

# Internship Report

## On

### Banglalink Digital Communications Limited





# **Internship Report On**

## **Banglalink Digital Communications Limited**

### **(Corporate Sales Department)**

**Submitted To:**

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**Date of Submission: 20<sup>th</sup> September, 2014**

## Letter of Transmittal

20<sup>th</sup> September, 2014

Afsana Akhtar

Assistant professor

BRAC Business School

BRAC University

Subject: Submission of internship report on “Banglalink Digital Communications Limited”

Dear Madam,

Here is my internship report on “Corporate Sales Department of Banglalink Digital Communications Limited”, which you have assigned me to do as a part of my BBA program requirement. I have tried my best to gather all kinds of relevant information, which could give an overall idea on this topic. I have worked 3 months with Banglalink and have observed their work. I have tried to gather information regarding the report as much as possible. I hope that this report will meet the expected standard.

I have enjoyed preparing the report very much. Specially, the knowledge obtained from my BBA program and experience gathered from Banglalink with the help of the employees of my department with the information made great contribution to my work. I am submitting this internship report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely yours,

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Jannatul Fardous

ID: 10304084

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## Executive Summery

Banglalink started its journey back in February, 2005 and was 1st known as Sheba Telecom which was a joint venture company with the merging of a Malaysian company. September, 2004, Orascom Telecom Holding purchased 100% of the shares of Sheba Telecom (Pvt.) Limited ("Sheba"). It was acquired for US \$60 million. In April, 2011 Orascom sold 52.92% of their shares to Vimpelcom. It is a Norwegian-Russian telecom firm. Right now Banglalink has 29.45 million subscribers and market share of 25.47%. Banglalink is aware about the society and they always keep doing something for the betterment of the society.

Corporate Sales is a type of business to business marketing which uses direct communication to corporate heads, who are communicated through the marketing manager of corporate sales to sell directly company's product or services. Banglalink has a Corporate Sales department within Customer Care under Business Development and Customer Retention segment. The strength of Corporate Sales is selling products directly to corporation targeting their employees, acquiring corporate customers and the emphasis is on providing specialized services. Corporate Sales is made to sell 3G connections directly to the customers and keeping them satisfied. The objective is to build direct relationship with the corporations, provide standardized services for all the employees by customizing packages and acquire corporation as stakeholder to provide new customers and ensuring payment for those employees. Corporation can enjoy benefits like serial numbers for employees, specific manager for corporation and customization according to own will. All the customer services are delivered to the corporations at any time between office hours.

After going through whole report, it can be conclude that Banglalink has achieved a lot as they have been in the telecommunication market for a short time. It was only possible because of their working environment and their passion for achieving company goal. In addition, their proper marketing strategy and better understanding of market situation helped to get customer attraction. Moreover, Corporate Sales unit is playing very important role behind the achievements of Banglalink as they work hard to get communicate with customers directly and provide standardized services through customizing options which brought a great success in sales. And most importantly, Corporate Sales has a bright future in terms of Bangladeshi telecommunication market as the market size is not that much big.

# Chapter-1

## Introduction

## **Background:**

We are the student of Bachelors of Business Administration (B.B.A) of BRAC Business School study the subject's related to business including accounting, management, finance, marketing, mathematics, social science and cultural status and little about science and technology. The BRAC business school tries to familiarize these each student so they can move comfortably in the business environment. But the only theoretical study is not enough rather a practical experience and the only means of practical experience is internship program.

In the business world there are lot of financial institution, business firm, and industry which provide facility towards up. If we could not get this facility then a wide gaps will take place between our study and experience. I think this is an extremely valuable asset for us.

As a student of BRAC business school I have do my internship for 3 month. I have done my internship at "Banglalink Digital Telecommunication Limited" which is one of the most renowned telecom firms of the country. I am thankful to them to giving me the chance to do internship.

## **Objective of the study**

### **Over-all Objective**

The over-all objective of the study is to fulfill the partial obligation of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy. Apart of that another objective was to cope up with an official environment and make myself ready for the job market. It was a challenge for me to our in an ambiguous situation and also maintain the rules and regular of the organization.

### **Explicit Objective**

My explicit objective from this study was to learn how corporate sales department work. How they motivate themselves to work in any kind of difficult situation and how they solve problems with smartness and IQ. How they build up customer relationship.



- ❖ To identify how they provide service and value to their subscribers.
- ❖ To evaluate them how they negotiate with the customers. Provide them customize service and built long term relationship.
- ❖ To analyze how they provide post service facility
- ❖ Promote 3G services and its benefits to corporate customers.

### Scope of the study

Defining the scope of the study is a wide-ranging feature to be described. Yet the Corporate Sales department helped me with the report. On the other hand, due to some confidentiality was unable to provide information in the report.

### **Methodology & Data Collection**

To complete this study I need to collect some data and information about the organization, employee and target customer. Here I am giving two types of data have been used,

- ❖ Primary Data
- ❖ Secondary Data

Details are as follows-

**Primary Data:** To collect all this data I had to get in face to face contact with the employees of Corporate Sales who can give exact information regarding my study and my own experience. Apart of that I collect information when I visit various corporate houses. I visit around 11 corporate houses. For Each and every organization we keep the record of the employee. Apart of that during the job rotation period I visit other department like CCD, HR etc. from that department I collect how they operate and do their work. Finally I got much information directly from my supervisor.

**Secondary Data:** As a secondary source, Website of Banglalink, Wikipedia and other online articles were helpful gathering information and also organizational documents of Banglalink helped completing my study. I also get information from various social media. Like television

commercial, news paper articles, journals etc. I collect information about the history on Banglalink from the Wikipedia. I gather information about their history and CSR activity, product they are offering and current situation of their company compare to other telecom from their website.

### **Limitation of the study**

To make and prepare this kind of report require various information which might be confidential and the employees are unwilling to provide those information about the company. So when I was collecting information for my report I also have to go through these sorts of difficulties. I also have to face some limitation when I was trying to gather exact and in-depth information that required fulfilling my primary objective of the report. On the other hand 3G is a new concept perspective to new entrance in Bangladesh so the authority does not allow to provide all the information about the strategy of their promotion of Banglalink 3G. Still I tried to manage enough information to complete my report. Now 3G is the new focus for the telecom and each and every company are trying promoting it. So the employees of corporate sales department are very much conscious about the strategy and not willing to confess all the information. Because they might have the chance spread the information about their activity and their customer as well. So some of the information might not be accurate as I collect them from the third party whom they know a very little about the internal factor.

# Chapter-2

## Organizational Overview

## Company Background

Banglalink Digital Communication Limited started with a mission of “Brining mobile as masses”. In order to get the maximum respond from their subscriber Banglalink provide good quality network with comparatively lower price from the very beginning. Banglalink started its operation as Sheba telecom. Sheba telecom private limited was a Bangladesh-Malaysian telecom was a joint venture. They have the local name Integrated service ltd and Malaysian conglomerate name Technologies resources industries. Sheba telecom was granted license in 1989.

Banglalink started its operation as Sheba telecom. Sheba telecom private limited was a Bangladesh-Malaysian telecom was a joint venture. They have the local name Integrated service limited and Malaysian conglomerate name Technologies resources industries. Sheba telecom was granted license in 1989.

In year 2004 it is reported that Egyptian based Orascom telecom is set to purchase Malaysian stake in SHEBA telecom through hospital deal. As SHEBA fail to grab the potential market, orascom hold the 100% share of it and acquired 60million dollar.

Banglalink have 1.03million connection until December, 2010. The number of Banglalink user increase by 253% and at the end of 2010 it grabs 3.64 million subscribers. So we can see that Banglalink has a fastest growth in recent year. In year 2011 April it grows to 25milloin.

According to BTC, Banglalink has 2 core 65 lac and 74 thousands subscribers till may of 2013. In July 2013 the company changed it named to Banglalink Digital Communication Limited. Now Banglalink have 29.45 million subscribers as a report from April 2014 with a market share of 25.47%.

## Vision, Mission, Goal, Objectives and Slogan of Banglalink

### **Vision:**

“Banglalink understand people need best and will create and deliver appropriate communication service to improve people’s life and make it easier”

### **Mission:**

“Brining mobile telephony to the masses”

### **Goal:**

Banglalink’s goal is to make the cellular phone affordable to people of every level with lower cost.

### **Objectives:**

The main objective of Banglalink is to serve better network and coverage to its valuable subscriber and improve their communication level. The main focus of Banglalink is to provide good quality network with comparatively low price for every level of people. They tired to cover the mass market. Core departmental objective of Banglalink:

- 1) Provide effective and truthful front line and back office customer care and support to ensure high quality service.
- 2) Researching and resolving customer related issues and problems.
- 3) Retain valuable customer for the company as well as generate revenue and increase company’s profitability.
- 4) Maintain a management culture of high performance and strong accountability.
- 5) Treat customer with courtesy, respect and consideration at all the time.

### **Slogan:**

“Start something new”

## Management Team of Banglalink

| Post                                                     | Holder's Name      |
|----------------------------------------------------------|--------------------|
| Chief Executive Officer (CEO)                            | Ziad Shatara       |
| Chief Financial Officer (CFO)                            | Ahmad Y. Haleem    |
| Chief Technical Officer (CTO)                            | Perihane Elhamy    |
| Chief Commercial Officer (CCO)                           | Shihab Ahmad       |
| Chief Information and Customer Experience Officer        | NizarEl-Assaad     |
| Human Resources &Administration Director                 | Riviera Ho Rathore |
| Government Relations &Regulatory Affairs Senior Director | Taimur Rahman      |
| Company Secretary and LocalCompliance Officer            | M Nurul Alam       |

## CSR (Corporate Social Responsibility) Activities

As for complying international business, Banglalink has to maintain proper corporate social responsibilities to their stakeholders. Banglalink remained committed to play its role as a responsible corporate citizen to contribute in making a difference in the socio-economic development of Bangladesh. The company took several initiatives annually for the welfare of community and protection of the environment. These initiatives enhance Banglalink's reputation as indication in the corporate social activity. Banglalink social activities include few initiatives those are:

- i. **Donate Blankets to poor:** To help underprivileged children, Banglalink has taken special initiative to distribute blankets among the poor children of many orphanages around the country with areas of great need for that during winter season since 2009.
- ii. **Special Facilities for Hajj Travelers:** Since 2009, Banglalink provided different beneficial services like arranging air-conditioned busses for travelers, water distribution zone, phone counter for making free phone calls, free charging units etc. Banglalink

initiatives also include services like trolleys, signage, information through VAS& a hajj guide booklet to facilitate quick and easy understanding of hajj rituals.

- iii. **Cox's Bazar sea beach cleaning project and international coastal cleanup day:** Since 2005, Banglalink has been a partner of government in cleaning world's longest sea beach, Cox's Bazar. Under this project, Banglalink employed 26 female workers for cleaning the 3 km long beach 363 days a year in 2 shifts. On the other hand, another team of 7 male workers supported to move heavy dirt & rubbish from the beach. To create awareness, especially among youth, Banglalink observes 'International Coastal Cleanup Day' since 2005.
- iv. **Water and Date Distribution and Iftar for Orphanage:** Since 2009, Banglalink distributed free water and dates for the fasting people who got stuck at major traffic points of selected metro cities around iftar time during Ramadan. Banglalink also took initiative of arranging regular iftar & dinner in different orphanages around the country.
- v. **ICT Support for Underprivileged Children:** For removing the curse of illiteracy from society and to enlighten the students with education, Banglalink financed to set up computer labs in 270 underprivileged schools at different parts of the country in 2011.

### Organizational Overview by Year

#### **1989:**

Banglalink started its operation as Sheba telecom. Sheba telecom private limited was a Bangladesh-Malaysian telecom was a joint venture. They have the local name Integrated service ltd and Malaysian conglomerate name Technologies resources industries. Sheba telecom was granted license in 1989.

#### **1996:**

Banglalink started its operation as Sheba telecom. Sheba telecom private limited was a Bangladesh-Malaysian telecom was a joint venture. They have the local name Integrated service ltd and Malaysian conglomerate name Technologies resources industries. Sheba telecom was granted license in 1989.

#### **2004:**

In year 2004 it is reported that Egyptian based Orascom telecom is set to purchase Malaysian stake in SHEBA telecom through hospital deal. As SHEBA fail to grab the potential market, Orascom hold the 100% share of it and acquired 60million dollar.

### **2010-2011:**

Banglalink have 1.03million connection until December, 2010. The number of Banglalink user increase by 253% and at the end of 2010 it grabs 3.64 million subscribers. So we can see that Banglalink has a fastest growth in recent year. In year 2011 April it grows to 25million.

### **2013-2014:**

According to BTC, Banglalink has 2 core 65 lac and 74 thousands subscribers till may of 2013. In July 2013 the company changed it named to Banglalink Digital Communication Limited. Now Banglalink have 29.45 million subscribers as a report from April 2014 with a market share of 25.47%.

## **Banglalink's New Owner Vimplecom: Path to Banglalink Digital Communications Limited**



Picture source: <http://commsmea.com/pictures/310x213/VimpelCom.jpg>

Norway- Russian telecom firm vemplecom acquired the major stake of Banglalink owning company Osarcom telecom with the intention to create world 5<sup>th</sup> largest mobile operator in late 2012. So Vemplecom singed a multimillion dollar deal with Egyptian billionaire Naguib Sawiris which is acquired 51% of Orascom telecom. However now, Vemplecom is the joint venture of Naguib Sawiris telecom firm Telenor and Russian banking group ALFA group.



## Telecom Industry: Current Situation & Analysis



The telecommunication sector is one of the greatest organization earn for the economy experience break through growth where the tale industry reached 24% of 34.55 million people having access to communication facility. Private sector participation in Bangladesh tale communication sector began in 1990 with PBTL. They are the first operator granter for cellular license. In year 1996 Grameenphone get the license for cellular phone as a further development process. SHEBA telecom (Bhangalink), TM international Bangladesh (ROBI) also gets the permission for cellular phone. Now there are 6 telecom companies, who re having strong competition among them.

### Current Lifecycle of Telecom Industry and 3G Network:



(You Logo)

## 2G Network:

**Introduction and Growth Stage:** From 1989 to 1998 telecom operators faced reduced demand for wireless medium of telecommunications. During that time Banglalink was renowned as Sheba Telecom (PVT) Ltd. and started operations in 199 upazilas. Till 1996 SHEBA worked to grab the attention of rural customers and revitalizing demand for wireless telecommunication services. On this process all the operators used to charge high call rate for each minute call.

**Maturity Stage:** On 2004 Orascom Telecom Ltd. took over SHEBA and re-branded it into Banglalink Bangladesh Ltd. Banglalink started its operation targeting mass population and started offering lowest call rate compare to the competitors and offered low cost handsets to reach mass people. During 2005 to 2008 Banglalink reached its maturity with a customer base of 10 million. At this point compare to customers quantity numbers of competitors (telecom operators) increased.

**Decline Stage:** From 2008 to 2012 the demand for 2G network started to decrease and even though the subscribers are increasing; they rate of switching from one number to another number increased which increases cost of telecom service providers. On the other hand arise of competitors like Skype, we chat etc. forced the operators to offer 3G network.

## 3G Network:

During 2013 to 2014 governments first gave the permission to launch into 3G network service (first to Tele Talk, then to all the competitors in an auction). 3G came up with several facilities like greater speed, video calling and better network quality to attract mass customers. As soon as 3G entered, Banglalink separated their operations and packages to make differences. Those differential services include low cost internet monthly packages compare to the competitors, dedicated speed line and focused packages to mainly attract customers of new generation etc. This diversification from 2G to 3G turned the declining stage into an introduction stage for Banglalink Digital Communication Ltd through 3G.

## Industrial Position Analysis of Banglalink Using Different Theories

### Porter's five forces



The five forces analysis is done on the basis of the most important 5 driving forces of the industry.

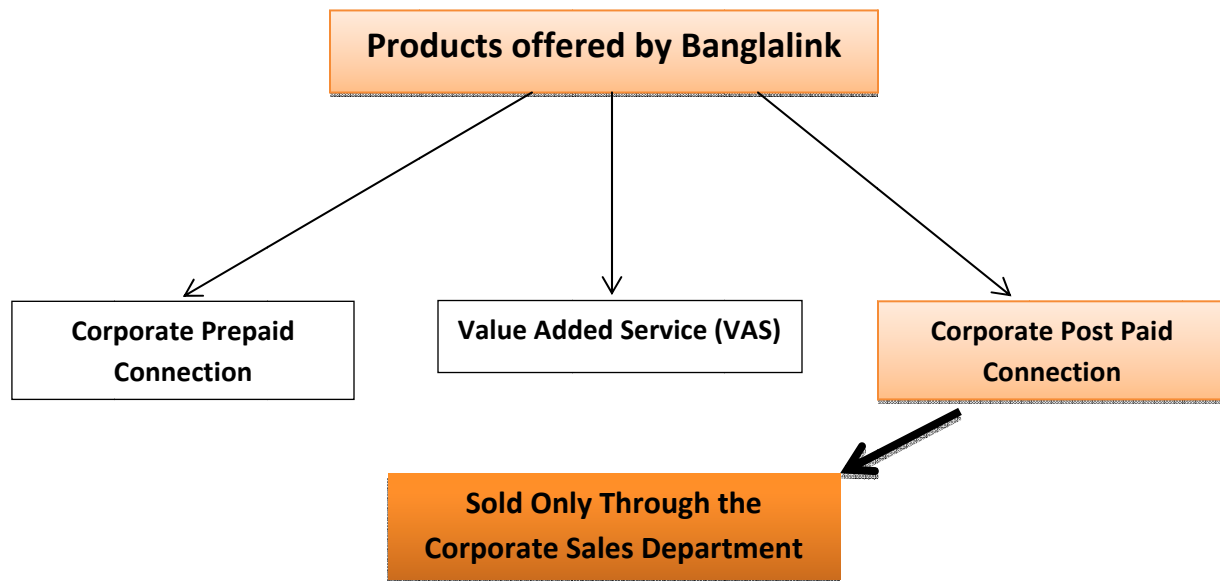
- ❖ **Threat of New Entrants** -The easier it is for new companies to enter the industry, the more aggressive competition there will be. Issues that can limit the threat of new entrants are known as barriers to entry. Bangladesh telecom market is saturated and there is very little chance for the new markets. Already Banglalink is in a challenger position and customer loyalty also there so threat of new entrants is very low. Airtel and Robi are the followers'. So if any new telecommunication company introduce themselves in this industry it will take time in becoming a threat for Banglalink.
- ❖ **Threat of Substitute products** -Substitute products has potential threat over telecommunication operation. Without SIM or connection no one can avail a mobile. People can use land phone or walky-talky. But problems remain there as land phone is not portable and Walky-Talky has specific distances which create obstacles in immediate communication. These products cannot fulfill the purposes of the customers. So it is not easy to communicate without SIM alongside mobile phone. So threat of substitute products is low for Banglalink.

- ❖ **Bargaining Power of Suppliers** -This show, how much pressure suppliers can place on a business. If one supplier has a large enough impact to affect a company's margins and volumes, then it holds substantial power. For Banglalink bargaining power of suppliers is very low. Because there are many suppliers who are eagerly ready to take a golden opportunity to deal with giant company like Banglalink.
- ❖ **Bargaining Power of Buyers** – This measure how much pressure customer can take in business. If the customer is large enough to affect the company's revenue then the customer hold the substantial power. The bargaining power of the customer group is much higher because they have the option for switching the brand. If they find other telecom is providing more facility and value at the same rate, the customer will switch to them.
- ❖ **Competitive Rivalry** – Though there are a few number of competitors are there in the market. But they are having a strong competition to hold and capture the market. Some of them get the first mover advantage, some of them get good report for better network and some are comparatively much affordable and cheap than other.
  - ✓ GrameenPhone
  - ✓ Robi
  - ✓ Airtel

Though at this point Grameenphone captured a big portion of Bangladeshi cellular market, Banglalink external evaluation providing us following information.

| <b><u>Industry Analysis - At a glance</u></b> |                 |
|-----------------------------------------------|-----------------|
| <b>Forces</b>                                 | <b>Position</b> |
| Threat of potential entry                     | Very Low        |
| Threat of substitute products                 | Low             |
| Bargaining power of the suppliers             | Very Low        |
| Bargaining power of the buyers                | High            |
| Rivalry among the competitors                 | Very High       |

## Products of Banglalink



### **Pre-Paid Packages:**

- 1) Banglalink Desh
- 2) Banglalink Desh Ek rate
- 3) Banglalink Desh Ek rate Darun
- 4) Banglalink Desh 7 fnf
- 5) 1 second pulse
- 6) Banglalink Desh 10 fnf

This pre-paid package is beneficial for general subscriber of Banglalink. Apart of this facility Banglalink make customize package for their corporate clients. They make different offer for every level of corporate clients. From a small store shopkeeper to a CEO of a multinational company. For each and every level of customer Banlalink make complete package to added value in their customer's life.

## ICON: a premium telecom brand of Bangladesh

### **Benefits**

ICON is a special package for the premium customer group. Banglalink uses to pay an extra facility and attention for this group as they pay a big number of bill per month. ICON package has carry forward facility for all monthly freebies such as talktime, sms, data, ISD talk time for 1 month or bill cycle. For example if a customer uses 2000 minutes out of 3000 minutes in September, in October he will get 4000 (3000+1000) minutes.

### Product and service offering 3G:

**Video call:** Surprise you dear one with video calls! This service helps to connect both on the caller and receiver to have a clear and uninterrupted conversation. All they need is 3G enable handset and to be under 3G coverage area.

- 1) Banglalink 3G data are automatically eligible for video calling purpose.
- 2) Need to have a 3G enable handset.
- 3) Video call might drop if the user moves from 3G to 2G area
- 4) 15% is applicable.

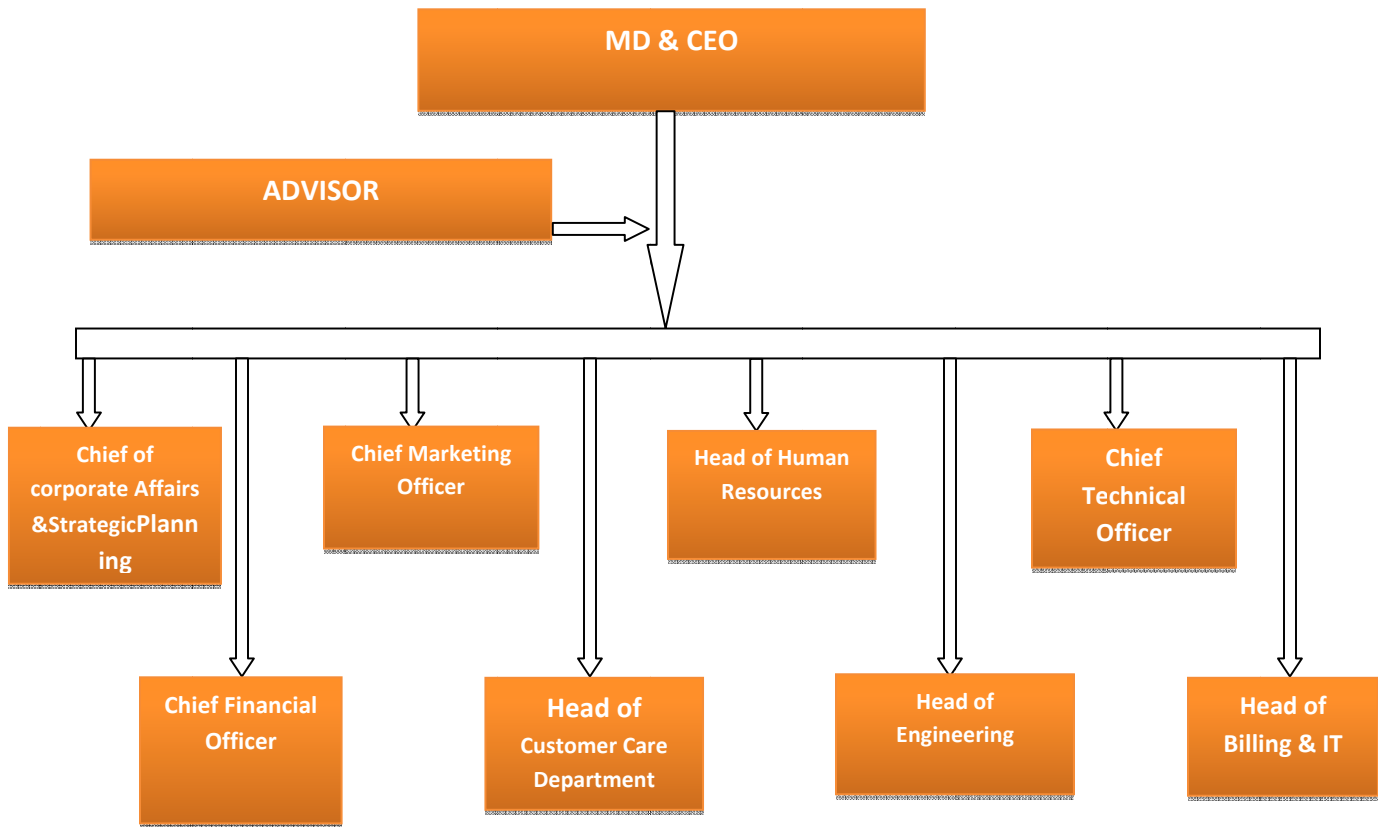
### **Banglalink mobile TV:**

With the help of Banglalink 3G one can also enjoy live mobile TV now. They can enjoy many local and international channels and also music, news, sports etc. Banglalink 3G streaming services which one can access via:

- 1) Mobile
- 2) Tablet
- 3) Desktop

## Functional Departments In Banglalink

### Organogram of Banglalink



## Functional Departments of Banglalink

Banglalink consist of seven major departments. Those are as follows:-

- ❖ Sales
- ❖ Marketing
- ❖ Human resource
- ❖ Customer care
- ❖ IT & Billing
- ❖ Administration
- ❖ Finance

Each department at Banglalink operates in different aspects but they are inter-related and complement each other. The main functions of these departments are shown below:-

### **Sales**

One of the most important links in the chain, the sales department is responsible for all the sales activities of the organization. The department, led by Mr. Hassan Samy, Director Sales, is divided into four divisions: Direct Sales, Corporate Sales, Distribution Sales and Sales Support. I was working for corporate sales department in my internship phase.

### **Marketing**

The marketing team also contains several teams like PR and Communication, VAS, Loyalty & retention and international roaming. The team has to report Mr. Omer Rashid the marketing director. Loyalty & retention team is responsible for designing the special offer and launched for time to time. The VAS team is responsible for continuous value added services. PR and Communication are accountable and responsible for designing and developing all the promotional materials for the making of any new product or services.

### **Human Resources**

Apart of recruiting and training employees the HR department is also responsible for circulating internal communication for all the employees. They develop reparation package for employees such as medical insurance, life insurance. They also concentrated on training and development of employees like English languages, training on GSM operation session. Other training on sales, marketing, customer care department etc.

### **Customer Care**

Rumana Reza, the only female director in the organization, is the head of the Customer Care department. This too is segmented, consisting of the Customer Care division itself, and then there is Care Line, Credit Management Unit and the Support Services Unit. They are responsible for handling customer queries and providing solutions to any problems faced by the subscribers.



While the above departments are all located in the headquarters in Gulshan 2, the Customer Care people are divided between the head office and the Call Center (Star Tower) between Gulshan-1 and Gulshan-2.

### **IT & Billing**

The IT & Billing department is responsible and looks after all the hardware, software and program requirement of the other departments. They also generate the bills for the company subscribers (post-paid).

### **Administration**

Apart from the Administration division, the department also consists of the Legal division and the Project Management Office.

### **Finance:**

The finance department is the largest department at the head office with an entire floor devoted to their needs. They consist of the Procurement & Cash Management and Treasury divisions among many others.

## SWOT Analysis of Banglalink Corporate Sales

SWOT is the acronym for Strengths, Weaknesses, Opportunities and Threats. It is an analytical framework to help summarize in a quick and concise way the risk and opportunities for any company across the value chain. A good SWOT should look into internal and external factors affecting the issue at hand.

Factors that are pertaining to the internal environment of the company are usually classified as Strengths (S) or Weaknesses (W)

Factors that are pertaining to the external environment of the company are classified as Opportunities (O) or Threats (T).

### ***Strengths:***

- ❖ **The operation process:** The operation process itself of Corporate Sales is the biggest strength of it. As this department provides matching or desired serial mobile numbers to customers of same corporation with best 3G network services, so this department can sell SIM at balks a long as new corporations are starting.
- ❖ **Trained and motivated work force:** The sellers and 3G promoters working there are very motivated because of attractive compensation package and steady secured job with friendly working environment.
- ❖ **Availability of service delivery:** Customers can get their SIM cards in their corporate houses; they do not need to move anywhere to collect SIM cards rather BDOs always done this job.

### ***Weaknesses:***

- **Corporate Sales and 3G Promotion:** Though the BDOs play a very vital role in Corporate Sales but they are from third party recruiters and they do not have enough

training I think. I saw they sometimes do not follow the orders of their seniors and also behave rudely.

- **Lack in 3G coverage:** Promotion for 3G for Corporate Sales requires only direct communication with corporate heads. But sometimes Banglalink 3g cannot cover all the area which is a weakness for Banglalink.

#### ***Opportunities:***

- ❖ In future, Corporate Sales department can be the bread earner of telecom companies and that time the importance of this department will increase rapidly. Because, this is only large medium of selling 3G network at a bask. As corporations are newly opening day by day, the opportunity of rapid 3G sales is growing as well. Apart of that they are also have a good number of ICON customer from well reputed companies. So there might have big chance to increase the number of ICON customer. Corporate sales employee knows very well how to keep good customer relationship. So it's possible for them to capture all the good companies and make them corporate partner of Banglalink.

#### ***Threat:***

- Already Grameenphone has this kind of facility to take serial wise mobile number for corporations but they are working in small range. In future they may start in full range and also other operators like Robi, Airtel may start this kind of operation. If they all really start sales for corporation operation, the competition will become tougher for all to run business in Bangladesh. Apart of that there are high numbers of employee who are switching their job for better opportunity. It's also a big threat for Banglalink because in corporate sales department employees are the key component for maintain a corporate relation with other company. So if they switch the job they might loose a big number of customers. Also there is a chance of spreading internal highly confidential information.

# Chapter-3

## My Job Experience

## **Employment Experiences: Corporate Sales Department In Bnglalink**

I was hired in the Corporate Sales department to have an experience of different levels of the department and my total internship is planned in weekly manner to join Corporate Sales Level 1 (3G Promotion to corporations) & Level 2 (ICON Field Operation) and work for field & attachment programs.

### **Organizations with which my experiences of 3G promotions have been shared are:**

- 1) BRAC Bank
- 2) NRB Global bank
- 3) Premier bank
- 4) Green delta life insurance
- 5) Nitol Motors Ltd.
- 6) Shomoy TV
- 7) Health care
- 8) Li & Fung
- 9) SPL tower
- 10) Berger paint
- 11) ACI

### **Level-1 Work Experience (3G Promotion)**

For the start up with Level-1 work experience of Corporate Sales, from Week-1 I was assigned for a 3G promotion team for a time span of three months. I was assigned for a promotion of 3G SIM, internet and other technologies to big corporations mostly through direct communication with the high officials of those assigned corporations. On Week-2 after the proper training of the work process, I was first given the responsibility to communicate and manage BRAC Bank an existing customer of Corporate Sales; during the time of communication my supervisor was monitoring my work process and instructing me throughout the process. As per my employment

description, from Week-2 I was taken to the corporate customers directly along with my supervisor and the 3G promotion team.

### **Level-1 Job Assignment:**

I was allocated to the direct marketing team of 3G SIM and Internet for corporation team. My first job was to collect sales lead of corporation from monitoring and management team of corporate sales. Then I was responsible for notifying and preparing promotional tools necessary for meeting with corporation. Our next job was to have direct conversation with corporate head or customers on their corporation or previously assigned. If the customer is new for Banglalink I was responsible use promotional tools (3G SIM, Brochure, SAF) to convince and describe the benefits of customized benefits of Banglalink 3G network. I was accountable for assigning mobile numbers serially for corporate employees and customize call rate & 3G internet package for all the employees of specific organization. If the corporate customer is repeated one or previously subscribed one, I was allocated to meet them for payment purpose or purpose of new order or new customization of old packages. My specific job responsibility includes-

1. **Promotion of 3G:** Direct sales approach to corporate customers with customized package options.
2. **Increase the sales:** Increase of sales automatically occur due to bulk sales for all employees of big corporations.
3. **Pre and Post sales activity:** Our main objective was influence our customer to use Banglalink 3G and get benefited from us. We make sure ultimate satisfaction from corporate employees through our constant 3G services for both Prepaid & Postpaid SIM holders. Once we sell 3G SIM to the employee, we used to follow up them through phone and request them to dial 123 to active the SIM. After that again we call them to get feedback and recommendation.

### **Variance of Academic Expectations with Level-1 Implications and Observation:**

I observed very relaxed dress code and management practice inside Corporate Sales due to the welcome insolence of department head and close relationship between different level of employees which is totally different what we learned in business studies (difference of professionalism). But for the direct marketing of 3G to corporations we had to maintain formal dress code. Throughout my education life I had skilled to beat others to be the best, but in Banglalink I have experienced that collaborative effort is the best way to reach a consequence. Different tools of 3G promotions and direct contact with corporate customers took me to a different level of experience which our marketing and business communication courses cannot provide.

### **Similarities with Academic Studies:**

My Level-1 job prerequisite was to perform direct interaction with Corporate Heads& new branch heads and provide feedback to Corporate Sales according to which corporate packages are customized; these activities require sound knowledge about Organizational Behavior, customer relationship marketing, Business Communication and different Marketing courses.

### **Level-2 Work Experience (ICON Department)**

This level was tougher and needed perfection in dealing with top level of corporate tycoons. This sort of deals have to be more careful as those business magnets are usually busy and hates to deal with people who do not make proper use of their valuable time. So from the beginning I was trained to promote ICON. After learning it I start to call the top level managers of various big organizations and contact them about the ICON facility.

### **Level-2 Job Assignment:**

I was assigned to the direct sales team of ICON Department managed through same Corporate Sales team. After ICON became mature like today where each ICON Manager has to manage more than 50 ICON SIM holders, ICON separated their sales department and merged it with Corporate Sales 3G promotion and sales team. So, it became an automatic responsibility for me to provide ICON SIM and facilities to its perceived customers. I was accountable for contact to the top level employees of specific organization which we have acquired from ICON's lead.

Then next job was to confirm the appointment place, time, customer perceived number and make sure of that number if it is still empty or not. Then during the meeting I have to fill up SAF form along with necessary documents and then give a date to provide ICON membership card along with assigning a specific ICON manager for that ICON member. My responsibility ends with the submission of those customer documents and notifying to that assigned manager.

My specific job responsibility includes-

1. **Promotion of 3G:** Again even during the sale of ICON, I was responsible to promote Banglalink 3G. Corporate sale was ready to make customize 3G package for their ICON customer.
2. **Configuration of ICON:** Explaining all the facilities a customer can receive being an ICON member has to be done by me. Not only explaining but also influence them to buy the premium package.
3. **Post sales activity:** After assigning ICON manager I was responsible to making sure of calling the ICON holder at least once and confirm if that ICON manager had contacted him or not. If ICON Manager fails to contact, I had to remind that manager to contact that new ICON member immediately.

### Similarities with Academic Studies:

In Level-2 job prerequisite I had to screen activated information according to top level organizational employees and offer preferential services according to company policy. Using marketing knowledge of dealing with corporate tycoons helped me build link to few top level employees of big corporations. ICON sales experience is easily achieved through the practical knowledge gained from different market surveys. As I have major in marketing so I learn about market segmentation. We segment the market in to various parts where the ICON customers are in the upper level. We had to be more conscious and dedicate about our ICON customer as they pay a premium price for the package. They are mostly not price sensitive but very much quality conscious and prefer highly standard product.



# Chapter-4

## My Project Part

## **Project: Banglalink Marketing Strategy for 3G Through Corporate Sales Department**

### **Corporate Sales Department In Banglalink: 3G Promotion**

In order to promote Banglalink 3G to the general people we need to take some marketing strategy. So our first strategy was to promote Banglalink 3G at those corporate houses who are already our corporate partner. We select those big companies with whom we have a good corporate relationship. So that, they can help us to promote 3G and also help us to make it successful. Then our next strategy was providing fabulous and attractive gifts to the customer for our promotional purpose. I am giving the life of promotional gift bellow.

### **Target Customers:**

Any renowned or existing or newly opened corporation or SMEs are the potential target customers for Corporate Sales department. There is a team working under marketing department who target those potential corporations and find out effective contact person for those corporate houses or branches and they fix appointment. Then the promotion and sales team of 3G (our department) Corporate Sales are given leads. Leads are the target for those fixed appointments taken by the marketing team. Apart of that our target customer for 3G are the employees of various corporate house with whom we have our corporate agreement.

### **3G Promotion:**

After taking the lead, we reconfirm the appointment time and start for meeting according to that. In the meeting for 3G promotion for corporation we used the strategy for trading corporate SIM; the benefits of corporate SIM like reduced call rate Banglalink to Banglalink, lowest call rate benefit from employee to employee number, serial employee numbers, low internet access rate and additionally we have promoted the facilities for using 3G SIM for internet, video call and other benefits. After a negotiation about call rate, CUG, on net, off net price both party make an agreement for being a corporate partner. Banglalink gather all the information about all the employee of those corporate houses after signing the contract. So, 3G promotion becomes easier for us to track down corporations and influence them to purchase Banglalink 3G SIM.

## Tools to facilitate 3G promotion:

- Banglalink booths and banners for 3G promotion in various corporate houses.
- Huawei the media partner of Banglalink was also there to promote their hand set with some Banglalink 3G promotions.
- Free SIM cards of 3G are provided to the employees of different organizations.
- Brand promoters wearing t-shirt with Banglalink logo who help to operate 3G technology. They are high trained about 3G technologies.
- Brochure, cards, recharge center and other gift for influence the customer.

Gifts for subscribing 3G by corporate houses are one of the biggest tools of promotion. If any employee want receive gifts then they had to buy internet data of:

| Quota (Volume) | Validity (in Days) | Activation Code | Gift     |
|----------------|--------------------|-----------------|----------|
| 75 MB & above  | 5                  | *5000*501#      | Key ring |
| 500 MB & above | 15                 | *5000*504#      | Hat      |
| 1 GB & above   | 30                 | *5000*511#      | T-shirt  |

## Corporate Sales Department in Banglalink: ICON promotion

As like the 3G promotion we also need to maintain some strategy for ICON promotion. ICON package is for that segment of customer who uses to spend more than 2000tk per month. This level of customer are use to live a posh and luxurious life. So our strategy for this segment is to provide some life style benefits. That can add value in their life and make them feel special. They are not much price sensitive but very much quality conscious.

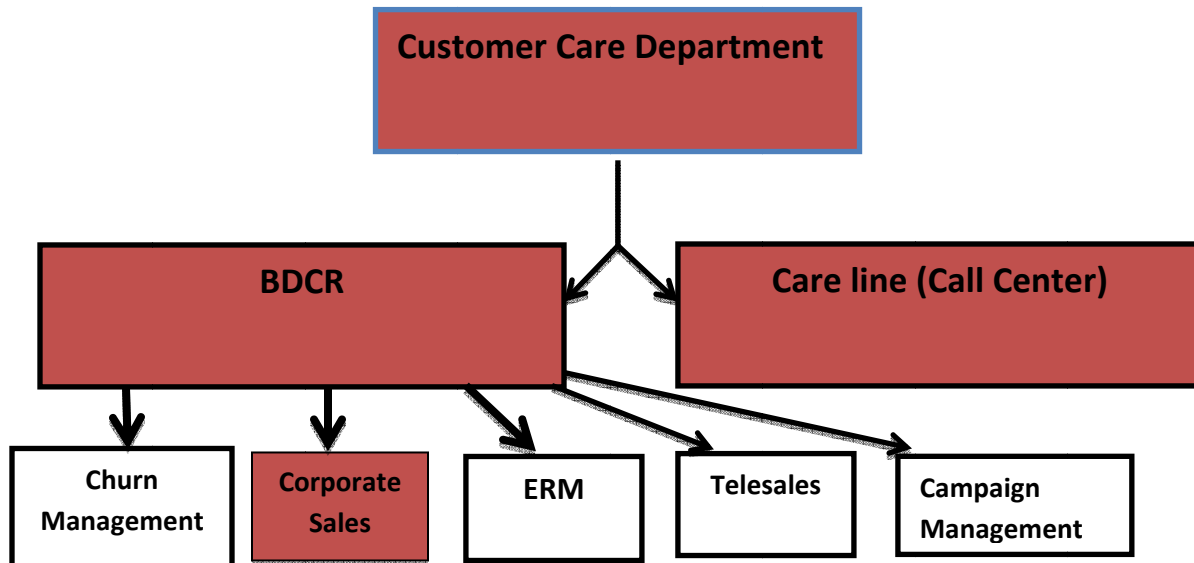
## Target Customers:

ICON customers are targeted either automatic computerized system or through other ICON members or via random calls. Banglalink has computerized system that can track down continuous 4 to 5 months mobile bill that had reached or exceeded 3,000 Taka. Then those numbers are forwarded to either Telesales department or Corporate Sales department to contact the holder of that number and after explaining all the facilities if that person agrees to take that ICON SIM, that lead is forwarded to Corporate Sales to direct sale.

## Benefits to ICON Customers:

1. **Enjoy 20% concession at Aarong:** An ICON manager can enjoy 15% concessions on any product of Aarong. By using their premium ICON card they can get maximum 500tk discount on any product of ICON.
2. **Enjoy exclusive privileges with Rahimafrooz Gastech Ltd:** An ICON Member can get complementary car checkup and discount on CNG at Rahimafrooz.
3. **The Westin:** An ICON customer can also get benefits from Hotel the westin. They can get up to 50% off on maximum 2 times in a month. Apart from that they can get various concessions on Pohela Boishakh, Valentine day etc.
4. **Regent airways:** An ICON can get 15% off on all local destinations in regent airways. Specially, Cox Bazaar, Jessore, Sylhet etc.
5. **Other benefits are:**
  - 50% off at Treats restaurant
  - 50% off on Prego restaurant take away (Pizza only)
  - 15% off on Spa
  - Customer can get the benefits from gadget & gear once up to this level.

| Smartphone price    | Concession |
|---------------------|------------|
| Tk. 20,000 – 30,000 | 50%        |
| Tk. 30,001 – 40,000 | 40%        |
| Tk. 40,001 – 50,000 | 30%        |
| Tk. 50,001 onwards  | 20%        |



The customer care department is divided into two divisions. One is BDCR or business development and customer retention and another one is care line or call center. The corporate sale department is under BDCR. Apart of corporate sales there is some other department. They are churn management, ERM, telesales, campaign management. In corporate sales department there are around 60 employees. There are basically do direct marketing with various corporate houses. They are very trained and smart to handle corporate customer. They put much effort to open an account and continue it. They make strong customer relationship and also create a big number on revenue for Banglalink.

### Major Players and Competitors of Banglalink 3G

Beside Banglalink there are also some major players and competitors in the market who are providing 3G service to the customers. If we observe the market foothold and customer based on different mobility we can see some especially of competitors. Which can be a big threats for Banglalink 3G:

1. **Tele Talk 3G:** Tele talk was the first telecom company who brought 3G in Bangladesh. So they got the first mover advantage and become the first company to provide 3G network to

their subscriber. They earn a big portion of revenue and profit. It has a good quality network, a bulk about of subscriber and also “Zoom Ultra” modem for internet.

2. **Grameenphone 3G:** Grameenphone already have a strong customer group. They provide countries best quality network. So when they start providing 3G service they got a big respond from their subscriber. Now they are having a good position in the market for 3G internet.
3. **Airtel 3G:** Airtel is also providing 3G service. They have a good quality network and they are focusing of the young generation people with a low call rate and price. They are also emerging in a good manner.

### Major players of internet network are-

1. **Qubee:** Qubee also got the first mover advantage from their subscribers. They were the frist company who provide wireless 2G internet for use at home and offices. It has a big wide and good quality network. Apart of that it have a big portion of subscriber and also have portable modem for internet.
2. **Banglalion 3G:** Initially Banglalion also get a good respond from their customers. Initially they were successful to provide goof quality of network. It also have mature area wise customer, good quality network reach on portably and also they have portable modem for internet thus people can use at home and office.
3. **Ollo wireless internet:** Ollo is also providing wireless internet connection for using at home and office. It has a good and strong network connection and it already captured a good number of customers. They are providing high quality of data product and services to their customer.

### Comparison of 3G Network Between Banglalink And Competitors In Bangladesh:

#### **Disadvantages:**

- Competitors have already reached the farthest corner of Bangladesh

- Providing lowest cost services than Banglalink
- Great network capacity
- Most of them provide modem facility which Banglalink unable to do
- Get the first mover advantage which Banglalink did not get

#### ***Advantages:***

- Providing customers 3G network without sharing internet speed
- Best mobile internet services than others
- Have most unlimited 3G internet subscribers
- Doing much promotional activity then others
- They are giving minimum 1mbps speed while other operator cannot ensure it.

### **Influence of Internship Experience over Future Career**

As a Marketing major student, I have a plan to work in the sales or marketing team of any multinational organization initially. So getting internship in Banglalink was really a very good chance for me to know more details about an International business organization and I really feel lucky for this opportunity. Moreover, internship in Banglalink attracted me to go for telecom service related job because of the work environment, facilities and employee coherences. Besides, field experiences with Corporate Sales & ICON department and other attachment programs made me more excited about sales jobs. Especially the employees of corporate sales department are very helpful and friendly with me. I learn a lot about corporate lifestyle and work. My supervisor helps me to learn and cope up with uneven situation. He was very much strict and time conscious so I had to be very punctual and responsible toward my works. During my internship period we have go through some job rotation program. That time I work at customer care department where I learn how to convince customer and solve their problem instantly. This was a challenging job for them. But due to time limitation I did not learn a lot bout it. I also work at back office of Banglalink corporate sales. It was also a very difficult job to perform. They

need keep information about their corporate clients. So far my over all experience in Banglalink was fabulous and memorable.

### **Decision Consideration on Repetition of Internship**

In question regarding the repetition of my internship; I would choose Banglalink again for redoing my internship because of the friendly and open environment to lean different aspects of corporate atmosphere. If I was given option to choose department, I would have asked for any other department to learn their different business and service process. But it will be also ok for me if they ask me to do my internship in corporate sales department again. Because there are many more things learn from them. But due to time limitation I cannot learn all the work. If I were to suggest for internship to new intern seeking undergraduates; my true opinion for them is to look for Banglalink's Advance Internship Program (AIP) for internship opportunity because may be this is the only company who open their corporate learning process to their interns. This is the most important reason for me to prefer my internship in same corporation again if I were to ask for repeat my internship.



# Chapter-5

## Recommendations & conclusion

## Major Findings and Recommendations

Banglalink is one of the leading telecommunication companies in Bangladesh for communication purpose. Banglalink is popular for its low call rate and the connection price. But if we take a closer look at 3G network promotional tools and 3G operations we can see some deficiency in their packages which are pushing Banglalink behind compare to the major players and competitors of 3G networks. They need to improve their network in some specific area. About advertising, as a media they chose TV most of the time but they also focus on billboard and others media as billboard is one of the popular media for advertising. There are some more recommendations given below-

- ❖ Grameenphone is currently providing low cost 3G internet to mass people at cost of daily basis. Banglalink currently only able to capture high end customers. Banglalink should target mass customers like Grameenphone even if it takes to split up the 3G speed.
- ❖ Robi is offering special packages for special days like 3G Package RobiBar where subscribers get double internet services what specific customers were using previous days. Banglalink should come up with similar sort of promotion schemes.
- ❖ ICON is in maturity stage and soon it will turn to a decline position. ICON should look for diversification or differentiation strategies like reaching to the mass top level employees not just only posh people and collaborate with Corporate Sales department.
- ❖ Attractive promotional items are necessary to satisfy the corporate clients as Corporate Sales is only focusing on Personal Packages.
- ❖ 3G network facilities should be widen as even in few parts of Dhaka city 3G is unavailable.
- ❖ They should develop new or similar competitive packages for mass people apart from the corporate customers.
- ❖ The complexity of the GPRS facility should be reduced
- ❖ BANGLALINK GSM should maintain a fully structured human resource department.
- ❖ Though the job security is high, but they should hire more permanent employees instead of contractual.
- ❖ Should more careful about customer's privacy as Telesales department operation is open to Business Development Officers.
- ❖ Pick and drop system (transport) should be allowed for the intern as well.

- ❖ Food token and other formalities for intern should be digitalized not manual.
- ❖ Finally my observation about Banglalink is internal clash among various departments should be reduced.

## Conclusion

After depth analysis it can be conclude that Banglalink achieved a lot as they have been in the telecommunication market for a short time. It was only possible because of their working environment and their passion for achieving company goal. In addition their proper marketing strategy and better understanding of market situation helped Banglalink to get customer attraction. Moreover, Corporate Sales and ICON both units plays a major role behind the achievements of Banglalink as they work hard to get high end customers (Top Level managers and all the employees of a corporation) with customers directly and provide better services through direct sells which brought a great success at a highest quantity of sales. Throughout my internship period in Banglalink it just amazed me with their variation of work plan for interns and exceptional employee coherences. Banglalink gave me a test of professionalism through its Corporate Sales department where I have communicated with business tycoons and big corporations to promote 3G network, sale of corporate & ICON SIM cards and look for feedback on their post trade services. My work in promoting 3G directly gave me a great composure in performing critical deal with stubborn customers and field visit each day. This internship opportunity with Banglalink gave me a solid chance of application of what I have learned in my four years of BRAC Business School education. The sales experience and attachment programs assisted me to fill up the lacking of applying marketing, sales and customer relation management knowledge in corporate life.

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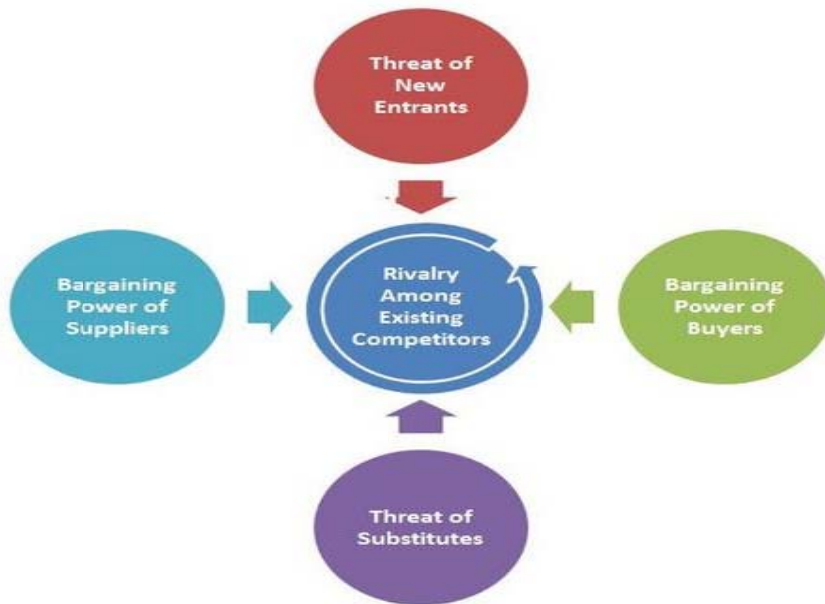
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## **Appendix:**

### **Porter's five forces**



#### ***Pre-Paid Packages:***

1. Banglalink Desh
2. Banglalink Desh Ek Rate
3. Banglalink Desh Ek Rate Darun
4. Banglalink Desh 7 Fnf
5. 1 Second Pulse
6. Banglalink Desh 10 Fnf

Prepaid Package details are as follows:

#### **Banglalink Desh**

## 10 Paisa/10 Seconds In Banglalink Fnf Numbers, 24 Hours

| Call Type             | Time Window        | BDT/10 Sec |
|-----------------------|--------------------|------------|
| Banglalink-Banglalink | 00:00-09:00        | 0.12       |
|                       | 09:00-17:00        | 0.22       |
|                       | 17:00-00:00        | 0.25       |
| Banglalink Fnf        | 24 Hours           | 0.1        |
| To Other Operators    | 00:00-09:00        | 0.2        |
|                       | 09:00-17:00        | 0.25       |
|                       | 17:00-00:00        | 0.29       |
| Other Operator Fnf    | 24 Hours           | 0.17       |
| FnF                   | 3 FnF (Any Number) |            |



## Banglalink DeshEk Rate

### 18 paisa/10 second to all operators, 24 hours

| Call type                | Time window | BDT/10 sec |
|--------------------------|-------------|------------|
| Banglalink to Banglalink | 24 hours    | 0.18       |
| to other operators       | 24 hours    |            |
| FnF                      | n/a         |            |

## Banglalink DeshEk Rate Darun

### 12 paisa/10 second to any number, 24 hours

| Call type                | Time window | BDT/10 sec |
|--------------------------|-------------|------------|
| Banglalink to Banglalink | 24 hours    | 0.13       |
| to other operators       | 24 hours    |            |
| FnF                      | n/a         |            |

## Banglalink Desh 7 FnF

## Lowest 10 paisa/10 second in 7 fnf numbers

| Call type                | Time Window                              | BDT/10 sec |
|--------------------------|------------------------------------------|------------|
| Banglalink to Banglalink | 00:00-09:00                              | 0.15       |
|                          | 09:00-17:00                              | 0.25       |
|                          | 17:00-00:00                              | 0.25       |
| Banglalink FnF           | 00:00-09:00                              | 0.1        |
|                          | 09:00-17:00                              | 0.1        |
|                          | 17:00-00:00                              | 0.15       |
| to other operators       | 00:00-09:00                              | 0.15       |
|                          | 09:00-17:00                              | 0.25       |
|                          | 17:00-00:00                              | 0.29       |
| other operator FnF       | 00:00-09:00                              | 0.1        |
|                          | 09:00-17:00                              | 0.1        |
|                          | 17:00-00:00                              | 0.15       |
| FnF                      | 7 FnF (maximum 3 FnF in other operators) |            |

## One Second Pulse

Banglalink has introduced 1 second pulse for its customers. The new Banglalink Desh 1 second package provides customers 1 second pulse to any operator any time of day. This means customer's will now only pay as much as they talk and the charge is only 2 paisa/sec any time in any local number.



All Banglalink pre-paid customers can avail the new 1 sec pulse package

|                                    |              |
|------------------------------------|--------------|
| call rate to any operator 24 hours | tk. 0.02/sec |
| pulse to any operator              | 1 sec        |
| SMS rate to any operator           | tk. 0.50     |

### Banglalink Desh 10 FnF

To accommodate your big list of friends, Banglalink presents **10 FnF package**. Now you can enjoy 4.5 paisa/10 seconds to one special Banglalink number than and as low as 9 paisa/10 seconds to 9 FnFs (any operator).



### ICON: a premium telecom brand of Bangladesh

#### Benefits

ICON packages have carry forward facility of all monthly freebies such as Minutes, SMS, Data and ISD talk time for 1 month or bill cycle. For example, if a customer uses 2000 minutes out of 3000 in February, for March, s/he will have free minutes of 4000 (3000 regular + 1000 carried forward).





***Product and service offering 3G:***

**Video call:** surprise your dear ones with video calls! The service helps to connect both the caller and the receiver in such a way where you can see each other while having the conversation. All you need is 3g video calling enabled handsets and both of you need to be within 3g coverage area.

- Banglalink subscribers availing 3g data packs will automatically become eligible for video calling.
- Once ready, just enter a number or select a number from your phone book.
- By selecting video call from your handset, the call is on.
- You can also receive a video call as long as the caller is in 3g coverage area.
- The video call may drop when a subscriber moves from 3g to 2g area.
- Once you choose to make a video call, then video call tariff will be applicable as 20 paisa per 10 seconds.
- This is applicable for Banglalink to Banglalink calls only within 3g coverage area.
- 15% vat applicable.

**Banglalink mobile TV:** with Banglalink 3g now watch TV on your mobile! Enjoy Banglalink mobile TV and watch live TV (local & international channels), music videos, movie songs and local & international movies streaming. Banglalink mobile TV brings the very best of

Bangladeshi and international channels & videos to keep you entertained, informed and connected on the move. Banglalink mobile TV is a streaming service which you can access via:

- mobile phone
- tablet
- desktop (coming soon)

To enjoy the service you can either visit Banglalink mobile TV portal or download Banglalink mobile TV app on your device. To access this service visit:

Mobile TV URL: [www.banglalinkmobiletv.com](http://www.banglalinkmobiletv.com)

Mobile TV android app: <https://play.google.com/store/apps/details?id=com.banglalink.aptvnew>

Dial: \*7055\*1# from your Banglalink number

Mobile TV subscription and other key facts:

#### Mobile TV regular packages:

|                                         | packages               | price  | bonus data | volume |
|-----------------------------------------|------------------------|--------|------------|--------|
| all channels pack<br>(live TV + videos) | mobile TV daily pack   | tk. 10 | 10 MB      |        |
|                                         | mobile TV weekly pack  | tk. 30 | 30 MB      |        |
|                                         | mobile TV monthly pack | tk. 50 | 50 MB      |        |
| movie pack                              | per non-premium movie  | tk. 15 | 15 MB      |        |
|                                         | per premium movie      | tk. 25 | 25 MB      |        |

#### List of TV channels:

| Local Channels | International Channels |
|----------------|------------------------|
| ATN Bangla     | 9xm                    |
| ATN news       | e24                    |
| Bangla vision  | Madina                 |
| Boishakhi TV   | Mekkah                 |
| Desh TV        | Zoom                   |
| independent TV | Star plus              |
| MaasrangaTV    | Star Jalsha            |
| My TV          | Life Ok                |
| ntv            | Star Gold              |

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RTV

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Somony

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- To access mobile TV standard data charge is applied after free data volume is consumed
- Handset default browser is required to watch mobile TV
- Android users can download mobile TV app from [www.banglalinkmobiletv.com](http://www.banglalinkmobiletv.com)
- You will not be able to access mobile TV via opera, UC or any proxy based browser.
- Visit mobile TV packages section to deactivate your pack or dial \*7055# and follow the instructions.
- Dial \*222\*3# to check data volume
- Dial \*124\*5# to check free data bonus
- vat applicable

