



DTH SERVICE IN THE CONTEXT OF BANGLADESHI MARKET

Course Code: BUS400
Course Name: Internship
Semester: Summer- 2016
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Letter of Transmittal

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Subject: Submission of the internship report.

Dear Mohammad Noman Hossain Chowdhury Sir,

I would like to thank you for assigning me this subject to prepare the internship report on “How to introduce new business and 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 Bangladesh.

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

Ariful Alam

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 Mr. Mohammad Noman Hossain Chowdhury, Senior lecturer, BRAC Business School, BRAC University. I am thankful to him for his 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 Ferdous, Manager of Trade and Digital Marketing, RealVU, for supervising me the entire internship time. I would like to also express my gratitude to Sadat Adnan Ahmed, Chief marketing officer and Saiful Bari, Nahin Ahmed 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.

Description of the Project

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 Mr. Mohammad Noman Hossain Chowdhury Senior lecturer of Business faculty of BRAC University.

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 Mohammad Noman Hossain Chowdhury done by me. This report is a result of three month working experience in Beximco communications Limited.

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.

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

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.

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. It’s a great opportunity for me to work in BPBL and I

learned a lot from here. Everything has some positive and few negative sides. So here also I face some limitations. The major limitation is I faced read difficulties to collect information. Another problem I faced is the time frame. Time is too short to gather lots of information which is needed for the report. Despite all this limitation I had tried my best to learn and give in as much as I have learnt.

Direct to Home (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. Moreover, 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.

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.

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.

Business Principle

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.

Mission

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

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.”

Tag Line

“**Life** এখন রিয়েলি রঙ্গিন” 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.

Core Values

- Customer focus
- Innovation
- Integrity
- Team work

Key Strength of the Brand

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

Brand Idea

“Entertainment uncompromised”

Brand Personality

Unapologetically believes in the power of entertainment

Brand Uniqueness

- Everywhere
- Tech leader
- Customer centric

Brand Purpose

End of compromised entertainment

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

The breakdown of the target customer according to their behavior and purchase power with geographical and demographical segmentation is given below:

Rural: - villages, hill tracks, costal area

- Existing cable users/Non cable users
- unable to get cable connection (hill tracks, costal area)
- All the TV viewers
- Hungry for entertainment
- More channels
- Good Picture quality

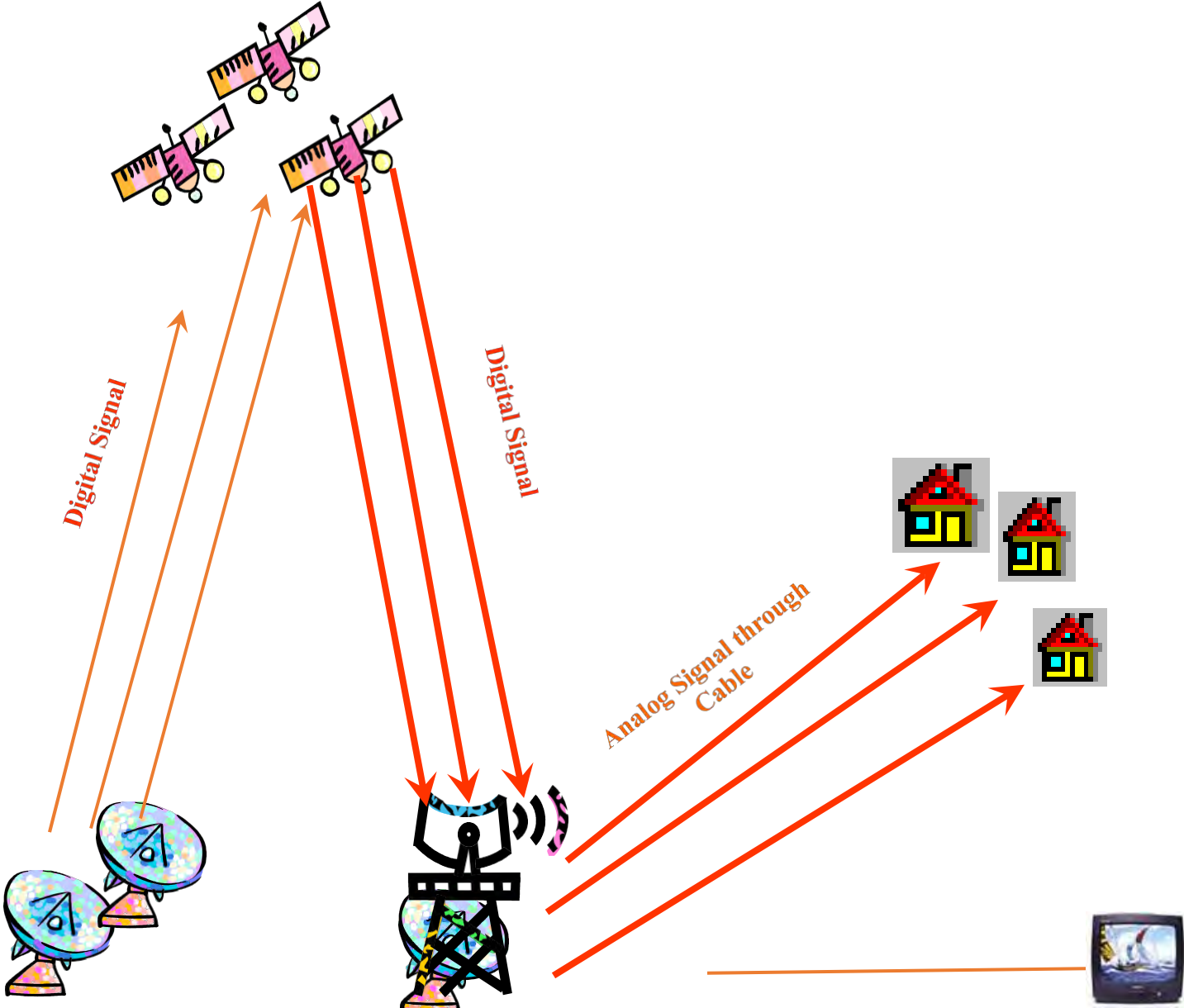
Semi Urban: - Thana shador, Districts

- All the TV viewers
- Existing cable users
- In search of good picture quality
- More channels

Urban: - Dhaka, Chittagong and other city corporations

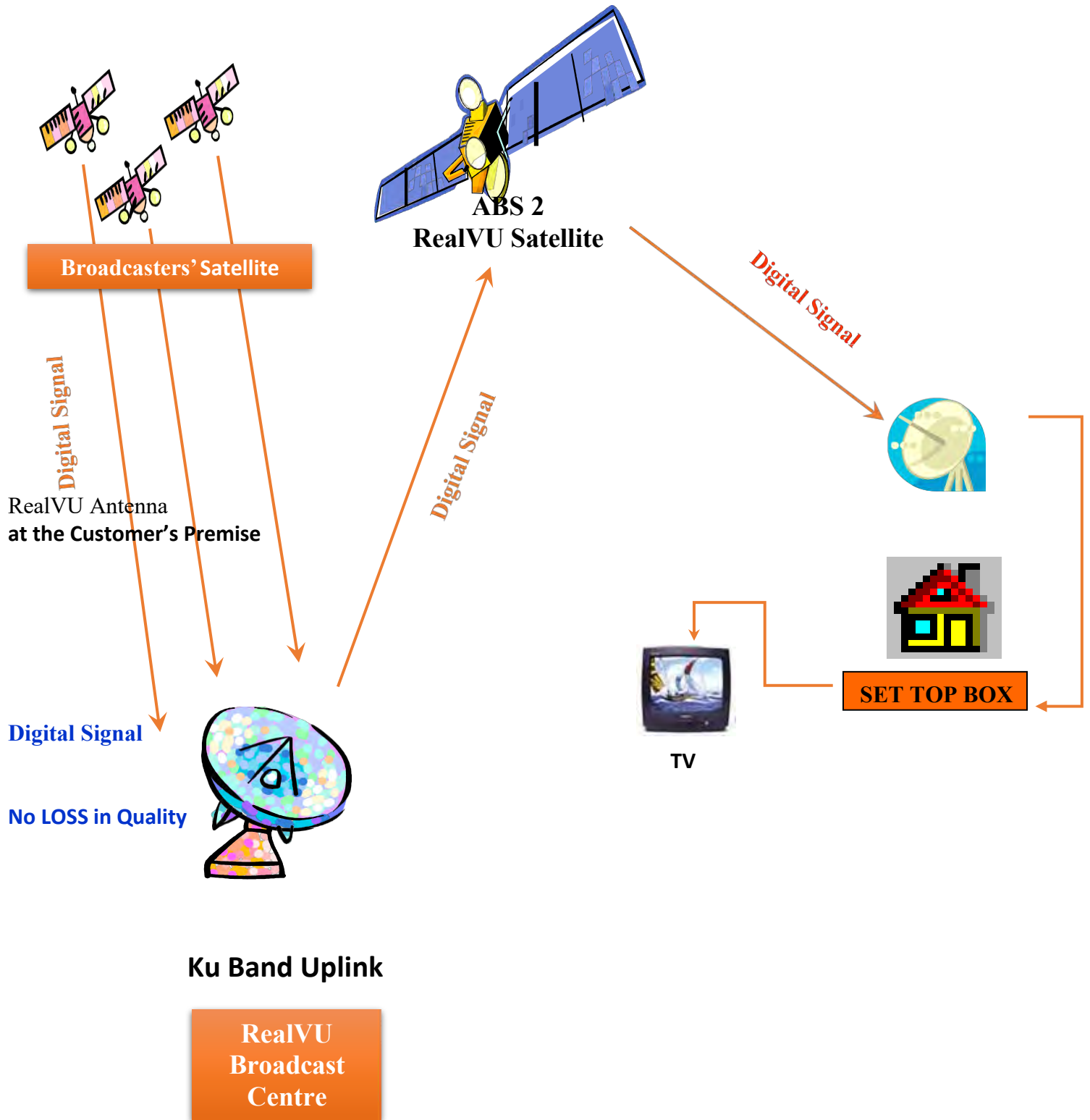
- Busy
- Active lifestyle
- Experience of entertainment
- Good Picture quality and sound
- Cable less service
- Decision makers and influencers
- Service

How Cable TV Work



There is LOSS in Quality due to transmission through ground cables

How RealVU DTH Service Work



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

Currently RealVU is offering Bangladeshi channels to exciting popular international channels. 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. Moreover, RealVU has 24/7 customer care service to solve any problem customer is facing.

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. Payments methods like:

- Visa
- MasterCard
- American express
- BRAC Bank
- Islami Bank
- City Bank

Mobile Banking

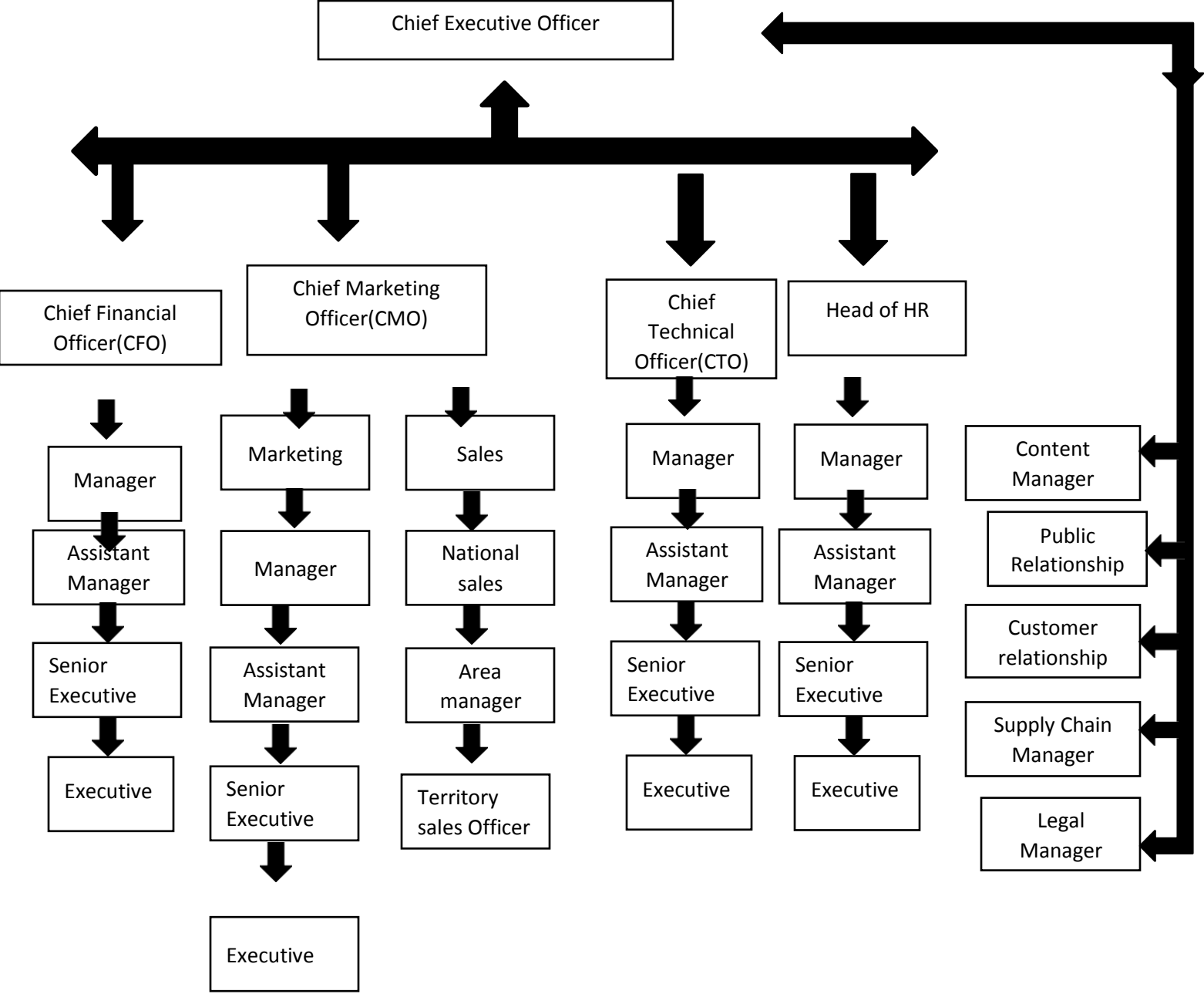
RealVU customer can also pay their bill through mobile banking. They can choose from :

- Bkash
- DBBL
- Surecash
- Ucash
- IFIC mobile banking.

Paywell Payment

Customer can also choose to pay their bill through Paywell.

Organizational Structure



Micro Environment Analysis

The micro-environment of an organization is made of the immediate factors from the outside world, factors that influence the behavior of the organizations. We can have some degree of control upon these factors, but obviously not as much as we have upon the internal ones. This include in the micro-environment analysis: Porter's five model, SWOT analysis, Marketing 4P etc.

Porters' five model

The Porter's Five Forces tool is a simple but powerful tool for understanding where power lies in a business situation. This is useful, because it helps you understand both the strength of RealVU's current competitive position and the strength of a position RealVU is considering moving into.

Threat of New Entrants

The DTH market is characterized by high barriers to entry. It is relatively not easy for newer players to enter the market and start selling products. Having said that, it is difficult for newer players to gain brand recognition and attain high ranking on search engines.

Bargaining Power of Customers

The huge competition in the market allows the customers to win as companies have to keep their prices in check to attract buyers. Customers can choose from a wide range of offline players. Number of existing cable operators are already in the market. Hence, customers can always avail service from some other local cable operator and also from digital cable operator. Customers in Bangladesh demand not only low prices, but also a large range of services and products, their bargaining power is low. Hence RealVU already sees this and offering at a reasonable and lower price at a fixed rate from the compared to the other competitors from the startup which is an added advantage for them.

Threat of Substitute Products

RealVU is the only DTH service right now on its platform and hence there is no real threat from this porter five force. However existing cable operators can be considered as threat.

Bargaining Power of Suppliers

As RealVU provides DTH service and there is no one else is doing right so this point will also not considerable in this business.

Competitive Rivalry Within the Industry

RealVU faces competition in its marketplaces segment from cable and digital service providers in Bangladesh. There is huge number of cable operators but they are not having good services.

Porter Five Force Analysis for RealVU

Porter Five Force	Intensity
Competitive Rivalry Within the Industry	Medium
Bargaining Power of Customers	Low
Threat of New Entrants	low
Bargaining Power of Suppliers	Low
Threat of Substitute Products	High

Marketing Mix 4p's

Product

When an organization introduces a product into a market they must ask themselves a number of questions.

- ✓ Who is the product aimed at?
- ✓ What benefit will they expect?
- ✓ How do they plan to position the product within the market?
- ✓ What differential advantage will the product offer over their competitors?

RealVU is providing DTH services. Moreover, RealVU aimed at different age group of people. That could be a six years old kid to an old aged person. The benefit they are providing is by service quality at a cheap price. RealVU is making sure they have enough images, or even better a video, and have a clearly visible forum for questions. RealVU is trying to position themselves by providing quality service at a cheaper rate. And it is trying to get reviews and recommendation of the specialist.

Price

RealVU have a transparent and fixed pricing in their website. Customers can easily compare with the other competitors in the market.

Place

RealVU is delivering their products in every corner of Bangladesh and it is the core unique selling proposition of this service specially. Initially the major cities such as Dhaka, Chittagong, Sylhet, Khulna, Rangur, Barisal etc. dwellers can avail this service. Place that is not a factor anymore.

Promotion

RealVU is having soft launch right now and marketing team is planning to both below the line and above the line marketing strategies.

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

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

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 engaged in different department of the company. Moreover, beginning of the third week I was assigned in payment department where I had to deal with different mobile finance service providers and also had maintain daily report of cash flows. Besides, this I had to work for I had to deal with different agencies. Giving them brief providing relevant information as requirement was some of job done by me. I also had to work in trade marketing department where my job was to making creative trade marketing ideas and also to analysis the feasibility of these ideas.

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, trade marketing brief, web content development and making the payment process smoothly. Furthermore, I gave them feedback that are needed and keep the follow-up. On the other hand, I had learnt about website update,

Photoshop, Preparing Social media report, payment report, Also, I had learnt the detail process of how to deal with marketing agencies.

Specific Responsibilities

I got an opportunity to experience different types of work. As I was engaged in different department of the company I had to do different works. These are given below in a sequence:

Trade Marketing

Briefing Agencies About Trade Marketing

As RealVU is not launched yet so I had to make a trade marketing plan. For making that I invited different BTL agencies to submit their plan. The main agencies are like Level crossing, Asiatic JWT and Interspeed.

Making Agency Brief

To give the agencies brief idea about our product and also to make the draft of the brief I had to do some research on local and international brands.

Market Visit

To make the plan of point of sales materials I had to do market visits. My market visits includes the major cities of the country like Dhaka, Chittagong, Sylhet. Moreover, after these visits I had make report according to my findings and suggestions.

Social Media Marketing

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.

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

Briefing other agencies

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

Website update

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

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. In addition, how our Facebook page is performing compared to the competitors.

Payment Management

Preparing Daily Report

My primary task of the payments was preparing daily report. Daily report was based on following aspects:

- Last days' recharge
- Total cash flow of the company
- Total STB (set top box) selling,

- Total recharge options collaborating
- Complain report of recharge
- Report on website recharge
- Report on subscriber vs complain

Special assignment

At the end of my Internship I was assign to a special assignment which making an own TV channel of BRAC. My task was to prepare a plan how BRAC and RealVU can work to gather to make a better future of Bangladesh through BRAC channel. However, in my report I suggested how BRAC can demonstrate their program guidance and manual to their stakeholders and how they can be benefited from this channel.

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. Currently RealVU is offering 100 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.

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.

Reconsidering 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, Shon dip, Hutia and all other remote places. So, I think those people should be their target customers.

Teaching and introducing DTH service to the customer

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.

Backup Earth Station

Currently 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 Package Variation

Currently 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.

Set Top Box Quality improvising

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, Dish 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.

Creating own Payment gateway

As Bangladesh has a very good market for DTH service so the number of client will be increased very soon. As the number, will increase and the moto of the company is giving the client best service so this service need own payment gateway like telecom service. If RealVu could make own payment gateway than it will not only generated more revenue but also will give consumer a better service.

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 which is one of the challenging department and also got to know the strategies that helping them in their growth. Managing trade marketing focusing on activation, social media which is a new way to grab attention of the customer, working with different agencies all are my learning's in marketing department. Moreover, payments methods collaboration is also a new window of learning for me. My daily learning experiences making me more efficient for this corporate world.

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