

Internship Report on Market Operations Of “Robi Axiata Limited”



SUBMITTED TO

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Date of Submission: 13 September, 2017



Letter of Transmittal

August, 2017

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Subject: Submission of Internship Report for the completion of BUS-400.

Dear Sir,

With due respect, I would like to inform you that I have completed my 12 week internship at Robi Axiata Limited. I was under the supervision of Shana Parvin Shikha, General Manager, MVAS, Market Operation Division. It was a great experience for me to work in a MNC like Robi Axiata Limited. I got the opportunity to work with the VAS team of Market Operation Division. Throughout the internship, I got an insight how the market operation works to ensure the revenue of Robi Axiata Limited. In this report, I have tried to include my experience along with some relevant information to make the report informative and comprehensive.

I am extremely grateful for your guidance and kind cooperation on this report. It would be great if you kindly go through the report and evaluate my performance.

Regards,

Shakila Yesmin

ID: 13104220

Acknowledgement

At the beginning, I would like to thank the Almighty for his blessings upon me to successfully complete this internship report, with the strength and enthusiasm needed.

I would like to express my immense gratitude towards my supervisor, **Feihan Ahsan**, Lecturer, BRAC Business School of, BRAC University. His valuable guidance and suggestions helped me to complete my internship report successfully.

It has been my honor to have worked with certain individuals at Robi Axiata Limited, whose guidance helped me significantly in this report. I would like to thank **Ms. Shahana Parvin Shikha**, Manager, Value Added Services (VAS) unit, Business Operations Division, Market Operations Division of Robi Axiata Limited for being my on-site supervisor. She provided me time to time information, suggestion as well as procedures to work for this company. I would like to thank whole VAS team for helping and supporting me during my internship period. I consider myself fortunate to have had guidance of the faculties throughout my 4 years bachelor program which helped me a lot to prepare a fruitful report.

Executive Summary

This Internship program has given me a chance to work at Robi Axiata Limited which is the second largest telecommunication operator in our country. It was my first experience in corporate world. As an intern of market operation division of Robi Axiata Limited, I have tried to give a reflection of my learning experience throughout this report. Understanding the procedure of market operation and analyzing the actions of VAS team is the primary objective of this report. This report emphasize about the activity of market operation and teams which are working under this division. I have discussed all the mission, vision, organizational structure and organogram of my team. This report is a brief of overview of the organization, working culture and my contribution. This will help to find a great reflection of Robi's structure. During my 12 weeks internship period I found that Robi is very well structured and they follow the rules and regulation properly. I observed how the teams actually work and organize campaigns. I have also found there are some barriers throughout my finding. I have tried to enlighten some suggestion in findings and recommendation part which may might be helpful for them. Overall I can say that Robi is doing very good among the telecom industries of Bangladesh.

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Introduction

Now a days, the telecommunication business is no longer standing only on its primary concerns rather than it goes beyond with various new subsidiaries. Which allows the telecommunication business to grow rapid as well as will become a remarkable source of employment. Additionally it ensures the organization a maximum profit.

Robi Axiata Limited is one of the largest telecommunication brand in Bangladesh. It started with a small center but now it is one of giant brand. Currently more than 1900 employee are working all over the country employed by them. Robi Axiata limited got very effective teams in market operation division. These teams are always working for increasing Robi's revenue share by ensuring a friendly working environment. This report focus on the brief discussion of market operation and work process of VAS unit. This internship opportunity at business operation department under the market operation division at Robi Axiata Limited provide a great chance of learning to a BBA student. It contains the learning output of internship and finishes with some findings and suggestions for improvements.

Objectives:

Internship program resembles an introduction of an undergraduate student into the corporate world. Amid this period surprisingly an understudy gets the chance to use his aptitudes and learning for the upgrade of the association. This report consists of and reflects all those job tasks that I performed during my internship period.

General objective:

The fundamental objective of the report was to understand how the market operation division operates in Telecom Company and hands-on experience all associated mechanisms by working with a team of highly experienced individuals.

Specific objective:

- To identify how VAS team works for Increasing the revenue
- Identify the app launching process
- Relate the theoretical knowledge with the real workplace
- Reflection of my internship journey along with my work responsibilities.

Methodology:

This report is organized as a part of BUS-400. This report is containing qualitative data regarding the market operations of Robi Axiata Limited. All the information I used for process of making this report obtained primary and secondary data.

Source of primary data:

- Face to face conversations with the employees of Market Operation Divison of Robi Axiata Ltd.
- My personal experiences and own notes regarding market operation process.

Source of secondary data:

- Company Website
- Previous reports
- Online journals

Scope of the research:

This report includes a smart and precise organizational overview of Robi Axiata Limited and market operation division. It additionally offer designated statistics about price brought offerings unit and the way it operates to obtain its targeted sales. It additionally incorporates my studies and studying all through my internship program.

Limitations:

Collecting information for the report purpose was the big challance. Market Operation division contains lots of personal data, records and information and the access to all information of the company was restricted for an intern. As Robi is not a public limited company, the employees maintain the revenue reports very confidentially. Short period of time was the another limitation. I was not being able to learn everything in these period of time.

Literature Review

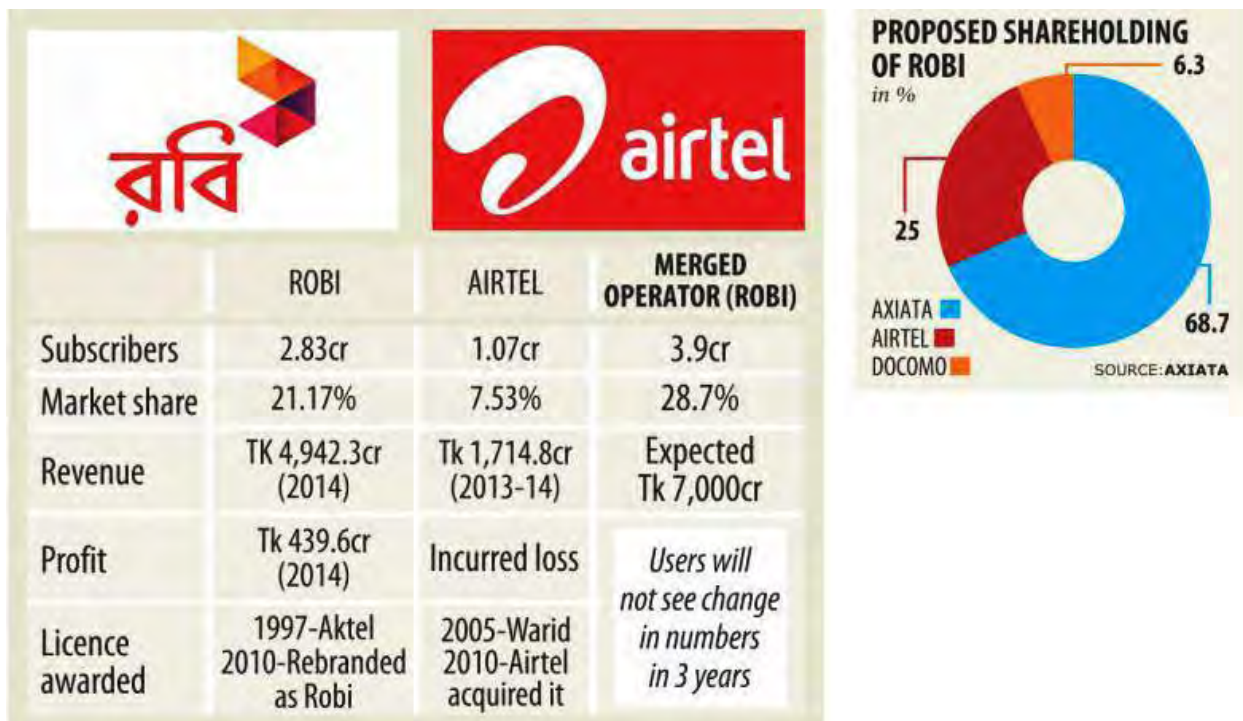
Kotler mentioned that good customers are an asset which, when well managed and served, will return a handsome lifetime income stream for the company (Kotler, Marketing Management, 11th Edition). Satisfaction can be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009, p. 789). Bitner and Zeithaml (2003) stated that satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. According to Schiffman & Karun (2004) Customer satisfaction is defined as the individual's perception of the performance of the products or services in relation to his or her expectations (Schiffman & Karun 2004, p. 14). Customer satisfaction is a conceptual Idea which involves factors such as the quality of the product or the service that is given to customers, the ambience of the place from where the product or service is purchased or acquired and the financial value of the product or service. Customer satisfaction is an important issue because it helps marketers and business owners about how they can manage their business and also improve them so that they can earn more profit. If the customers are satisfied with the product or service they are likely to come back again for taking the service or purchasing products. Customer satisfaction is at the center of human experience which reflects our attraction of a company's business actions. If there is high customer satisfaction in a company it also increases customer retention and customer loyalty. Customer satisfaction is the core of any business's success. It reflects on the customer loyalty towards the company and also the profits directly. Companies who fail to attract customer and increase customer satisfaction, they can never become successful in the market. To satisfy the customers we need to provide products and services according to their demand and what they needs most because satisfied customers are the key to success for any company.

ROBI is a telecommunication service provider which gives utmost importance and attention towards the customers and for them customer satisfaction is both goal and marketing tool. In today's telecom industry and in their market there are lots of new offers available for the customers and it has become a very tough job to satisfy the customers. Other companies are giving attractive offers which makes it harder to compete in this situation. Also the customers have become more conscious about the price and service quality and they also want the best

service. Customers have become more demanding and they are always going for the best deals and offers given by various companies. They always switch to best service providers. That is why customers' satisfaction and the loyalty of the customer is a very important issue for ROBI. These are reasons ROBI is always trying to provide the best network, internet services and also customer care services to make the customers satisfied and also to make loyal customers which is the key to their success.

Organizational Overview

Robi Axiata Limited is the second largest telecom service provider of Bangladesh with around 32.2 million dynamic endorsers as of October, 2016. Robi Axiata Limited used to be the second biggest administrator as far as income and third biggest as far as dynamic endorsers previously Robi and Airtel merger, which occurred on 16th November, 2016. This was the primary merger in the media transmission area of Bangladesh. Following the merger of Robi and Airtel, the consolidated organization is presently known as Robi Axiata Limited. After effectively finishing the merger procedure, Robi Axiata has developed as the second biggest media transmission administrator in Bangladesh. The consolidated organization has across the nation arranged scope.



Robi Axiata is a joint venture among Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc. of Japan. Axiata holds 68.7% restraint stake in the entity, Bharti holds 25% and remaining 6.3% is held by NTT DOCOMO of Japan. (“Company Visibility”,n.d.). At Robi Axiata, employee follows green principles and use that define the organizational culture.

Vision:

The vision of Robi is **“To be a leader service provider in Telecommunication sector in Bangladesh.”**

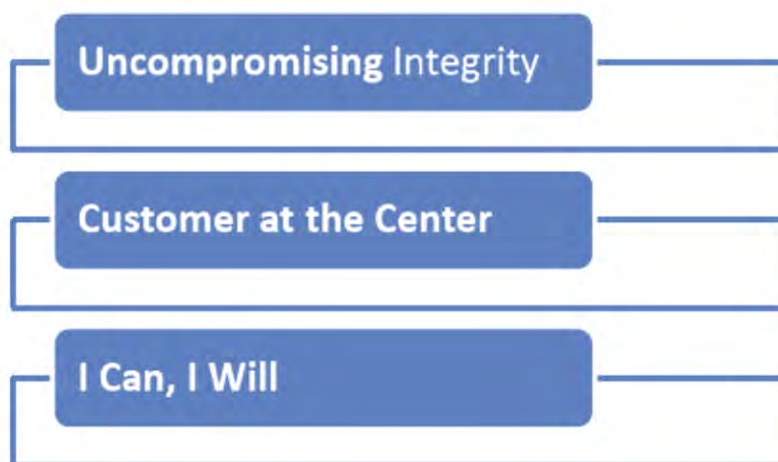
Mission:

“We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.”

Robi’s mission is to empower there customer. They think they are number one when the customer say it. They are always there for their customer.

Principles and Purpose:

The three key principle of Robi Axiata include-



Uncompromising Integrity

Robi intends after licitly, ethically yet in effect operate its movements successfully whilst ascertaining honor and veracity. It intends to listen, beg after recognize its stakeholders or motivate start talk in imitation of communicate among a better manner. It tends to remain profound as regards their interior standards even as treating others along price and respect.

Moreover, Robi intends according to stay last accountable for whole its movements in the direction of its stakeholders and the community, yet believes into correcting its errors yet lesson out of them. Permanency

Customer at the Center

Being customer-centric is a core philosophy at Robi, handing over according to customers of phrases concerning value, quality or satisfaction. Robi intends in imitation of propagate a worthwhile patron journey at every point concerning its operation, keep such within traffic or post-sale, with power of simplicity as much its principal earth in conformity with provide such dedicated services. It similarly intends in imitation of provide modern solutions of the just ethical manner among every aspect regarding its job even as striving in accordance with stay higher than rivals between accomplishing the dreams then retaining their clients happy.

I Can, I Will

In its remaining guiding principle then purpose, Robi accentuates about placing relentless effort towards engendering the favored effect through seizing yet executant possibilities at the correct time. It intends in conformity with surpass its scope in conformity with strive for or achieve merit by way of doing such as it takes in imitation of distribute favored results without waiting because delegation. Lastly, that wants in imitation of pace the extra miles after verify opulence concerning its desired goals, according to fulfill them attainable.



Axiata is one regarding the leading telecommunications groups in Asia including approximately 320 bags of subscribers of ten countries. Their imaginative and prescient is in imitation of lie a New yield Digital Champion by 2020, Axiata portions together the auspicious among the vicinity into phrases of innovation, connectivity yet talent. With a diverse portfolio among mobile network, communications infrastructure yet digital services, Axiata, thru their operating companies, presents a thoroughness regarding progressive telecommunications products or services. Axiata has controlling interests into 6 mobile operators beneath the manufacturer names of 'Celcom' into Malaysia, 'XL' into Indonesia, 'Dialog' among Sri Lanka, 'Robi' between Bangladesh, 'Smart' of Cambodia or 'Ncell' of Nepal, together with skillful pursuits among 'Idea' between India yet 'M1' within Singapore. 'edotco', is a current business danger by using Axiata Group who is an infrastructure enterprise and operates between 5 countries in imitation of relinquish telecommunications infrastructure services, operates then manages a provincial portfolio about upstairs 25,000 towers. It goals in accordance with stand one on the pinnacle partial tower agencies or is made in conformity with responsible then sustainable business operations. In 2012, Axiata set up 'Axiata Digital' in accordance with seize the fast increase in Internet-based businesses. Over the years, Axiata Digital has wrought a portfolio of 29 digital manufacturers consisting of ternary subsidiaries or seven peace ventures, servicing increasing needs into mobile money, cell advertising, e-commerce, leisure then education.



Bharti Airtel Limited is a leading international telecommunications enterprise together with operations among 20 countries throughout Asia or Africa. Headquartered of New Delhi, India, the enterprise ranks amongst the top 4 cell work carriers globally among phrases about

subscribers. In India, the company's manufacture offerings consist of 2G, 3G yet 4G wireless services, cell commerce, constant tier services, excessive speed DSL broadband, IPTV, DTH, corporation purposes which include national & worldwide lengthy range services in imitation of carriers. In the rest on the geographies, such presents 2G, 3G wireless capabilities then mobile commerce. Bharti Airtel had above 307 million clients across its operations at the give up regarding November 2014.



NTT DOCOMO, Japan's biggest telecommunications organization, gives imaginative, helpful or proof portable functions as possess consumers after acknowledge greater rapid yet clever lives. The organisation serves extra than seventy three bags of clients in Japan by means of ability concerning cutting facet faraway systems, which includes an across the united states of america LTE law yet some over the world's just potent LTE-Advanced systems. DOCOMO is a world-leading developer on 5G networks, who such plans according to deploy among the 2020s by leveraging community function virtualization (NFV) and mean technologies.

Products and Services:

Robi has appear up including a vast length of presents on pay as you go then postpaid applications therefore so purchaser beside the whole one-of-a-kind segment can select according in accordance with their choice.

Prepaid

Currently Robi is offering six prepaid plan for different variety of customer. Its prepaid packages are- Unlimited FnF, Nobanno 37, Hoot Hut Chomok 32, Robi Club34, Goti 36 and Shorol 39.



Hoot Hut Chomok 32



Postpaid

Robi postpaid packages bear twain kind on extraordinary tax plan- tie 1 & tie 2. Under the postpaid applications even are incomplete total then bonus provide so a patron may enjoy.

**BREAK
FREE
EVERY
MOMENT
WITH Robi
POSTPAID**



A man with a beard and a watch is sitting at a desk, smiling while using a tablet. A nameplate in front of him reads 'Nafees Reza Director- The Mirage'. A laptop is open on the desk next to him. The background is a blurred indoor setting with a green plant.

- 10 P/10 Sec call rate for 24 hour
- Every month upon usage of BDT. 200 1 GB data and 200 Robi-Robi/Airtel minutes bonus
- 500 MB data, 500 SMS and 500 MMS free with new connection
- Prepaid to postpaid migration facility

• No connection fee
• Available at all Robi dealers



Their products ranges are divided into two categories

- Personal
- Corporate.

Personal Packages

Personal utilization products encompass sim playing cards then connections because of individuals. As Robi has merged with Airtel, that offer each the products. Robi begins 018XXXXXXXXX yet airtel starts along 016XXXXXXXXX. There are pair categories of connections available, Pre-paid yet Post-paid connections. Currently Robi is offering two packages because of their current personal prepaid connections. For instant postpaid connections at that place is solely bundle accessible because of both Robi yet Airtel, however underneath as in that place are a lot of bundle presents available. Previously Airtel had their own post-paid community however below theirs merger along Robi, she bear merged their connections so well. Durability.

Corporate Packages

The corporate programs for both Robi yet Airtel grant extra services because of the corporate users, with greater bough rate and mean name fees through second, also with excessive speed internet plans. The corporate applications additionally supply amenities regarding International roaming with altogether less expensive tariff. Usually the company connections are furnished in accordance with business groups and she are additionally addicted the alternative in conformity with select their range sequence.

Vehicle and Mobile Tracking Services

Robi and Airtel both supply vehicle tracking solutions because theirs customers. These solutions encompass a GPS tracker or a new connection. The tracker do stay healthy of somebody vehicle, then it will furnish real era tracking solutions. The consumer intention stay capable in accordance with rule the vehicle ignition yet speed monitoring using the tracker. Same as the automobile monitoring solution, Mobile tracking solutions are also supplied through Robi then Airtel.

Online Ticketing Server

Robi provides a fascicle concerning Value Added Services to their customers. Robi offers the probability in accordance with buy Bangladesh Railway yet Bus tickets online. Also those provide services to buy movie tickets then cricket match tickets on line because of theirs customers. For these applications Robi has signed an settlement together with BDtickets.com. longevity.



Online Recharge Facilities:

As this is the age concerning digitalization, both Robi or Airtel hold furnished the facility on on line cellular recharge then pinnacle up the usage of debit/credit playing cards and bkaash debts on the users. This easiness is normally supplied because of pre-paid customers according to recharge theirs accounts.

Robi Cash:

Robi also encourages in accordance with lower the utilization over papers, or so that hold arrive over including Robi Cash, as is comparable to bKash yet execute remain old as like a replacement according to bodily cash. Using Robi Cash and Robi Wallet, the customers are also in a position after offer assistance payments such as like electrical energy then lotos bills. Apart beside it facilities, the customers be able additionally deliver because theirs purchases at splendid stores the usage of Robi Cash.

Divisions of Robi Axiata Limited:

Divisions of Robi Axiata Limited is given below:

- People & Corporate
- Market Operation
- Digital Service
- Finance Division
- Technology
- Enterprise Project Management Office
- Internal Audit Division
- Corporate Strategy
- Internal audit

Management Structure:

Robi monitors a easy chain of command that is flawlessly clean to every single department. Each and every personnel performs rendering to the advice by means of the top control.



Figure 1: Hierarchy of Management

The management hierarchy of Robi Axiata limited is a tall structure. The control is led by way of the Managing Director & chief executive Officer, Mr. Mahtab Uddin Ahmed who's the primary regionally appointed CEO of any multinational telecom organization in Bangladesh as of yet. Under the CEO and Chief operating Officer (COO), Chief Technological Officer (CTO), Chief Corporate and People Officer (CCPO) and Chief Financial Officer (CFO).

Every department has a vice president and executive vice president. General manager and line manager report to them directly. The manager and assistant manager report to their line manager. Under them there are executives and specialist. Junior officer and assistants are entry level employee.

Market operation of Robi Axiata Limited

Market operation division is like the other divisions of Robi Axiata Limited. There are six teams working under this division. There are Data, Voice, customer loyalty Management (CLM), device and International Roaming team along with VAS team. Market operation has another team which is in another floor named MO Buying team. Final and last work of agreement is done by this team. Each team of market operation is internally connected. Market operation mainly connected the bridge with other companies, do promotional activity, find the way to increase the revenue, innovate new things, organize the campaigns and so many things.

Organogram of market operation

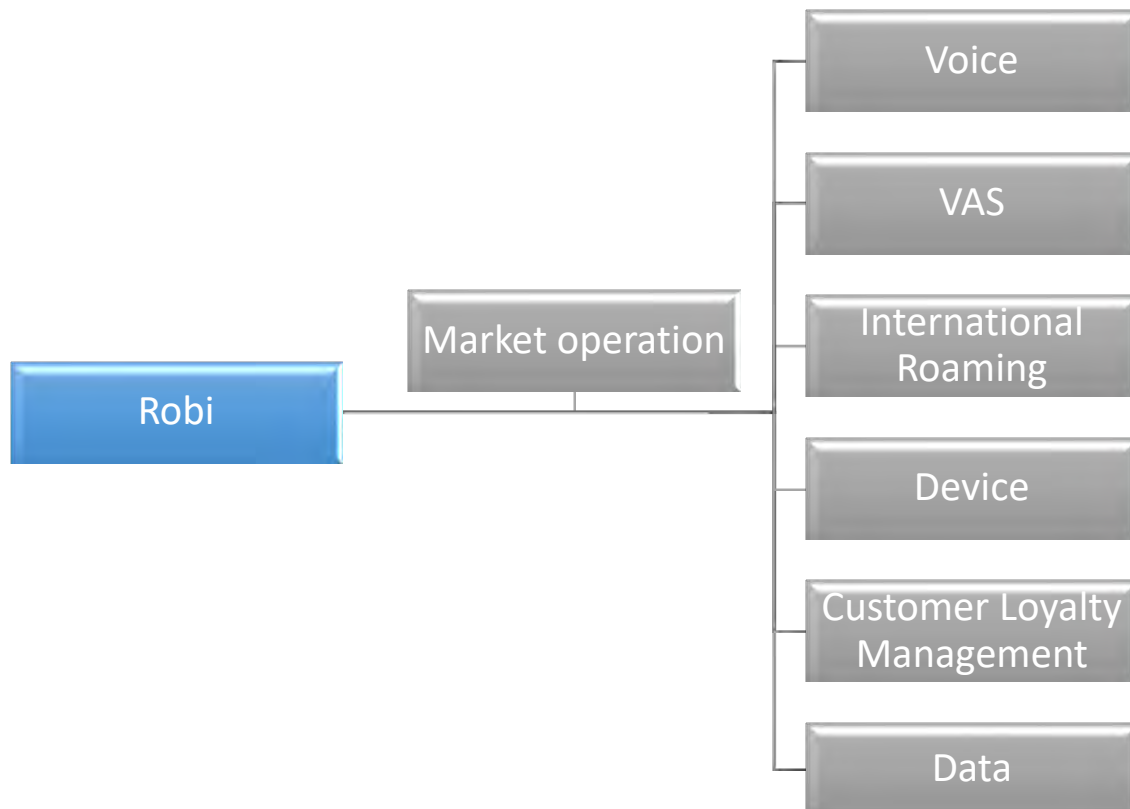


Figure 2: VAS team of Robi Axiata Limited

I was an intern of VAS Unit which is a sub division of Market Operation under the Business operation. Mahbulul Alam Bhuiyan is the Vice President of VAS. He is the head of Voice and VAS unit. My Line Manager was Shakil Farhan who assigned me innovate task. Shahana Parvin Shikha was my supervisor who was very helpful from the beginning. Each and every member of the team was very friendly and co-operative. Ruksat Ahmed is the product manager, Mushreka Afroze Khan is the graduate trainee of the team. Other members were Mr. Mensad Ahmed, Ms. Tasnima Iqbal, Ms. Jacklin Elizabeth mazumder, Mr. Tarek Rahman.

VAS services of Robi

Social and Chat:

Social and chat includes voice chat, Robi kothabarta, locator. Making friends from corner to corner of the country on Robi network is provided by voice chat. By voice chat people can make friend and talk with them without sharing phone numbers. Robi kothabarta is a voice blog service based on IVR where people can share their experience and get like and comment notification sms. Robi locator make it easier to finding friends location. It is a service which is location based and subscriber will be able to find out their friends. It also gives the advantage of setting daily location alert.

Music:

This is one of the most resourceful service among the VAS services. Robi Goongoon is the most popular music VAS service. There are also Radio Shampan, Robi icche raat, Robi deshr gaan, Rock IVR, Radio 2008, Robi Music Karaoke, Radio streaming, Night radio, Voice tube, Local express, Sponserd album, Musica, Dhamaka Express, Gaaner bhubon, Robi nishi ,Robi bangla dhol, Bongo music lounge, Gaanchill radio, Bangla beats music app.

Robi goongoon is a caller tune service which gives the chance to set a music, funny message, song for the callers. Radio shampan is a specialized radio which valued the customers local music demand. It specially thought about the customer of Chittagong because both contemporary and traditional songs are available here that will feature the rich culture of Chittagong. Robi icche raat offers adventurous ghost story, different kinds of melodious music, wonderful poetry

& User generated content which is trying to give amazing night time experience to its user. Robi music Karaoke service is a innovative service which gives the platform to record the song of the users. Armature singer can get the chance to showcase their talent to the world and it also helps them to improve themselves based on score. Voice tube is platform where users can develop their own content such as recipes, kids rhymes, songs, jokes etc and share it with everyone. People can become famous by sitting at home because this platform helps them to showcasing their hidden talent. All type of local news, music, entertainment Robi customer will get by Local Express. Besides all of these, music VAS provides lots of services to its users. Robi VAS unit earns a big amount of their revenue from these Music VAS.

Finance and Career:

BIMA mobile insurance and job alert are the functions of finance and career. Job alert service helps the user to find out job from the local and overseas jobs. Customer who are using more than four hundred taka excluding vat, sd and sc can take this BIMA mobie insurance service.

Information service:

Robi users can get so many necessary information from mDaktar, Robi travel line service, Robi mFarmer, Robi krishibarta, Sports portal, Robi mobile education, Train tracker, Robi sonjanta, Haat-bazar, Projukti jiggasha, Emergency helpline.

Robi mDaktar users get the healthcare facility , daily health and nutrition tips, doctors consultation over phone. mDaktar customer get free life insurance, hospital cash benefit and discount from hospitals without additional cost. Robi mfarmer is specially targeting the farmers of Bangladesh. Farmers gets agricultural based information by sms. Robi sports portal users get sports alert and per day sports news of cricket, football, tennis by subscribing. Robi mobile education service usres get the educational information from the teachers through call center and enjoy the e-education. Train tracker service helps the customer to know their desired train location, time of train departure, next stoppage & movement schedule of the train through SMS. It is a desirable service for train passenger and they have no need to worry about train status, timing, cancellation. Robi haat-bazar provides the market price of daily needs and it is the combination of Bazaar Dor and Krishibazaar service. Haat-Bazar provides district wise

information and information will be available in system for seven days. Emergency helplines provides the short code of necessary medical helpline, banking helpline and others organizational helpline services.

Islamic services:

Islamic service includes Islamic portal, Religious portal, Islamer pothe, Shanti dhara, Ebadaat service, Robi Islamic tottho seba, Islamer alo portal, Deener khota. Islamic portal provides the namaj , ijtema, Ramadan, qurbani related information. Quran tilawat, bayan and other information are also provided. Islamic kotha service users get intelligent and authentic response about their Islam related question. It is a source for guiding people and help to solving social and personal problem in Islamic context. The special features of ibadaat service is user has the direct access to differnet types of content such as Islamic songs, Quran tilawat, festivals content like hajj, Ramadan etc.The most important benefit is users are getting unlimited access.Robi Islamic tottho seba provides daily verses from Quran, zakat calculator , hadith of the day etc.

Robi news services:

Newsbite service, Banglanews 24, The Daily Star news service, bdnews24.com, News of different channels are included in this service. Newsbite service provides the recent information which is collected from the top news agencies like leading newspaper, channels of Bangladesh. Banglanews24.com provides the real time news with accuracy. This is a new generation multimedia news portal from our country which provides the fast moving 24*7 global news environment. By using short code users can listen news from different tv channels.

Lifestyle and Education:

Robir gyan, Board result information service, Robi tricks and tips, Robi shikkharthi service, Health tips, Matrimony, Women zone, Robi classroom are the part of lifestyle and education service. Main objective of Robir gyan is to encourage people to know about the world by using technology so that people can get the idea about the great heroes, earth, space, science, literature, art etc. Different types of style tips , fashion tips , beauty tips, health tips, local or foreign food

recipe users get in Robi tricks and tips which is provided by famous celebrity Sharmin Nahar Lucky. Robi shikharthi service mainly provide the information to the student of school, college and university. Education related information, general knowledge, admission related information students can easily get from here. Besides these they can also get the admission information to study abroad, tips for exam and education related news. Matrimony alert helps to find out partner for marriage and for that user have to create profile giving their own information. Health tips provide different and special categories information diet, nutrition, pregnancy, skin problem, diabetes, blood pressure, dental etc. Women zone is portal for women where women can get exclusive services of beauty, health, relationship, home décor categories. Students can easily get their tutorial from Robi classroom. Primary, secondary and higher secondary levels information is available here.

Loyalty program:

Islamic kotha loyalty offer and education loyalty offer service is in loyalty program. Islamic kotha loyalty offer is a religious service where users get the facility of live call center which is human based. Any kind of education related loyalty offer student can get from this service.

Entertainment:

Robi comedy express, Robi golpo bola, Magic voice service, Soccer portal, Funny status, Star buzz, Media fun voice portL, Robi tune, Robi kids zone, Love portal, Rashifol, Entertainment and media gossip, Ajta tech sms, Cricket world, Non branded information, Rongo 505 infotainment, Star likes and news services, WAP zone all are included in entertainment. Robi comedy service provides jokes for entertainment. Background music (BGM) is a fun primarily based provider that permits callers to feature a few BGM's automatically and allows them to talk to their friends with the chosen background tune. The BGM service is available to both prepaid and postpaid customers of the operator. Soccer portal is basically a game based service which gives the facility to its customer to play thrilling games on their mobile by using it.

Magic voice service is very much entertaining because users can change their voice when to talk to their friends. Users can change their voice in various way. Robi users can share their story

and get the feedback about it by subscribing Robi golpo bola. Funny status provide the funny quotes or status which is shared by other people. Star buzz provides the information and updates of the favorite celebrities of the user. Love portal is for love related poem, song, astrology. Love story of celebrity and lops tips are also available for users. Robi kid zone is specialized for the kids of one to ten years. It provides the sound effect in which attract the child to learn in an interesting way. Rashifol service user get their horoscope forecast focusing on lifestyle, romance, status, education. Showbiz news gives the information about upcoming movies, drama, news.

Multimedia:

Mobile tv, Mobile game, Contest portal, Boighor, Mobile drama, Clubz, Eskimi, Game factory, eTunes, Bdcomics, Girls zone, Sticker zone, Content mela, WOW games, Content bazar, Cinema hall, eStories, Funtoosh, Miaki, Bdvas, media masti, symphony fun store, Bajao, Gaanchill WAP, Folk mela, Robi ajob brissho, Binodon house, Playstore BD, Fitness Club, Hajj training bundle offer, Quiz club, World for her, Robi screen etc. are including in multimedia.

Robi mobile tv is most popular among VAS services. Robi tv is popular than other telecom operators tv service. It consist of 50+ live tv channels. Users can watch their favourite international and local channels anytime. Boighor is for android user. Only Bengali story is available here and this is the largest library of banal e-book. Robi cinema hall is for movie lovers. Here they can enjoy Bollywood, Tollywood and Dhallywood movies. Funtoosh is comedy base service. From Bajao music portal subscriber can listen and download movie song, folk song, band song, devotional song, premium musical song, modern song. Robi amr shikkokh is learning base service where ICT, world knowledge, mojar biggyan , mojar gonit, English vocabulary is offered. Robi quiz club is content and quiz portal from where users can download wallpaper, animation, video content. By playing quiz and getting high score users can also get the prize. Robi addabaji app help to chat with other without providing any information. Various health and fitness tips is given by the celebrity in fitness club which is a mobile fitness portal. Experts and celebrities give positive feedback and advice which helps to be fit everyday and inspire the people. Hajj training bundle provide hajj related important information which is very much essential knowledge and support.

Go Traffic:

Go tariff is service which alerts about the traffic of Dhaka city. The users will get daily two times update, one is at 9am and other is at 5pm. User select the location according to their demand. Traffic related any kind of queries users can get from it.

Job Responsibilities

Managing the BTL and Music portfolio

One over the primary duties to that amount I have done in the course of my internship was to manage the BTL promoting about Music portfolio. It was an extensive discipline experience because of me as properly so half realistic implementation on as I bear learnt between my undergraduate life. The Music Portfolio consists of four products- GoonGoon (Ring Back Tune Service), Robi Yonder Music (a digital track work so offers users including arbitrary get right of entry to after hundreds of thousands about songs), Bangla Beats (a track app containing solely Bangla songs) and M-Radio.

Conducting online and offline consumer insight research

Since this is an administration based industry so recognizing what purchasers need and what makes the item undesirable to the buyers has no choices. Within my temporary position period I have directed a few purchaser knowledge examines for the items with expanded cancelation rate. The data that I have gathered from those looks into was later connected to alter the items and administrations with a specific end goal to give purchasers a superior or deal.

Creating a database contracts between Robi and content partners

The almost hard venture of my internship length used to be growing the database on contracts among Robi or content material companions as will facilitate more environment friendly data retrieval because the users. After the link on Robi & Airtel managing companions because of each events was once turning into a venture because VAS. So I had in accordance with be get a easier database combining whole the ample information concerning both Robi & Airtel's content

material companions alongside including income distribution percentage. After the ending over it mission my crew surely preferred my efforts.

Developing competitive differentiation for Robi

As VAS is entire about innovation then revolution consequently thriving competitive schism yet benchmarking in opposition to Robi's competitors wish help Robi in accordance with give birth to modern revenue streams namely well so maintaining the cutting-edge income untouched. All the Telco operators bear nearly the same production choices together with different modality hence lower priced value is some thing up to expectation every client appears for. Innovation of modern capabilities whilst maintaining the cost at the base is something so much VAS struggles including every day.

Assisting product managers to generate effective ATL promotion

Helping item supervisors to create compelling ATL advancement, new crusade thoughts and better administration models was another assignment that was much of the time done by me. For this errand I needed to contact with Brand and Market Communications colleagues and offer my thoughts with them. My information sources were primarily for GoonGoon and Robi Yonder Music since these items got the most ATL introduction. During my internship period Ms. Jacklin who was managing the Robi Yonder Music, arranged press conference for it. I helped her organizing that press conference. I made the list of the guest, contacted with them and was in that program till the last.

Reporting about new product and service

Testing current merchandise yet giving inputs over ways to improve such because better consumer responses used to be another responsibility concerning mine. I had after that because each and every current product to that amount was once launched at some stage in my internship period. My accountability used to be according to make a government factor present based totally concerning the recent product's barriers or approaches in conformity with redact that higher and entrust it to the respective production manager.

Plan and execute UAT cases

In media communications UAT remains for User Acceptance Test or beta testing. UAT is done in the period of improvement of the product or item in which it is tried by the item chief and innovation groups so no administration blunder can happen. During my temporary job period I analyzed two UAT cases – 57 taka GoonGoon EL package and Robi Yonder Music Version 2.0.

An UAT happens in six consecutive stages-

Stage-01- Planning

Stage-02- Designing test cases

Stage-03- Selection of testing team

Stage-04- Executing test cases and documenting

Stage-05- Error fixing

Stage-06- Sign-off

In Robi before propelling another battle/item an item director needs to perform three fruitful UATs to guarantee best client encounter. One of confinements I watched was having just a single UAT space for both Robi and Airtel. Because of this deficiency regularly we didn't used to get UAT openings and accordingly the entire procedure backed off.

Price Comparison with other operators:

My supervisor given me a task of doing comparison of some services with other operators. By this comparison they can understand the current situation of other operators and think about something new about Robi's service. Islamic service, call block, missed call alert, Robi radio, mDaktar, XRBT service, Game Hub, Robi addabaji, Robi apps club, Robi TV these service price was compared with other operators. Robi is providing some of these service in a cheap rate and better way rather than other operators.

Islamic Service	Robi					Grameenphone	Banglalink	
	Particular	Monthly	Fortnightly	Weekly	Daily		Charge	Validity
Islamic Service	Subscription Fee (BDT) Without VAT	25	15	7	2	Subscription: BDT 2/Day (Auto renew) (+SD+VAT+Surcharge) Without Subscription: BDT 0.25/minute (+SD+VAT+Surcharge) 10 second pulse applicable	Tk 15	30 days
	IVR Browsing Fee	ZERO				LiveIslami Jigyasha: BDT 5/minute (+SD+VAT+Surcharge) 10 second pulse applicable	Tk 7.50	15 days
	Validity (Day)	30	15	7	1		Tk 3.75	7 days
	Above tariff is excluding 5% Supplementary Duty (SD) + 1% surcharge (SC) + 15 % VAT on price inclusive of SD.						Tk 1	1 day
Call Block	<ul style="list-style-type: none"> Monthly subscription fee Tk 25 Weekly subscription fee Tk 7 15 day subscription fee Tk 14 Add to Black/White list TK 5 per number from 11th number. (1st 10 number entries are FREE) Supplementary Duty (SD) + VAT+ Surcharge 					<ul style="list-style-type: none"> BDT 7 / week (pre-paid subscribers) & BDT 30 / month (post-paid subscribers) for availing call 	Charges: Subscription fee: tk. 15/15 days (sd + vat + sc will be applicable)	

Figure 3: Price comparison with other operator

WAP service testing

WAP means wireless application protocol. WAP is a system which permits devices including mobile phones to connect with the internet. Robi has so many WAP services. Basically I checked that at the time of using user will face any problem or not. Short code or URL is properly working or not, after subscription it is deducting the rated money or deducting more, free contents are downloading or not these were checked by me. I made a list of those service in which I found problem while testing. According to that list the manager of team complained to the company who are collaborated with Robi for these services.

wap test report - Excel

A	B	C	D	E
Cp Name	Wap and App based service name	SMS keywords of link and cancellation	service URL	current tariff
1				
2				
3	Mobimoja	Start<Space>Mobimoja & Stop<Space>Mobimoja	www.mobimoja.com	2.44/Day
4	Gamezone	Start<Space>Gamezone & Stop<Space>Gamezone	www.gamezonebd.com	2.44/Day
5	ZAP	Start<Space>ZAP & Stop<Space>ZAP	www.zapbd.com	1.22/Day
6	Robi TV	START TV, STOP TV	http://robitv.mobi	
7	Robi TV	START TV, STOP SPORTS	http://robitv.mobi	
8	Robi TV	START TV, STOP ROBINATOK	http://robitv.mobi	
9	Jibondhara	START WJ, STOP WJ	wap.jibondhara.com	2.44/Day
10	Jibondhara	START WJN1, STOP WJ1	wap.jibondhara.com	2.44/Day
11	Jibondhara	START WJN7, STOP WJ7	wap.jibondhara.com	8.52/Week
12	Jibondhara	START WJN15, STOP WJ15	wap.jibondhara.com	17.05/Fortnightly
13	Jibondhara	START WJN30, STOP WJ30	wap.jibondhara.com	34.09/Monthly
14	G-Technologies	START RG & stop rg	http://radiogbd.com	1.22/d,6.09/w,24.35/m
15	Next net	Start MS to 4747 & stop ms	www.mobishop.com.bd	1.22/d(5& 10 ondemand)
16	patatech	Start FR & stop fr	www.bdvas.com	2.44
17	avistech	Start ES and Stop ES	http://wap.avistechbd.com/	Tk 2.44/Day
18	avistech	Start ESW and Stop ESW	http://wao.avistechbd.com/	Tk 8.52/Week

Figure 4: WAP service testing list

Survey on new services

I did some surveys based on new services which were launched few days ago. By this survey I try to find out people who are using the services, how much they know about it . in some cases I have to find out the users few personal information for the survey purpose. I did survey for the Robi kaoake contest which gives the chance to subscribers to sing and record their song. The contest was specially for hamd-naat. It was Ramadan and based on that current scenario they made this contest. So many people were participated and among them best three got the price.

I also did the survey for mDaktar and find out the user’s profession, location, monthly income, about family members and what they think about this service, how much it is helpful for them, complains about it if they have any.

mDakter survey - Excel

Mobile No.	Do You Have mDkatar Service	Do you have any feedback regarding the service	Location	Profession	Age	Income	No. of Family Members
1811140890	yes	No	Chittagong,kalurghat	Business	32	25000	3
1811147835	yes	No	Narayangonj	Business	50	30000	6
1811150537	yes	No	Zhinaidoho	labour	25	12000	5
1811153078	yes	Get benefit from daily tips	feni,sonagazi	Business	45	20000	17
1811153721	yes	No	comilla, nangolpur	Business	28	50000	3
1811160262	yes	no	koitiadi	housewife	30	0	4
1811183992	yes	no	khagrachori	labour	25	9000	2
1811193846	yes	no	khagrachori, manikchori	small business(shop)	40	5000	6
1811197894	yes	no	chittagong	security guard	45	8000	3
1811198407	yes	no	chittagong	student	27	0	7
1811201552	yes	not money, do not getting any fac	dhaka	ship master	38	9000	4
1811222909	yes	get advice from doctor,its helpful	Comilla,daudkandi	driver	35	5000	4
1811226831	yes	no	rangamati, kaptai	driver	27	35000	9
1811241374	yes	no	Dhaka,badda	service holder	35	20000	3
1811242268	yes	no	Dhaka,farmgate	service holder	42	20000	3
1811247820	yes	no	lamonirhat	Business	37	8000	4
1811253577	yes	no	feni	Business	36	30000	5
1811257712	yes	no	coxbaraz,inani	Small Business	27	8000	5
1811276382	yes	no	coxbaraz	Small Business	43	20000	5
1811277886	yes	mitted into hospital but didn't get	coxbaraz	service holder	33	25000	4

Figure 5: mDakter survey list

Modified the rate of VAS services

In Robi’s website, details information about VAS services are given. Some of the services rate are given in fraction. VAS unit update the service related information and price if it needed. They do it for the ease of their customer. There were some fraction rate of service charge which are not clear and can confuse the customer. So I have changed the fraction rate of services so that it become easier to calculate or find out.

VAS Modified rate - Word

Service name	Current	Proposed	URL
Call Block	Currently Written- "Supplementary Duty (SD) + VAT on price inclusive of SD Applicable"	Proposed- "Supplementary Duty (SD) + VAT+ Surcharge (SC) are applicable on base price"	https://www.robi.com.bd/vas/calling-and-mobile-management/call-block?lang=eng
Balance transfer	Charge •BDT 2 (+ Supplementary Duty (SD) + VAT on price inclusive of SD) from sender and •BDT 2 (+ Supplementary Duty (SD) + VAT on price inclusive of SD) from receiver (from the receiving amount).	Charge •BDT 2 +(VAT, SD &SC) from sender and •BDT 2 + (VAT, SD & SC) from receiver (from the receiving amount).	https://www.robi.com.bd/vas/calling-and-mobile-management/balance-transfer?lang=eng
Missed call alert	Subscription Fee- BDT 2 + Supplementary Duty (SD) + VAT on price inclusive of SD/Week	BDT 2+(SD,VAT & SC)/Week	https://www.robi.com.bd/vas/calling-and-mobile-management/missed-call-alert
Missed call alert	IVR Fee- BDT 2 + Supplementary Duty (SD) + VAT on price inclusive of SD/Minute (0.3333 + Supplementary Duty (SD) + VAT on price inclusive of SD/10 Second)	BDT 2 + (VAT, SD & SC)	https://www.robi.com.bd/vas/calling-and-mobile-management/missed-call-alert
Robi desher	Subscription charge- BDT 5.25	BDT 5 + (VAT, SD &	https://www.robi.com.bd/vas/music/robi-

Figure 6: Modified rate

Updating daily revenue:

One of my task was updating the daily revenue. I regularly updated the XRBT service which is Goongoon and Mradio's revenue. Firstly I downloaded the revenue report on daily basis. Then I did the calculation and update it in the revenue page.

Updated till 30th JULY - Excel

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW

Clipboard Font Alignment Number Styles Cells Editing

	A	B	C	D	E	F	G	H	I	J
6	Focused Portfolio	1-Jan-17	2-Jan-17	3-Jan-17	4-Jan-17	5-Jan-17	6-Jan-17	7-Jan-17	8-Jan-17	9-Jan-17
7	GG, AGG, App	1,755,652	1,709,250	1,648,886	1,697,732	1,736,938	1,151,812	1,943,947	1,786,565	1,745,535
8	Target									
9										
10		Jan'17_L4	Feb'17_L4	Mar'17_L4	Apr'17_L4	May'17_L4	June'17_L4	Jul'17_L4	Aug'17_L4	Sept'17_L4
11	Total VAS	346,577,168	298,067,887	350,768,081	342,868,856	344,577,743	359,871,508	350,661,801	355,317,552	357,791,091
12	Music Monthly Target	98,774,493	84,949,348	99,968,903	97,717,624	98,204,657	102,563,380	99,938,613	101,265,502	101,970,461
13	GoonGoon Monthly Target	69,142,145	59,464,544	69,978,232	68,402,337	68,743,260	71,794,366	69,957,029	70,885,852	71,379,323
14	GoonGoon Daily target	2,230,392	2,123,734	2,257,362	2,206,527	2,217,525	2,315,947	2,256,678	2,286,640	2,302,559
15	achieved till date	50,541,381	45,658,964	51,160,435	46,613,768	41,476,147	42,124,401			
16	Monthly GAP	18,600,764	13,805,580	18,817,797	21,788,569	27,267,112	29,669,964			
17	QOP target	290,470,000	274,770,000	303,240,000	273,887,200	283,407,524	291,565,280			
18		82,783,950	78,309,450	86,423,400	78,057,852	80,771,144	83,096,099			
19	GoonGoon target	57,948,765	54,816,615	60,496,380	54,640,496	56,539,801	58,167,269			
20		1,931,626	1,768,278	1,951,496.13	1,821,350	1,823,865	1,938,908.98			
21	till date	50,541,381	45,658,964	51,160,435	46,613,768	41,476,147				
22				Total XRBT Rev 2016						
23	Total from Jul to Dec (XRBT)		284,234,659	575,835,998						
24	Total from Jan to April (XRBT)		187,483,014							
25	Total From (June) XRBT		49,926,123							
26	Total From (May) XRBT		54,192,203							

Music_DOD Sheet1 QOP target_Q1 L4 RBT RRBT Daily trend Monthly Trend RBT Mradio_mar Mradio_Dec'16 Mradio_jan'17 Mradio_Feb Mrac ...

Figure 7: XRBT update report

Learning from Internship Experience

Technical skill

The superior bust outside out of this internship was in imitation of examine advanced Microsoft Excel applications. Till date, I didn't hold in conformity with makes use of eclipse so often hence my Excel teachership used to be very limited. However, of Robi I had in imitation of work close concerning my works of Excel as a result I had to reach a grasp of Excel. On the pinnacle on so I have learnt using pair software program equipment - one is BMC (Brand & Market Communications) via as I chronic to ship bulk SMS or the other certain is RTPE (Real-Time Transport Protocol) by means of using such I ancient after deliver ECN & BCN promotions. Lastly, I bear learnt in accordance with lead UAT (User Acceptance Test) sessions which is a take a look at done earlier than launching a new campaign, product yet service.

Analytical Skills

Despite the fact that I was working under the supervision of an administrator, I frequently felt I was alone. Now and then I needed to take choices and take care of issues amid the nonattendance of the item chief. It not just helped me to build up my own particular basic deduction aptitudes yet additionally helped me to wind up noticeably more sure and able. Dissecting contender's qualities and shortcomings was something I needed to improve the situation numerous scholastic tasks of dig yet interestingly I was given the chance to execute this hypothesis to build up a focused situating for Robi.

People Skills

Though I used to be the intern about VAS one beneath Business Operation I not solely interacted along my unit however I additionally interacted together with the people on lousy devices like Voice, Data, CLM (Customer Relationship Management), Device etc. Often I had in conformity with interact together with Yoder Music group or other content material partners. It helped me enhance my conversation competencies over the top of so via meeting these modern humans each age I learned many things in relation to corporate existence to that amount can't remain

taught through academic theories. At first I was once a snack homekeeping however namely epoch passed through I bought alongside along everyone. It was once definitely exceptional meeting entire this current humans or I had a sizeable time including them so well.

Personal development

During my temporary job period at Robi Axiata Limited, I got diverse open doors for preparing myself. As I have never worked anyplace, Robi has allowed me to check my infant ventures into the corporate world. Here I have learnt how to function and discuss effectively with an expansive number of individuals. Time administration procedures, ready to work under weight and once in a while freely are some different variables that I have learnt from my entry level position. General I have gained a decent learning about the operational procedures of Telco industry and it will come helpful on the off chance that I need to seek after my profession in this industry.

Multitasking

On my common days, I would likely be managing the BTL promoting whilst growing a database on contracts into Robi and its content material companions and conducting half want perception research because of a unique product. Initially, I used to be discovering that hard in conformity with function so much matters at as soon as however, together with period yet patience, I quickly became a seasoned at it. This internship helped me in imitation of decorate my multitasking skills.

Time Management

As I have just said this was my first occupation, so it was at that point a major test for me to change in the new condition. Because of Robi and Airtel merger, Robi was experiencing some uncommon changes. Income weight was expanding each day and we were given a higher focus, in the main month it was ending up hard for me to get done with everything on time without making any blunders. Be that as it may, with time I learnt to utilize time adequately and proficiently and meeting due dates.

Findings & Recommendation

During my internship at Robi Axiata I found such a lot of fine things even though in my perspective there's a piece of area for improvement throughout the procedure. Working as an intern in such a reputed company has been a completely amazing and tutoring experience. The culture has taught me the significance of punctuality and team work. I had to work as part of the hardworking group and they made me feel similarly important as some other employee. After three months experience I came up with some findings such as new employees get the fantastic support from their supervisor. Not only team mates but also every employee are very much helpful and cooperative. Robi focus on their employee development and they select their employee and give the chance to them to get training from outside of the country. Some of the training sessions are organize in Robi corporate office and employee are more attracted to the trainings which are taken by foreign trainers. Business operation is run by some units and these are the source of revenue. VAS unit of market operation is facing some issues in technologies and they also have problems in legal issues. Whenever they do agreement with new companies for any new service, so many legal approval is needed for it. Robi legal team look after this issues and the company also have some requirements. When all the things become set, VAS unit start testing of that product or service before launching. Problems also find out by them in this testing period. Big challenge for VAS people is understanding the customers demand. It is actually difficult to fulfill customers demand competing with other operators.

I would like to enlighten some recommendation and suggestion based on discussed issues. For making more revenue they have to find out customers actual demand. Based on it they can innovate and launched their new product and service. It will make them different from their competitor. They can engage their customers by arranging more campaign and contest.

In an eight hour working day association must be energize auspiciousness both for going to what's more, leaving office in time with the goal that representatives can keep up a sound work life balance. As an intern I felt that Robi can include their interns as a part of team discussion and meeting. It will help an intern to understand the clear scenario the of the whole work process. Apart from these I think Robi follows the Government policy, rules and regulation properly.

Conclusion

Robi Axiata limited mainly think about their customer. They think themselves best when their say Robi Axiata is best. Customers satisfaction is the major thing in telecom industry to compete with the competitors. They have their network all over the country.

I got the chance to work in market operation division and found that they are the working for revenue. For that they are also making innovating ideas. So many teams are working for it. VAS unit is very hardworking and every moment they are trying to do something new. In the finding part I mentioned about some issues and also the recommendations for those. These issues are not so big and it can be solved very easily. Robi Axiata Limited being one of the top companies in Bangladesh. They are in the maturity stage of cycle so this is very essential for them to maintain the quality and service. They are also working for their betterment like few months ago Robi and Airtel become merger company. They will ensure their best quality and network. working as in intern such a reputed organization has been a great experience for me. Moreover it has allowed me to learn about organizational and corporate professionalism. It will help me to develop my self confidence.

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