



Internship Report



OK Banking Activation & Territory Level Execution

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31st March, 2014

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Subject: Submission of Internship Report

Dear Sir,

I am here by submitting my Internship Report, which is a part of the BBA Program curriculum. It is a great achievement to work under your active supervision.

This report titled, “OK Banking activation and territory level execution” is based on the activation process of a mobile banking service introduced by One Bank Ltd which is conducted by Interspeed Marketing Solutions Ltd.

This project gave me both academic and practical exposures. First of all, I learned about the organizational culture of a prominent Mobile Financing organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,

Mahfuz Hassan Pavel

BRAC Business School

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Acknowledgement

While the writing of this report has been difficult, the preparation for writing has been even harder. It certainly would not have been possible without the help of many people. I would like to thank those people who supported me during my internship period and actively helped me in making this report a reality.

First of all, I would like to take the opportunity to thank **Mr. Tareq Mahbub**, Assistant Professor, BRAC Business School, BRAC University. His guidance in choosing the topic of the report helped me immensely and helped me to stay on the correct track.

I would also like to thank **MD. Abul Bashar**, Area Manager, Interspeed Marketing Solutions Limited for being my onsite supervisor. He helped me in understanding the function of the department and encouraged me with his inspiring personality.

My gratitude goes to all the employees of OK Banking for their active cooperation and willingness to help at all times. Without them, I do not think the experience would have been as great as it had been.

Finally, I would like to thank my friends and family members who gave me mental support to complete my internship successfully.

Executive Summary

Importance of banking system in a country is increasing day by day. It is quite impossible for any country to develop in industrial and commercial sector without sound banking system in modern economic era. Mobile Banking is one of the significant functions of the bank. It plays a vital role in overall economy of the country.

This report mainly focuses on OK Banking, a newly launched mobile financing service of One Bank Ltd. Through the report I have tried to show the activation process of OK Banking which is executed by Interspeed Marketing Solutions Ltd. and the work of a territory officer to make the plan successful.

The report is containing a brief process of OK Banking activation plan of first three months in terms of their branding, operation, product designing and market execution plan. The whole process was maintained by Interspeed Marketing Solutions Ltd. So, as a third party their effort and contribution also focused on this report.

Additionally, this report includes the responsibilities of territory officers in the activation period. The whole process is executed by the territory officers which is portrayed in this report by a three months long time line. During this time territory officer send field information through the chain of command to the strategy makers. The information includes competitor's offers to the customers and agents, new product and its promotional activities, agent conference etc. territory offices have to regularly monitor within their territory to update this information frequently. They deliver the product to the agents and ensure sales growth.

The report also shows a SWOT analysis to give a clear view of OK Banking market position and the competition within this industry. though bKash have largest share of this market , OK Banking going to introduce seven more features to have a competitive advantage. The threats of new entrants is there but brand reliability and good service can ensure the future of OK Banking.

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Introduction

Chapter 1



1.1 Origin of the Report

In most cases the internship report is commonly based on a market research of a product performance or market research of consumer behavior towards certain products. But in this report I am not going to cover any of these rather I would cover how to launch a product in market and the work during activation period and also how the mobile banking in Bangladesh actually works.

To cover this I am going to take a project of Interspeed Marketing Solutions Limited in which I have worked. The project is a nationwide activation of the 'OK Banking' a product of One Bank Ltd.

1.2 Objective of the Report

Primary objective of this report is how a new product steps into an old market.

The secondary objective of the report is the field works of territory officers to make a perfect activation.

1.3 Scope of Study

OK Banking is a mobile banking service which is now in a nationwide activation stage. OK Banking is a service of a leading bank 'One Bank Ltd,' and by the help of Interspeed Marketing Solutions Ltd. the service is now in market. The competition in any category of a mobile banking service is fierce, thus building a brand for a mobile banking service is very important. As directly working on field territory officers plays a vital role in terms of providing service and building a brand value. These factors will ensure to achieve the primary and secondary objectives of this report. Apart from observing the service it is also important to consult theories regarding trade marketing and use secondary data to understand how activation should work.

1.4 Limitations

Due to the following limitations the report might not be thorough enough to achieve the objectives:

- Time constrain – since the report has to be finished within a boundary of a semester it is impossible to observe an activation of a service from beginning to end in this short period of time.

- Validation – it is important to conduct small research among the target group to understand the obtain implication of an activation. Due to incomplete process and time constrain it was not possible to do any research to ensure whether the activation was successful.

1.5 Methodology

Primary Data Source

The primary data is obtained by observing and participating in the activation process. Apart from this one to one interview with different members of the company will also be conducted to understand the different aspect of OK Banking. The view point of the related stakeholders will also be taken into consideration while observing the work procedure. Finally the role/ job responsibility of territory officer will be closely followed to understand the field work.

Secondary Data Source

To understand how other organizations work and to know industry practices secondary data will be used from different reports, articles, blogs and website. To understand the brand and brand building exercises different books related to the subject and other online materials will be taken into consideration.

Company Overview

Chapter 2



2.1 Background

Interspeed Marketing solution is an advertising and marketing communication organization. It is a marketing consultancy helping businesses grow and realize their commercial dreams. Interspeed is one of the first Bangladeshi advertising agencies. It was founded by Enayet Karim in 1968. Over the last 43 years they have consolidated their position as one of the largest independent agency in the country revered and respected for their creative streak and great brand building work for some of the largest clients in the country. (Interspeed Marketing Solutions Ltd., 2000)

Their core strength lies in their ability to think differently and act boldly and bring a solution-neutral integrated approach to marketing problems for clients. The clients that Interspeed Marketing Solution serves are some of the most dynamic and driven in their industries – they demand both added value and results.

They build and nurture strong brands by creating communications that circumvent the usual and disrupt the status quo. They respect the consumer. They think different. When it comes to marketing communications, Interspeed is ready to go where no one has gone before.

Product/Service Offerings

Interspeed believes in 3-dimensional marketing communication solutions for businesses and brands. They have three business units that integrate seamlessly to provide holistic business solutions for their clients.

Interspeed Advertising is their traditional full service creative agency that provides clients with through the line advertising and brand consultancy services.

Interspeed Activation is their brand activation, rural outreach and events management agency that provides clients with 360 degree touch points on the ground, in-store or anywhere that traditional media fails to touch consumers. It is about creating memorable brand-consumer interaction that brings alive the brand experience.

Interspeed Marketing Solutions is their direct marketing, trade marketing and one-to-one customer engagement agency that provides clients direct marketing capabilities, trade merchandising support and digital solutions.

2.2 Organogram



2.3 Clients



2.4 Mobile Banking

Mobile Banking is a banking process without bank branch. It provides financial services to un-banked communities efficiently and at affordable cost. To provide banking and financial services, such as cash-in, cash out, merchant payment, utility payment, salary disbursement, foreign remittance, government allowance disbursement, ATM money withdrawal through mobile technology devices, i.e. Mobile Phone, is called Mobile Banking. It (m-banking) involves the use of a mobile phone or another mobile device to undertake financial transactions linked to a client's account.

The MFS market is at an early stage of development as the newest providers are seeking to stabilize their technology, build out agent networks, and acquire new customers. This involves a complex, sequenced set of activities that includes: (1) finding and training agents, (2) marketing to bring attention to the service, (3) acquiring customers using know-your-customer (KYC) and account opening processes while at the same time helping new customers to begin to transact.

Millions of people across the developing nations are relying on informal economic activities for their living and most of these people are from the bottom stage of the pyramid. These mass populations do not have the access into the basic financial services or the regular banking system. This mobile banking brings the opportunity for these people to get the banking facility. There are more than 4 billion mobile subscribers who represent 61% population of world. So, it is the best way to reach among the biggest portion of world population. Moreover, mobile banking needs less processing than general banking process. It helps the banks to reduce cost, requires less storage facility. Mobile Banking is also more efficient process among all the other e-banking process. Internet banking has higher risk than mobile banking as it is much more vulnerable to hacking. Also to use internet banking people needs extra skills to use computer. On the other hand, to use Mobile Bank, customers' needs to have the basic idea about how to operate mobile in daily life. So, it is much easier and comfortable to customers. (GSMA Mobile and Development Intelligence, 2013)

2.5 Mobile Banking in Bangladesh

Bangladesh is the 8th largest populated country in the world with around 161 million people. Among them almost 31.5% populations are living under poverty. From this huge population only 13% people have bank account. On the other hand, there are almost 90 million mobile phone subscribers in Bangladesh. The expansion of e-banking is opposed by the problem of institutional, infrastructure and regulatory problems. Absence of central networking system, unskilled people and absence of proper policies are lacking behind the whole system. Although Bangladesh Bank is developing country's payment system but the commercial banks did not improve their ICT system. In this scenario, it's hard to reach to mass people with current banking system. The concept of mobile banking emerged to reach the banking facility to the unbanked people. People also take this system as good one as 69% people believe this "mobile banking" has prospect in Bangladesh. (Bangladesh bank, 2013)

Mobile banking is a new banking concept in Bangladesh. Bangladesh Bank is influencing banks to operate this mobile in a serious manner to reach to the unbanked people of Bangladesh. Bangladesh Bank believes that mobile is the easiest way to reach to the rural part of the country with the banking service. Still now, Bangladesh Bank has given license to 23 banks to run this mobile banking operation. Among these, 14 banks have full Mobile Financial Service permission and other 9 banks have the permission for international remittance transaction only through mobile.

Currently many banks are providing this service, among them "BRAC Bank Limited" mobile banking service named "Bkash", One Bank limited mobile banking, Islami Bank has its banking services named "M-cash", UCB has its "U-cash" and one bank has currently launched its mobile banking service named "OK Banking".

2.6 Infrastructure of Mobile Banking

Mobile Banking service can be provided in two different processes. One of these processes allows banks to give the mobile banking service towards the customer directly. In this process banks have their own network system. In the second process banks use 3rd party to give mobile banking service. In this process banks have only the database system and the service providing duty is relies on 3rd party. Now, based on these services providing process, service can be delivered in two different ways. These are application based (GPRS protocol) and the other one is SMS based. In most of the countries especially in the developing countries, SMS based mobile banking is using widely. It requires very low cost and low bandwidth and also it is easy to understand.

2.7 Market Analysis

Mobile Financial Services (MFS) is an approach to offering financial services that combines banking with mobile wireless networks which enables users to execute banking transactions. This means the ability to make deposits, withdraw, and to send or receive funds from a mobile account. Often these services are enabled by the use of bank agents that allow mobile account holders to transact at independent agent locations outside of bank branches. MFS is still new in Bangladesh and this report aims to capture its early development and learn lessons.

Access to formal financial services can help households to better plan and manage their lives. MFS offers the opportunity to build another channel beyond the bank branch and ATM network to enable millions to have easier access to the formal banking system. Bangladesh Bank aims to build a commercially viable, competitive, and safe MFS market. Bangladesh has a big market for mobile telecom business and the industry is expanding quickly. This MFS services is given by the mobile operators. The estimated total population of Bangladesh was 152,518,015 on 16th July and the total numbers of active mobile phone subscribers are 92,120,000 at the end of May 2012, i.e. around 60.40% of total population use mobile phones. So MFS have the opportunity to reach around 60.40% of total population in Bangladesh. (Dyson, 2012)

The MFS market is at an early stage of development as the newest providers are seeking to stabilize their technology, build out agent networks, and acquire new customers. This involves a complex, sequenced set of activities that includes: (1) finding and training agents, (2) marketing to bring attention to the service, (3) acquiring customers using know-your-customer (KYC) and account opening processes while at the same time helping new customers to begin to transact. The deployments that are most active today are seeking to expand their customer bases during 2012. For example, BRAC Bank/bKash and DBBL aim are aiming for multi-fold growth during 2012 which could push their combined customer accounts to between 2 and 3 million within a year's time, possibly more. It is hoped that other providers entering the market might also grow and provide more alternatives and competition. It is still early and much more will be learned about MFS in Bangladesh over the coming year. (bkash, 2013)

Job Description

Chapter 3

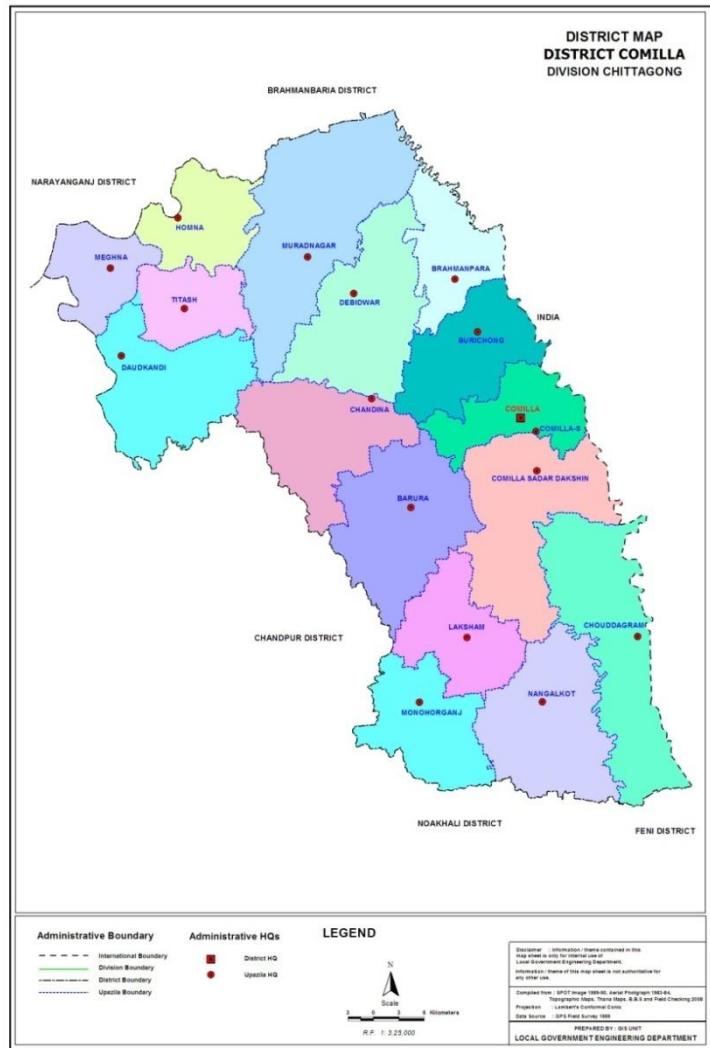


3.1 Description/Nature of the Job

I consider myself lucky to get the opportunity to work as territory officer for One Bank Mobile Banking. There were 73 territory officers around the county. Among them I was placed at Comilla. As OK banking is a new product for old market, my job was to introduce the product in Comilla. My territory was 7 Upazillas.

They are –

- Adarsha Sadar
- Sadar Dakshin
- Barura
- Laksham
- Monoharganj
- Chaddagram
- Nangolcoat



During my time I tried my best to bring the best outcome for the company. Territory officer job is very important because it ensures the company cash inflow. For OK banking beside my job responsibilities I had to do the market research as the product was in its initial stage.

3.2 Specific Responsibilities of the Job

The responsibilities that were assigned to me during the internship period include the following:

- Developing Trade Marketing plan.
- Recruiting and providing training to agents.
- Building good relationship with agents for brand loyalty.
- Documentation and Reporting to supervisor.
- Collect market feedback and competitors' activities.
- Communication and promotional activity to create a strong brand name.

3.3 Different Aspects of Job Performance

As territory officer I had to make regular report to my supervisor who was Area manager. Regular reports contains market information, agent information, service aspects, service default information, sales information, competitors activities, point of sales advertisements etc.

Creating new agents and customers was high priority. Convincing retailers to take agentship and sell product on our behalf. As OK banking is new for the market it did not have distributors. So, part of the job was to find well known and well financed distributors and talk to them for future business. As for agents we were clearly instruct to choose retailers with high value in terms location and financial condition.

Without distributors territory officers had to perform the entire task in territory including agent selection and giving agents virtual money to run business. Point of sales advertisements like banners and festoons was on territory officers for distribution. Regular communication with agents and possible agents over phone was a must do job.

3.4 Critical Observation

Being able to work for a new mobile financing company of the country is always enticing. However, that is only part of the whole story. The working environment of OK banking is one of the best not only in the mobile financing but all over Bangladesh. Everyone can move around and communicate with others freely. All the employees are very much friendly. The communication system is very much open ended such as anyone can give suggestion if they find anything wrong or any new way to make the work easy. For an example if any one finds a way to promote OK banking more effective manner it will be inform everyone right away.

The Product (Service)

Chapter 4



There are currently 3 services activated for Ok banking service. The services are: Cash-in, Cash-out and P2P. For activating and implementing the services one has to go through the following stages: (One Bank Ltd., 2014)

4.1 Cash in

To use the Ok banking service, Customer can cash-in (deposit) at any Ok nominated agent point.

Consumer should have sufficient amount of money on his/her Ok account. To deposit money on his account he will need to see an OK nominated agent and with his help, deposit money to his OK account. The Cash in process is:

- Customer hands over cash to the Agent
- Agent initiates the transaction from his/her mobile
- Agent issues a receipt to the customer
- System sends an SMS to the customer's mobile
- For security reason, customer needs to check the sending number of SMS and the amount. IVR call will be sent. If the amount of money is not correct or the sms send from different number, then it wouldn't be considered as correct. Consumers are requested to leave the agent point after they are confirmed about the account balance.

4.2 Cash out

To Cash out from the OK account Customer need to see a Licensed Ok agent and with his help get the cash out according to the instruction provided in your OK account. Customer asks the Agent for withdrawal of an amount from his/her OK Account. The withdrawal process is involves the following:

- Agent initiates the transaction from his/her mobile
- OK system sends an automated IVR call to the customer's mobile
- Customer enters his/her PIN
- System sends an SMS to the customer's mobile

- Agent hands over money to the customer

Consumers are always requested to leave the agent point after getting assured about the amount of the money from the agent.

4.3 P2P

The money transfer from one mobile account to another mobile account is called P2P transfer. If a consumer has sufficient amount of money on their OK account, they can transfer money to another consumer's OK account.

How will you send money to another OK Account?

- Customer initiates the transaction from his mobile.
- Customer dials *269#
- Customer will get a USSD Flash Menu on his/her mobile
- Customer selects the P2P option from the main menu and inserts the receivers Mobile account number and amount.
- Customer enters his/her PIN
- Money will be transferred and both sender & receiver will get SMS notification.

4.4 Service charges and rates

Type of service	Charge
Open an account	Free
Cash in	1% of the total amount or BDT 5 (whichever is higher)
Cash out	1% of the total amount or BDT 5 (whichever is higher)
P2P	BDT 5 per Transaction
Statement	BDT 3
Balance inquiry	BDT 2

Transaction limit (For Customer)

	Daily			Monthly		
	Number of transactions	Lowest limit	Highest limit	Number of transaction	Highest limit	
Cash in	5	BDT 50	BDT 1,25,000	20	BDT 1,50,000	
Cash out	3	BDT 50	BDT 75,000	10	BDT 1,50,000	
P2P	20	BDT 10	BDT 10,000	70	BDT 25,000	
Payment	N/A	N/A	N/A	N/A	N/A	

Activation Plan

Chapter 5



5.1 Role of Interspeed Marketing Solutions

In the modern market it is important to stand tall among all available competitors regardless of the industry and product or service anybody provides. For a regular consumer in most cases, there is always an alternative. The companies both local and global have tough time to achieve the desired result from their product or service all over the world, Bangladesh is no exception. In this fierce competitive market it is not always possible for the companies to make their product/ service unique and make them the first choice among the consumers.

Interspeed Marketing Solutions provide the Solutions to this problem. As an expert in activation any product/ service, they play the integral part of its clients business. For OK Banking the whole process of activation was given to their capable hands for better and successful result.

Some of the role of Interspeed Marketing Solutions is described below. But depending on the OK Banking product nature its activation process is different than other products.

5.2 Recruitment

The primary role of Interspeed Marketing Solutions is to recruit people to make the job done. By creating a strong team they make the job easier. Mainly three departments worked in OK Banking activation process:

1. Marketing
2. Operation & Branding
3. IT

They recruited the best people for the job to get the best output. For planning and execution the marketing team, for maintaining the process and branding there is operation and branding department and most importantly the IT team for support and to maintain the service.

5.3 Branding

Interspeed Marketing Solutions working very hard to make a strong brand name for OK banking to make the customers to understand the service better. It also helps OK Banking to understand the consumer behavior and the consumer needs in customer's perspective. It also acts as a research organization. Sometimes to understand the customers, market research

gives better results. With the research data they create a strong branding plan to establish Ok Banking in mobile banking market.

5.4 Strategic Partner

Interspeed Marketing Solutions also acts as a strategic partner of OK Banking. While building a brand they work as strategic partner to create a better and more effective brand to ensure long term success for OK Banking. For this phenomenon of One Bank Ltd. is depending on Interspeed Marketing Solutions. With an ever changing world and a dynamic sector like marketing, a strategic plan carries a vital role of making a product to be successful in the market. To adapt to this dynamic world of mobile banking market Interspeed Marketing Solutions have created an activation strategy to make OK Banking project successful.

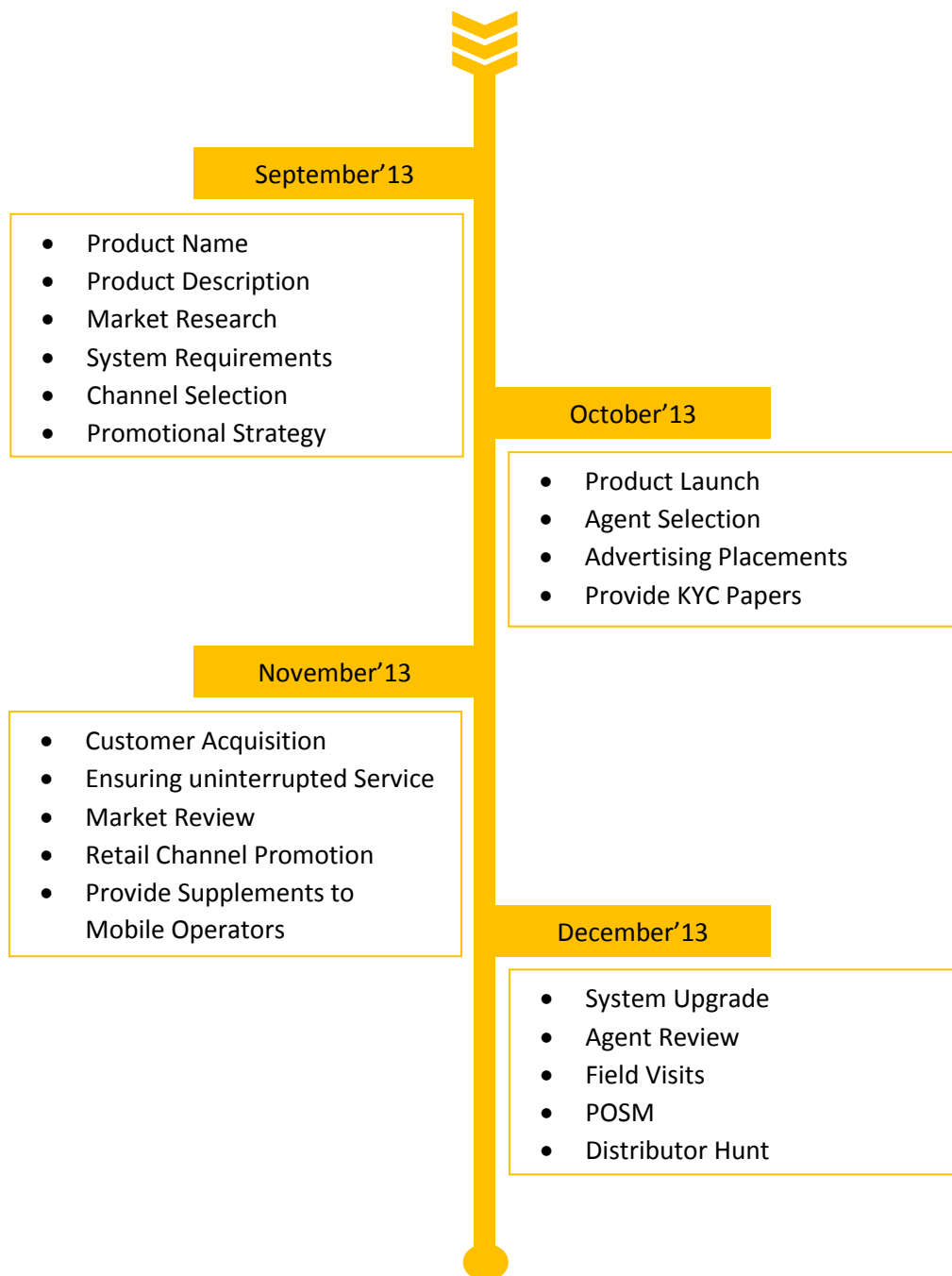
5.5 Role of One Bank Ltd.

For the activation process of OK banking, One Bank Limited is compensating Interspeed Marketing Solutions with a handsome amount of money. All the resources involved with the activation process are accomplished in a suave way. Interspeed Marketing Solutions Limited can operate all activities in a fluent manner because of the flawless funding by One Bank Ltd. They could recruit the best employees to get the job done. For this reason the activities regarding the promotional and branding activities are being done uninterrupted.

The activation of OK Banking strategy includes the reliable contract between One Bank and Interspeed Marketing Solutions. One Bank limited has a policy for OK banking that includes suggestion and some advices to Interspeed marketing Solutions but they do not strictly order them with any condition. One Bank is monitoring the whole working process of Interspeed marketing Solutions with proper evolutions without any interruption to them.

5.6 The Activation Plan

After a brief reaches the Interspeed Marketing Solutions Limited goes through an organized process end of which is the successful Activation of OK Banking. Interspeed Marketing Solutions Ltd. maintained a strict timeline to ensure a successful activation. The process is roughly as such:



5.6.1 September 2013

Product Name:

Interspeed Marketing Solutions Ltd. came up with the name OK Banking which refers to its origin One Bank Ltd. "OK" means one cash on the other hand it have an acceptance among general people. Their main target was a catchy name which people can remember easily. In fact the name "OK" is fulfilling all the requirements of a good branding.

Product Description:

The idea of mobile banking is having the banking facility on mobile phone but due to different uses in this region the sole purpose became money transfer. So during the activation period money transfer is the most important service. Interspeed Marketing Solutions Limited understood the situation and designed it such a way that the product will be highly acceptable to the customers.

Marketing Research:

Before launching the product Interspeed Marketing Solutions Ltd. have done a lot of market research regarding consumer demand, market condition, compotators activity etc. they use these information to formulate market strategy, branding and other necessary steps. Market research indeed the most important part of activation.

System Requirements:

As mobile banking service is a online process Interspeed Marketing Solutions Limited have build a strong server for OK Banking. They also hired the best IT people for the job. Marinating the whole banking process and taking steps in necessary times is very important. Interspeed Marketing Solutions Limited also set up call center to provide customer service.

Channel Selection:

For any business channel is the way to deliver service to the customers. For mobile banking it is the telecom service providers. As OK Banking is a new service it is not possible to make contract with all the service providers. So, Interspeed Marketing Solutions Limited choose Grameen Phone Ltd. to be their first channel. As Grameen Phone have the highest number of customer and very strong network, it is appropriate for Ok Banking to start with them.

Secondly they made contract with Citycell which is another most popular and the most oldest telecom service provider in bangladesh.

Promotional Strategy:

In September 2013 Interspeed Marketing Solutions Limited did not go for any promotional activity. They spend that time on making plans for rest of the year. They decided for point of sales marketing for rest of the year and newspaper ads for possible agents.

5.6.2 October 2013

Product Launch:

On October 2013 One bank Ltd. and Interspeed Marketing Solutions Ltd. jointly launches OK Banking. Deputy Governor of Bangladesh Bank Md. Abul Kashem formally inaugurated the Logo of OBL "Mobile Banking" Service. Executives of Grameenphone and City Cell attended the program.

Agent Selection:

After launching the product agent selection process started. As it is a new product retailers with high visibility and location advantage were given preference. Agents are the media to the customers, so agent selection is the most important part after launching a product.

Advertising Placements:

For the advertising channel Interspeed Marketing Solutions Limited took easy steps at first. They place Newspaper advertisements and for the agents brochures to make them understand the product. Interspeed Marketing Solutions Limited have 6 month long advertisement plan. In the first month it was to ensure retailers know about the product. So, the advertisement was concentrated on retailers.

Providing KYC Papers:

Primary agent selection process was concentrated to get loyal customers. The process was to convince agents to make customers who do frequent transaction. For that Interspeed Marketing Solutions Limited provider KYC papers to register customers.

5.6.3 November 2013

Customer Acquisition:

Only registered customers can use OK Banking. So, new customer acquisition means new business for them. From November 2013 OK Banking started to get to the customers. Employees and agents were clearly instructed to register validate customer by collecting their National ID card.

Ensuring Uninterrupted Service:

The main competitors of OK Banking were facing network problem, server problem. So ensuring uninterrupted service was one of the biggest weapon for OK Banking. To ensure that field officers and agents were instruct to inform any service problem. Market leader bKash is losing customers due to their service problem and OK Banking is trying to use that to get in to this market.

Market Review:

Interspeed Marketing Solutions Limited does market review to know competitors position in market, agents demand and possible ways to advertise the service. Regular market review helps to make strategy. At the early stage of OK Banking they intend to learn from their competitors.

Retail Channel Promotion:

Agents are the source of business in mobile banking. Retail channel promotion is the way to connect with the agents and through them the customers. Banners, festoon, brochures are the elements of retail promotion. Interspeed Marketing Solutions Limited targeted the best visible retailers and uses the retail promotion tools to have maximum output.

Provide Supplements to Mobile Operators:

As OK Banking and mobile operator Grameen Phone and City Cell are partners, customers can get information about OK Banking from GP and City Cell customer care center. Also there is another contract between OK Banking and Mobi Cash, it was important to provide promotional tools (banners, brochures, festoon etc.) and customer KYC form to them.

5.6.4 December 2013

System Upgrade:

OK Banking uses the user software of DBBL mobile banking. They are using the same software because of the friendly interface and the market acceptance. But there are some problems with the software such as agent P2P option, P2P instead of B2B, lack of service options etc. So, Interspeed Marketing Solutions Limited Upgrade the software to solve these problems.

Agent Review:

Agents need to be reviewed in monthly basis. In December 2013 Interspeed Marketing Solutions Limited started to review the agents in territory basis. It is to follow up with their performance, taking care of their problems and marking the higher performing agents to increase sales in future.

Field Visit:

Interspeed Marketing Solutions Limited do regular visit in the 73 territories around the country. This is to observe the market in different parts and to make up strategy which will be acceptable for all. Also Territory officers and Area managers do regular market visit. Interspeed Marketing Solutions Limited another reason for visit is to evaluate their performance.

POSM:

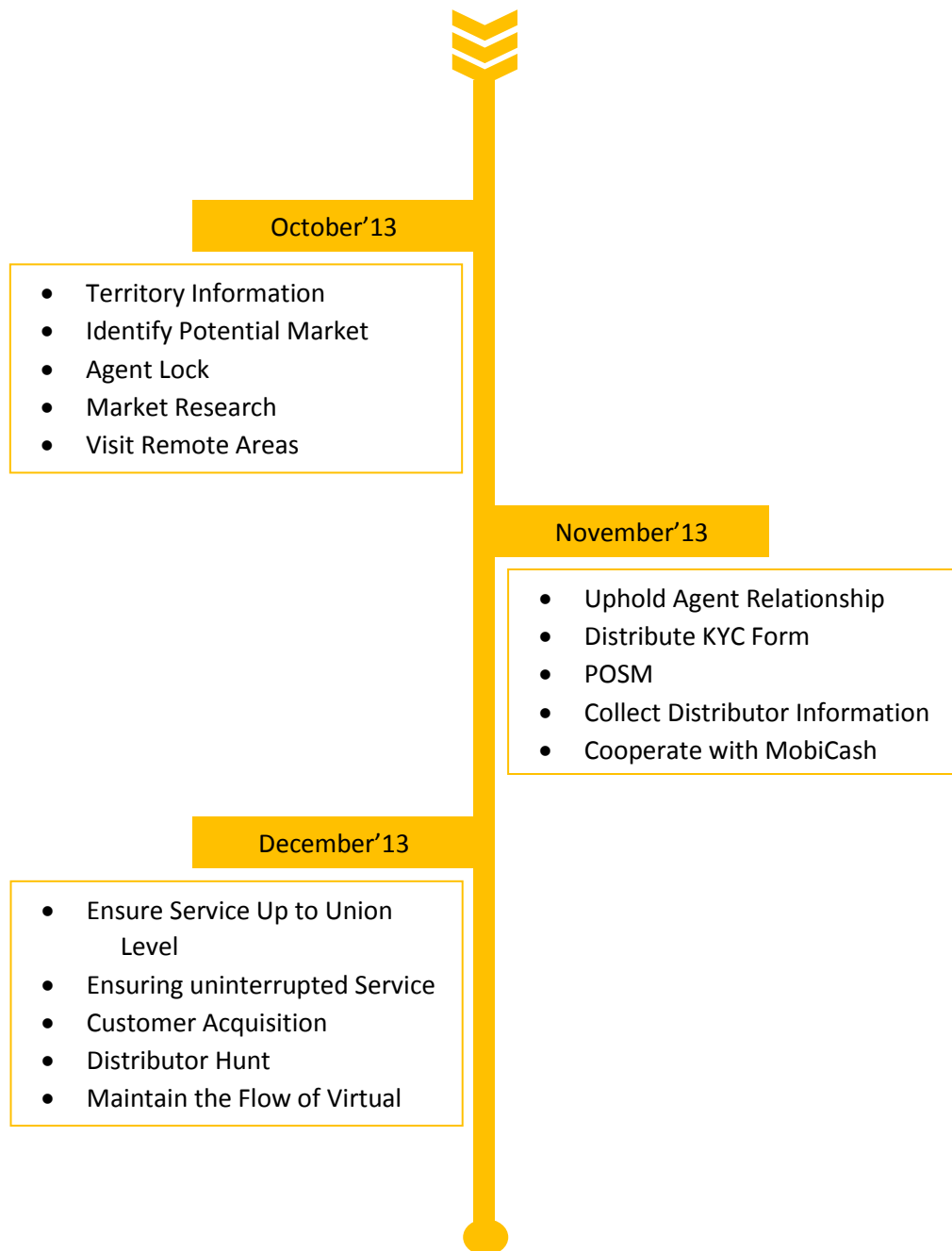
By December 2013 Interspeed Marketing Solutions Limited set up all types of point of sales marketing. Such as, banners, posters, festoons, bunting, brochures etc. By targeting the most visible sales points POSM was setup to have maximum customer visibility.

Distributor Hunt:

For fluent service and uninterrupted work in territories distributors are needed. Distributors ensure the sales and satisfaction of agents by giving and receiving their virtual money. So, Interspeed Marketing Solutions Limited started distributor hunt by the territory officers. They make a list of all the distributors in a territory and sort out the possible future distributors.

5.7 Responsibilities of Territory Officer

At the activation period territory officer had a set of instructions and their job was to work as those. During my three months of service I maintain those instructions and presenting those in a timeline:



5.7.1 October 2013

Territory Information:

Duty of a territory officer includes sending field information through the chain of command to the strategy makers. The information includes competitor's offers to the customers and agents, new product and its promotional activities, agent conference etc. territory offices have to regularly monitor within their territory to update this information frequently.

Identify Potential Market:

A territory officer was responsible for his territory which includes several Upozella, for me it was seven. For me, understanding the full potential of this territory and implement the company's strategy to get the best output was the main task. To identify and for the progress of these potential market, I used to visit these Upozellas repeatedly.

Agent Lock:

Territory officers use to visited potential areas to identify most visible retailers and lock them as agents. Agent lock means agent registration. Territory officers send the agent registration forms to the head office. After approving the form the agent number activates. A lot of precaution is maintained to review the agent registration forms because retailers becoming mobile banking agent and banking mean higher responsibilities.

Market Research:

Territory officers work very close to the market, so they can get more field information than anyone. So before making any strategically decision the research is conducted by the Territory officers and passed to the strategic team. Such as Interspeed Marketing Solutions need a distributor information regarding their sales commission. Territory officers get that information about the competitors offer to their distributors.

Visit Remote Areas:

73 territory officers are covering the whole country for OK Banking. So each territory is significantly big for a Territory officer. Territory officers have to visit rural and remote areas to make agents. The mobile banking is targeted to the population with lower income. So if rural areas are focused to deliver service to right people, so territory officers made frequent visits to these areas to provide service where needed.

5.7.2 November 2013

Uphold Agent Relationship:

In mobile banking market the agent commission is almost same in every organization. So, the personal relationship with the agents was the biggest weapon to increase the sales of OK Banking. There was a clear instruction for all territory officers to maintain a good understanding with the agents.

Distribute KYC Form:

After making agents, they started functioning by making customers. Territory officers deliver them customer KYC forms which is also known as “know your customer form”. After registering the forms agents contact the territory officers for the activation of customer number. Without the KYC forms the process of making new customers will stop so territory officers maintained a smooth distribution channel.

POSM:

Point of sales marketing was the only marketing tool for the territory officers. Banners, posters, bunting, festoons etc. were used in retail shops. Territory officers deliver them to agents and responsible for the visibility of OK Banking.

Collect Distributor Information:

OK Banking is planning to do business through distributors. Territory officers provided them the information about the telecom distributors in their territory. Territory officers made a list, placing distributors in category of three. The first category distributors will be contacted and they will be offered with distribution opportunity.

Cooperated with MobiCash:

MobiCash is a Grameen Phone service and they have a contract with OK banking. Grameen Phone center can provide OK Banking service through MobiCash. So, territory officers deliver the marketing tools to the Grameen Phone center for maximum service.

5.7.3 December 2013

Ensure Services Up To The Union Level:

Bangladesh Government have opened Union information center in ever union and each of them will be an automatic agent to any mobile banking. No other mobile banking service has reached them. So, OK banking took the opportunity and provided the union level service.

Ensuring Uninterrupted Service:

If agents face any problem regarding password, network, cash in or cash out territory officers are responsible to solve those problems by the help of IT department.

Customer Acquisition:

Territory officers took individual steps to acquire customers. Some of them arrange trade fair and others organize one to one marketing to increase sales. Each territory officer presented their plan and company provided money for execution.

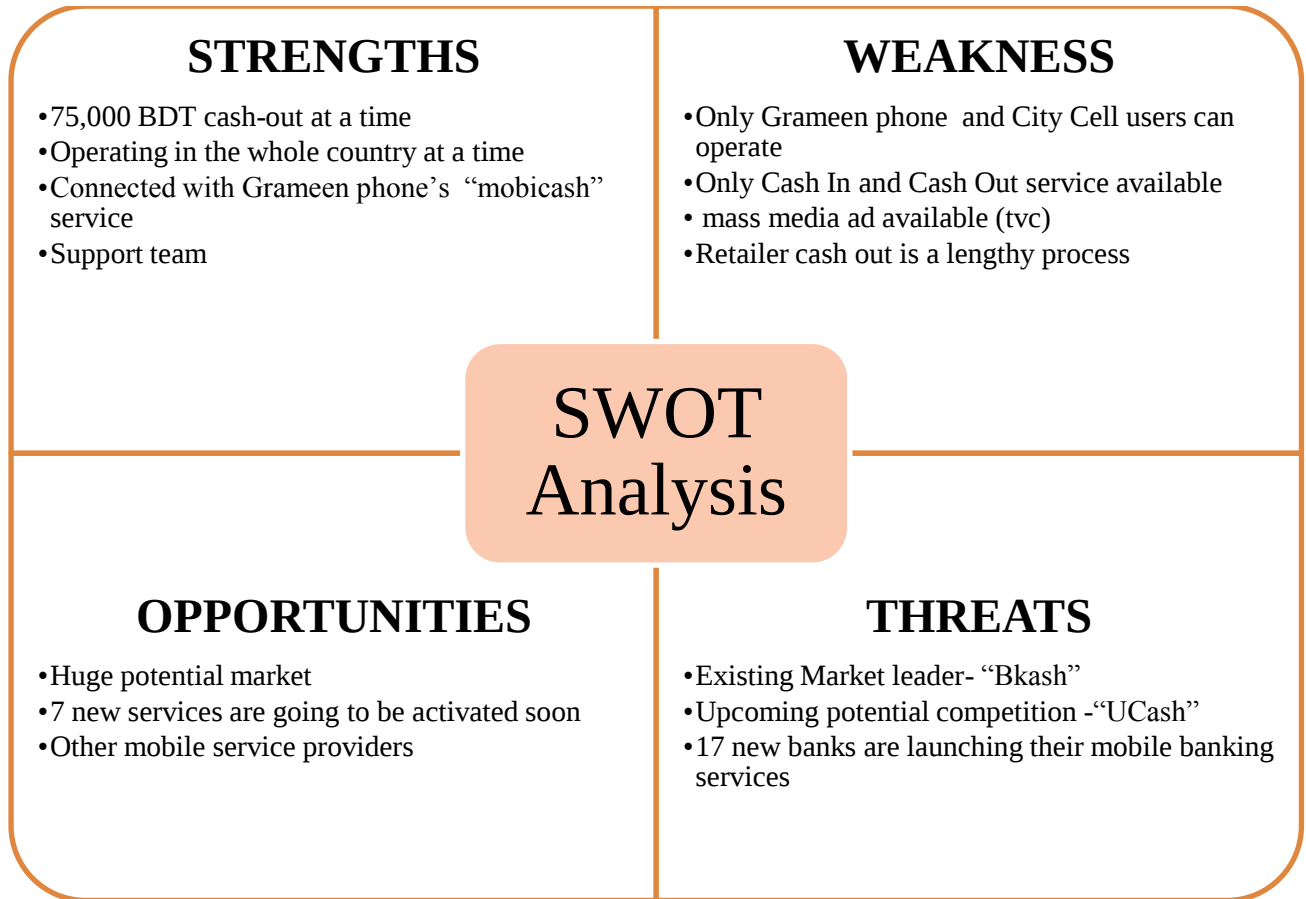
Distributor Hunt:

Territory Officers made communication with distributors and maintain a good relationship. Distributors with higher potential were chosen for future consideration. Also some distributors contacted territory officer by them self for future business.

Maintain the flow of virtual money:

Territory officers provided agents the virtual money as there was no distributor at that time. Virtual money was given in return of real money. Territory officers deposit the money to nearest bank. This transaction for money is the actual business for mobile banking. For OK banking territory officers were given fifty thousand taka target for the month of December 2013.

5.8 SWOT Analysis



5.8.1 Strengths

Only OK Banking allows their consumers to cash out 75,000 BDT at a time. They are operating in the whole Bangladesh at the same time with their efficient and strong support team. Consumers can make their transactions through "mobicash", a service provided by Grameen phone because of the strong association between two companies.

5.8.2 Weakness

One of the major weaknesses of the OK Banking is that, the transactions will take place only with Grameen phone and City Cell operator. And another significant weakness is there are only two services available among all the features, Cash In and Cash Out service. Where the

competitors are remarkably focusing on capturing the consumer's attention, there is no mass media advertisement visible for OK Banking service.

Since OK Banking is new in this sector, they have not appointed Sales Representatives on their business. For that reason Retailers has to go through a lengthy process for cashing out their virtual money.

5.8.3 Opportunities

Mobile banking service is a new concept for mass people. This can be used in various forms of transaction of money throughout the country and there are many veiled services that the OK Banking can introduce to the market. So there is a vast potential market still needs to be captured. For a start OK Banking is going to activate 7 new services very soon.

Currently OK Banking is only connected with two mobile service operators, Grameen Phone and Citycell. They can collaborate with other mobile service providers to make their banking service accessible to their targeted consumers.

5.8.4 Threats

The biggest threat for OK Banking is the existing Market leader- "Bkash". Bkash has already expanded their business and 80% of the total mobile banking market is undertaken by them. Therefore as a newcomer OK Banking has to struggle a lot and have to face a tough combat against bkash.

Another potential threat for OK Banking is UCash, mobile banking service of UCB. UCash is a fresh player in this sector and they have a strong execution of marketing strategies. UCash is offering their consumers an interest on their account balance, on the other hand they are massively advertising for their service.

Another future threat for OK Banking is that, 17 new banks are launching their mobile banking services. Bangladesh bank has imposed a rule that every bank has to have mobile banking service. So there are more threats coming for OK Banking in near future.

Summary

Chapter 6



6.1 Findings

The findings of the report are given below:

- Mobile banking is a new technology in Bangladesh which started from 31st March 2011. Dutch BanglaBank Limited pioneered in mobile banking services in Bangladesh. Most people heard about it but not have a clear idea.
- Among all the Mobile Banking bKash provide the best quality service among the all company, and also they are the market leader.
- Although bKash and DBBL started their journey in a same year but bKash is now far way then DBBL in terms of service, coverage, branding and other side.
- The total market share of bKash is 71% which is very much high for any industry.
- In one case DBBL have the advantage that is in controlling, because in every sub-district DBBL have their mobile banking office. On the other side OK Banking controlled by their agents.
- bKash have strong customer service point.
- DBBL have the higher growth rate but in terms of number of subscribers bKash is far ahead. UCash being a new service in market also have very high growth rate.
- In terms of branding bKash is more visible then Other mobile banking services.

6.2 Recommendations

While working with the report, there were certain things that came in front of my eyes which OK Banking, I think, should consider. The recommendations are:

- Mobile banking services mainly depend on the technology so OK Banking need to improve their server as early as possible because some time the server down for one or two hour.
- OK Banking is currently using DBBL Mobile banking User software. they need to change that because it often makes customers confuse.
- OK Banking need to promote their service by doing one to one marketing because of the complexity of the service.
- The payment service for the agents of OK Banking is not satisfactory. they need to get distributors as soon as possible so that if they want to capture the urban people.
- OK Banking need to introduce mobile recharge service as early as possible because most of the youth use bkaash, M-Cash, DBBL mobile banking only because of this service.
- International remittance service of OK Banking is not activated yet. clear to everyone so that they need to promote that service with high priority.
- In recent time Different Banks in Bangladesh introducing mobile banking service. So OK Banking need to have close observation on them, because they can become future threat for OK Banking.

6.3 Conclusion

It is my immense pleasure to conclude the report as a part of my internship program. The report is a reflection of my work, sincerity, credibility as well as coordination between me & Interspeed Marketing Solutions Ltd. I tried my best to provide as much as information I could. As the service is its early stage, company tend to keep their information confidential. I consider myself lucky to be able to work in a company that provides such scope for learning. The work environment is also one of the best among the industry.

The mobile banking industry is growing at excellent pace. While it took only two year for bkaash to reach 3 million, DBBL have 1 million within two year. Beside this all the other companies have huge potential to increase their market share, because the industry is in very early stage.

At the wrapping up it can be said the OK Banking is still working hard to grab the market although they are new and market leader bkaash have 71% market share. But the competition of this industry developing rapidly. But yet OK Banking have a long way to go. To compete in this market with leader like bkaash, OK Banking have to introduce new services. If they can continue to cater to the needs of their customers, they have a bright future ahead of them.

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