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Internship Report

On

Digital Service department and its contribution to Robi Axiata Limited

SUBMITTED TO:
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Submission Date:

August 30, 2017

Letter of Transmittal

Date: August 28,2017

Asheka Mahboob

Lecturer, BRAC Business School,

BRAC University

Subject: Submission of Internship Report

Dear Madam,

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 is based on, "Digital Service Department and its Contribution" with Robi Axiata Ltd. I have got the opportunity to work in Robi Axiatra Limited in "Digital Service Department" under Marketing division for twelve weeks, under the supervision of Mohammad Samiullah Chowdhury, Manager, Finance and Strategy, Digital Service Division.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture of prominent telecommunication 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

Tasnim Jamil

ID: 13104057

BRAC Business School

Acknowledgement

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I am deeply indebted to my Faculty Advisor Asheka Mahboob, Lecturer, BRAC Business School, and BRAC University for her whole-hearted supervision during my organizational attachment period. I am also grateful to my line manager Mohammad Samiullah Chowdhury , as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without his guidance.

My gratitude goes to entire CSO Department, of BRAC University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

I would like to convey my special gratitude to Shafeen M Eunus Daud, Manager, Digital Service Department. Without his help and support my report would not be completed.

I would also like to express my gratitude to my Robi Axiatra Ltd Fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things

<u>Executive Summary</u>

I have prepared this report based on my three month practical experience at Robi Axiata Limited. This internship program helped me to learn about the practical scenario of a Telecommunication Company. This report has been presented based on my observation and experience gathered from the company. I did start my report with a brief introduction of the company and my work along with a focus on Robi profile and shares of AXIATA Company. Later on, on the main part I described about the services of my department on which I got the chance to work on. I did somecritical analysis of every services of my department, along with the problems and findings

The digital service departments works with the online ticketing service of BD, bdapps.com and Robi trackers. In the last part of every sector I used some recommendations which I think will be beneficial to the company.

METHODOLOGY :

Topic : Digital service department and its contribution to Robiaxiata Limited

Methodology:

1.The Internship report will be prepared by all the learning I got from my internship period which started on 3rd of may, 2017 and will end by 3rd of August, 2017.

2. I will focus on -
>The services of Digital service department
>how they are contributing to RobiAXiata Limited
>what can be done for the improvement.

3.This report will be based on primary on secondary Data.

>**primary data** : primary datas are collected from face to face discussion . I have included the information I got in different parts in the report.

> Secondary Data:
>**Official Data**
>**Sales report**
>**Articles**

As I have full access of this site I can gather any information from their official site.

Objective : Tofind out the future of Robi online ticketing, bdapps.com, and robi tracker. why it can not meet its target sales, and what services can be provided to improve the service.

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Chapter 1

1.1 Introduction: |

In this 21stcentury versatile mobile networking is turned into an essential needs of our everyday way of life. The vast majority of the general population of our general public are utilizing versatile systems administration for imparting. The essential capacity of media transmission is to associate individuals through voice exchange, instant messages and by means of web. Aside from this fundamental capacity, media transmission has just begun presenting some expanded territories with the assistance of its versatile system. Portable innovation is by and by giving different modest arrangements in people" s day by day life. The customary considering interfacing individuals through cell phone is a long ways behind in examination with the present situation. Data innovation empowers telecom organizations to furnish financial arrangements with an exceptionally shoddy and effectively accessible get to which was before exorbitant and not available to some degree.

Today, media transmission has turned into an everyday need of the general population. The quantity of cell phone client is expanding step by step in our nation. It is an extremely alluring business sector for the versatile association supplier. Directly there are six organizations in the market. Each of them is attempting to keep up and increment their piece of the overall industry. Among them RobiAxiata Limited is one of the main organization in the area. Numerous different organizations of various market have contributed a ton behind the achievement of Robi.

1.2 History of RobiAxiata Limited:

Bangladesh is a developing nation. In addition, in this educational and mechanical time Bangladesh additionally proceed with these progressions of data and innovation. One of the natural data and innovation is portable systems administration. In Bangladesh there are numerous media transmission organizations in telecom industry. RobiAxiata Limited is one of them.

RobiAxiata Limited is a dynamic and driving countrywide GSM correspondence arrangement supplier. It is a joint wander organization between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. RobiAxiata Limited, once in the past known as Telekom Malaysia International (Bangladesh), initiated its operation in 1997 under the brand name Aktel among the

pioneer GSM portable media communications specialist organizations in Bangladesh. Afterward, on 28th March, 2010 the organization began its new trip with the brand name Robi. Robi is really a people-situated brand of Bangladesh. Robi, the general population's champion, is there for the general population of Bangladesh, where they need and the way they need. Having the nearby custom at its center Robi walks ahead with development and innovativeness. To guarantee driving edge innovation, Robi has the global ability of Axiata and NTT DOCOMO INC. It bolsters 2G voices, CAMEL Phase II and III and GPRS/EDGE benefit with fast Internet availability. Its GSM benefit depends on a vigorous system engineering and forefront innovation, for example, Intelligent Network (IN), which gives significant serenity arrangements as far as voice lucidity, broad across the nation organize scope and various worldwide accomplices for universal wandering. It has the most stretched out International Roaming scope in Bangladesh interfacing 550 administrators crosswise over 205 nations. Its client driven arrangement incorporates esteem included administrations (VAS), quality client mind, simple get to call focuses, computerized organize security and adaptable levy rates. With its qualities and abilities created throughout the years, Robi means to give the best quality administration involvement regarding scope and network to its clients all finished Bangladesh. Together with its remarkable capacity to create nearby experiences, Robi makes unmistakable administrations with neighborhood flavor to stay near the hearts of its client.

1.3 Company Profile:

Name of the Company: Robiaxiata Limited

Shareholders: Axiata Group Berhad and NTT DoCoMo

Bangladesh Head Office: Robi Corporate Centre, 53 Gulshan South, Avenue, Gulshan-1,

Dhaka-1212; Bangladesh.

1997

Year of establishment:

Technology Deployed:

        Telecommunication

        EDGE, GSM, GPRS, HSPA

Position in the Industry: 3rdin terms of number of subscriber and 2ndin terms Of revenue.

Network Coverage: 99% of the population (January, 2015)

Geographical network: All over the Bangladesh (January, 2015)

Major Competitors: Grameenphone, Banglalink, Airtel

Market Share: 21% (February, 2015)

Revenue: 9.4%^ in 2014

Slogan: JoleUthunAponShoktite (Ignite the power within)

Corporate Website: **http://www.robi.com.bd**

1.4 Divisions ofRobi:

- There are several divisions in Robi. Theyare:

- Human ResourcesDivision

- FinanceDivision

- TechnologyDivision

- Market OperationDivision

- Corporate StrategyDivision

- Corporate and RegulatoryAffairs

- EPMO- Enterprise Project ManagementOffice

- DigitalServices

- InternalAudit

1.5 Purpose and Principles:

Purpose

The purpose statement is their ambition for future, to set a common direction for new brand, framework for all their strategic planning. Robi‟s purpose is also to empower their customers. They claim that, *"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."*

The new brand is here to help people to empower and enable themselves to make a better life. They also believe that, *"We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders."*

Principles

Principle statements define how people want to behave with each other in the organization. The statements are about how the organization will value customers, Vendors, and the internal community. Robi also believes that no matter what they do to realize their purpose, they hold themselves accountable to the following Guiding Principles that the way for them. They are as follows:

- Being **respectful** towards everyone.

- Being trustworthy by action. Being **passionate** and **creative** in all we do.

- Keeping things **simple** in the way we do things.

- Being **ethical** and **transparent**.

- Demonstrating individual and collective **ownership**.

☐ Practicing an **open** culture in communication and internal

☐ **Emotional:** Passionate, Creative, Respectful, and Open

☐ **Functional:** Simple, Ethical, Transparent, and Ownership

1.6 Mission, Focus and Vision of Robi:

Mission:

Robi aims to achieve its vision through being number „one‟ not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation.

Focus:

Axiata is focusing on not just developing a talent pool for the group and its subsidiaries – but on succession planning for key positions in the Robi. Robi Leadership program focuses on seven areas of leadership skills- strategic thinking, business acumen, result orientation, customer orientation, people management, coalition building and personal attributes.

Vision:

Robi's vision is to continuously monitor its customer‟s needs and to plan accordingly. It will monitor the development of technology and updated self to meet customer demand.

Long term Vision:

Robi firmly trusts that supporters are their most significant resource. They have a solid Customer Service Center. Being dependably with their clients the Robi "Help Line' is there. Robi has effectively moved to another switch with higher limits regarding pleasing higher client base and to give them a chance to utilize all the essential supplementary administrations under GSM innovation. RobiAxiata Limited ability and experience are recognized all through the business. Request is developing constantly, not just for the administrations it as of now gives, but rather for more prominent and more differentiated administrations and considerably higher quality execution. Its pace is quick, rewards are high and work is of consistent test. They presented the both-way national meandering all through their system scope. The Prepaid administrations with upgraded highlights have been monetarily initiated effectively and now they are taking a few ventures to aggregate more progressed mechanical elements in their system. As far as Network Quality, the

organization will guarantee not just the hardware are of world class standard yet more vitally its size or limit is taken into account the privilege dimensioning of client base, all together maxim confront the issues of drop calls or clog. All these are done through legitimate arranging, control and timetable support program. They keep up the benchmark for giving the quality administrations. They screen these through creating standard reports and on location overview. On the off chance that

there are any frail signs or a call drops, the gifted designers are giving administrations round the clock to determine the issue in a split second. This is the most critical key asset factor in RobiAxiata Limited. Robi has proficient human asset. In addition, its choices depend on realities from statistical surveying and scope study. In addition, the above destinations must be accomplished through the perfect individuals. Robi has put its sharp eyes in building up its representatives through legitimate preparing, as they trust that the most imperative resource for RobiAxiata Limited. So they are guaranteeing quality administrations by quality individuals. Robi has the arrangement to offer chance to each family unit in utilizing cell benefit in the nation at the aggressive cost giving unparalleled quality administration and client mind.

1.7 Product and services :

Robi offers a variety of various bundles. Notwithstanding offering the principal paid ahead of time and post-paid versatile administrations, it offers an extensive variety of significant worth included items and administrations, for example, SMS, GPRS, EDGE, International Roaming SMS saving money, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking and Bengali SMS. Robi has the most stretched out International Roaming scope among every one of the administrators in Bangladesh.

Prepaid and Postpaid:

Prepaid :
Robi Prepaid has everything to offer; a solitary bundle that conveys effortlessness and adaptability in the meantime. Robi Prepaid is ceaselessly adding new components and plans to give total

opportunity to the clients. Robi has the single prepaid bundle with the best rates in the market. Besides, there are distinctive duty designs in one bundle to meet diverse sorts of necessities of clients. There are moment, simple and numerous movement office starting with one levy design then onto the next. Client can have 5 FnF to any administrator portable with one Robi accomplice office there is fullback availability with FREE BTCL approaching. There is broadened and streamlined refill legitimacy for straightforwardness and flexibility. Additionally, there is across the country Easy Load office and rapid web availability all accessible Value Added Services (e.g. SMS, MMS, Goon, ringtone, backdrop, recreations, and activity download) are accessible in the administration. Clients can revive their Robi Prepaid by utilizing scratch cards and Easy Load offices.

Postpaid:

☐ Robi likewise offers post-paid administration; alongside the different bundles. Robi Push Mail is a protected, dependable and highlight rich email arrangement at value clients can bear. Presently, clients can works if at their desktop from anyplace. Clients can know their bill data through Web Bill, E-Bill, SMS, USSD and Customer Care Center; Customers can pay their bills by following:

Scratch Card Auto Debit Easy load Bank

☐ **Customer Care Center**

1.8 Value Added Services:

☐ Music – ROBI Goon Goon, radio, Song Dedication, Listen & dance

☐ Entertainment – WAP, MMS, Voice portal, Kid zone, Cricket world

☐ Downloads – Ringtones, Animations, Wallpaper, Games

- Internet & data service – Browsing pack, Internet pack, Modem and recently introduced3G internet package.

- Messaging – SMS, MMS, Voice SMS, SMS Dedication, International SMS, Greetings

- Community & Chat – Voice chat, SMS Chat

- Information service – Breaking news alert, Instant news, Stock information, Directory,

- Aroti portal, Ibadat portal, Emergency helpline, Haat- bazar

- Mobile assistance – Call block, Missed Call alert, Phone backup

- Education & Career – BBC Janala, Job portal

- Lifestyle – Bazar, Directory, Women Zone

- Finance – Stock information, M Pay, Bill Payment

- Balance transfer & Request

- Call management – FnF , Conferencing, call waiting, divert, holding, forward

- Facebook

- Job alert

1.9 Revenue VS net Profit/Loss:

According to financial update 2014 Robi customer base reached to 25.3 million and by 13.2% to record a subscriber market share of 21.0% an increase of 1% relative to end of 2013. Revenue grew by 9.4% in FY 2014 amid fierce competition. Operating Profit/ EBITDA (Earnings before Interest Tax Depreciation and Amortization) recorded an 18.3% growth with a 2.9 percentage point (pp) improvement in EBITDA margin. Net Profit after Tax (PAT) grew by 20.4% through focused investments and excellence in cost management. Invested BDT 21.0 billion (63.7% increase) towards expansion of 3.5G footprint, 2G new coverage and enhancement quality of service. Contribution to national exchequer was BDT 21.7 billion representing 43.8% of Revenue

1.10 Brand Elements ofRobi:

To establish the new brand, Robi is using new and unique brand name along with other brand elements. The elements are:
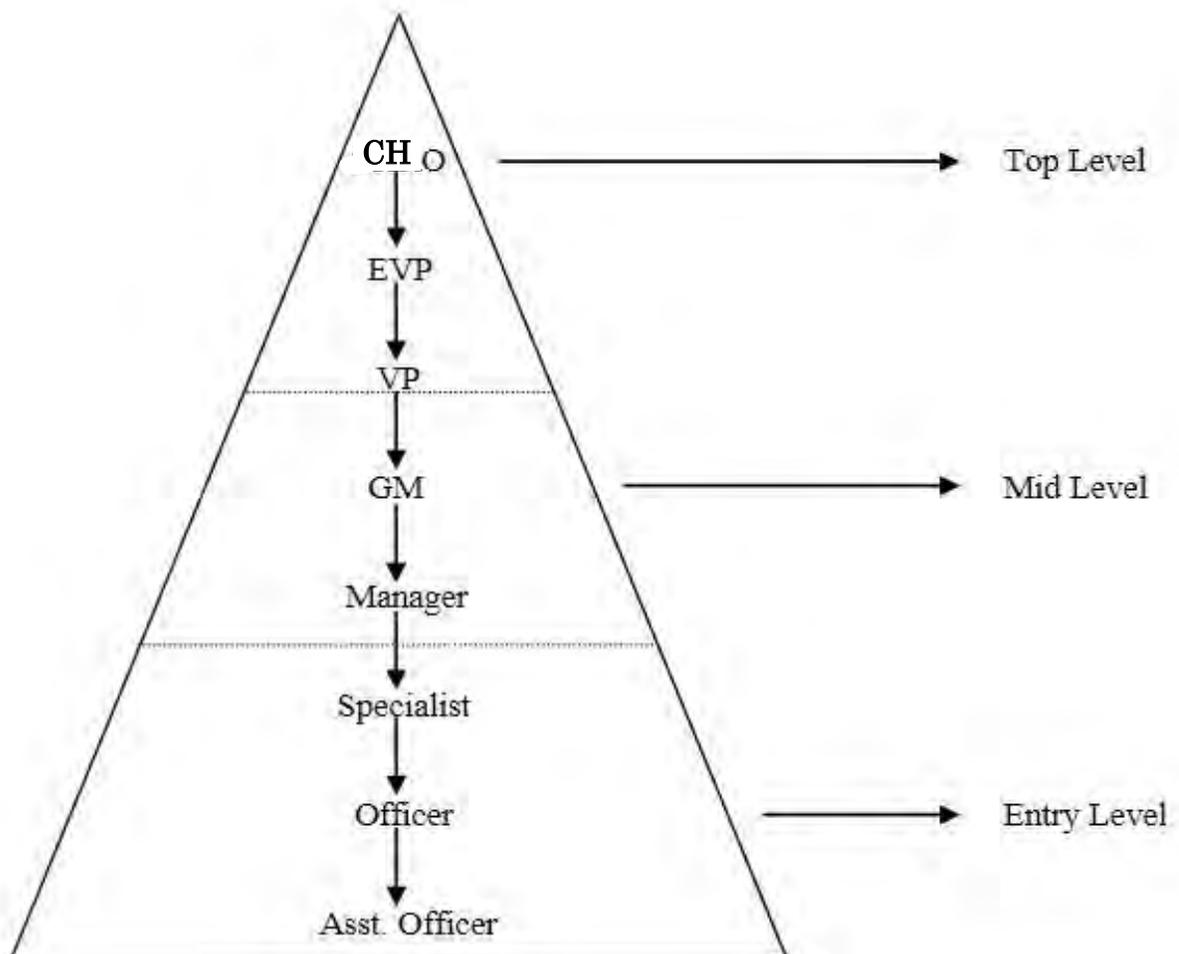
> **Logo:**

- **BrandAlpona:**

- **OperatorNumber:**

- **Slogan:**

1.11 Operational organogram :

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                    /\
                   /  \
                  / CH_O \  ————————————→  Top Level
                 /   ↓    \
                /   EVP    \
               /     ↓      \
              /.....VP.......\
             /       ↓        \
            /       GM         \  ————————————→  Mid Level
           /         ↓          \
          /       Manager        \
         /..........↓.............\
        /        Specialist        \
       /             ↓              \
      /           Officer            \  ————————→  Entry Level
     /               ↓                \
    /          Asst. Officer           \
   /_____\
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CHAPTER 2

2.1 Digital Service Department :

ROBI‟ s Digital Services division principally has six departmens. The Mtech and Solutions office has three items right now. From them, one of the main endeavors is ROBI Tracker. ROBI Tracker resembles an umbrella and they are intending to have apathetic item and administration offerings under it. Right now they are concentrating on Vehicle Tracker. It is otherwise called vehicle following administration that enables shoppers to track their vehicle progressively from wherever they need. Also they have an eco-framework called BDApps that enables outsider designers to coordinate in application buys for their applications and gives oversimplified strategies to people to make applications without anyone else, this falls under their application store class. What's more, thirdly, they have MIFE which enables individual to utilize their portable numbers as character and utilize them to sign into various stages,

e.g. versatile associate, a stage that enables people to sign into bdtickets just utilizing their portable numbers. They are likewise wanting to dispatch GPS watch that will guarantee the security of the youngsters at any point in the near future.

The advanced endeavors office is in charge of producing new thoughts for computerized benefits and keeping up the execution of those administrations. At present they have three items which are, bdtickets which is a web based ticketing administration which falls under their "E-ticketing" class, Mobi Reach, a portable ad stage that can send particular and focused on notices in light of 14 particular parameters and in conclusion, Recharge besides, a site that considers online revive of versatile, web (Qubee,

Banglalion) and ROBI‟ s claim VTS benefit. The computerized wanders group works

all day and all night to guarantee nonstop change of their items which incorporates purchaser behavioral perceptions and proper information examination, keeping up relations with current outsider designers and organizations and making new ones and customer criticism investigation to roll out essential improvements and enhancements of their items. The computerized wanders office finds a way to guarantee that their administrations are working easily constantly.

The portable money related administrations are claimed by banks, yet the versatile budgetary office is in charge of giving and dealing with the channel through which such administrations are circulated through the GSM arrange. For instance, the service bills or cash exchanges made

through B-kash is made accessible by the portable money related administrations office using their system dissemination of ROBI all through the nation. Additionally, this division is in charge of adding particular portable administrations to administrations like B-kash, for example, USSD benefits and enabling shoppers to revive their versatile adjust through B-kash.

The Finance office is in charge of computing all the money related necessities of the advanced administrations division of ROBI Axiata. They are mindful in decide the cost of every single administration they give, which incorporate item advancement costs, limited time costs, site/benefit support cost, change costs, outsider call focus benefit costs and are additionally capable in deciding and dealing with the general working expenses of the division. The back office is additionally mindful in the money related arrangements of all the outside accomplices that are included and guarantees all exchanges are made accurately as indicated by their particular contracts and finally, they are dependable in figuring all incomes that is produced from every single administration that the division gives. They are additionally capable in building associations with different firms and finally, they are in charge of all budgetary investigation and revealing them to the CFO and the administrative board.

The administrative and consistence office is mindful with all the lawful exercises of the advanced administrations division. They guarantee that every one of the agreements made with the collaborating organizations are in consistence with the Bangladesh administrative board. They guarantee that every one of the assignments that are done are moral and falls inside the lawful limits. They monitor every one of the records and make any expected revisions to them if required and guarantees they are recharged or finished legitimately.

2.2 Nature of the Job : .

I Served as an Intern in the digital service department of RobiAxaiataLimited.I have started my internship journey with DS team on 3rd may 2017 for three months only. The job nature was fulltime but temporary with pay. I used to work five days in a week. However, the working hour was pretty flexible. I had the chance to enter at office with punching my employee card in between 8am to 10am. After entering at office I had to work for at least eight hours. Sometimes, I had to stay long for emergency works. Furthermore, the job environment was excellent. As Robi follow the modern strategy. I found an invisible hierarchy which motivated me a lot to work with freedom.

2.3 My job at Robi:

Competitor Analysis:

I did competitor analysis on a regular basis for bdtickets.com. The main competitors were shohoj.com, paribahan.com etc. So to keep pace with them I regularly had to check their database . I noted what new route or bus services they are introducing. And what Robi should follow.

bill.

Making reports :

I regularly had to made reports based on the database provided. The reports included the progress in selling, whether they are being able to meet target sales or not, and which areas lack impriving.

Keep and Update records:

Moreover, I used to keep the record of all inventory, gift items and updated the records as well.

Scanning and Photocopy:

I used to do number of photocopy and output of essential records and papers. I was likewise in charge of documenting the papers and keep record with looking after arrangement.

Others:

At last, I used to do some other moment act too. The most widely recognized works are to meet the customer, to give fitting data to the customer, to get visitors,.I took part in various session composed by the office. Toward the start of temporary job, I partook in a 3 hour session coordinated by the chief of DS. Moreover, I used to partake in centered gathering session for updating the advertising system of   Robi.

Chapter 3

3.1 Online ticket service of Robi :

Online ticketing service of Robi is known as bdtickets.com.bdtickets.com is a premium web based booking entrance which enables you to buy tickets for different transport administrations, dispatch administrations, motion pictures and occasions the nation over. It likewise gives you a chance to buy travel tickets in the least complex, simplest, sharpest and most advantageous way. Look for transport accessibility, pick your favored seat, buy transport tickets with most extreme comfort utilizing your cell phone. It can't get easier than this.   .

bdtickets.com empowers shoppers to buy tickets from any area whenever, just by utilizing your cell phone. You can rest guaranteed that your installment will be transfered securely through an exceedingly secured installment channel.

A client can buy tickets through the Website and Mobile App.

You will be offered the rundown of accessible tickets in light of your choice. At that point you can continue for installment through the entryway. In only a couple of snaps, you can buy tickets from anyplace!

A SMS is sent to the client once the buy is affirmed. This SMS has the reference number alongside other ticket related data.

3.2 Findings and recommendations in this sector: ..

Problem statement:

bdtickets.com is an online bus ticket selling platform where bus tickets for different districts and route are available. Due to all the facilities it provide there is not yet satisfactory number of sales. The number of customer for bdticket.com is very less comparing to the competitors.

I did the Gap and competitor analysis of this sector as given below in brief:

GAP analysis:

Gap indicates the difference between current and future state of a company.The objective of this plan is to increase sales to atleast 200 tickets per day. But currently,the sale for tickets is only 50 tickets per day. So the difference between future and current states is (200-50) =150 tickets per day. Customer expect certain things from such an online ticket company. Such as cheap price, fast delivery, easy payment system,discount, special offers and special facilities. What bdtickets.com provides is still not satisfactory to many customers. Therefore, this gap occurred.

Competitor and substitute analysis:

There are other competitors in online ticketing sector such as shohoz.com, busbd.com.bd , paribahan.com etc . Shohoz.com is one the main competitors for bdtickets.com.Shohoz.com receives about 5,100 unique visitors and 16,575 (3.25 per visitor) page views per day which should earn about $23.00/day from advertising revenue.Paribahan.com is web portal with the data bank of the entire transport industry of Bangladesh. This information bank is helping all bus travelers to gather information about ticket price, available transports along with online booking option from the web for the transports that are linked with us for the facilities. Their service is not limited to online ticket booking; rather they also automate the front office e-ticketing operations and back office account system of the transport companies.

Chapter 4

4.1 ROBI's Vehicle Tracking Solution :

A vehicle following framework consolidates the utilization of programmed vehicle area in singular vehicles with programming that gathers these armada information for an exhaustive picture of vehicle areas. Present day vehicle following frameworks regularly utilize GPS or GLONASS innovation for finding the vehicle, however different sorts of programmed vehicle area innovation can likewise be utilized. Vehicle data can be seen on electronic maps by means of the Internet or specific programming. Urban open travel specialists are an inexorably regular client of vehicle following frameworks, especially in extensive urban areas.

There are a few sorts of vehicle GPS beacons in the market. Normally they are delegated "detached" and "dynamic". "Aloof" gadgets store GPS area, speed, heading and now and then a trigger occasion, for example, key on/off, entryway open/shut. Once the vehicle comes back to a foreordained point, the gadget is evacuated and the information downloaded to a PC for assessment. Aloof frameworks incorporate auto download sort that exchange information by means of remote download. "Dynamic" gadgets likewise gather a similar data however for the most part transmit the information in close continuous by means of cell or satellite systems to a PC or server farm for assessment.

Numerous present day vehicle GPS beacons join both dynamic and uninvolved following capacities: when a cell arrange is accessible and a GPS beacon is associated it transmits information to a server; when a system is not accessible the gadget stores information in inner memory and will transmit put away information to the server later when the system ends up noticeably accessible once more.

Verifiably, vehicle following has been proficient by introducing a container into the vehicle, either self-controlled with a battery or wired into the vehicle's energy framework. For nitty gritty vehicle finding and following this is as yet the transcendent strategy; in any case,

many organizations are progressively keen on the developing PDA advancements that give following of numerous substances, for example, both a businessperson and their vehicle. These frameworks likewise offer following of calls, writings, web utilize and by and large give a more extensive scope of choices.

In present Robi holds a strong Employer Brand to the corporate world. When the company was re-branded to Robi from AKTEL, they need to create an image about their company to attract the talent.

4.2 ROBI Tracker :

Robi Tracker – ROBI‟ s possess vehicle following and checking arrangement. ROBI Tracker utilizes GPS innovation to get a point by point perusing of the vehicle area, which is then plotted and pinpointed on Google Maps. Utilizing the SIM based GPRS innovation, this data is flawlessly communicated to your PC or portable screens. The vehicle would then be able to be followed through the ROBI Tracker Web Portal, Mobile App or by means of SMS. ROBI Tracker is implied for corporate armadas, as well as be utilized to oversee and screen your own particular individual vehicle.

On the off chance that a business is a piece of an industry that utilizations or offers transport and movement, ROBI Tracker is for that to them. It is an authoritative Fleet Management Solution for your business which will empower you to oversee and screen your armadas, transport vehicles and individual vehicles in a brilliant and straightforward process. It attempts to secure your vehicles and guarantees more secure driving on the streets. ROBI Tracker clients can get to the area and development of their vehicle(s) whenever without the utilization of any extra programming. ROBI armada administration arrangement can likewise enable you to decrease fuel costs by up to 15 – 20% by dissect driving examples, finding the most ideal courses, and maintaining a strategic distance from intemperate speeding or lingering. Our day by day reports will incorporate everything from top rates to stoppages to course infringement and give you finish clearness of your vehicle‟ s utilization.

4.3 How it works and its contribution :

For any organization that maintains an armada of business vehicles, a following framework will truly take out the bother related with overseeing them, and also enhance proficiency and spare you cash. What's more, GPS beacons are less expensive and less demanding to introduce than one may might suspect. Auto GPS beacons essentially work through GPS satellite route, in spite of the fact that at times a radio recurrence or cell system can be utilized if GPS scope is poor. The real setup is truly exceptionally straightforward; every vehicle transmits a flag to circling satellites which hand-off this data back to a predetermined PC. The vehicle data is then shown on maps, enabling you to screen speed and correct whereabouts.

GPS beacons for vehicles can be either dynamic or latent (albeit regularly a mix of the two strategies will be utilized):

☐   A detached vehicle GPS beacon begins transferring venture data once the vehicle is turned on or the entryway is opened. GPS information, speed and heading are then recorded. Once the vehicle is come back to a set base, this data is downloaded;

☐   With a dynamic auto GPS beacon a similar data is transmitted continuously without the requirement for docking. So vehicles can be continually followed, notwithstanding when GPS beacons are killed. In the event that an association is poor and information can‟t be transmitted, numerous auto GPS beacons will return to an aloof framework, to finish information exchange when the association is better.

A run of the mill following framework for business vehicles will be comprised of the accompanying segments:

☐   GPS GPS beacon situated in the vehicle (the transmitter). This is carefully fitted in every auto or van on the framework and transmits data. You can get an abundance of information reports, for example, speed, fuel utilization, tire

weight, motor status, course data, motor sitting and front light

use to give some examples. GPS is a worldwide framework, so information can be handed-off from anyplace on the planet;

☐   Tracking server or programming. This gets the data transmitted by means of satellite from the vehicle to the individuals who are approved to see it on their PC. The entire procedure happens right away;

☐   The UI is the methods by which the data can be collaborated with. Generally this will appear as maps showed on a PC screen.

The methodology of benefiting VTS from ROBI Tracker

☐   First of every one of the, a lead must be produced. In any case, presently, ROBI is putting forth this support of just B2B advertise. In this manner, just PLCs are permitted to apply and benefit the administration;

☐   Then a KAM or Key Account Manager should be designated to take care of the customer. For the most part KAM are being sent in view of the areas;

☐   After that, the group converses with the seller in regards to the new association and scrutinize the work orders. In extra, the group additionally gives physical SIM to vehicle, vehicle data alongside WO to the approved individuals of seller. Before giving over all these, the group likewise guarantees the fitting information pack has been doled out and enacted for the vehicle;

☐   Once these are done, at that point the merchant deals with the further activities by taking prompt arrangement from the seller;

☐   After the establishment is done, a down to business instructional course is given to the customer with the goal that they comprehend the procedure and use of VTS (App and site page both) by ROBI TRACKER   .

Chapter 5

5.1 Apps Store :

An application store (or application commercial center) is a kind of computerized dissemination stage for PC programming, frequently in a portable setting. Applications give a particular arrangement of capacities which, by definition, do exclude the running of the PC itself. Applications are intended to keep running on particular gadgets, and are composed for a particular working framework, (for example, iOS, Mac OS X, Windows, or Android). Complex programming intended for use on a PC, for instance, may have a related application intended for use on a cell phone.

Such a portable application may offer comparative, if constrained, usefulness contrasted with the total programming running on the PC. Applications streamline the presence of showed information, mulling over the gadget screen size and determination. Other than giving progression of usefulness more than two distinct sorts of gadgets, such applications may likewise be equipped for a record synchronization between two disparate gadgets, even between two diverse working framework stages. Application stores regularly compose the applications they offer in view of these contemplations: the function(s) gave by the application (counting recreations, interactive media or profitability), the gadget for which the application was outlined, and the working framework on which the application will run.

Application stores regularly appear as an online store, where clients can peruse through these distinctive application classes, see data about each application, (for example, surveys or evaluations), and obtain the application (counting application buy, if important - numerous applications are offered at no cost). The chose application is offered as a programmed download, after which the application introduces. Some application stores may likewise incorporate a framework to naturally expel an introduced program from gadgets under specific conditions, with the objective of securing the client against malevolent programming

5.2 Mobile apps in Bangladesh and worldwide:

The Motorola DynaTAC 8000X of every 1983 was the phone that began it all. It made ready for all other cell phones, including the cell phones and applications clients can‟ t live without today. While the mammoth block of a telephone could do minimal more than make calls, Nokia and different makers chose to include greater usefulness by including straightforward amusements, for example, Snake, Pong and Tic-Tac-Toe. These applications were sufficiently basic, yet they played upon the ubiquity of amusements that were at that point available for diversion comforts. They likewise radically changed how clients contemplated telephones and opened the ways to application advancement. Normally, basic prompted clients needing all the more, yet it would in any case be decades before application designers started conveying the assortment of applications clients really needed.

At to begin with, versatile clients just approached straightforward, however once in a while hard to utilize, applications, for example, adding machines, ringtone makers, essential arcade recreations and schedules. The sheer rivalry in the portable market in the 90s implied versatile producers precisely monitored their mysteries and didn‟ t leave their stages open for improvement. Therefore, application improvement was in-house as it were. All things considered, versatile organizations endeavored to offer clients more applications through the Internet by utilizing the Wireless Application Protocol (WAP). It was intended to address the issues 90s telephones had, for example, restricted handling power, monochrome screens and little stockpiling. While it appeared to be extraordinary in any case, clients rapidly observed the downsides, including applications constrained to a solitary manufacturer‟ s applications, high use charges and complex techniques for really getting applications.

As more cell phones hit the market, improvement costs dropped and a few gadgets were utilizing surely understood stages for application advancement, for example, Linux and Windows. This opened the ways to another era of application improvement. By 1993, IBM endeavored something new – a cell phone with a touchscreen. Simon, as it was named, included access to preinstalled applications for the errands clients needed most, for example, a

logbook, clock, scratch pad, email, contacts, amusements and even fax. The simpler

to utilize gadget alongside access to better looking applications made it to a great degree famous. Edge based upon this accomplishment with the primary Blackberry that was committed to email – still a generally utilized sort of application.

Clients still wouldn‟ t genuinely experience what they truly needed until the point that 2007 and 2008 when Apple discharged the main iPhone took after by the App Store. Abruptly, clients approached a whole commercial center of applications that were anything but difficult to get to and introduce. While choices were as yet constrained, what's to come was abruptly evident for application advancement organizations

– give clients the assortment and convenience they‟ ve been requesting since the 80s.The Android advertise took after rapidly only a while later. HTC discharged the principal financially accessible Android telephone that month giving Apple rivalry months after their own discharges. The two markets immediately achieved one billion application downloads with Apple hitting the check in 2009 and Android only a year later. Amid this time, Apple additionally changed the amusement by discharging the iPad, giving clients yet another approach to utilize applications.

By 2011, there were more than one million applications accessible and application use at last outperformed portable web utilization. In the years that took after, Apple and Google saw their commercial centers ubiquity take off with more than 15 billion downloads a piece. Famous applications, for example, Draw Something and Instagram reach more than 50 million downloads and the viral diversion Angry Birds has more than one billion downloads. The open stages make it simpler for an application improvement organization to make and market their applications to various gadgets. Notwithstanding, the assortment of gadgets and working frameworks make it hard to guarantee applications are constantly perfect. For example, application advancement organizations focusing on Android as of now confront a divided reality with nine diverse Android OS forms being used. Since the unassuming beginnings of a couple of rough arcade diversions, applications have developed and turned into an absolute necessity need to complete things rapidly, and even waste a little time with fun recreations. Flurry‟ s CEO,

Simon Khalaf, sees clients investing 87% of their energy in applications while a minor 13% of the time is spent on portable web.

Application improvement organizations are in consistent rivalry, however every organization has the same accessible versatile gathering of people to market to. By taking a gander at the historical backdrop of application improvement, application engineers can realize what sorts of applications clients need most. With each all of a sudden famous application, designers have yet another opportunity to make a superior adaptation. With each gadget discharged, engineers have another approach to show applications.

In 2015, organizations are continually being advised to chip away at their portable system – to such an extent that they are receiving a „mobile first‟ approach. Are responsive sites basic for organizations, as well as applications are progressively observed as a route for organizations to discover new and energizing approaches to change the lives of their clients. Clients who telecommute, travel as often as possible and are constantly associated are searching for approaches to get to the things they require speedier and simpler, and versatile applications offer only that.

Overall development and Demand for versatile applications

In Today‟ s World, Smartphones and Applications have picked up a great deal of ubiquity. The World has seen cell phone industry develops significantly. The Popularity of this industry has soar and the reasons are numerous. The way toward Communicating with each different has accomplished amazing updates and it is all striking idea of Developing an Application in view of Technology. The portable application improvement innovation is developing step by step thus the quantity of different applications created for different gadgets.

Versatile Application Developers consolidate diverse components to programming applications furthermore, arrangements. Different Organizations have begun indicating interests in business Applications and over the Globe. Portable Application Development is a Billion Dollar industry; the interest for engineers has expanded. Versatile Applications has taken the Mobile World on a

gigantic mountain, and secured all parts of Human life.

The Growing Demand for Apps Developers - Today, Mobile Application Development is not restricted to General Users but rather additionally achieved Business and Institutional clients. Medicinal services, Real home, Social Media, Marketing and numerous more indispensable regions of Human presence are being secured with portable applications.

Up and coming App Development territories – If somebody truly need to develop profession in portable applications Development. There are a great deal of openings for work in Mobile Technology in view of the expanded request of the Smartphone Applications by Android, iOS, Windows and Blackberry.

Expanded Reality is the new up and coming territory in application improvement. It is another idea and it will be reality. Driving Mobile Players in the Market have understood this zone and are rapidly looking, the way individuals see and feel things, Cloud Computing is another field where extent of App improvement and offers flexibility to set up themselves in the application world. Portable application Development covers tremendous scope of blasting segments and numerous more to add on. Wearable innovation is additionally another zone where applications will assume real part in not so distant future.

In the coming Future the Rising interest for versatile application advancement process will be a benefactor in the development of an association and in addition person.

Portable applications situation in Bangladesh

To be useful and genuine, three years back, Bangladesh did not think creating "Versatile Apps" could be a potential business line. At show, we have more than five

(5)   local App stores. An incredible news is that, a considerable measure of Bangladeshi designers have now effectively situated their Apps on worldwide App stores, similar to Google Play Store, App Store (IOS). As indicated by "The PortioReseach Limited (2016)", The speediest

versatile supporter development with a CAGR (compound yearly development rate) of 9.4% is in Africa took after by Asia Pacific, with a CAGR of 9%, Bangladesh" s portable market will become quickest with a CAGR of 12%.

5.3 Bdapps.com :

"BdApps"- one of the huge finest stages introduced by the world" s most socially committed brand, driving media transmission multinational-ROBI Axiata PLC to designers and substance suppliers to utilize the Robe arrange based components by means of shared APIs (Application Program Interface) as a type of demonstrating appreciation to their endeavors and innovations. Before heading off to a top to bottom discourse with respect to the wander and its eco-social effect, let us review first what an App store is, its center functionalities and the noteworthiness behind propelling a possess App-store by the organization itself!

Essentially, a versatile application is a PC coded program intended to keep running on cell phones, for example, cell phones and tablet PCs to quicken and encourage our everyday action in a more advantageous way. Today all keen gadgets have some fundamental pre-introduced programming as a matter of course, for example, a web program, email customer, logbook, mapping program, some long range informal communication applications, distributed storage administrations et cetera. In spite of the fact that these applications are as of now there, as yet relying upon the gadget client and the confinements of these pre-introduced applications, the need of having some other extra redesigned administrations has been excited. As per "The Economic Times (2011), "The most recent figures from IDC (International Data Corporation) demonstrates that cell phone deals recorded a 34.2% quarter-on quarter development and a 294.9% year on-year development. The Informate October 2010 track by Informate Mobile Intelligence says the quantity of clients

going by an App store has bounced 108% in October 2010 versus the year back period." Moreover, an examination by ComScore (2012) announced that, "Amid the principal seven day stretch of the second quarter of the year, more versatile endorsers utilized applications than perused the web on their gadgets: 51.1% versus 49.8% separately!." So from these insights, it

is very reasonable that, in today‟s universe of Technological Revolution, the need ease of use and the request of such offices have no limited limits, i.e.; it has turned out to be very hard to express the level of dependence of individuals in such offices and in this way the request, in some numerical figure! Accordingly, remembering every one of these issues, ROBI Axiata Limited has taken the benefit of propelling its own one of a kind App store-BdApps.com. In BdApps, everybody is exceptionally refreshing to approach and offer their own considerations on the procedure of significant worth expansion. They kept the entryway open for all the energetic people to make their own particular applications and turn into an accomplice, getting an income offer of half to 90% after vital month to month compromises. The extent of making the applications depends on two center classes - one is "BdApps Pro" which is programming based and the other is "BdApps Lite" which is content based application program. Along these lines, it is an incredible stage for all the innovative super personalities to acquire a significant measure of pocket cash for anybody with little speculation. All you have to contribute is your brain, time, information pack and a little persistence!

For better control and accommodation, BdApps has classified its application postings under a couple of divisions, for instance Business, Education, Entertainment, Health, News, Social, Sports, Utilities and so forth for which, it turns out to be extremely less demanding for another client/guest to comprehend the site technique and find the required offices at a go! Aside from that, it additionally has singular tabs on the front page of the site that permits to see the Free, Top Rated, Newly Added and Most Used applications to catalyze the looking procedure. As needs be to our own particular store investigation, right now individuals are most keen on utilizing applications for self-refreshment and individual comfort. As in our store, Apps like Sports refresh, Cooking formula, Jobs/Career Tip and ready, Gossiping, magnificence tips-are all the while driving the wander since its initiation. Inside this one and half year of foundation, BdApps has effectively more than thousand applications in its document and as yet enhancing consistently. We don't have faith in charging for each progression you make in our

store and in this manner there are likewise a cluster of applications, (for example, general information application, religious applications, ballads, jokes, daily paper et cetera) which are thoroughly free of cost to encourage our esteemed clients.

5.4 Findings and recommendations :

Presently, keeping with or without these things, let us concentrate on the monetary and social ramifications of BdApps in our everyday life. Initially, these applications encourages ones efficiency. Give us a chance to pick the continuous Bangladesh-Zimbabwe cricket arrangement for instance. The greater part of the general population of our nation are cricket darlings, pretty much! On a normal, amid available time a normal fan spends no less than 5 to 8 minutes consistently to peruse web and get refreshed about the score. In the event that s/he permits an application to get him/her refreshed consequently in each specific interim, it would permit him/her to spare the season of perusing web and work that additional time! Moreover, it adapts minimal unavoidable critical things, which are had to know for our vocation/proficient reason however by one means or another got missed on the procedure of our customary instruction system. For instance A designing understudy possibly working in a bank, does not have exact information in Accounting or an understudy doing graduation in Bangla, has a few challenges in English, may attempt aloof applications from BdApps and beat the lack! Aside from that, applications likewise help to limit the overhead costs, as there are some applications by which one can undoubtedly purchase tickets of transport, prepare and so forth by simply tapping over brilliant gadgets, sitting in home/office with no bother of confronting frightening movement to setting off to the ticket counter. So the open door cost of that 2 to 3 hours on street to go to the counters and additionally the transportation cost-both can be spared through these applications. Plus, there are space of upgrading new open doors, for example, tips for objective accomplishment, scopes for making applications to quicken the continuous business process by increasing the value of the current procedure by means of application that will enhance the individual business execution. Some application connects the potential customers every minute of every day by simply tapping over and abusing the open door, a few sends mass sms for companies" unique offerings, rebates and infrequent welcome, a few fills in as a media to know the significant clients assessment reaction input and the rundown continues endlessly. Presently last however not the slightest, BdApps additionally gives an awesome stage to deal with the individual dealings and in addition the social life for its clients. Beginning from the college affirmation advising application to making companions, cooking formula to getting constant breaking news,

purchasing property to tuning in to the melodies a wide range of offices are here in one spot-Bdapps.com.

As a piece of beginning special action and in addition to clear up the quires of intrigued people in regards to the way toward working with ROBI by means of making applications, Our BdApps group has started, taken an interest and teamed up in a few colleges and furthermore attempted a couple of workshops! We are truly happy to see the excitement among understudies concerning the reality in this manner as yet considering doing some more grounds engagements like these. Colleges like-NSU, AIUB, East-West, Daffodil, AUST, UIU, Southeast and Presidency-have astounded us by their reactions and abilities. A considerable measure of understudies from these colleges are currently our enrolled application producers and shockingly some of their applications are administering the graphs in a few classifications. An extremely acknowledging certainty on this issue is the level of reaction! We have 118 enlistments from AUST, 156 from Prime Asia, 102 from AIUB and 128 from Southeast University. On the bit of that, we have gotten 126 application entries out of 77 workshop members at Daffodil University. Also, the battle reach of 1800 individuals in National Hackathon, 2300 in Google for Education Summit (Daffodil University, Dhaka), 4000 in Smart-telephone and Tab Expo and 1000 in National Developer Award Session was an additional cherry on the highest point of it. In this way we are truly anticipating continue proceeding with these Campus Engaging Carnivals and grasp all the crisp new thoughts!

In this way, having every one of these things more or less, BdApps offers some awesome offerings, best dealings and endeavoring tries. Life face to face, corporate or calling an application can make everything simpler, between connected, open, gainful and savvy. We should simply joining and begin investigating!

Chapter 6

6.1 SWOT Analysis:

In comparison with the top two telecom companies in Bangladesh I tried to come up with a SWOT analysis of RobiAxiata Ltd. The SWOT Analysis is described below:-

Strength

1. StrongHR

2. Diversifiedworkforce

3. More youngtalents

4. Strongrecruitment process

5. Attractingbenefits

Weakness

1. Less facility for the interns

2. Slow careergrowth

Opportunity

1. Achieve the first position through employer brand

2. Continues learning opportunity

Threat

1. Strong rivalry within the same industry

Strength:

1.Strong HR:

Robi has an exceptionally solid Human Resource division. There are different offices in HR. Representatives the individuals who are working in HR are master into their particular field. They are consummately running the association. They give fitting rule to deal with the HR of the association. They rouse workers to apply high vitality levels through various ways. They raise employee" s responsibility and devotion to the association.

2.Diversified workforce:

I have just specified every one of the divisions in my report. Under these divisions there are numerous offices. It made a grow workforce at ROBI. Numerous gifts are working under those offices into different activities.

3.Young talents

In passage and mid-level positions the greater part of the workers are fresher or youthful. They additionally lean toward youthful abilities more on those positions. As indicated by them they are excited, potential and their enthusiasm to learn develop the mindset to buckle down.

4.Strong recruitment process

ROBI takes after an exceptionally solid enlistment process before selecting a representative for any position. They take after various enrollment apparatuses. They take composed test, contextual analysis discourse, board talk with, introduction session. Now and again they

take numerous meetings when there is a long applicant pool. These different enrollment instruments help them to choose the best workers.

5.Attractive advantages:

ROBI gives its workers appealing advantages and offices. Therefore the individuals who are right now working into the association theydon" t consider leaving ROBI.

The shortcomings of ROBI are:

1.Less facility for interns

In ROBI interns are dealt with as a changeless worker. They are educated the entire corporate culture yet they are not given any offices instead of a little measure of pay. While working at ROBI, I for one confronted the issue. Then again Grameenphone is not paying the assistants but rather they are giving them transportation and nourishment as an office. Banglalink is giving compensation and sustenance to the assistants. That is the reason understudies lean toward Grameenphone and Banglalink for entry level position than ROBI.

2.Slow career growth:

In ROBI the vocation development of representatives are moderate. Amid my temporary position period one worker said that he is working in that passage level position for most recent 4 years. The reason is, the individual who is working in top level as an Executive Vice President he or she is generously compensated. Unless he or she is not going to get a get that position won" t be empty. So there is no opportunity in the best level. That" s why the vocation development is moderate. In some cases workers leave the association thus.

The opportunities are as below:

1.Achieve the main position through boss brand:

In telecom segment ROBI as of now holds the third position. After the rebrand of ROBI
from AKTEL they have built up a considerable measure. They are certain that gradually and
bit by bit the business Branding strategies will make them the main Employer of decision.
ROBI ought not design just to secure and utilize ability, but rather to create them too, on a
nearby premise as well as at a worldwide level.

2.Continuous learning opportunity:

As ROBI has an extremely solid HR into their association, so they have the chance to set
new methodologies about making learning open doors for the representatives. It is to make
them equipped before the contenders.

The threats are :

1.**Strong competition among a similar industry:**

Grameenphone and Banglalink are the solid contenders for ROBI as far as income and boss
brand. Likewise numerous gifts are taking a shot at those associations. For those today
these two organizations are in top positions. It will be an intense occupation to contend
them. To confront these two in number contenders ROBI ought to dependably make
elective arrangement with the goal that they can without much of a stretch face them.

Chapter : 7

7.1 Recommendation :

After the effective finish of my Internship, there are a few issues that traversed my psyche and I might want to scribble down as a type of proposal for the organization. I think ROBI can take care of the issues keeping in mind the end goal to improve their association a place for the representatives. They are:

☐ ROBI should offer more passage level positions into the association for work opening so new graduates motivate chances to work with ROBI. It turns out to be very troublesome in a few cases to care for the general wander by just a single Specialist under the supervision of Manager/General Manger;

☐ They ought to give assistants more offices other than pay, similar to transportation, sustenance. What's more, besides, the compensations ought to be given on time;

☐ They should offer understudies for a changeless employment from entry level position in light of their execution. Since by the day's end, everybody looks for a vocation and not having such open door demotivates the assistants to do the works dependably;

☐ Unfortunately a few Supervisors of ROBI are so mind boggling and savage that it turns out to be very hard to complete their words as they appear to be pointless/unclear/not identified with the work procedure;

☐ Being another division, everything in Digital Services Department are not efficiently composed, I trust it gets organized inside no time;

☐   Enterprise Business Team has a tendency to be somewhat moderate in completing the works, this should be settled down;

☐   People in Digital Services are lamentably cordial in gatherings, not in general! So if these little gatherings get well disposed all in all, things would be more powerful.

☐   Interns do some genuine work in ROBI, yet tragically the Laptops that are given to them, are deserted, broken and completely devalued. It was very hard to work with those gadgets as it used to get confused regularly and used to set aside 5-10 minutes each opportunity to begin!

☐   I was alloted to make a few reports, however was not given the entrance to the Internet! In this manner interfacing the portable workstation to the versatile problem area and getting the works done was truly difficult as the phone organize was now and again inaccessible in a few spots and furthermore that is not how I should take the necessary steps;

☐   There are a few imperfections in their inside gateways (like-WCAM) for which it takes additional time than would normally be appropriate to make the works done and hence the topic of effectiveness emerges;

☐   Some individuals has a tendency to have negligible thought regarding profitability and productivity and consequently a few workshops can be organized to make them comprehend about these issues with the goal that they take care of the works, not the measure of time being used.

7.2Conclusion:

Employer branding includes many strategies and policies. Every company wants themselves as an employer brand in the job market. So they need to follow all the strategies and policies to make themselves an employer brand. However unlike other big organizations Robi is also trying to make their organization an employer brand. Obviously it is not an easy task to hold a top position into the market as a top employer brand but if they want they can. I have also shown the current internal and external methods of employer branding of Robi. Also I tried to come up with few own recommendations. I feel if they think about these suggestions and try to execute it than Robi will help them to develop themselves a one stepahead.

7.3 References :

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