



**ICT (Information and Communication Technology)
Marketing of Link3 Technologies Ltd. A concept
of marketing strategy, “A Comprehensive
Marketing Strategy.”**



LETTER OF TRANSMITTAL

06th April, 2016
Reem Quashem
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Report “ICT (Information and Communication Technology) Marketing of Link3 Technologies Ltd. A concept of marketing strategy,”

Dear Madam,

It gives me enormous pleasure in preparing this report that was assigned in fulfillment of my internship requirement. This paper has been valuable to me as it contains the reflection of my working experience in Link3 technologies limited. In this report, I have given my best to illustrate the experiences and knowledge I gained from this working period.

I would like to mention that I am extremely grateful to you for your valuable assistance, understanding, effort and constant attention as and when required in accomplishing the paper.

Sincerely,

Md. Asif Hossain
09104087
BBS
BRAC University

ACKNOWLEDGEMENT

I would like to thank Ms Reem Quashem Assistant Professor, Department of Business Administration of BRAC University, for giving me the opportunity to prepare this internship Report.

My work is to prepare an internship report on “**ICT (Information Communication Technology) Marketing of Link3 Technologies Limited**” is a great experience for me in light of the course BUS 400 (Internship Work). I strongly believe work like this will indubitably help me to have a better concept about how to do marketing of product, services and expand my knowledge.

I would also like to thank the Mr. Iqbal Zahid Hassan, Asst. Manager, Sales and Marketing, who help me giving there valuable information while working in link3 about my report. Without their cooperation, I would not have made it this far.

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Chapter- 01 (The Organization)

INTRODUCTION

Link3 Technologies Ltd. is a full service IT Solution Provider that has been operating in Bangladesh market for more than ten years with a very high level of success, achieved through an uncompromised service quality and customer satisfaction. Link3's highly trained professionals can ensure a standard of service that remains unmatched by any other player in the market. Facilitate seamless information flow through innovative ICT infrastructure and services. Link3 will be the largest broadband user based ICT solutions service provider in Bangladesh within 2015.

HISTORY

Link3 Technologies Limited is nationwide Internet, Intranet and IP telephony Solution & Service Provider (IPTSP) license holder of Bangladesh Telecommunication Regulatory Commission (BTRC). The company has been operating in Bangladesh ICT market since 2000 with a very high level of success; achieved through an uncompromised service quality, unique technology (FTTx, MPLS L2/L3) and customer satisfaction. It has a wide range of solutions that meet every need of the customers for connectivity, enterprise automation and presence on the World Wide Web. It is one of the leading companies in the ICT sector of Bangladesh.

Link3 Technologies Limited (Link3) is a premier provider of data communication solutions based on Point-to-Multipoint (PMP) and Point-to-Point **Broadband Wireless Access (BWA)**. Link3 has an exclusive focus on BWA and an unwavering commitment to the market and to the customers who benefit from it. With our combined infrastructure development, strong customer partnerships and field-proven deployments, we provide the broadest range of integrated BWA communication solutions for different target customers.

Unlike leased lines, which forces customers to incur a high-level of upfront deployment costs and delay in implementations, BWA frees our customers from dependency on wire line

infrastructures, allowing them to build an independent network that is scalable, cost-effective and rapidly deployable.

Link3 has more implementations, dedicated engineers and technological expertise than any other data communication player in the market. Link3's financial strength, experienced management team, strong solution portfolio, and diversified sales base will ensure that it strengthens its already formidable position as the leading data communication solutions provider in the Wireless Communication market.

Link3 is an official licensee of Bangladesh Telecom Regulatory Commission (BTRC) to provide nationwide Internet Service & Domestic Data Communication Service. It has obtained ISP license [license No.-BTRC/LL/ISP-Nationwide (10) Link3/2008-79] From BTRC. Till now we have built our reputation on 2.4 GHz, 3.5 GHz and 5.8 GHz extended range solutions. We deliver MPLS Layer 2 & Layer 3 connectivity, wireless services for IP VPN Wide Area Network (WAN), Internet access, and VLANs (Virtual LANs). We provide secured WAN communication using standard security devices, for our customers. Link3 is always focused on quality of service and security, the two main criteria of a WAN connection.

- With the approval of BTRC for providing Domestic Data Communication, Link3 has built its network between the major cities of the country i.e., between Dhaka and Chittagong, Dhaka and Sylhet, Dhaka and Rajshahi, Dhaka and Barishal, Dhaka and Khulna, Dhaka and Bogra, Dhaka and Rangpur, Dhaka and Mymensingh. We have expansion plan to cover other important cities of the country within this year. Between Dhaka-Chittagong we are using fiber optic backbone (with redundancy) of Banglalink and microwave link of Pacific Bangladesh Telecom Limited as secondary and Dhaka-Sylhet we are using fiber optic backbone (with redundancy) of Banglalink and the microwave link of National Phone as our secondary backbone, For the other cities we are using fiber optic (with redundancy) backbone of Banglalink, which is very reliable and stable. The backbone has sufficient bandwidth for providing WAN connection between the major cities mentioned above. Places where it is not possible to provide microwave link or Fiber Optic connection, Link3 can provide VPN connectivity through CDMA network. (*Link3 Technologies Limited. (2015). Annual Report 2015*)

TECHNOLOGY PARTNERS



PRODUCT AND SERVICES OFFERING

Link3 has a wide range of data & information connectivity solutions that can give one the off-the-shelf instant access as well as highly customized solutions specifically designed to meet Large Corporate, Banks, Home or SOHO user's needs. These solutions include:

- **Broadband Internet Solution**

Broadband Internet through Optical and Wireless Access uses proven technology to deliver high-speed, dedicated broadband connectivity directly to your business or home office over an optical fiber or radio link. It can also be used to provide a branch office or tele worker with a secure, private connection to a corporate network.

- **Intranet (Data) Solutions**

Link3 Technologies Ltd. Technologies Limited has a proven network and service range that is especially suitable for any organization needs data connectivity between their different offices like Banks and Financial Institutions. We are offering secure VPN services specially designed for Banks, with highly lucrative pricing structure as well as unparalleled data security assurance.

- **IP Telephone Solution**

While Tele communication is global need, Link3 Technologies Ltd. is offering the latest technology SIP phone based IP Telephony solutions for its wide range of customers for their inter office communications, with very low cost and high reliability.

- **Networking & Hardware Solution**

Link3 Technologies Ltd. has proven networking and hardware solution for Local area networking, Data Center, IP Surveillances, Video Conferencing, IP Telephony etc. services that are highly required for any organizations' communication purpose. We are offering most advanced technology with cost effective pricing and service.

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While the Internet provides a very cheap superhighway to connect offices and people worldwide, it is certainly not the most secure and sage pathway. For organizations who demand the ultimate in data communication security, International Private Leased Circuit (IPLC) provides a dedicated clear channel from “point A to point B”.

While IPLC may be “the” solution for complete security and ultimate quality of service, it is also quite expensive. Latest technologies, such as MPLS VPN provides a far more cost effective solution with comparable performances as IPLC.

- **Security Solutions**

Our services includes

- Appliances based solution and
- Software/License based solutions

For

- Firewall security solutions,
- SSL Certificates solutions
- Antivirus solutions (Server based),
- Anti Spam (Barracuda) solution, etc.

- **Web Services**

We have a full range of Web services that are designed to meet any or all of your needs:

- Web Development
- Web Hosting
- Domain Registration
- Interactive and Database Driven Web Sites
- Business to Customers (B2C) and Business to Business (B2B) Web Sites

- **Enterprise Resource Planning (ERP)**

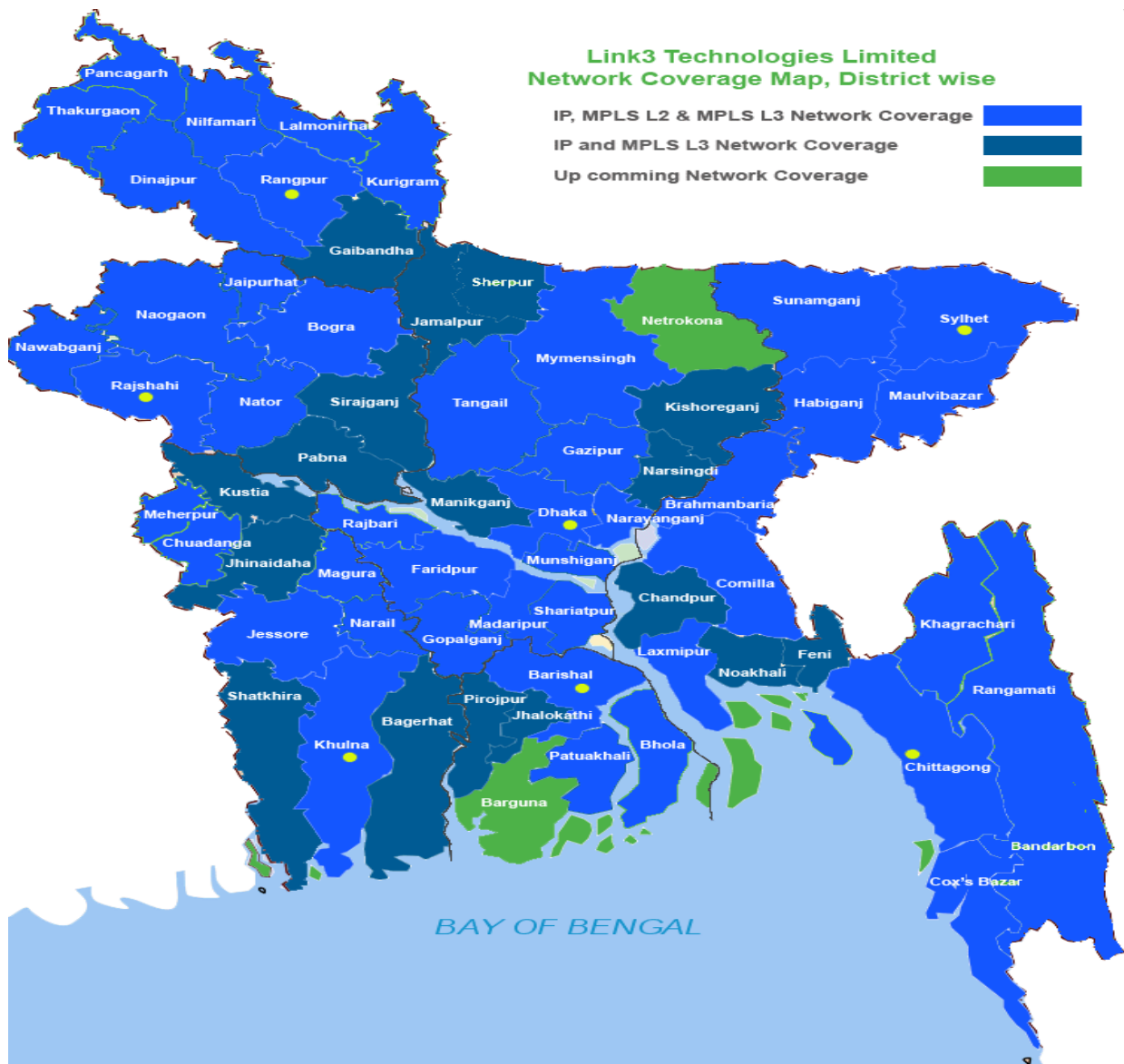
Link3 Technologies Ltd. ERP (Enterprise Resource Planning Systems) comprises of a software solution that ensures the seamless integration of all the information flowing through the company - financial, accounting, human resources, supply chain and customer information. With a view to enhance performance and

productivity, Link3 Technologies Ltd. ERP also aids in improved decision making as well as streamlining of growth efforts. Till now ERP has not been deployed commercially but link3 is using it for their office only. (*Link3 Technologies Limited. (2015). Annual Report 2015*)

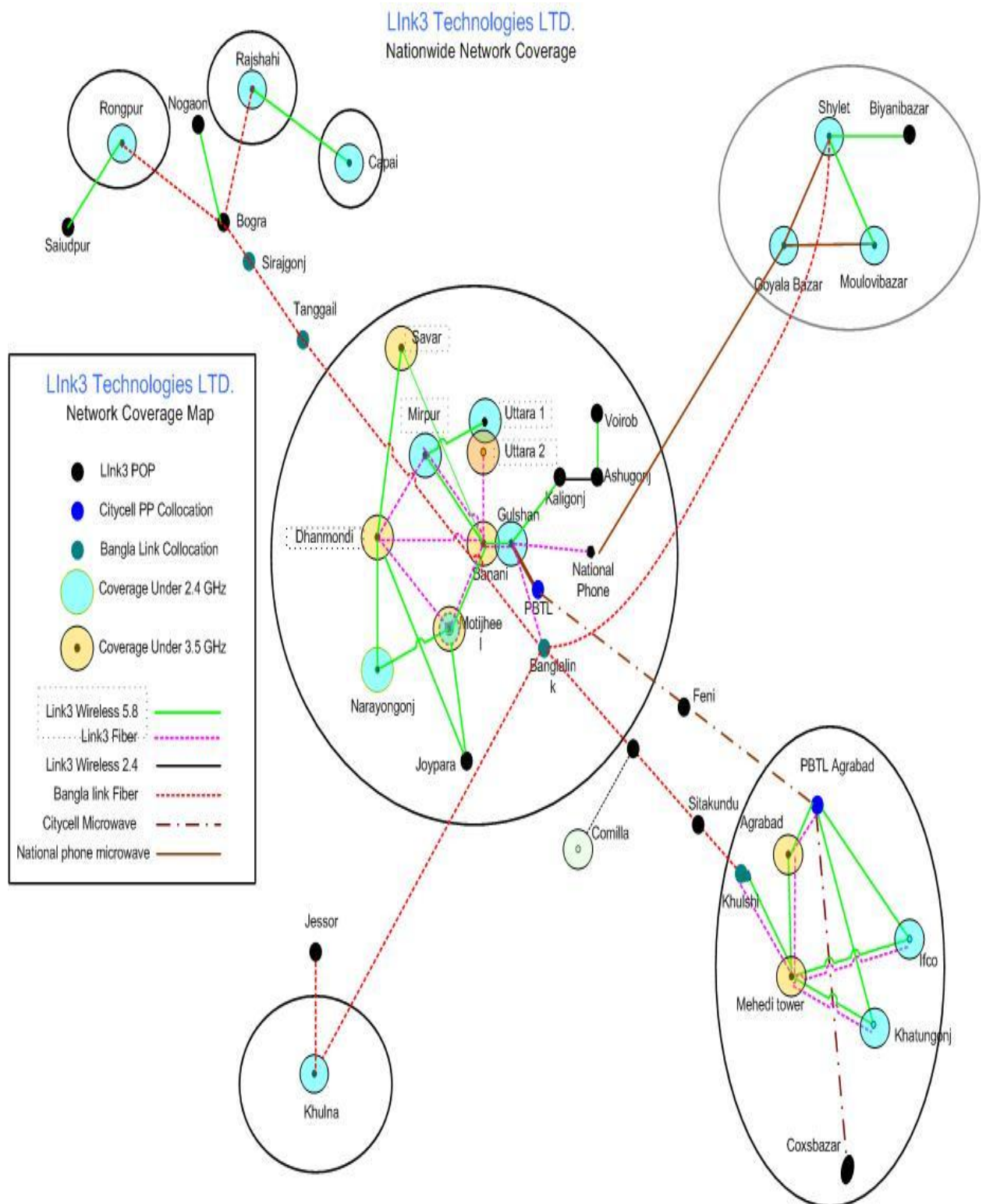
OPERATIONAL NETWORK ORGANOGRAM

Link3 Technologies Ltd. Technologies Limited observes several criteria when designing a network infrastructure, such as redundancy, scalability, ease of management and performance. The network scenario of the whole country at a glance is shown in the diagram below. (*Link3 Technologies Limited. (2015). Annual Report 2015*)

Nationwide Coverage Map



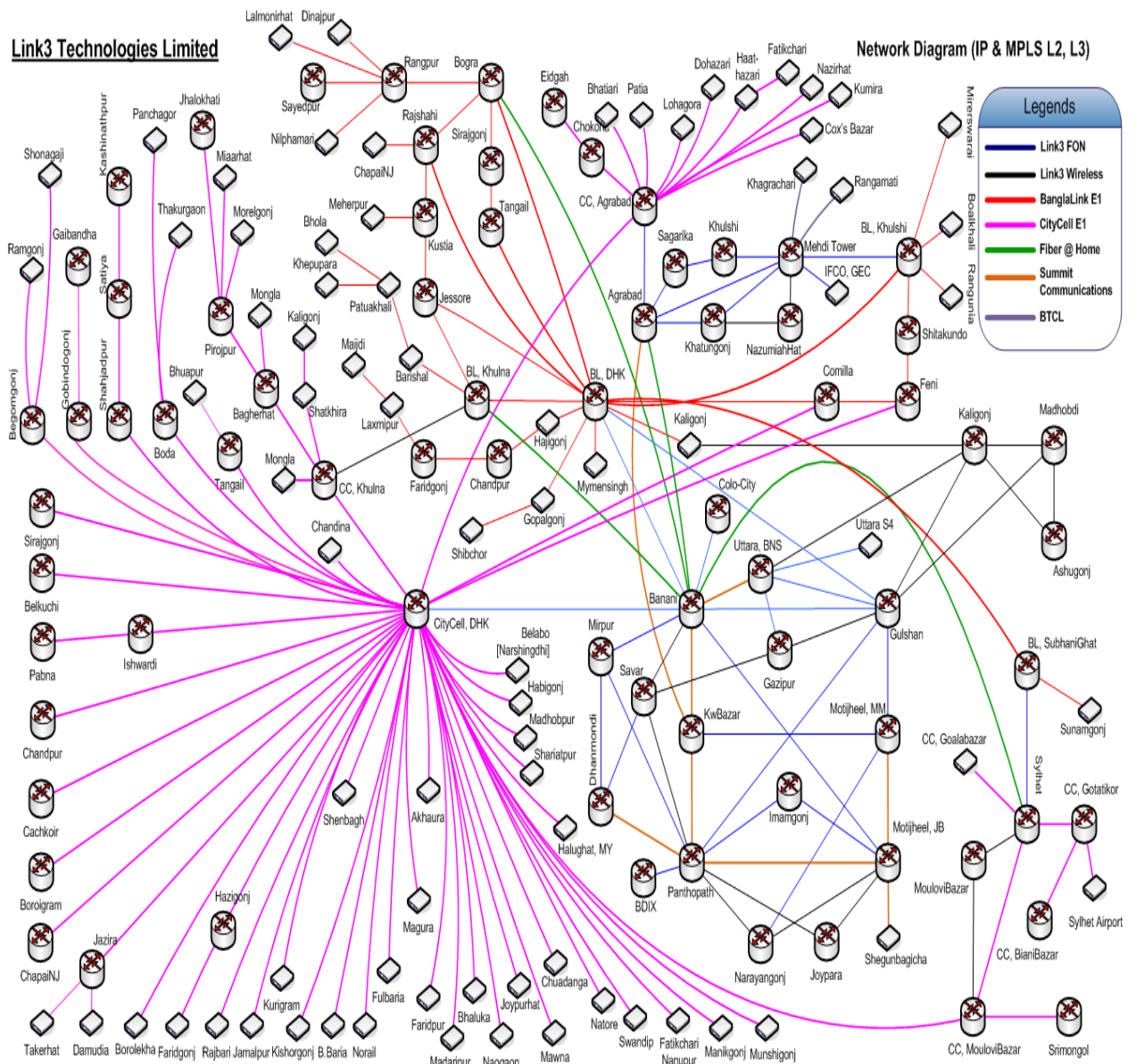
Nationwide Coverage Network infrastructure



Link3 Nationwide Base Stations

As mentioned earlier, Link3 Technologies Ltd. owns and operates multiple Base Stations within its network coverage. All the Base Stations in Dhaka are connected over multiple paths to other Base Stations. Each Base Station has its own Cisco router, running dynamic protocol. Even if the primary link between two Base Stations fails, the connectivity will be routed over a different path automatically.

Please see the diagram below for details Country wide base station with redundancy. (*Link3 Technologies Limited. (2015). Annual Report 2015*)



VISION OF THE FUTURE

Mission: Facilitate seamless information flow through innovative ICT infrastructure and services

Vision: Link3 will be the largest broadband user based ICT solutions service provider in Bangladesh

Values: The values are as follows,

- Do What's Right

We are committed to the highest standards of ethical conduct in all that we do - honesty, fairness, and integrity. We abide by the laws of Bangladesh as good citizens and we take responsibility for our actions.

- Respect Others

We appreciate the diversity of our team and believe that respect - for our colleagues, customers and partners - is an essential element of all positive and productive relationships.

- Perform With Excellence

We understand the importance of our mission and strive to excel in every aspect of our business, and approach every challenge with a determination to succeed.

- Taking care of our people

We treat our people well by encouraging all to speak up and take risks, by recognizing and rewarding good performance, and by leading and developing them so that they may grow.

- Excellent customer service

Along with our quality products, service, and price we provide our customers knowledgeable advice about solutions to help them gain maximum benefit.

- Building strong partnerships

We treat our customers, associates, vendors and communities as partners by responding to their needs.

- Good Corporate Citizenship

Continued public support calls for responsible, accountable and controllable entrepreneurship.

- Leading Edge

We believe that our success as an enterprise depends on us being pro-active, innovative and by maintaining our leading edge in ICT solutions. We shall be interactive and inspirational.

(Link3 Technologies Limited Official Web Site. (2016))

Chapter- 02 (JOB)

Title: Corporate Sales Executive

Reports To: Assistant Manager

Summary: The Corporate Sales Executive is responsible for creating mutually advantageous relationships with organizations to build and maintain corporate sales accounts.

Competencies:

- Attention to Detail
- Time Management
- Planning & Organizing
- Communication
- Adaptability / Flexibility
- Result Focus
- Accountability & Dependability
- Creative and Innovative Thinking
- Ethics and Integrity
- High Energy and Manage Stress
- Mediating and Negotiating

Job Responsibilities:

- Meeting sales target set by the management
- Develop business plan for assign sector
- Regularly visit client and build strong relationship
- Regularly monitor sales and update the supervisor on a regular basis
- Identify opportunity for further and the areas for development of specific industry and market
- Perform other related task assigned by supervisor

Chapter- 03 (PROJECT)

Part- 01

SUMMARY

Through this report I tried to find out how link3 applies their marketing strategy and manage marketing mix; how much concern about competitor and customer satisfaction because today's market is very competitive and customer wants maximum benefits at affordable price. There are some reasons to understand ICT marketing for targeting potential customer.

We live in an edge of technology. We cannot think of a moment without technology. Information and communication technologies are just as essential for modern society as electricity and water networks. 'Modern everyday life would be utterly unthinkable without information and communication technologies', said Professor Roman Beck, outlining the importance of ICT at the think tank meeting at the outset of this study.

ICT is a key technology and an interdisciplinary technology; it helps enterprises to reduce costs, improve processes, boost innovation, and increase productivity. ICT also makes the public sector leaner, faster and more citizen-friendly. ICT improves the provision of medical care, increases safety and provides greater quality of life – this is how the industry association BITKOM describes the significance of ICT.

The study starts from the premise that the industry will experience an increase in employment of 80 percent by 2030, which would be equivalent to 452,000 new jobs. The industry also plays a central role in intelligent networks and technologies which society will be able to use to tackle the challenges of the future, e.g. climate change and demographic change. In spite of this, there is a strong systematic tendency to underestimate the sector's influence as a powerful economic force and its integral function in location and industrial policies.

This report has been prepared to understand how ICT marketing works and how a service is provided to consumer.

METHODOLOGY:

To prepare the report both primary and secondary data and information were needed. Primary data was collected from the employee- marketing executive, manager and given it to my report. Secondary data we recollected from different reports, various books and notes etc. The information needed for completion of the report was collected in a systematic manner from both primary and secondary sources. To accomplish this report, I had to collect information. I collected these data from two sources. So data can be two types-

1. Primary Data:

While working in link3 office I collected information from the employee- marketing executive, manager and given it to my report.

2. Secondary Data:

I also collected some data from link3 website and annual report to prepare this report. Besides link3 website I collected some definition and data from different books, articles.

SCOPE OF THE REPORT

During my internship at link3 technologies ltd, I work with sales of their services and also tried to have knowledge about their marketing strategy- how link3 uses segmentation, targeting, positioning and also marketing mix- product, price, place, promotion, people, process and physical evidence. Among 7ps as an intern I basically work in process that means how a service in being provided or sold to consumer.

LIMITATION OF THE REPORT

There are vast amounts of information relating to the topics of this report, but it was not possible to gain access to much such information. So missing out some important aspect of the discussed topics can be a possibility. The major limitations include-

- Lengthy process facing in the time of collecting data.
- It is very tough to gather all the required information in such a short period.
- Barriers in disclosing some data for organization restriction.

- High confidentiality of data.
- For 7ps there are some departments and I only worked in Bank and NBF department of Marketing. There are two more department of marketing corporate and FTTH. So it was tough to collect information from this department.

Part- 02

MARKETING STRATEGY & MARKETING MIX

MARKETING STRATEGY

Marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. (Kotler, P., Armstrong, G., & Cunningham, M. H. (2010) *Principles of marketing*)

Link3 also has strategy for segmentation, targeting and positioning.



Segmentation:

Market segmentation involves grouping various customers into segments that have common needs or will respond similarly to a marketing action. Each segment will respond to a different marketing mix strategy, with each offering alternate growth and profit opportunities.

There are some criteria's for segmentation- Demographics, Psychographics, Lifestyle, Belief and Values, Life Stages, Geography, Behavior, Benefit.

Initially Link3 started its business in 2000 as an ICT based service provider to the business organization within Dhaka city only. After that when business was expanded for demand, link3 started to expand its business for SOHO, Corporate, Bank, and NBFI throughout the Bangladesh and also completed some projects like- Bangladesh Army, Election commission, Bangladesh Boarder Guard.

SOHO- Small Office or Home Office.

Corporate- MNC, Real Estate, Pharmaceutical, Shipping Logistic, Media corporate office.

Bank- Government, Non-government, Foreign Bank.

NBFI- Insurance Company, Finance Investment Company, Stock Market.

So we can observe that Link3 initially segmented its market by using geography and volume of using. (Details of customer information is given to customer profile)

Targeting:

After segmenting the market based on the different groups and classes, Link3 will need to choose its targets. No one strategy will suit all consumer groups, so being able to develop specific strategies for your target markets is very important. There are some strategies for targeting, among that Link3 has adopted multi segment targeting.

Multi-Segment Targeting: This approach is used if one needs to focus on two or more well defined market segments and want to develop different strategies for them. Multi segment targeting offers many benefits but can be costly as it involves greater input from management, increased market research and increased promotional strategies. Link3 targets financial institutions, Business organization and also Home users. Now Link3 is ICT (Information Communication Technologies) based service provider to Business organization and also to the individual customer for home using.

Positioning:

Positioning is developing a product and brand image in the minds of consumers. It can also include improving a customer's perception about the experience they will have if they choose

to purchase one's product or service. The business can positively influence the perceptions of its chosen customer base through strategic promotional activities and by carefully defining one's business' marketing mix.

Link3 has positioned its products by proving the quality of product. Beside quality of product it also positioned its product by services after sales that means it has a separate **customer support and services department** to ensure customer services.

There are some specialty of service that ensured by link3-

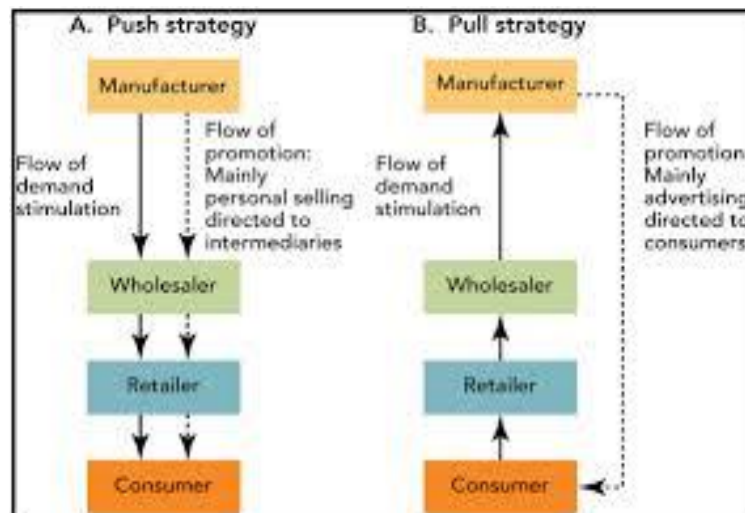
Ensured Quality of Service (QOS)

To ensure Quality of Service (QOS) Link3 Technologies maintain the following:

- Multiple redundant backbones for BTS
- Using renowned networking products like Cisco 12000, 7200 VXR 3600 series routers and Cisco 4500, 3500 and 2900 series of switches.
- Spare devices for BTS are available.
- Multipath intercity connectivity through different Telco operators.
- Traffic engineering for optimum performance.
- Robust, advanced and secured solution like L2 and L3 MPLS.
- High-end online UPS which gives a strong backup.
- Ensured accurate bandwidth and connectivity uptime as per SLA.
- Efficient certified Technical team which includes CCIE, CCIP, CCNP and CCNA.
- Distributed support teams are available day and night at major areas.
- A 24x7 helpdesk with a real time monitoring system.

Push and pull marketing strategies Of Promotion:

Promotional strategies to get your product or service to market can be roughly divided into two separate camps, Push and pull strategies. (Kotler, P., Armstrong, G., & Cunningham, M. H. (2010) *Principles of marketing*)



1. Push strategy

A push promotional strategy involves taking the product directly to the customer via whatever means, ensuring the customer is aware of your brand at the point of purchase. Link3 exercises personal selling to customer from push strategy.

"Taking the product to the customer"

Examples of push tactics-

Trade show promotions to encourage customer demand

Personal/Direct selling to customer

Packaging design to encourage purchase

Point of sale

2. Pull strategy

A pull strategy involves motivating customers to seek out your brand in an active process. Link3 exercises pull strategy in a higher extent than push. Because link3 believes in quality rather than price, Word of mouth referrals, Customer relationship management. So customer willingly comes to link3 for its services.

"Getting the customer to come to you"

Examples of pull tactics-

Advertising and mass media promotion

Word of mouth referrals

Customer relationship management

Sales promotions and discounts

Push pull promotional strategy Simple diagram explaining some example differences between a push and pull promotional strategy.

Link3 Technologies Ltd basically follows a combined promotional strategy that means it follows both Pull and Push strategy. But pull strategy is following more than push strategy. Because link3 doesn't promote via mass media and advertising but maintains strong customer relationship management and of course has a so positive word of mouth that the promotion of link3. From push strategy link3 only follows personal selling to home customer and corporate client only.

MARKETING MIX

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are expanded to the seven P's. As Link3 is an ICT based service provider so here 7 Ps will be practiced. *(Kotler, P., Armstrong, G., & Cunningham, M. H. (2010) Principles of marketing)*

Product

Link3 has a wide range of data & information connectivity solutions that can give one the off-the-shelf instant access as well as highly customized solutions specifically designed to meet Large Corporate, Banks, Home or SOHO users' needs. These solutions include:

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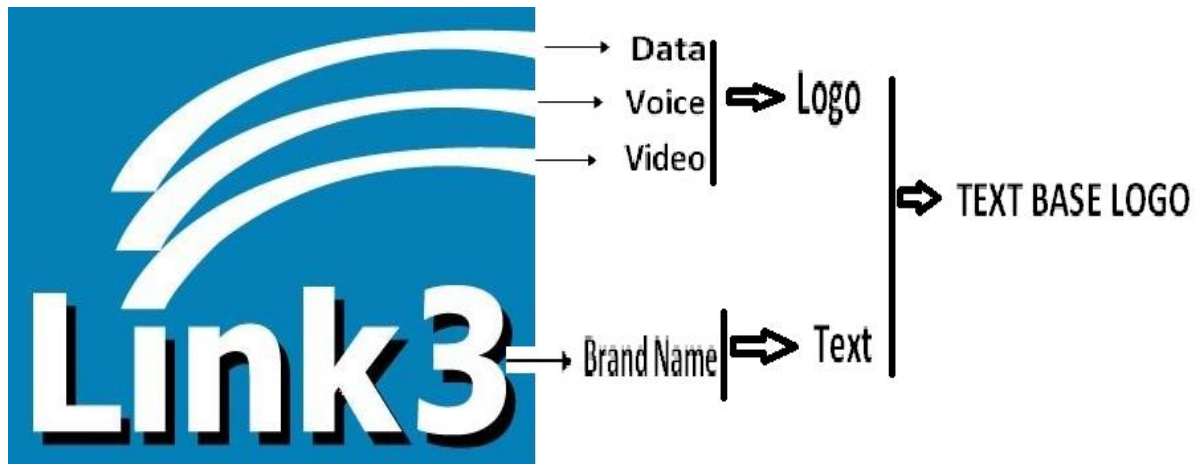
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- **Enterprise Resource Planning (ERP)**

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Branding

Link3 Technologies Ltd has successfully branded its brand. Here the history or reason behind brand name, logo, tag line, color of logo and name of Link3 Technologies Ltd is been discussed.



A brand is consisting of some element like- Logo, Name, Color, Tag line etc.

LOGO: This is a text base logo that means logo with text. In this logo these 3 arrows indicate DATA, VOICE, and VIDEO. To successfully transfer information these three elements are needed. Basically we share information in these three forms. So to see this logo one can easily understand the purpose of this company. So it is a brilliant logo with brand name Link3.

NAME: **LINK3**

COLOR: In their branding link3 used blue color. Blue means integrity, intelligence, trust, loyalty, reliability. So link3 by using blue color tried to express toward consumer that link3 is loyal to consumer, provide a reliable service through a latest technology trustfully. Because link3 has a group of technical engineers who are so expert to provide excellent service. (*Link3 Technologies Limited. (2015). Annual Report 2015*)

Price

The amount of money charged for a product or service; the sum of the values that customers exchange for the benefits of having or using the product or service¹. Price is very crucial for product and also for purchasing decision.

Link3 Technologies Ltd charges its price based on good value pricing that means according to its service quality link3 sets price.

Price Offer for Fttx Home Package

ONE TIME COST FOR FIBER OPTIC CONNECTIVITY

MEDIA	DESCRIPTION	TOTAL COST
Fiber Optic	Installation Charge	BDT 1,000.00
	Fiber Optic Equipment (Optical Network Unit)	Free for usage & Link3 Technologies Ltd. retain the ownership of the equipment

MONTHLY CHARGE FOR STANDARD PACKAGE

CONNECTION TYPE	STANDARD PACKAGE (24 HOURS)	MONTHLY CHARGE
100% Guaranteed & Truly Fiber Optics	1024 kbps Share	BDT 1,400/-
100% Guaranteed & Truly Fiber Optics	1536 kbps Share	BDT 2,000/-
100% Guaranteed & Truly Fiber Optics	2560 kbps Share	BDT 3,500/-
100% Guaranteed & Truly Fiber Optics	3584 kbps Share	BDT 6,500/-
100% Guaranteed & Truly Fiber Optics	4096 kbps Share	BDT 9,000/-

MONTHLY CHARGE FOR NIGHT DOUBLER PACKAGE

CONNECTION TYPE	DAY TIME BANDWIDTH	NIGHT TIME BANDWIDTH (8.00PM-8.00AM)	MONTHLY CHARGE
100% Guaranteed & Truly Fiber Optics	512 kbps Night Doubler Plus	1280 kbps Share	BDT 1,400/-
100% Guaranteed & Truly Fiber Optics	1024 kbps Night Doubler	2048 kbps Share	BDT 1,900/-
100% Guaranteed & Truly Fiber Optics	1536 kbps Share	3072 kbps Share	BDT 2,800/-
100% Guaranteed & Truly Fiber Optics	2560 kbps Share	5120 kbps Share	BDT 4,500/-
100% Guaranteed & Truly Fiber Optics	3584 kbps Share	7168 kbps Share	BDT 8,500/-
100% Guaranteed & Truly Fiber Optics	4096 kbps Share	8192 kbps Share	BDT 11,500/-

Price Offer for Corporate User

The price for the corporate customer varies according to the location, requirement of customer, bandwidth, via of connection, setting up tower or infrastructure etc. So the charge of corporate and Bank & NBFIs within Dhaka city, Chittagong, Sylhet is 5000-7000Tk for 1 mbps (1024 kbps) bandwidth if any tower or infrastructure needed it's cost will be increased.

Place

Delivering product elements to customer involve decisions on the place and time of delivery as well as on the methods and channel employed. Delivery may involve physical or electronic distribution channels, depending on the nature of the service being provided. Use of messaging services and the Internet allows information-based service to be delivered in cyberspace for retrieval by telephone or computer wherever and the wherever it suits the customer.

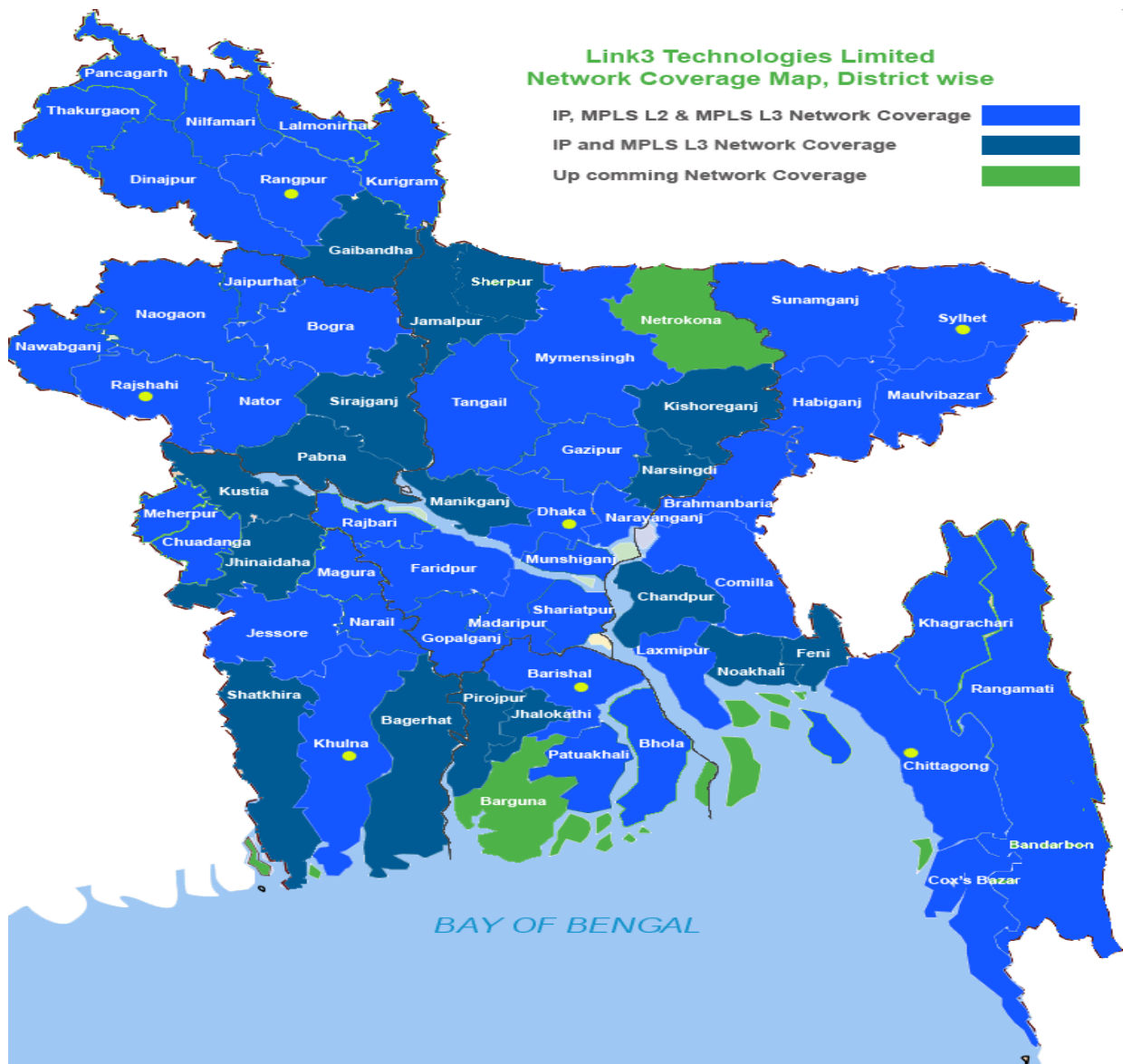
As Link3 Technologies Ltd. is an ICT based service provider, so all services are distributed through ICT and it could be via fiber or radio frequency. So link3 provide its uninterrupted services by following way,

Coverage at a Glance:	<ul style="list-style-type: none"> • Divisions Covered • Districts Covered • Number of Support Offices • Number of Sales Offices • Number of BTS • Number of POP • Backbone on 	<p>7 Divisions</p> <p>64 Districts</p> <p>20 Support offices</p> <p>10 Sales Offices</p> <p>54 BTS Nationwide</p> <p>153 POP Nationwide</p> <p>MPLS Layer-2, MPLS Layer-3 & IPsec VPN</p>
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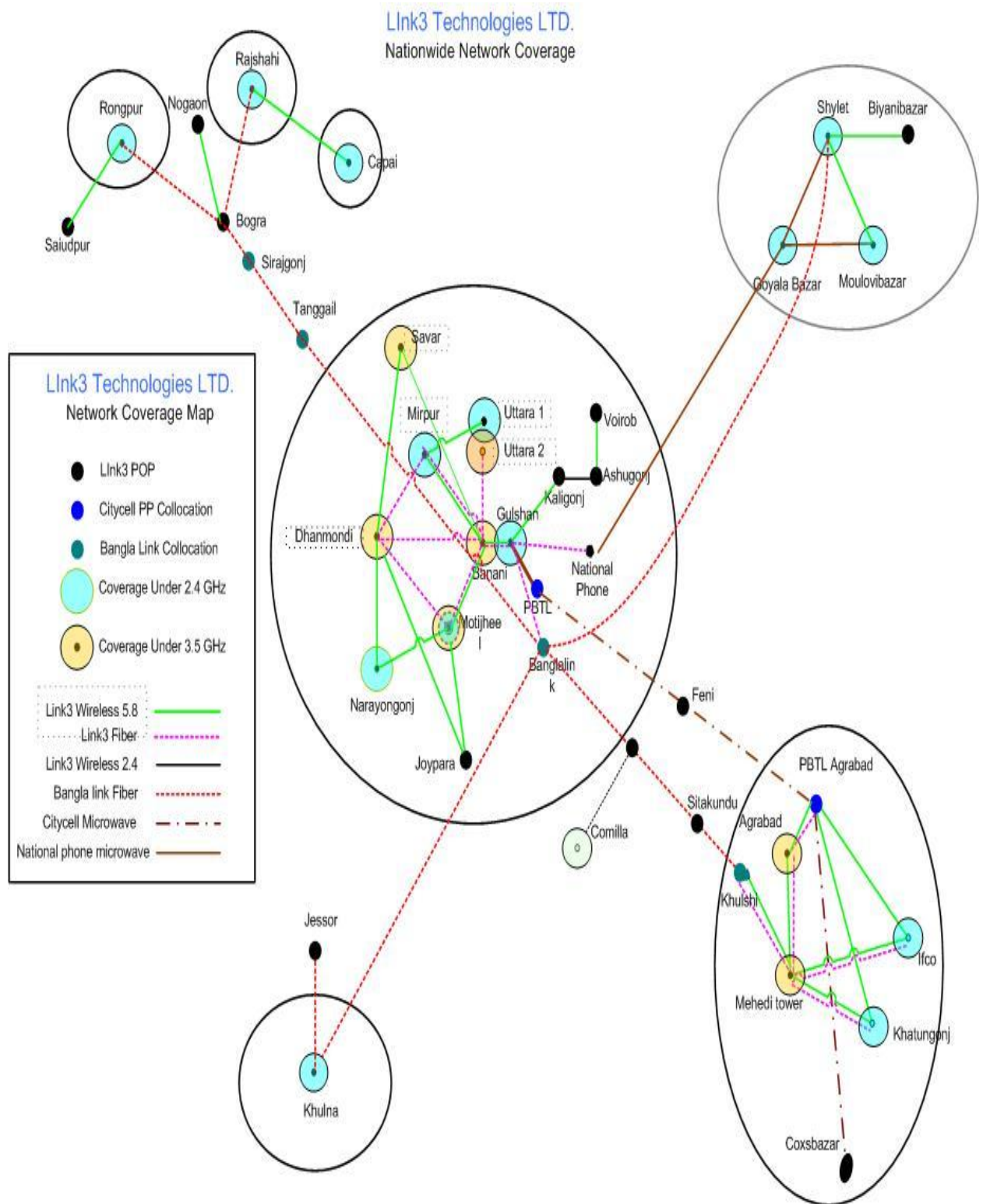
Network Architecture

Link3 Technologies Ltd. Technologies Limited observes several criteria when designing a network infrastructure, such as redundancy, scalability, ease of management and performance. The network scenario of the whole country at a glance is shown in the diagram below. *(Link3 Technologies Limited. (2015). Annual Report 2015)*

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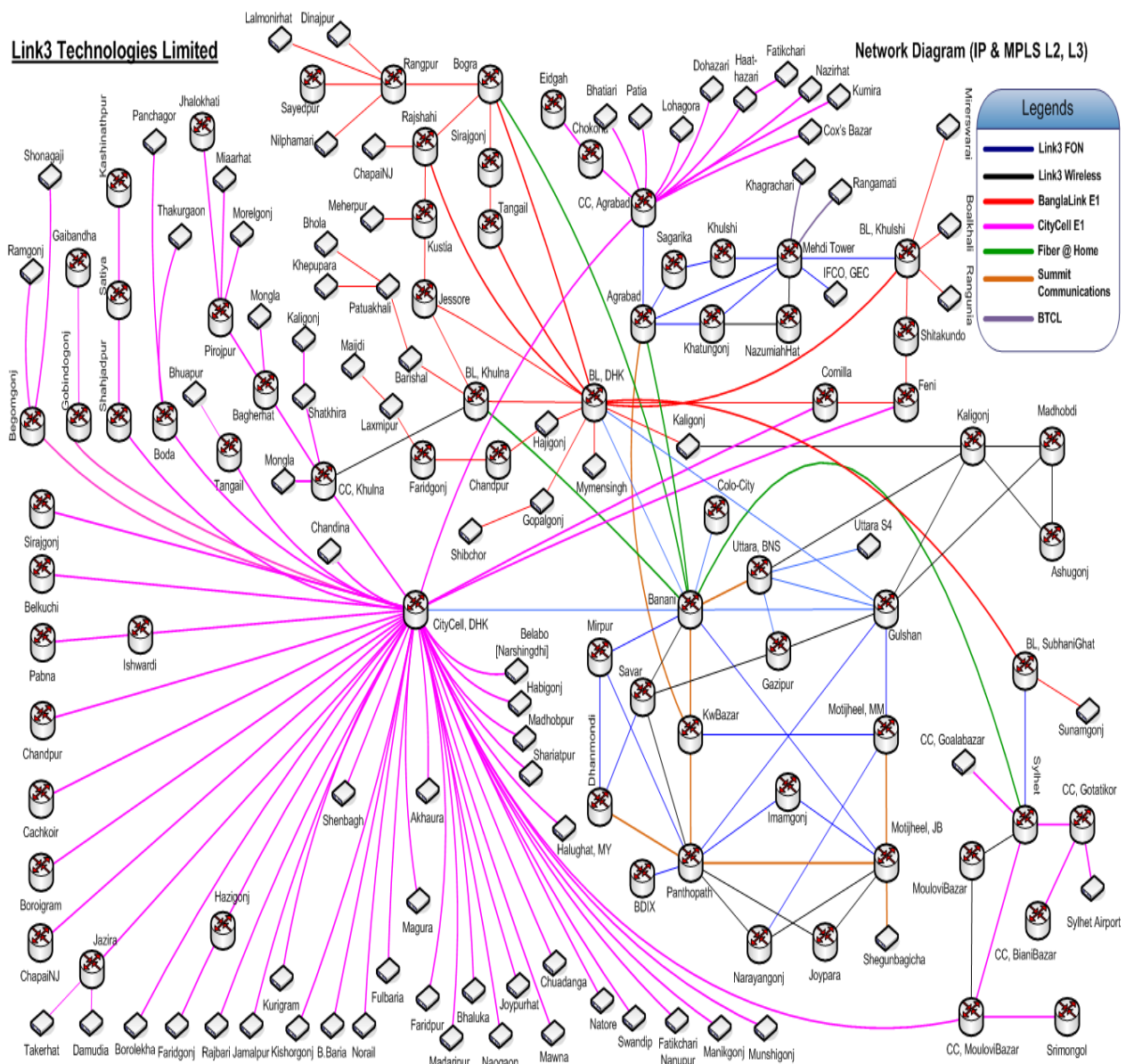
Nationwide Coverage Network infrastructure



Link3 Nationwide Base Stations

As mentioned earlier, Link3 Technologies Ltd. owns and operates multiple Base Stations within its network coverage. All the Base Stations in Dhaka are connected over multiple paths to other Base Stations. Each Base Station has its own Cisco router, running dynamic protocol. Even if the primary link between two Base Stations fails, the connectivity will be routed over a different path automatically.

Please see the diagram below for details Country wide base station with redundancy. (*Link3 Technologies Limited. (2015). Annual Report 2015*)



Promotion

Promotion is the persuasive communication about the product offered by the manufacturer to the prospect. Advertising gives information and guidance to consumers. Brand names are made popular through advertising. Along with advertising, personal selling is also useful for motivating the customers to buy a specific product².

Link3 usually doesn't give any advertisement on print media, electronic media but maintain a very good relation with client. The main promotion that boosts the sales of link3 is positive word of mouth of customers. Link3 believes in good quality of service that satisfies customers and generates positive word of mouth about link3 services. Positive word of mouth is the main promotional tools of link3.

Types of Promotion	Explanation
Advertising	Link3 usually doesn't promote through advertising.
Public Relations	Link3 involves developing positive relationships with the existing client organization, media public. The art of good public relations is not only to obtain favorable publicity within the media, but it is also involves being able to handle successfully negative attention.
Sales Promotion	Link3 usually doesn't involve using money off coupons or special offers.
Personal Selling	Link3 uses personal selling tool for sales and marketing like-FTTH (Fiber To The Home) connection services and also for corporate client. Link3 employees hunt client based on divided areas.
Direct Mail	Direct mail is the sending of publicity material to a named person within an organization. Link3 uses direct mailing tools for it promotional purpose.
Internet Marketing	Till now Link3 is not using internet marketing for promotional purpose.
Sponsorship	Where you pay an organization to use your brand or logo. This organization usually has a high profile so that you know that your brand will be seen by a large audience. Most common use of sponsorship is with sporting events. Link3 does this at small events within Dhaka city.

People

People are an essential ingredient in service provision; recruiting and training the right staff is required to create a competitive advantage. Customers make judgments about service provision and delivery based on the people representing your organization. This is because people are one of the few elements of the service that customers can see and interact with. Staffs require appropriate interpersonal skills, attitude, and service knowledge in order to deliver a quality service.

Link3 has high qualified, experienced, skilled top management board who maintain each and every department with very effectively and efficiently.

Company Data-Sheet:

1.	Name of the Company:	Link3 Technologies Limited	
2.	Business:	Full Service of ICT Solution Provider	
3.	Date of Establishment:	2000	
4.	Age of the company	13 years	
5.	Address:	Bulu Ocean Tower (16th Floor) 40,Kemal Ataturk Avenue, Banani, Dhaka-1213	
6.	E-mails and URL:	e-mails: info@link3.net, sales@link3.net URL: www.link3.net	
7.	BOD:	Chairman:	Ms. Tahmina Ahmed
		Managing Director	Mr. Sk. Raihan Ahmed
		Director:	Mr. Sajjid Haider Pasha

	Coverage at a Glance:	<ul style="list-style-type: none"> • Divisions Covered • Districts Covered • Number of Support Offices • Number of Sales Offices • Number of BTS • Number of POP • Backbone on 	7 Divisions 64 Districts 20 Support offices 10 Sales Offices 54 BTS Nationwide 153 POP Nationwide MPLS Layer-2, MPLS Layer-3 & IPSec VPN
8.	Customers' at a Glance:	<ul style="list-style-type: none"> • Banks under coverage: 	53
		<ul style="list-style-type: none"> • Non-Banking Financial Institution (NBFI) under coverage 	120+
		<ul style="list-style-type: none"> • Total number of Branches of Banks & NBFIs and ATMs under coverage: 	2,500+
		<ul style="list-style-type: none"> • Corporate Customers: 	800+
		<ul style="list-style-type: none"> • Home/SOHO Customers: 	25,000+

*** Data updated as on January, 2015.**

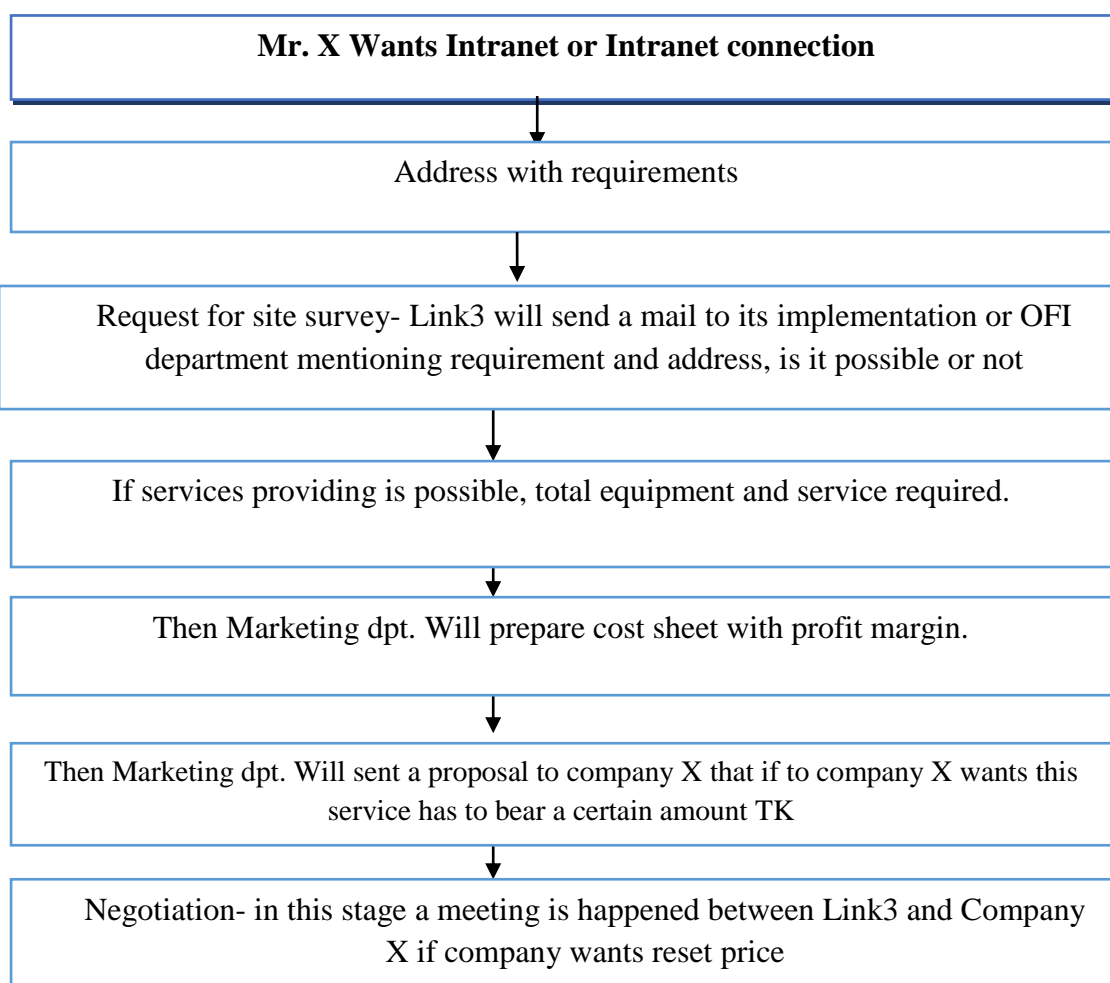
(Link3 Technologies Limited. (2015). Annual Report 2015)

Office Staff:

There are approximately 400 supporting peoples in Link3 to facilitate daily supporting task.

Process

This element of the marketing mix looks at the systems used to deliver the service. Link3 follows this process to deliver its services. Process deals with customer service, and a company's ability to offer a service, handle complaints, and foresee any issues before they actually happen. These clearly defined and efficient processes should garner customer confidence in the company's ability to handle any issues. Suppose company X wants intranet (data) solutions from link3, so the delivery process will be



Physical Evidence

Physical evidence is about where the service is being delivered from. It is particularly relevant to retailers operating out of shops. This element of the marketing mix will distinguish a company from its competitors. Physical evidence can be used to charge a premium price for a service and establish a positive experience. There are some elements of physical evidence.

<i>Servicescape</i>	<i>Other tangibles</i>
<i>Facility exterior</i> Exterior Design Signage Parking Landscape Surrounding environment	Business cards Stationery Billing statements Reports Employee dress Uniforms, Brochures
<i>Facility Interior</i> Interior design Equipment Signage Layout Air quality/temperature	



TJ BOX



FIBER OPTICAL



OPTICAL NETWORK UNIT



UTP ETHERNET CABLE



MEDIA CONVERTER

Facility exterior:

Exterior Design- Link3 has some separate offices in different location to provide a good quality service to customer. So its architecture designs of buildings are very attractive, parking space enough and located in major areas like-Banani, Motijheel, Dhanmondi, Shegunbagicha and its surrounding environment is good enough.

Facility interior:

Facility interior means the overall interior design in office included- Equipments, Signage, desk, lighting, Layout, Air temperature etc. Link3 has a very sound facility interior throughout the office so when any customer comes to link3 office, customer will be satisfied with interior design.

Other tangibles:

Apart from the exterior and interior there are some other tangibles like business card, stationary, billing statement, employee dress, equipment have also effect on the customer perception about the service quality.

Part- 03

SITUATION ANALYSIS

SWOT Analysis:

SWOT analysis is a tool for auditing an organization and its environment. SWOT analysis is the first stage of planning and helps marketers to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal SWOT factors. Opportunities and threats are external SWOT factors. Strength is a positive internal factor. A weakness is a negative internal factor. An opportunity is a positive external factor. A threat is a negative external factor. (Kotler, P. , & Keller, K. L. (2011). *Marketing management.*)

So here I have tried to find out SWOT of link3-

<p>STRENGTH</p> <ul style="list-style-type: none"> ▪ Good Quality of Services ▪ Quick respond to client end at any difficulty ▪ Maximum area coverage ▪ Latest technology ▪ Experienced & skilled technical team 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ▪ Lack of concentration for diversification of business ▪ Depended on third party as intercity connector ▪ Centralized authority of decision
<p>OPPORTUNITY</p> <ul style="list-style-type: none"> ▪ Potential huge retail customer ▪ Age of Information technology ▪ Multi diversified business sectors 	<p>THREAT</p> <ul style="list-style-type: none"> ▪ Lack of Govt. cooperation for infrastructure ▪ Absence of skilled technical people ▪ Absence of proper long-term ICT plan ▪ Competitors pricing strategy

Competitor Analysis

There are some competitors in existing market for link3. So in this section I have tried to reveal the major competitor of link3 according to its product line and their strength and threat toward link3.

Competitor for

Intranet Service: Competitors for data connectivity are

1. BD com.
2. BRAC net
3. Advanced Data Network (AND)
4. METRO Net

Internet Service: Competitors for internet connection are

1. AGNI System
2. AAMRA Network
3. Bangladesh Online

Service quality model:

It describes the comparison between service and quality performances of with customer's service quality needs. This model describes service quality which link3 technologies ltd made and identifies the reasons for any gaps between customer expectations and perceptions. Primarily customers contract link3 technologies ltd through their past experience, advice from their relatives and word of mouth. Link3 technologies ltd provides several services towards customers like Broadband Internet Solution, Intranet (Data) Solutions, IP Telephone Solution, Networking & Hardware Solution, and Global Data Communication Services. From this model we have tried to analyze two gaps which occur when services of link3 technologies ltd cannot meet the expectation of customer. (Kotler, P. , & Keller, K. L. (2011). *Marketing management.*)

The Graphical SERVQUAL has been shown on next page-

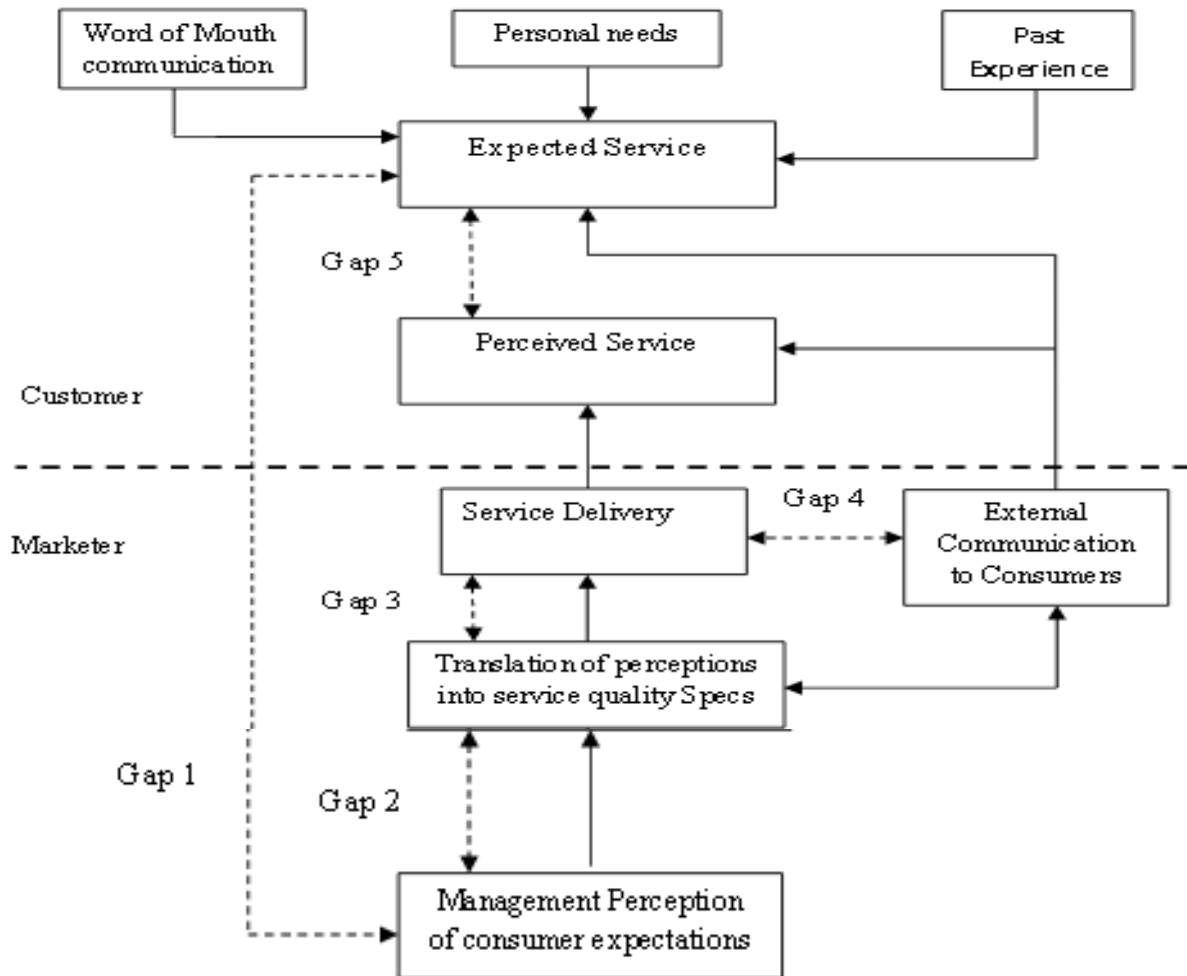


Figure: *SERVQUAL Model for Link3 Technologies Ltd.*

Gap 1 is the difference between customers' expectations and the management understands of what customers expect. **Gap 2** occurs when management fails to translate its perceptions of customers 'expectations into design and service specifications. **Gap 3** is the difference between management's service design and the actual delivered service. **Gap 4** is the difference between the provided service and the service specifications explained in different external forms of communication between management and the customer. Finally, **Gap 5** is the difference between the customers' expected service and received service.

To find the level and extent of the Gap 5 like IT service, there is a scale called SERVQUAL scale. The model's identified five core components of service quality that is reliability, assurance, tangibles, empathy and responsiveness. We describe it shortly below:

Tangibles involve appearance of physical facilities, equipment, personnel and communication materials.

Reliability is ability to perform the promised service dependably and accurately.

Responsiveness means willingness to help customers and to provide prompt service, whilst capturing the notion of flexibility and the ability to customize the service to customer needs.

Assurance means competence and courtesy of employees and their ability to convey trust and confidence.

Empathy represents provision of caring, individualized attention to customers.

CUSTOMER PROFILE

1. Client List of Power Sector

1. Bangladesh Power Development Board (BPDB)
2. West Zone Power Distribution Company Limited (WZPDCL)
3. Ashugonj Power Station Company Limited (APSCL)
4. Rural Power Company Limited (RPCL)
5. Bangladesh Rural Electrification Board (BREB)
6. Bagerhat Palli Bidyut Samity
7. Chapai Nawabgonj Palli Bidyut Samity
8. Gopalganj Palli Bidyut Samity
9. Habigonj Palli Bidyut Samity
10. Moulvi bazar Palli Bidyut Samity
11. Narshingdi Palli Bidyut Samity-2
12. Nilphamari Palli Bidyut Samity
13. Pirojpur Palli Bidyut Samity
14. Sunamgonj Palli Bidyut Samity
15. Sylhet Palli Bidyut Samity-1
16. Sylhet Palli Bidyut Samity-2

1. Partial Client List

Organizations Name	WEB Address	Logo
AB Bank Limited	www.abbank.org	
Bank Alfalah Limited	www.bankalfalah.com	
Bank Asia Limited	www.bankasia-bd.com	
BASIC Bank Limited	www.basicbanklimited.com	
BRAC Bank Limited	www.bracbank.com	
CITI Bank N.A.	www.citi.com	
Commercial Bank of cyclone PLC	www.combank.net	
Dhaka Bank Limited	www.dhakabankltd.com	
Dutch Bangla Bank Limited	www.dutchbanglabank.com	
Eastern Bank Limited	www.ebl-bd.com	
First Security Islami Bank Limited	www.fsiblbd.com	
HSBC	www.hsbc.com.bd	
ICB Islamic Bank Limited	www.icbislamic-bd.com	
IFIC Bank Limited	www.ificbankbd.com	
Islami Bank Bangladesh Ltd	www.islamibankbd.com	
Janata Bank Limited	www.janatabank-bd.com	
Jamuna Bank Ltd	www.jamunabankbd.com	

Part- 04

FINDINGS AND RECOMMENDATION

Finding:

Throughout the report and internship period it is observed link3s situation, marketing strategy, marketing mix the following things may found-

- Link3 has wide range of products to meet any customer's ICT related need and focus on the quality of these services. Link3 has a principle that service after sales. Because in case of technological services, most of the customers have little knowledge about IT and do not know how this IT services will provide to customers. So it is needed to provide service after sales if any difficulty is faced.
- Link3 has skilled & experienced marketing team to facilitate sales and marketing department efficiently and effectively. Sales and marketing department has been divided into four separate departments- Bank & NBFI, Corporate, FTTX and Strategic Initiative. So each department has separate customer group so that it can provide a restless ICT services.
- Link3 has countrywide network infrastructure in 7 divisions, 64 Districts, 20 Support offices, 10 Sales Offices, 54 BTS Nationwide, 153 POP Nationwide and Backbone on MPLS Layer-2, MPLS Layer-3 & IPSec VPN.
- Link3 technologies Ltd usually do not promote its services using promotional tools. But today market is so competitive and there are many competitors in market. Competitors promote their services vastly compare to link3. So link3 should consider it with high importance.
- Link3 focuses on service quality rather than price of the services. So price of link3 is higher than competitors. In this case link3 should offer some VAS (Value Added services) in order to attract & retain customers.

- VAS could be IP Telephony, IP TV, offer free mail account, domain hosting freely or at lower cost with internet or intranet service.
- There are some limitations to expand link3 infrastructure county wide due to government policy or restriction like- to spread physical infrastructure at some specific areas inside Dhaka or outside Dhaka link3 has to depend on third party like Fiber at Home, Summit Communication Ltd or Telecommunication service provider as a backbone or intercity provider to reach link3 BTS or customer end.
- The number of home user client of link3 is increasing rapidly but number of technical employee is not increasing with that proportion of client.
- If we see process of marketing mix of link3, it will be founded to provide services to customer, there is a process that must be proceed. So there is not only marketing department but also other department- Billing department, Service Delivery Department (FONOC, NOC, VPN, Implementation, Fiber Infrastructure, and Wireless Infrastructure). So it is needed a combination of all department to provide service. If one department fails to provide service on time, service delivery will be delayed.

Recommendation:

- Today's market is so competitive. So link3 should promote its services to customer over different promotional tools to articulate link3's POP (Point of Presence) and POD (Point of Difference) toward target customer and to retain and find potential customers.
- Beside promotion link3 should involve SM (Social marketing) and also CRM (Customer Relationship Management) to create positive image into customer mind. Because every business organization has liability to society welfare. So link3 should involve SM and CRM activities.
- Link3 focuses on service quality rather than price of the services. So price of link3 is higher than competitors. So to retain existing customers & attract new clients link3 should offer some VAS (Value Added services). VAS could be IP Telephony, IP TV, free mail account, domain hosting freely or at lower cost with Internet/ Intranet service.
- Link3 may deploy radio network (Mobile Wimax) inside Dhaka and outside Dhaka if link3 has fixed wimax services but as an extension of wireless connectivity and offering MobileWimax service nationwide with affordable equipments for Internet & Intranet solution to provide services at lower price than existing price. It will minimize connection cost that will give link3 a competitive advantage of price.
- To make the service delivery process faster link3 may use more upgraded ERP system. As far as known link3 is researching to implement a new ERP (Enterprise Resource planning) to make service delivery swiftly.
- Link3 may go for strategic alliance with upward or downward party. That means to facilitate business more competitively to making consortium with other business organization specially to spread network infrastructure countywide along with GP, Banglalink, Citycell, Fiber @Home, Summit Communication Ltd.

Conclusion:

It is a great opportunity to work in Link3 Technologies Limited at sales and marketing department as an intern. During this internship period I learnt a lot of things regarding sales of IT services. Link3 has a wide range of services- internet, intranet, IP telephony, web security, web services etc. link3 believes in quality than price but now-a-days competition is gradually increasing. So link3 should focus on price and also add some value added services (VAS) to retain customer and attract potential customer. There are some major challenges that link3 has to face in future like-Absence of proper long-term ICT plan, Uninformed Clientele, Stiff Competition, inadequate skilled technical people, Competitors pricing strategy, Government rules and regulations. So link3 should set a long term strategy to meet these future challenges. Link3 has a good market segmentation strategy but link3 should develop its marketing mix- 7ps. Among 7ps price, promotion, process may improve according to market's rivals' strategy.

On the other hand government should come forward with proper rules and regulation to expand and spread ICT services all over the country.

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