



Internship report
Marketing operations and project
management of 4G



Course Code: Bus 400

Internship on

Marketing Operations and Project management of 4G

Submitted by

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Submitted to

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Letter of Transmittal

March 25th 2018

Mayesha Tasnim,

Lecturer,

BRAC Business School,

BRAC University.

66, Mohakhali, Dhaka- 1212

Subject: Submission of Internship report on Marketing Operations and Project Management of 4G at ROBI AXIATA LTD.

Dear Madam,

With a lot of new experience achieved and learned in between these 12 weeks I am pleased to inform you that I have finished my internship at Robi Axiata Ltd, under the supervision of Project Coordination Manager, Mamun Ferdoushi, from Marketing Strategy and planning department of Marketing Operations Division. I got the opportunity to experience the culture and reality of working in a MNC like Robi Axiata Ltd and learn firsthand how a MNC strategizes and plans its projects at hand and execute it to gain success in the market. Through this internship report I have tried my level best to provide my knowledge that I have received from my internship at Robi. I hope that my data was sufficient enough to fill the quota of BUS 400.

I am extremely grateful to you for your guidance and cooperation throughout my internship program. If you could kindly go through the report and evaluate my performance.

Sincerely,

Masrur Muntaha Bari

ID: 14104028

Acknowledgement

With the grace of Almighty, I was blessed with the opportunity to experience a glimpse of what the service life in a MNC feels like. It would not have been possible without the full support of my reputed university and its honorary faculty, Mayesha Tasnim, Lecturer, BRAC University. I am also grateful for Robi Axiata Ltd and its staff members to find me acceptable to their standards and accept me as an intern at Marketing Strategy and planning department in Marketing Operations Division. I am thankful to my line manager, Mamun Ferdoushi, Project Coordination Manager for 4G project, Marketing Strategy and planning department, Marketing Operations Division and other colleagues to teach me office norms and as well as their line of work. Finally, I could not but end with gratitude towards my parents for sacrificing their time and effort to provide me the opportunity to achieve higher education at a reputed university and help me build the bridge towards my future goals. And as one should be grateful towards oneself I too am thankful towards myself to put up the patience to work hard and create this report, hoping it to express my experience to all BRAC University fellow students.

Letter of Endorsements

2nd January, 2018

Ms. Umme Shanzida Tasnim

HR Manager

Robi Axiata Ltd

53, South Gulshan Avenue, Gulshan, 1212

Subject: Letter of Endorsement

Dear Umme Shanzida Tasnim,

I, Ms. Mayesha Tasnim, hereby authorize my student (Masrur Muntaha Bari), to make an internship report, on your organization and fill the forms on my behalf. He will also claim the details and other related non-confidential documents from your office, you can offer on my behalf. I have asked him to verify all the documents and collect the details from your office within March 25th 2018. You are requested to allow him complete access to the above mentioned grounds. Feel free to contact me via email on mayesha.tasnim2000@gmail.com for any further clarification needed.

Thank you very much

Respectfully yours,

Mayesha Tasnim,

Lecturer,

BRAC University

Executive Summary

Through this report I have tried to reflect on Marketing Operations and Project Management of 4G which will not only talk about the current hype of 4G launch in the telecom industry of Bangladesh but also an overall view how a MNC deals with such project. I will be sharing knowledge of the objective, principle and purpose of the company as well as its managerial structure. An overview of 4G is and how Robi segmented its market along with its current merger partner Airtel and all the procedures these two companies applied will also be present in the report as well as my other experiences that I got from my fellow colleagues. There were some limitations in creating the report as some data were confidential and restricted access to non-permanent employees. None the less it will provide sufficient data provided by Robi.

Chapter 1

Organizational Overview

1.1 Company Background

Robi Axiata Limited (“Robi”) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad, based in Malaysia. Other shareholders in the entity are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

Robi is the second largest mobile network operator in Bangladesh with 4.4 cores subscribers up to date. The company started in 1997 as Telekom Malaysia International (Bangladesh) with the brand name ‘Aktel’. In 2010, it was rebranded as ‘Robi’ and the company changed its name to Robi Axiata Limited. Afterwards it merged with Airtel, and on November 16th 2016 Robi began its commercial operation.

GPRS and 3.5G services was brought in the country for the first time by Robi. It also took the first initiative to launch 4G service in all the 64 district headquarters of the country.

Robi as a digital service sector made very significant changes by providing mobile financial services to rural and semi-urban areas.

Robi is also the sponsor for Bangladesh cricket team, who are the glory of the nation. Which helped the company to brand itself in the hearts of millions.

Even the CCO claims it is the future company of digital marketing and Robi has been creating its platform through creating cellular applications that is meant to assist its user on day to day activities. And to make aware of their superb performance the company took initiative to educate the use of internet through out their advertisements

Thinking for the future generation 10 minute school was a huge initiative taken by Aiman Sadik and Robi is proudly its sponsor. Such actions created the pavement for Robi to the winner of GSMA Glomo award for the Best Mobile Innovation for Education and Learning in the “Connected Life Awards” category at the Mobile World Congress (MWC) 2017.

Robi expects to provide its consistent service to its users with its wide roaming service of 385 operators in 140 countries providing service to create security, entertainment and building its way to be one of the best information service provider and be on top in the market of Telecom industries.

Be it mobile banking services, or mCommerce services like: online ticketing platform- bdtickets.com, online shopping platform- shop.robi.com.bd, Vehicle Tracking System- Tracker, Robi Cloud Service, digital advertising platform- adreach, online recharge platform- rechargeplus, Robi has the various application to assist and ease the daily life of its users.

(<https://www.robi.com.bd/corporate/company-profile>)

1.2 Objective, Principle & Purpose of Robi

Objective:

According to Pradeep Shrivastava, CCO, Robi Axiata Ltd, the objective of the company is to become a digital platform for its service users where they are not only restrained by only telecom service but also have the opportunity to experience the net speed of broad band data through cellular data. As well as the providing access to all forms of app service to have access to any sort of service from purchasing essentials, to paying bills, to providing safety of net usage and also tracking vehicles. In short make this industry into the daily routine for its customers.

Principles & Purpose:

Uncompromising Integrity

With the passion to be the best, Robi tries to be legally, ethically, and morally a fair and modest organization valuing not only its customers but also its employees encouraging them to be a part of the Axiata family envisioning a future of a digital platform where everyone bears a code of conduct, and building a credible company that will be desired by everyone.

Customer at the Centre

Robi too like any other success full company follows a saying that customer is the first priority and thus they try to ensure quality service and value is provided to its customers. Not only does the organization want to create innovative features and opportunities for its digital users but also it tries to make sure that it is as simple as possible to use delivering to every needs of the consumers in terms of value, quality and satisfaction.

1.3 Organization Organogram

Every organization follows a structural hierarchy. Robi similarly follows a structural hierarchy which is well defined in each division. The organization organogram of Robi Axiata Ltd is as follows:

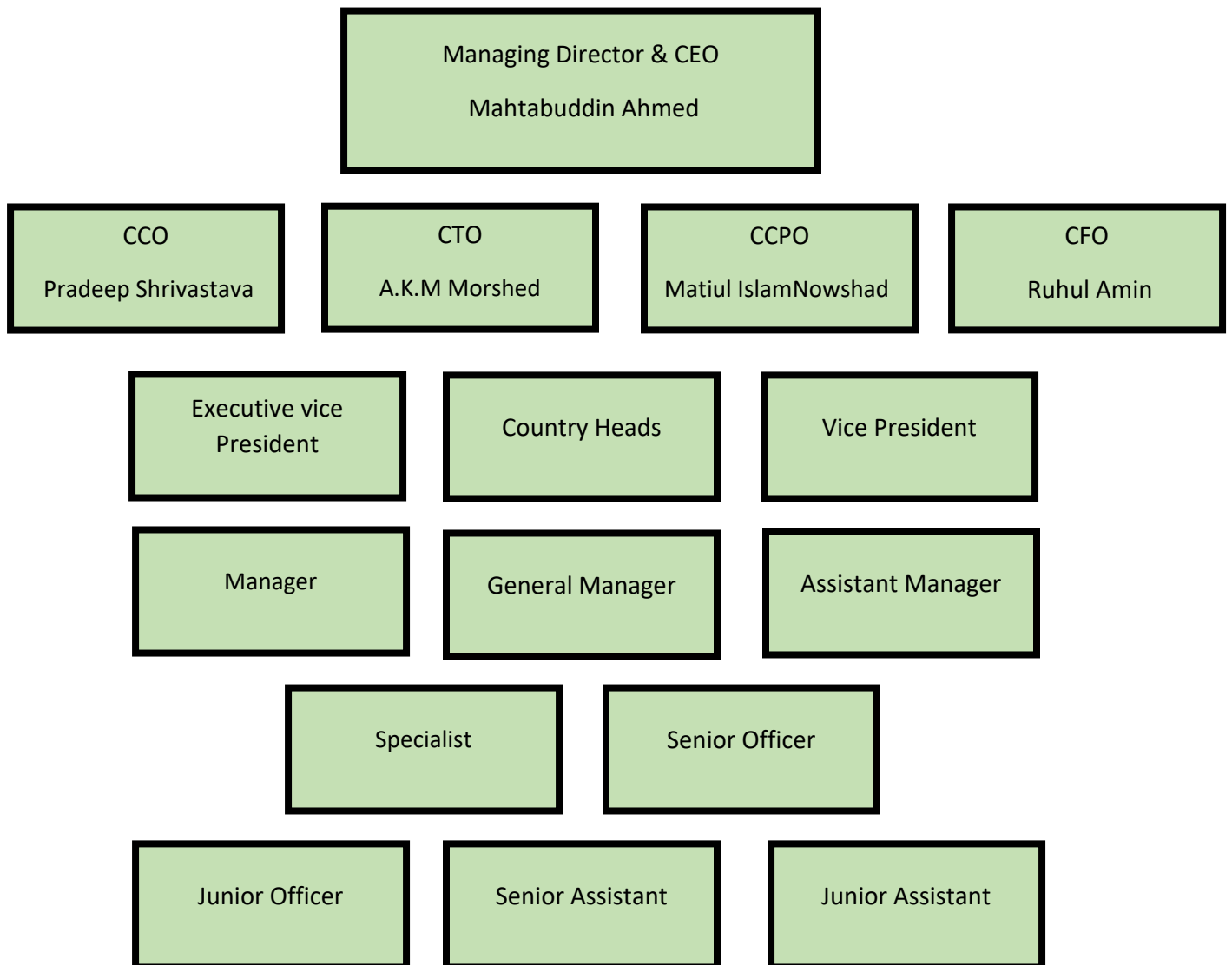


Figure 1.1: Organizational Hierarchy

1.4 Divisions of Robi Axiata Ltd

There are 10 Divisions at Robi Axiata Ltd up till now, they are shown in the following:

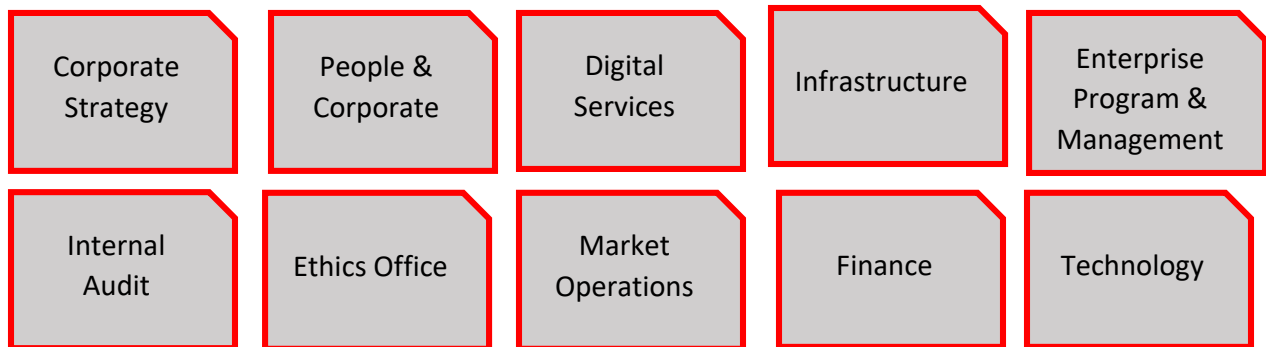


Figure 1.2: Robi's operational divisions

Chapter 2

2.1 Marketing Operation and Project Management of 4G

Telecommunication Companies play a vital role in communication and social condition of a country. RobiAxiata which is a renowned Telecom Industry in Bangladesh is contributing its service to every sector of people. This Telecom Industry plays a significant impact on the growth of communication and Internet service of this country. Robi is truly a people-oriented brand of Bangladesh. Robi's market operation is a huge department and I worked in its Marketing Operation Division's, Marketing strategy and planning department.

To rationalize my choice of my topic I will explain the task I was assigned for as an intern. I was assigned to documenting a tracker chart containing the task given to assigned functional leaders by the executive board members. The functional leaders were vice presidents representing each team of Marketing Operations. Mainly the Marketing strategy and planning department, the VAS department, the Sales department and the Customer experience department were assigned most of the task. Each task was assigned for these teams every week and was expected to finish by the end of the week and presented in the Management Committee consisting of the executive board members. So, the project at hand was Project 4G, which has been planned since end of June or July of last year and then planned up till its launch date on February 20th. Then the project was focused on reaching it to its customers. All of this needed proper planning and execution. I was assigned by Mamun Ferdoushi to collect data each week from the functional leaders, reading the tracker data properly, understanding the task at hand and then gather the necessary data from the functional leaders.

This way my internship experience taught me that marketing is not always about advertisement or selling the product to its customers but it is much more than that. Possible outcomes, risks and calculations are required to achieve company success before launching a product or service. Through the Project 4G, that is the knowledge I required about marketing operations.

2.2 Objective of the report

There are mainly two objectives of my report:

- 1) Broad objective
- 2) Specified objective

Broad Objective

The broad objective how the marketing strategy and planning department of marketing operations function and execute their project, in recent case 4G.

Specific Objective

- 1) What is 4G?
- 2) How Robi along with its Merger partner Airtel strategized for 4G.
- 3) What were the internal actions held out to market 4G.
- 4) What sort of campaign they did
- 5) Whom they targeted
- 6) How they targeted
- 7) What kind of advertisement they did
- 8) What other experiences I obtained from the organization.

2.3 Research Methodology

This report is based on the information collected from different sources following a specific methodology. The details are as follows:

Primary Sources:

- Daily desk activities
- Communication with senior colleagues
- Personal observations

Secondary Sources:

- Robi website
- Robi internal documents
- Different articles on telecoms

The research done for this report is a descriptive and qualitative one. All the information used for this report is collected from the primary and secondary sources mentioned above.

2.4 Related marketing theories

Before moving on to the data collected from the report I shall be discussing the theories which are related with my report which will help me justify my reason for choosing the topic “Marketing operations and project management of 4G”.

Marketing and Market:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchanges that satisfy individual and organizational goals.

And by market we mean potential customers.

Target Market and Segmentation:

Marketing segmentation is to identify and profile distinct group of buyers depending on various factors such as demographic, psychographic and behavioral differences.

And specifying from those segments potential target markets are chosen and different marketing strategies are applied to capture those targets and convert them into loyal customers

Marketing Mix Definition:

Marketing mix definition is putting the right product or a combination in the right place, at the right time, and at the right price.

Promoting Mix 7P's:

The promoting 7Ps are additionally the establishment of showcasing blend.

#1 Marketing Mix – Product:

An item is a thing that is constructed or created to fulfill the requirements of a specific gathering of individuals. The item can be impalpable or unmistakable as it can be as administrations or merchandise.

It is vital guarantee the correct kind of item is popular for the objective market. So amid the item improvement stage, the advertiser must complete a broad research on the life cycle of the item that they are making.

An item has a specific life cycle that incorporates the development stage and the business decay stage. It is vital for advertisers to reevaluate their items to animate more request once it achieves the business decrease stage.

Advertisers should likewise make the correct item blend since it differentiates and increment the profundity of product offering.

In building up the correct item, the accompanying inquiries must be replied:

- What does the customer need from the administration or item?
- How will the client utilize it?
- Where will the customer utilize it?
- What highlights should the item need to address the customer's issues?
- Are there any fundamental highlights that you passed up as a great opportunity?
- Are you making highlights that are not required by the customer?
- What's the name of the item?
- Does it have an infectious name?

- What are the sizes or colors accessible?
- How is the item not the same as the results of your rivals?
- What does the item resemble?

#2 Marketing Mix – Price:

The cost of the item is essentially the sum that a client pays for to appreciate it. Cost is an essential part of the advertising blend definition.

It is additionally an essential part of an advertising design as it decides the company's benefit and survival. Changing the cost of the item bigly affects the whole showcasing procedure and also incredibly influencing the deals and request of the item.

Evaluating dependably help shape the view of the item in buyers eyes. For instance, low cost may imply a second rate great in the buyer eye as they contrast great with a contender.

Thusly, costs too high will influence the expenses to exceed the advantages in clients' eyes.

When setting the item value, advertisers ought to consider the apparent esteem that the item offers.

There are three noteworthy evaluating procedures, and these are:

- Market entrance evaluating
- Market skimming evaluating
- Neutral evaluating

When setting the item value the accompanying inquiries ought to be remembered:

- How much did it cost you to deliver the item?
- What is the clients' apparent item esteem?
- Do you believe that the slight cost abatement could fundamentally expand your piece of the overall industry?

- Can the present cost of the item stay aware of the cost of the item's rivals?

#3 Marketing Mix – Place:

Situation or dissemination is a critical piece of the item blend definition. Since legitimate situating and appropriation of the item in a place must available to potential purchasers.

It comprehends the clients back to front and find the most effective situating and appropriation channels that specifically talk with the potential market.

There are numerous appropriation systems, including:

- Intensive appropriation
- Exclusive appropriation
- Selective appropriation
- Franchise

Here is a portion of the inquiries that may emerge while creating appropriation system:

- Where do your customers search for your administration or item?
- What sort of stores do potential customers go to? Do they shop in a shopping center, in a general physical store, in the market, or on the web?
- How do you get to the diverse dissemination channels?
- How is your circulation system not the same as your rivals?
- Do you require a solid deals drive?

- Do you have to go to exchange fairs?
- Do you have to offer in an online store?

#4 Marketing Mix – Promotion:

Advancement is an imperative segment of promoting as it can help mark acknowledgment and deals. Advancement is contained different components like:

- Sales Organization
- Public Relations
- Advertising
- Sales Promotion

Publicizing normally covers specialized strategies that are paid for like TV notices, radio ads, print media, and web notices. In contemporary circumstances, there is by all accounts a move in center disconnected to the online world.

Advertising, then again, are correspondences that are commonly not paid for. This incorporates official statements, displays, sponsorship bargains, classes, meetings, and occasions.

Verbal exchange is likewise a kind of item advancement. Verbal exchange is a casual correspondence about the advantages of the item by fulfilled clients and customary people. The business staff assumes an essential part in advertising and informal.

Informal exchange can likewise course on the web. Outfit successfully and it can possibly be a standout amongst the most significant resources of boosting benefits on the web. A to a great degree great case of this is online web-based social networking and dealing with a company's online web-based social networking nearness.

In making a powerful item advancement methodology, the accompanying inquiries should be replied:

- How would you be able to send promoting messages to your potential purchasers?
- When is the best time to advance your item?
- Will you contact your potential gathering of people and purchasers through TV promotions?
- Is it best to utilize the online networking in advancing the item?
- What is the advancement procedure of your rivals?

#5 Marketing Mix – People:

Of both target market and individuals specifically identified with the business.

Exhaustive research is essential to find whether there are sufficient individuals in the objective market that is popular for specific sorts of items and administrations.

The organization's workers are imperative in showcasing on the grounds that they are the ones who convey the administration. It is imperative to contract and prepare the ideal individuals to convey better administration than the customers, regardless of whether they run a help work area, client benefit, marketing specialists, software engineers... and so on.

At the point when a business discovers individuals who really have confidence in the items or administrations that the specific business makes, it's is exceedingly likely that the workers will play out as well as can be expected.

Also, they'll be more open to legitimate criticism about the business and information their own particular considerations and interests which can scale and develop the business.

This is a mystery, "inner" upper hand a business can have over different contenders which can inalienably influence a business' situation in the commercial center.

#6 Marketing Mix – Process:

The frameworks and procedures of the association influence the execution of the administration.

Thus, it must be guaranteed that a very much custom fitted process is set up to limit costs.

It could be the co-organizations whole deals channel, a compensation framework, conveyance framework and other methodical methodology and ventures to guarantee a working business that is running adequately.

#7 Marketing Mix – Physical Evidence:

In the administration enterprises, there ought to be physical confirmation that the administration was conveyed. Furthermore, physical confirmation relates additionally to how a business and it's items are seen in the commercial center.

It is the physical confirmation of a business' quality and foundation. An idea of this is marking. For instance, when you consider "fast food", you consider McDonalds.

When you consider sports, the names Nike and Adidas ring a bell.

You instantly know precisely what their essence is in the commercial center, as they are for the most part advertise pioneers and have set up a physical proof and also mental confirmation in their showcasing.

They have controlled their purchaser discernment so well to the point where their brands seem first in line when an individual is asked to comprehensively "name a brand" in their specialty or industry.

Advertising:

Advertising is the audio or visual form of marketing communication to provide non-personal message to promote product or service and provoke the final consumer to purchase the product or service.

There are many methods of persuasive techniques to approach the consumers through advertising, I shall be mentioning the ones related to the term paper. In the following are the persuasive techniques:

Bandwagon:

Bandwagon technique is to make consumers feel that they too need to be part of the current trend. Thus it a technique that provides non personal message to go with the flow, be with the current trend.

Celebrity endorsement:

Celebrity endorsement is to have a celebrity act as a character and promote the product or service. This way the consumers can connect with the act as it may represent the general people. Thus the actor or celebrity provides a message that the service or product is for those specific consumers.

Transfer:

Transfer is to pursue the consumer's emotions or desire through symbolizing any sort of attachment that connects with the consumer. It can be patriotic symbol, can be a character that resembles the common interest of the society etc.

Repetition:

Repetition is to continuously repeating the advertisement to position the message the company is provide to the consumers. By repeating the message over and over again through audio or visual representation the consumers tend to remember the product or service. It can be through a jingle or color or any sort of slogan.

Brand Personality:

Brand personality is personality associated with the brand that creates the demand for consumers so pursue the brand product or service. There are several brand personalities. I shall be mentioning the ones associated with Robi.

There are three personality that match. They are

- 1) Excitement
- 2) Competence

Excitement:

The brands that have the personality of excitement it shows that their product or service is imaginative and up-to-date. This provokes consumers who expect to move along with the flow of current trend to purchase the brand product and service.

Competence:

In term of the personality of competence the brand portrays itself as reliable, Intelligent and successful. This helps to pursue those consumers who want assurance from the product or service they purchase that every dime the spent on it is worth it. The brand representing itself as a successful and intelligent brand assures it even more.

All of the theories mentioned above are done by Robi to promote their 4G project. In the following it will be mentioned briefly:

As per my internship at Robi, I got to learn that when 4G project was taken at hand Robi only targeted the major cities of the country like Dhaka and Chittagong to test out their network service. They aimed for the young to mid-aged people who are either attending university or is involved in jobs. This is how they segmented and targeted their market.

As for marketing mix, Robi promoted their product through advertisements showing social media as well as television, radio, and print media. They kept on repeating their message that Robi 4G has come and it's faster than ever, giving access to internet to every corner of the country. They made contract with celebrity Arifin Shuvo and created an advertisement where he acted as a member of a village who explains that with the help of Robi 4G te village people has access to internet and now they are growing with the current trend. This is how Robi used celebrity endorsement to promote their service. Along with providing more details of their cell phone applications that they have launched in google play store. Through which they pursued their consumers with bandwagon technique. Those applications are Adreach, Robi safe net, My plan apps etc.

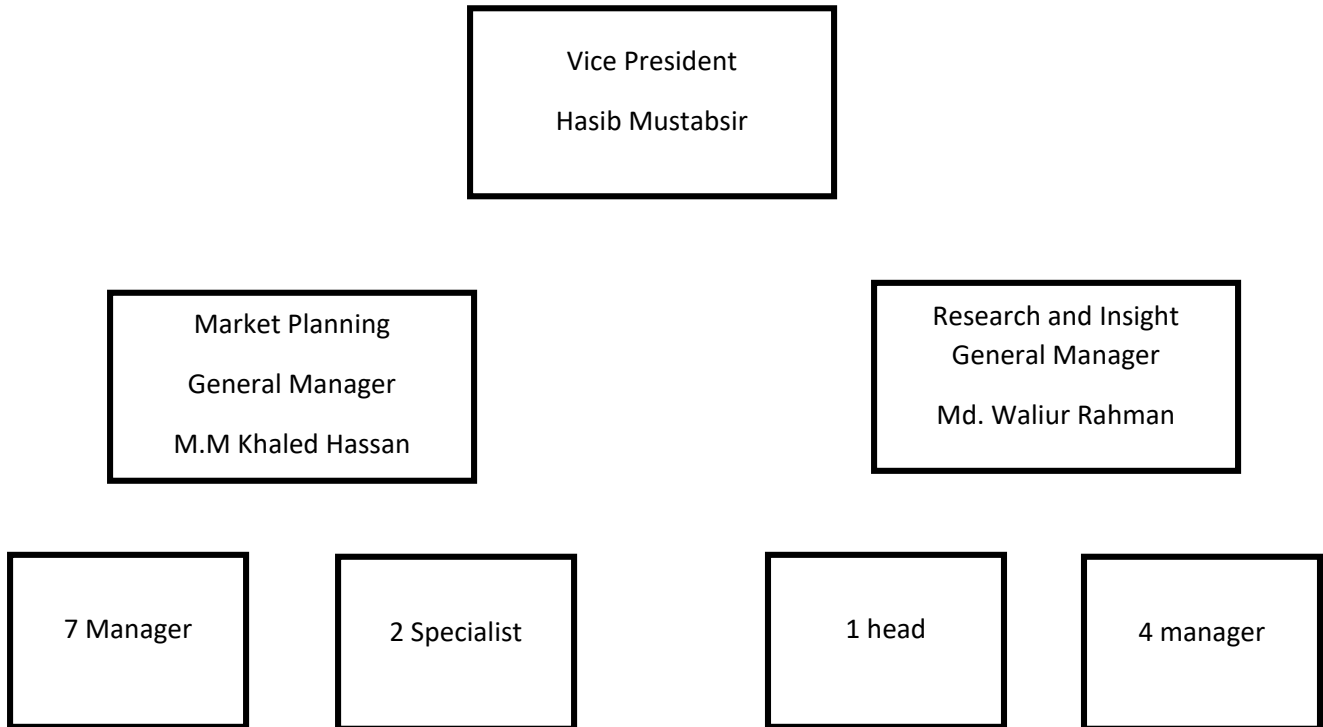
Chapter 3

Activities undertaken

3.1 My Department:

I was assigned in the Marketing Operations Division, Marketing and Planning Department. It was situated in the 14th floor of the building. There were mainly two departments over there. The Marketing and Advertisement Department and the Marketing Strategy and Planning Department.

There were no cubicles rather it was an open ended environment where every employee was sitting in a large table and that allowed an environment where junior employees had easy access with senior employees. But there was a chain of command. The organogram of the department is shown in the following:



Hasib Mustabsir is the Vice president of Marketing strategy and planning department who is incharge of two wings.

- 1) Market planning
- 2) Research and insight

Marketing Planning:

The marketing planning wing is under the general manager M.M Khaled Hassan. This wing consists of three parts.

- 1) Business Analysis and Marketing (BAM)

- 2) Network Marketing Planning (NMP)
- 3) Segment and Regional Planning.

Business Analysis and Marketing:

This part of the team consist of 4 members including the general manager and they are mainly involved with national level planning, meaning they mainly focus on how they are going to reach the consumers on national level. For instance they planned that 4G would reach 64 districts of the country. To ensure that they not only communicate with the person incharge of that district they personally visit those sites as well, ensuring that Robi sims are reaching out to new consumers and the consumers are satisfied with the customer service.

They also plan the overall financial budget necessary for man power and also advertising campaign nationwide.

Network Marketing Planning:

This section mainly deals with the following factors

- 1) Regional feedback for new sites for which they use an app that detects the sites on the map and they also deal with different business cases.
- 2) They also deal with the financial statements
- 3) Monitoring the site performance
- 4) Provide support if necessary

Segment and Regional Training:

This section is involved with the following task

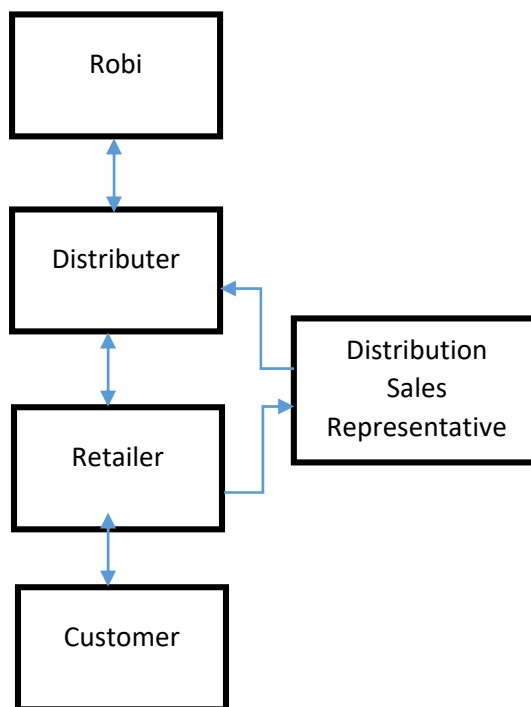
- 1) Business Plan region wise
- 2) Regional Cluster Strategy
- 3) Regional Profit
- 4) Revenue gap minimization
- 5) Micro Segment (opportunity wise revenue)

Research and Insight:

This wing mainly focus on the research and development sector. And is run by general manager Md. Waliur Rahman. This team consist of 5 members. General Manager, One team leader and three other members. The core task for this team is to maintain the brand parameters. See how they can sustain and minimize cost and focus on building ideas expand the business. Retail key performance indicators and come up with new projects for the company.

3.2 My core task:

After attending office, I was first handed out the task to go for a market visit to understand what the current situation is. How they are trying to approach the existing customers to go for 4G. Because according to one of my senior colleagues one cannot truly work in the marketing strategy and planning if one has no experience of what is happening in the market. Before I left they explained me in a brief about the sales channel which is shown in the diagram below:



The reason for my task at hand was to go to Robi House, learn about the functions of sales channel, the distribution sales representative, the market. I was sent to the Dhanmondi branch. Dhanmondi branch was a part of five Thana that they covered. The five Thana they covered were

- 1) Dhanmondi
- 2) Jigatola
- 3) Adabor
- 4) Shere-Bangla
- 5) Kolabagan

The Dhanmondi Robi house is situated at Lalmatia block A. I visited the Manager and the Territory Manager of that house Md. Ariful Islam and Irteza Chowdury. Not only did they explain to me how the distribution worked and then they sent me on a market visit with Territory Manager Mr. Irteza.

Mr Ariful explained me that each area have POS which is point of sale. Which consist of routes which are stores. For example Dhanmondi Lalmatia area has 45 stores which is assigned to one distribution sales representative. That DSR is assigned to sale products of sim cards, scratch cards and easy loads. They also consult with the store owners and inform them about the new offers that the store owners can inform the consumers about. For instance current offer was to swap from 3G to 4G.

After a DSR collects data from their estimated routes they submit the data to their estimated supervisor and then gradually it reaches to the Regional Manager from whom the Research and Insight team collect their data about any progress that happens in the market.

Mr. Irzteza took to Adabor to cover the area. He told us to keep our id hidden and then we went from store to store asking what was Robi currently offering and as per how it was explained to me the store owners did tell us about the swap offer of Robi. They explained that Robi was doing it for free then, just need to give back the old 3G sim and exchange it for 4G, they also explained that the customers would get 100GB net when they will be activating the sim as soon as 4G

launches nationwide.

We also visited the customer care center at Shyamoli. Over there we got to learn about the progress of the customer response from the manager incharge.

This gave me the idea of how direct marketing was being done by Robi to approach their existing customers to swap to 4G sims.

After I returned to corporate office of Robi I provided my data to them. Then I was assigned to the task to keep track on the progress of the 4G project and report the weekly updates to my line manager.

Basically the task was, each VP was assigned as functional leaders, assigned with task that needed to be complete by each week and report it to the executive board which was provided by my line manager.

I had to visit the VP of sales Mr. Didar, the VP VAS Mr Mahbub, the VP of Customer service Ms. Barna.

Throughout my task I got know that Mr Didar's team would mainly focus on the campaign for launching 4G project. They would bring celebrities or chief guests at launching points. And would also collect the financial data and would create and estimated budget. His team would also compare the price offerings of other competitors and then make come up with strategies to create a sustainable position in the market.

Ms. Barna's team which handles the customer service also maintained cooperation with the IT sectors to ensure that proper data is provided to the cooperate clients or customers. Necessary applications are provided, or data like number of current existing users of Robi etc is handled by this team.

Mr. Mahbub's VAS team in charge of different package offers that are provided to the users of Robi. Like Winback offers, Internet packages, Bundle offers etc.

Then all of this data I would collect each week I would provide it to my line manager which he would provide it to our departments VP Mr. Mustabsir. According to which future strategy would be planned out and then new task would be assigned back to each functional leaders.

This showed me that marketing is not all about only selling and buying but it also means planning and finding out flaws and rectifying those flaws and staying consistent in the market. I also got the opportunities to see how the advertisement team planned for the current advertisement and how they focused of emotional appeal regarding the Robi Safe Net advertisement, Celebrity endorsement by making advertisements with Aiman Sadik and Arifin Shuvo. I got to see those promotion before they were released.

3.3 Other activities:

Aside from my core activities I also got the chance to work for the advertisement sector. Each team was assigned a task to make educative advertisements what would help people inform what one can do with the help of faster internet access. Then those ideas work made into videos and shown to the CCO who later took the concepts and kept for making better advertisements. Our team was to deal with “Distance Learning or E-learning”. This also helped me to learn how advertisement go through brainstorming, thinking of their consumers, whom they are reaching, how the think, what message would they accept and how the core message might be positioned in the consumers mind.

I was also assigned to create a data that consisted the comparison of data price range of Robi and its competitors and also the current campaign each company was offering.

I got to learn about Axiata’s branches in Asia, EU and USA. This gave the idea that how a MNC have branches worldwide doing international marketing.

Chapter 4

Constraints and Challenges

4.1 Confidentiality

The first challenge for me during my internship report was confidentiality. As 4G was a new project at hand and I not being a permanent employee there were many data that were restricted for me. First of all the exact figurines was not provided to me of the existing users or other new strategies that were being assigned to the VPs and managers were done in separate meeting rooms.

4.2 Communication:

The second challenge I faced was communication. Although it was open desk office but I was having a hard time to communicate with the senior members as most of them would be either involved in meetings or was hesitant to provide me information as I was not a permanent employee.

Chapter 5

Learnings and recommendation

For me these three months have been a journey with many ups and downs. There were many things which I was not accustomed with. Office time management and accountability for one's action is what I learned the most. Any sort of work must be documented to be accountable for ones work. Aside from that I learned that cooperate world requires lots of patience and dedication. A demand for efficiency in excel is high and finally, it taught me that marketing is not a factor of one but a factor of multiple things and to accede in the marketing world one must focus on segmentation and then understand how to sustain the existing consumers as well as bring new customers. Promotion plays a huge role in marketing and to even do so proper strategized planning is needed.

So I believe the university should also provide opportunities to let students learn more about strategizing marketing plan.

Conclusion

Putting a conclusion in the end is not enough as there are more things to learn more and more experience to gain. It would have been better if more indepth knowledge was provided to learn more about marketing strategy.

It would be a good experience for marketing major students to learn more about this subject and also get more opportunity to attend marketing competitions so that they could get more access to these issues, ensuring better job opportunities and increase the reputation of the university.

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