Communications Limited has a core brand which is RealVU. For Bangladeshi viewers RealVU offers the world-class television watching experience through its Direct to Home (DTH) satellite TV service.

RealVU is the first DTH service in Bangladesh which is a method of receiving television signals directly from the satellite. RealVU provides the best quality of picture and stereo sound. The satellite beam RealVU satellite ABS 2 is directly on our country that delivers the best digital TV service and HD channels to all the RealVU subscribers.

RealVU aims to provide best DTH plans, Flexible DTH offer and packages and variation of digital internationals and local digital channels ranging from entertainment, sports, music to news and documentaries to their customers.

To enjoy this hassle free service and digital TV viewing experience customers have to connect the Set Top Box (STB) to a fixed satellite dish on the roof. With RealVU the days of analogue cable are gone and as it offers all to experience the best DTH service in Bangladesh. With RealVU TV viewing experience gets in a whole new level by not only digital channels but also HD picture quality.

RealVU provides its service across the country as it's signal is available nationwide. Moreover, currently RealVU running its business on six core part of the country like Dhaka, Chittagong, Sylhet, Rajshahi, Rangpur and Khulna.

1.1 Business Principles

Beximco communications Limited has very specific understandable and clear vision. They are main philosophy is to bring changes through the innovations and they are very strict in ethical practice and they always try to serve greater value to the customers.

1.1.1 Mission

“RealVU provides opportunity to watch clear quality picture & wide range of entertainment channels to all houses across Bangladesh.”

1.1.2 Vision

“RealVU looks forward to take the nationwide TV viewing experience to the next level & be the leader among the TV service provider in Bangladesh.”

1.1.3 Tag Line

“**Life** এখন রিয়েলি রসিন” is the Tagline of Beximco Communications Limited which delivers the message that being a user of RealVU can make the customers life really colorful through its promising quality and variation of service.

1.1.4 Core Values

- Customer focus
- Innovation
- Integrity
- Team work

1.1.5 Key Strength of the Brand

- Access to digital quality TV viewing experience
- Customer centric brand in the Pay TV industry
- 1st DTH service

1.1.6 Brand Idea

Entertainment uncompromised

1.1.7 Brand Personality

Unapologetically believes in the power of entertainment

1.1.8 Brand Uniqueness

- Everywhere
- Tech leader
- Customer centric

1.1.9 Brand Purpose

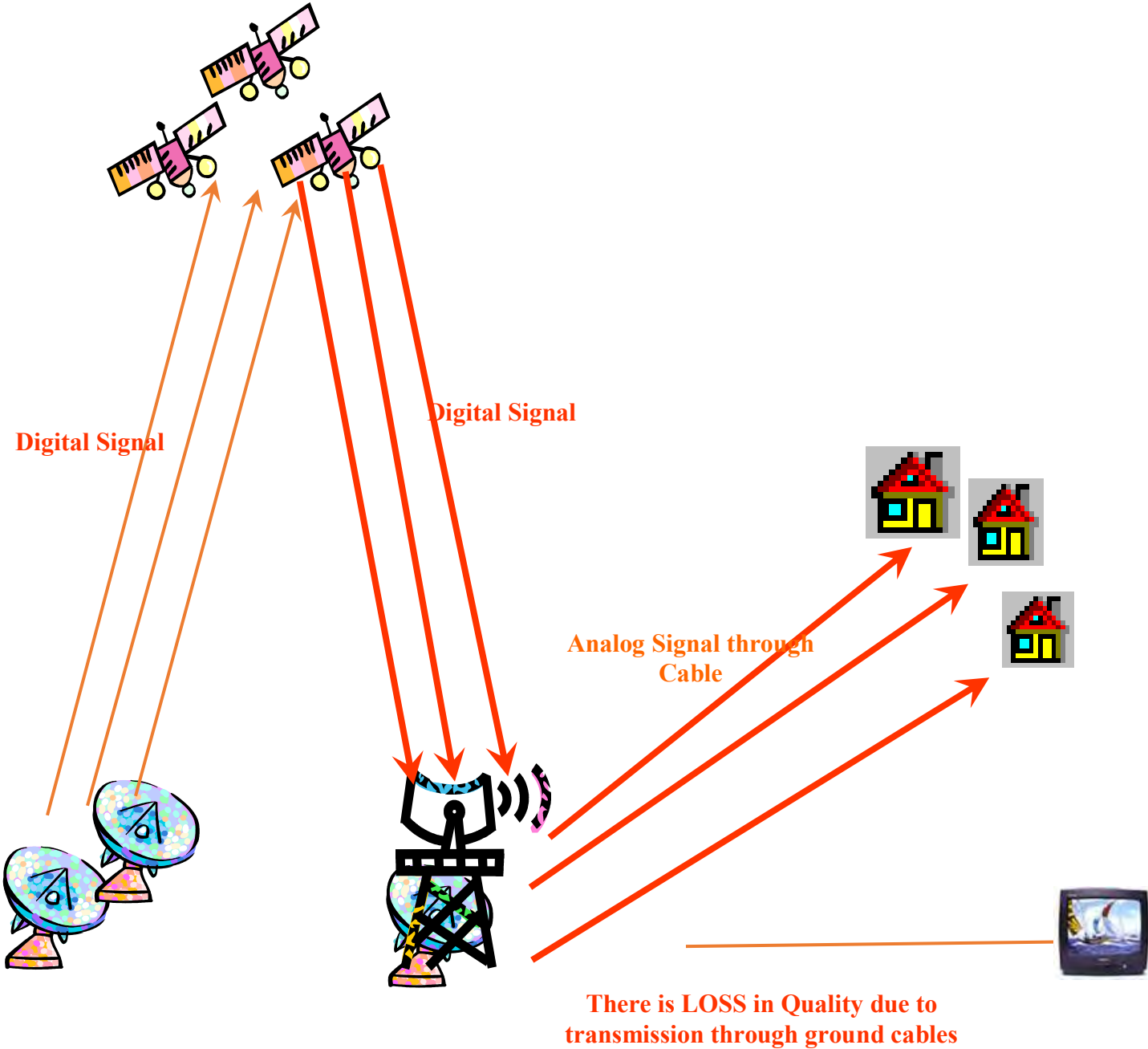
End of compromised entertainment

1.1.10 Target Group

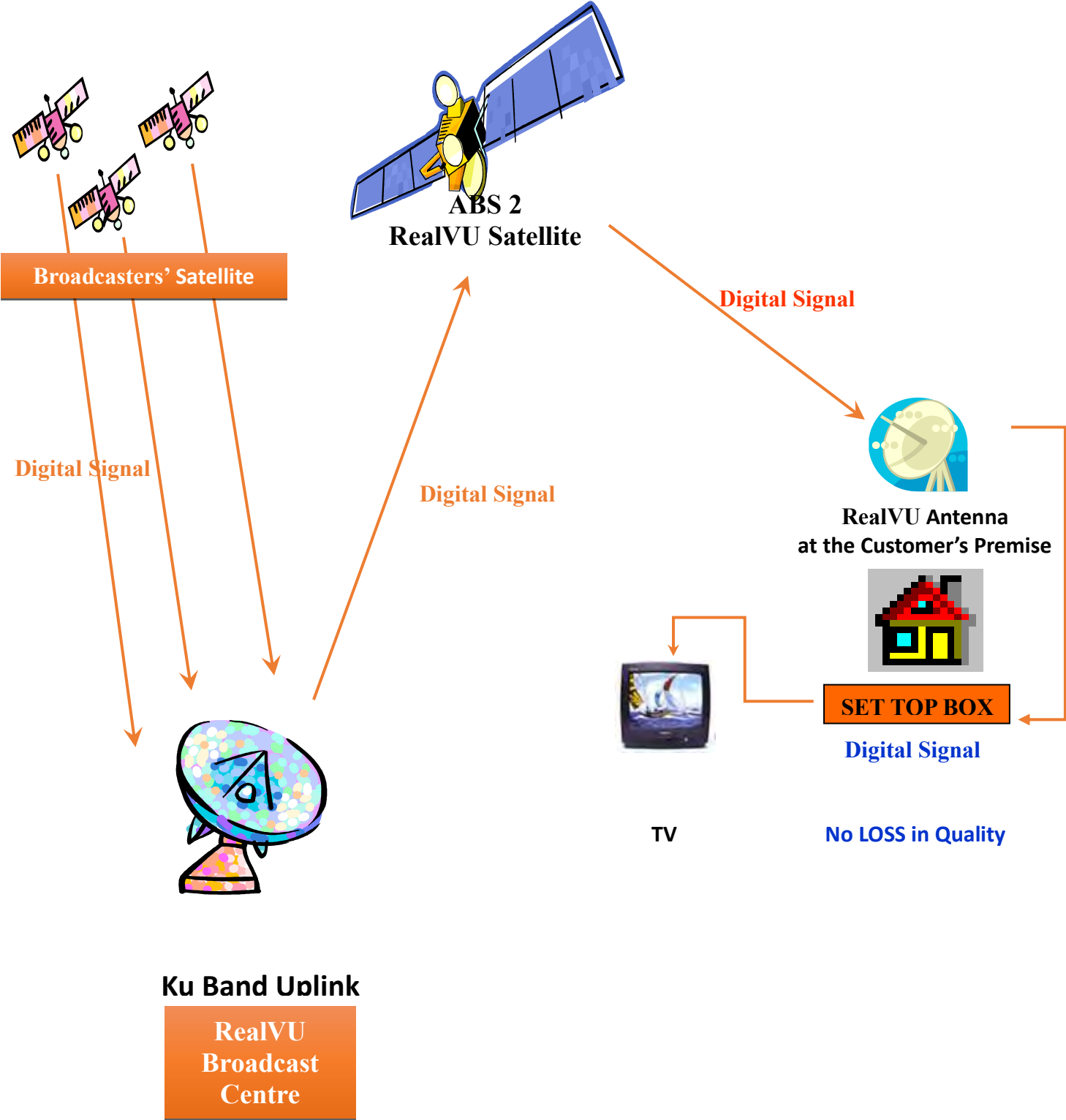
TV viewing and potential TV viewing audience throughout the country, spread across all social strata.

- 20K+ HH income
- SEC A, B, C
- Decision makers and influencers

1.2 How Cable TV Work



1.3 How RealVU DTH Service Work



1.4 Product/ Service Offering

Wireless Cable Service

RealVU is offering the 1st DTH service in Bangladesh. Through RealVU satellite dish and Set-Top-Box consumers can watch a variety of Bangladeshi channels to popular international channel. RealVU signal is available everywhere in country. People can buy the products from certified trade partners and enjoy it anywhere in the country.

RealVU Satellite Dish

To have the experience of the first satellite TV service with Beximco RealVU, Consumer has to install a RealVU Satellite Dish that connects them with the satellite directly. The satellite dish is only 60 cm long and convenient for installation

RealVU Set-Top-Box

RealVU STB provides HD quality picture and clear sound that gives the audience a real digital TV watching experience. The high definition support of set top box converts HD quality to more vivid, real and wonderful.

Package

Right now RealVU is offering Bangladeshi channels to exciting popular international channels. Right now they have one package consists of 100 SD and 6 HD channels. The monthly fee of this package is 300tk only. In the mega launch RealVU is planning to bring more channels as per customer convenience.

After Sales Service

Currently RealVU has 48 sales point all over Bangladesh. The number is still increasing. Also RealVU has 24/7 customer care service to solve any problem customer is facing.

1.5 Payment Options

For the convenience of their customer RealVU has brought out maximum number of payment options. Customer can choose among any of them to pay their monthly bill which is 300 tk.

➤ **Scratch Card**

Customer can buy scratch card from the nearest location and pay their bill through mobile phone or RealVU website

➤ **Online Payment**

Customer can pay their bill online through RealVU website.

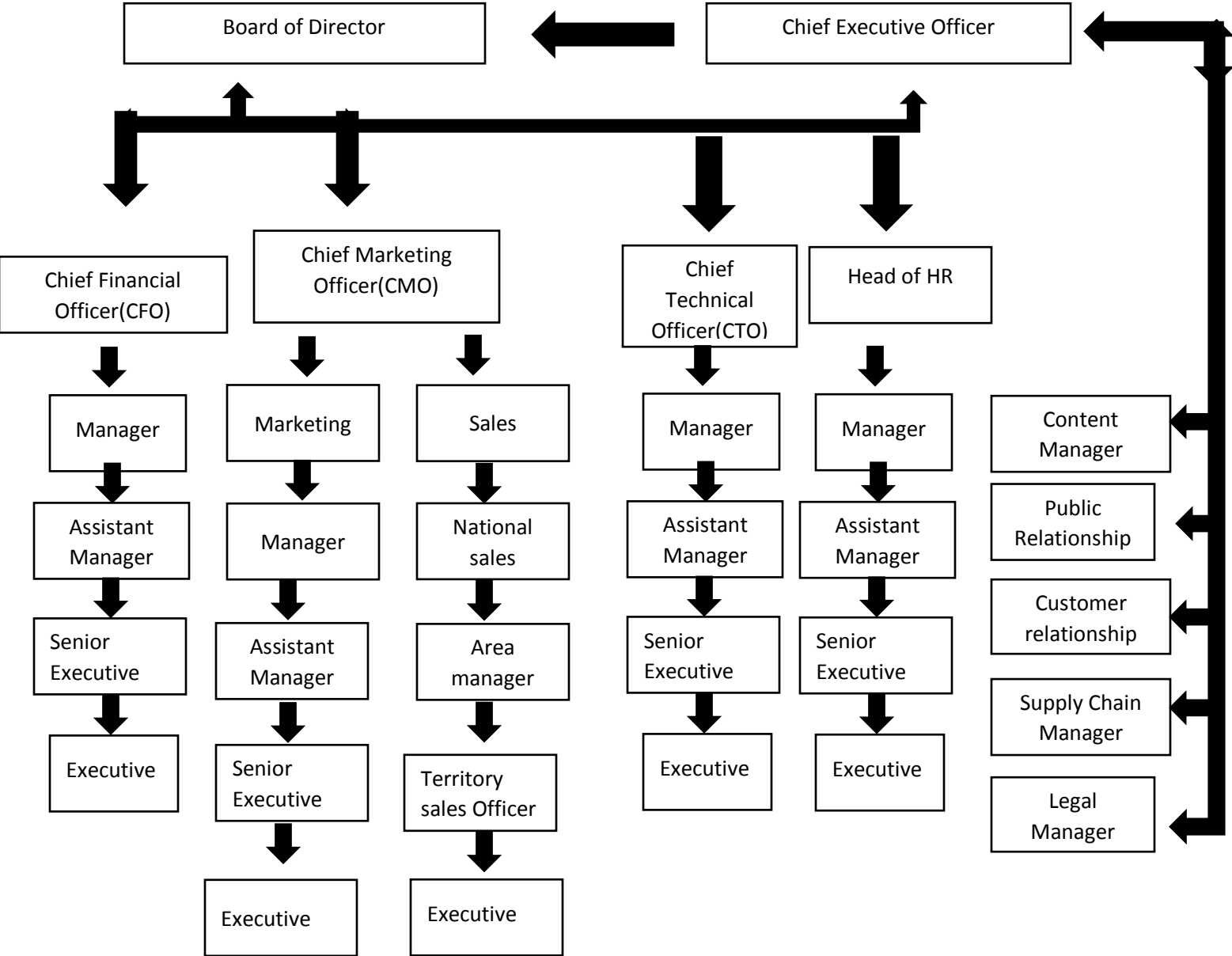
➤ **Mobile Banking**

RealVU customer can also pay their bill through mobile banking. They can choose from Bkash, DBBL, Surecash, Ucash, IFIC mobile banking.

➤ **Paywell Payment**

Customer can also choose to pay their bill through Paywell.

1.6 Organizational Structure



1.7 SWOT Analysis

Every single business entity has some strength, weakness, opportunity and weakness. As other organization Beximco Communications Limited also has some strength and opportunity and besides these the company has some weakness and threats. Anyway, strength and weakness are internal factor, which company can increase and decrease by implementing different plan of work. On the other hand, opportunity and threats comes from external environment where organization doing their business. Though there is no role of company itself for facing these threats, or creating opportunity, but company has the chance to realize the opportunity comes from external factor and can take defensive actions to minimize the threats.

Strength

- Nationwide coverage
- Strong image parent company
- Backed by GS group
- Only DTH service provider in Bangladesh

Weakness

- If it rains heavily the signal might get distorted
- Only one package available
- Low quality Set-top-box

Opportunity

- First mover advantage
- Channel wise subscription
- Government regulation on illegal DTH and analog lines
- To bring out more packages as per customer convenience
- Introducing more HD Channels
- To bring out more content segment wise for RealVU channel
- Make STB Wi-Fi enable

Threat

- Threat of new entrants
- Threat of cable operator
- Threat of foreign investment
- Threat of digital box service
- Due to low quality STB brand image has degraded

2. Job Description

Internship is a way to gain practical job knowledge and it facilitates me to take a valuable experience regarding job. Besides, it introduces to me with a corporate culture. Punctuality, discipline and team work, these three facts are coming in my mind when I think about my experience of internship. Likewise, to reach a specific one goal, all the employees are working together by setting themselves different objectives. Without co-operation with each other, it is difficult to reach projected goal. I did my internship in Beximco Communications Limited which is located at Gulshan 1. At the first day of my internship program I have been experience an orientation program. On that orientation program I had the chance to get familiar with different departments of the office as well as it was my pleasure to be introduced with the brilliant and smart team of marketing department who are playing vital role for successfully run the organization. Moreover, in this orientation program, there are an introducing part with CEO and Managing Director of the Beximco Communications Limited. In terms of time frame, it was a very short meeting, but the meeting very fruitful Then the manager of the marketing department gave his valuable speech, which inspire me a lot and he gave a brief idea about the company and the corporate world, his valuable guideline made me keen to learn new things and keep some contribution to the society. Through my thirteen-week internship opportunity at the organization, I got an opportunity to experience different types of work. As I was working basically in Digital Marketing, I had to deal with different agencies. Giving them brief providing relevant information as requirement was some of job done by me. Moreover, through the internship period I continuously assist the officials of Beximco Communications Limited to perform their day to day job. One of the frequently done jobs of me was briefing agencies about our social media posts. Furthermore, I gave them feedback that are needed and keep the follow-up. On the other hand, I had learnt about website update, basic Photoshop, Preparing Social media report. Also, I had learnt the detail process of how to handle social media.

2.1 Specific Responsibilities

2.1.1 Briefing Agencies about Social Media

As I was looking mainly after digital marketing I had to brief agencies about our social media posts and all other. We had different agencies working different jobs. For our social media our agency was Boomerang. I had to do weekly meeting with them to make sure our social media is running as per our plan.

2.1.2 Giving Feedback and keeping follow-up

After they prepare the post or video I had to give them feedback from our end. Also I had to keep follow-up about when they are posting and if they are changing the posts as per our feedback. I had to follow-up with the agency on a daily basis

2.1.3 Briefing other agencies

As the mega launch of RealVU is in upcoming October, I had to brief different agencies about our BTL planning

2.1.4 Website update

As we are adding more and more channels our website needs to be updated frequently. I had to update the website. Also we are working on Bangla website for which I did the final checking and made the necessary changes.

2.1.5 Making Social Media Report

I also had to make social media report on a weekly basis on how our posts are performing, how many likes shares, negative comments its getting. Also how our Facebook page is performing compared to the competitors.

3. Description of the Project

3.1.1 Background

BRAC University offers an opportunity for the students to participate in a three-month long internship program. Besides having a review on the related courses it is also offering a scope to have a taste of the starting of professionalism.

Through the Project work, I have tried to a bridge the gap between the theoretical knowledge and a particular experience as a part of Bachelor of Business Administration (BBA) program. This project report has been designed to have a particular experience through the theoretical understanding. In this regard, I had been assigned a report to achieve knowledge from this program under supervision of Ms. Mahreen Mamoon, Assistant Professor of Business faculty of BRAC University.

3.1.2 Origin of the Project

The main reason for internship (BUS-400) is giving the real life work experience and knowledge. This course must be performed by the student under BRAC Business School, BRAC University. The report is a fractional satisfaction of BBA program under the supervision of Ms Mahreen Mamoon done by me. This report is a result of three month working experience in BPBL.

3.1.3 Objectives of the Study

Broad Objectives: DTH service is a new form of entertainment which has many advantages to Cable service. Through RealVU people of Bangladesh can have a better TV viewing experience also a better form of entertainment.

Specific Objectives: The specific objective is to help in explaining the broad objectives are as follows-

- To present an overview of DTH service
- To analyze DTH service provided by Beximco Communications Limited.
- Impact of the DTH service in Bangladeshi market.
- Comparing with our neighboring market.

3.1.4 Scope

In my internship period I had a good understanding on corporate culture, the various strategies that a company follows and its values. Beximco Communications Limited is the first mover for DTH service of the country. It is still in the growth stage. This study contains an overall analysis about the need of DTH service in Bangladesh and the impact of RealVU in Bangladesh

3.1.5 Limitations

The present study is fragment of academic curriculum. It is organized at “Beximco Communications Limited” for being familiar with actual situation. This study has been fabricated only for few weeks; this short period is not enough for fully understanding the operation. The study would have been more informational and determined, if adequate time could have been utilized. However, it is felt that, the findings represent a good tincture of DTH service of RealVU.

- Lack of availability of Primary Data.
- Another major limitation was inability to access some necessary secondary data from RealVU database due to some management policy which was strict and no exception was made.
- Time constraint to complete the study.
- Scarcity of Information.

3.1.6 Methodology

The research was conducted using the guidelines of both the quantitative and the qualitative research approaches. In this light, face to face interviews with the institutions' offices and staff, official records were used for collecting primary data. I have also collected data from the customers by directly communicating them. Both quantitative and qualitative research approaches were used to provide comprehensive understanding on the selected research topic.

The research activities also made use of secondary data from websites and unpublished data of the institution that could provide additional information. The use of secondary data and information were served as validity and reliability indicators of the research to ensure that the collected data and the interview methods were used to strengthen the findings and results of the study.

3.2 DTH service

Direct to Home (DTH) also known as Direct Broadcast Satellite (DBS) is a method of receiving satellite television by means of signals transmitted from direct broadcast satellite. All the major services including DirecTV, Dish Network, Bell TV, Shaw Direct, and Sky use direct-broadcast satellites. DTH service ensures high picture quality and stereo sound as the signals are transmitted using K_u band.

Before DTH service was introduced signals were sent from fixed service satellites on the C-band analog and received with only systems, which had more disadvantages to DTH service including the requirement of large satellite dishes and cable infrastructure.

Also it is not possible to reach everywhere with cable. In remote areas like hill tracks cable network is unavailable or very poor. For most of them TV is the only source of entertainment. They need better entertainment in their life which DTH service can fulfill.

Whereas Cable TV is through cable networks, DTH service is wireless. Consumer can enjoy this service through a personal dish and a set-top box.

DTH service is already popular in our neighboring countries. It has more advantage to cable network. In cable network after receiving the signal the signal is distributed through cable which causes signal loss. The more the distance the more signal loss occurs, thus the picture quality is compromised.

3.3 DTH service in context of Bangladesh

In Bangladesh most of the households have TV. To some people TV viewing is the only form of entertainment they have.

Globally, television has emerged as the most powerful media. Television ownership and reach are increasing day by day. The global trend has also influenced viewers in Bangladesh. Bangladeshis are allured by the television. In a research of 2010 it has shown that 46 per cent of households own a television, with 76 per cent ownership amongst urban dwellers and 32 per cent amongst rural ones.

In comparison to the figures of a 1995 media survey, it is apparent that the ownership rate has increased considerably over the past fourteen years. Within this period, the overall ownership of TVs nationally has gone up by around six times from 8 per cent to 46 per cent; and it is seven times as much in the rural areas -- from 3 per cent to 32 per cent. In 2010 TV was available to 83 per cent of the households in metro areas.

Also people are now becoming more up to date with new technologies. They want more and better from what they were getting. Especially in rural, remote areas and the outskirts of some cities cable network is not available or very poor. For them DTH service was a necessity.

Another major factor is DTH ensure digital quality picture and stereo sound as it receives signals directly from the satellite. Whereas in cable TV there is signal loss resulting poor picture quality.

DTH service is already very popular in our neighboring country like India Pakistan. India has introduced DTH service back in 2003. So it was high time Bangladeshi people also have this kind of service which will improve their TV viewing experience.

3.4 Impact of RealVU in Bangladesh

RealVU is the first DTH service in Bangladesh. RealVU is contributing in the making of Digital Bangladesh by bringing digital TV viewing experience for Bangladeshi people.

RealVU has signal all over Bangladesh making it possible for everyone in pan Bangladesh to enjoy this service. People from remote areas where cable service is not available can also enjoy this service. They have to buy the products from certified Trade Partner outlets all over Bangladesh.

RealVU has changed the TV watching experience for Bangladeshi people. For Bangladesh RealVU has brought a variety of exciting channels from Bangladeshi channels to amazing popular international channel. Right now RealVU is offering 98 SD and 6 HD Channels. As different people has different need RealVU is already working to provide content as per customer need. It has taken entertainment in whole new level. People can now enjoy digital quality picture and stereo sound through RealVU.

4. Findings and Recommendations

Beximco Communications Limited is the pioneer of the DTH service in Bangladesh. It has been trying to give customer better form of entertainment and trying to increase the customer satisfaction level by providing the better service to the customers. RealVU is still trying to improve in order to provide the best service. Working in the Beximco Communications I have observed that there are many limitations in RealVU and people working there is continuously trying to reduce it, which in turn may cause the increase in customer satisfaction level. Regarding the issue, I have some recommendation which I think can help Beximco Communications Limited to improve the overall situation.

➤ **Change the target customer**

Up to now RealVU was targeting mostly the urban people, who want better picture quality and sound quality. What I have felt is RealVU should target the semi-rural and rural people. RealVU has signal all over Bangladesh. So people from remote places where cable network is not available can enjoy satellite service. RealVU already has subscribers in Chittagong hill tracks, Shondip, Hatia and all other remote places. So I think those people should be their target customers.

➤ **Introducing People to DTH service**

As DTH service is a new concept for Bangladesh most of the people do not know what is the DTH service and how does it work. So they should educate people to this concept. RealVU marketing team already working on this issue.

➤ **Building another earth station**

Right now RealVU has one earth station situated in Gazipur where the downlink the signals from other satellite and uplink those signals to their own Satellite ABS 2, from where customer get the signal directly through the dish installed in their house. If it rains heavily in Gazipur the signal gets distorted. So if they have another earth station in less humid place they can use that earth station when it rains in Gazipur.

➤ **Introducing more packages**

Right now RealVU has only one package which includes 98 SD and 6 HD channels. Different people have different demand so if they can introduce more packages as per customer convenience it would be very helpful.

➤ **STB Quality**

RealVU should change their set-top box (STB) quality. The previous STB had some problems like hitting issues and the others, which created dissatisfaction among customers. Other DTH operator like Tata Sky, DishTV in our neighboring country is offering better quality STB. Some of them are Wi-Fi enable. So if RealVU can provide more upgraded STB it will attract more people.

5.Conclusion

It was a great opportunity for me to work with the pioneer of the DTH service of Bangladesh and I am looking forward to build my career by continuing the job with my consistent hard work. I am still learning how efficiently Beximco Communications Limited is managing its marketing department one of the challenging department and also got to know the strategies that helping them in their growth. Managing social media, new ways to grab attention of the customer, working with different agencies all are my learning's in marketing department.

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7. CV

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Career objective:

To obtain a position in a progressive company where I can share my financial, accounting and marketing skills to continue to the overall success of the organization and where my knowledge and experience can be shared and enriched.

Work Experience:

- **Internship**
Marketing at Beximco Communications Limited
Responsibility: Digital Marketing
- **Member of Mission Smile**
Responsibility: Organizing social works, Taking care of the financial activities

Educational Background:

- **Bachelor of Business Administration (BBA)**
Major: Finance, Minor: Accounting
Year of passing: 2016
Institution: BRAC University
- **Higher Secondary Certificate (H.S.C)**
Group: Business Studies
Year of passing: 2009
Institution: Viqarunnisa Noon School & College
- **Secondary School Certificate (S.S.C)**
Group: Business Studies
Year: 2007

Institution: Viqarunnisa Noon School & College

Extra-curricular activities:

- **Member of BIZ BEE**
Responsibility: conducting seminars
- **Member of Viqarunnisa Noon School Debate Club**
- **Member of Viqarunnisa Noon School Science Club**

Key Skills:

- **Proficient in reading, writing and speaking Bangla and English**
- **Efficient user of Microsoft Word, Excel, PowerPoint & Prezi**

Training, workshops and seminars:

- **Attended Professional Skill Development Program for three months at BRAC university**
Study Included: CV Writing, Job Search, Work Ethics and Professional Learning
- **Attended a workshop named “Career in Finance: The Future Possibilities” on 4th February, 2016**
- **Attended Residential Semester (BRAC University Savar Campus)**
Study Included: Self-Management, Punctuality, Leadership, Teamwork

Interests:

Watching series, anime

Personal information:

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Nationality: Bangladeshi

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