



GLOBAL
online

**Are only the
corporate clicks...**

Intern Report

Global Online Services Ltd.

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Executive summary

Global online services Limited, a concern of Texas Group Bangladesh, is a Corporate Internet Service Provider (ISP) offering Internet connectivity in Dhaka and Chittagong. It was established in 1997 to meet market demand for high bandwidth, reliable and high performance Internet services. The company has achieved substantial market share consisting of MNCs, SMEs, Embassies, Educational Institutions and other reputed Organizations. The company has the experience and specialization to provide not only with dedicated Internet bandwidth, but also with other business-value connectivity solutions such as WAN, VPN, IPLC, VSAT Network, and Roaming, all supported by carrier-grade network operations.

In this overall report, the sales department has been brought in limelight. Sales department is responsible to generate new revenue for the company. They are the frontline soldier of global online services limited. The team also collects market information through informal channel and also responsible to communicate the company products and services to the right target market. The department is divided into 3 territory named Dhaka, Chittagong, and Industrial Zones. I joined in the industrial zone as a sales Executive..

In this report beside my core job(selling) I have done a survey/research about customer satisfaction of global online services limited .Here I have found out why the customer choose global online though it is the most expensive ISP in Bangladesh. I have gained professional as well as corporate culture experience working in such big local company. There are obviously some problems I have faced being a fresh graduate but I tend to overcome most the problems with the help of my supervisors and all the members in the departments.

Acknowledgements

I have prepared this intern report based on the significance of sales department of global online services Ltd.(GOSL) and bringing up the knowledge and experience I gather working for the company.

Firstly I would like to thank my onsite supervisor Mr. Ehtesham Feroze, Manager Sales, (GOSL) for his guidance and support throughout the project. I would like to pass my sincere gratitude to the members of sales department for their valuable suggestion.

As students of BBA, I obtain a great pleasure to submit this term paper to my respected project supervisor , Ms. Sabina Khan lecturer, BRAC Business School.

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1.1 Introduction

In the Twenty first century information and communication is the one basic need for any human being. Starting from hairpin to aero plane every bit of information is contributing so much for the development of human, species and above all betterment of the world. One of the most important and reliable source of information and communication is internet. In Bangladesh Internet has become a basic need for any trade these days. This is a simplest and easiest way to being global with a simple click. It gives the vast way open in front to grab internet service providers are the means to help exploring that opportunity. But Bangladesh is yet not ready to use this medium as like mobile services. Being an underdeveloped country the market of the internet service is too low comparing with other countries. So being a sales person it is really tuff to educate the immature industry. The report is about the detail description of lighted department-sales the constraint I faced working in this department.

1.2 Origin of the report

Basically this whole report is based on my experience with GOSL and with our clients. All the information are collect from GOSL data bank and my survey findings.

1.3 Objective

This internship project report has got some specific purposes. These objectives are listed below:

- To describe the functions of sales Department in GOSL
- To determine the processes used in this department
- To exploring the troubles that may be faced
- To define the outputs of this department as well as mine
- To determine areas that need further concentration for development

1.4 Methodology

The report has been prepared by using multiple sources for data collection. Information was collected from both the primary and secondary sources. Gathered information has been interpreted and then put into words. These sources are given below:

1.5 Scope

Due to a short span of time it is really tuff to understand the whole chain of sales and moreover the clients are so busy that they didn't gave me proper time

1.6 Issues with Data Collection

There are few problems I have faced during collecting the data. The office remains very busy during day time so this is hard to get time out from the management and collect the primary information. Besides, many matters were not revealed due to organization policies. I have found so much difficulties from the customers because it is really hard for the IT personnel to give me the time .Because their schedules are so tight.

GLOBAL

o n l i n e

2.0 Company Background



Company background

2.1 Texas group

Global Online is one of the 11 concerns of Texas Group. Texas Group is a leading Business house in Bangladesh operating successful companies in several key sectors - Garments and Textile Machinery and Manufacturing, Information and Communication Technology, and Lifestyle Services.

Texas Group is acknowledged as one of the leading group of companies in Bangladesh who specialize in providing technology driven solutions to the Business Community in various market segments; what the Group likes to call Business Technology Solutions. Its business was founded on providing customized and integrated technology-based solutions that enabled the customers to maximize their business potential.

Textile & Garments	ICT	Lifestyle Services
Texas Resources Limited	Texas Electronics Limited	Techno Fitness Limited
Texas Embroidery Limited	Global Online Services Limited	Pathfinder Travel Network
Texas Support Services Limited	Bangladesh Info.com Limited	Limited
Texas Dyes & Chemicals Limited	Stitel Technologies Limited	
Texas Fashion Wear Limited		

Texas Group holds the distribution and marketing rights in Bangladesh for a number of world renowned and high technology driven products and provide authorized and complete service and maintenance for the same. Texas Resources Limited and Texas Electronics Limited are the oldest companies and the flagship companies in this effort. It has been providing high-end quality systems, solutions and supports to its customers in the Garments, Textile and ICT Industries since the very beginning, and have established a solid reputation as a reputable supplier and service company.

Global Online Services Limited (Corporate ISP), Bangladesh Info.com Limited (Web Portal and Web Development), and Stitel Technologies Limited (Communications Software Developer), and



other investments in the ICT Industry, may be said to be some of the fruits of the Group's efforts in this highly technical area of specialization.

The investment in Lifestyle Services with Pathfinder Travel Network Limited (Specialized Travel Agency) and Techno Fitness Limited (Health Club, Gym and Fitness Center) is in an area where the Group understands how personal attention to detail is very crucial for success, and utilizes the best technology to do so.

2.2 Global online services ltd

Global Online Services Limited (GOSL), a concern of Texas Group Bangladesh, is a Corporate Internet Service Provider (ISP) offering Internet connectivity in Dhaka and Chittagong. It was established in 1997 to meet market demand for high bandwidth, reliable and high performance Internet services. The company has achieved substantial market share consisting of MNCs, SMEs, Embassies, Educational Institutions and other reputed Organizations. The company has the experience and specialization to provide not only with dedicated Internet bandwidth, but also with other business-value connectivity solutions such as WAN, VPN, IPLC, VSAT Network, and Roaming, all supported by carrier-grade network operations.

Started in 1997 with a few corporate dial-up customers, the company today has now state-of-the-art infrastructure with skilled human resources. Global Online places due importance on quickly adopting new technology by investing 40% of its budget for R&D. It also strives to maintain international standard products and services and is the first ISP to achieve ISO9001:2000 certification. GOSL continuously strives to deliver true business benefits by simplifying connectivity and provide cost-effective Internet for maximum performance, security and convenience.



2.2.1 Vision

To become a company who delivers the best value to customers, employees, shareholders and communities.

2.2.2 Mission Statement

To become the most preferred IT and Communication Infrastructure Service Provider.

2.2.3 Quality Policy

Global Online Services Limited is a Corporate Internet Service and Solution Provider. At Global Online we have implemented a quality management system to ensure that our customers are served with professional standards. We are committed to continually improving the effectiveness of our quality management system and services to attain maximum customer satisfaction. To attain our objectives the management is determined to ensure the followings:

- Maintaining 99.9% service uptime
- Ensuring at least 10% yearly revenue growth
- Converting at least 50% of the paper work to digital version

Quality Policy & Objectives are established and reviewed by the Chairman for its continuous suitability. It is our desire, through dedication to customer service, technological innovation and realization of our Quality Objectives, to become the most reputed Corporate IT Solution provider in the country. Management is committed to provide appropriate human resource, proper infrastructure, logistic support etc. for proper implementation of the Quality Management System (ISO 9001:2000) and maintain the same within the organization.

2.2.4 Aspiration

Global Online Service Limited strives to be the most admired and trusted organization by excelling in everything they do, following ethical business practices and adding value to stakeholders.



2.2.5 Values

- Integrity in all their dealings
- Excellence in everything they do
- Total Commitment to customer satisfaction
- Thinking ahead and taking new initiatives

2.2.5 Unlimited Future

Global online services LTd.(GOSL)has come a long way and still has many miles to go. Quality product and customer satisfaction, the principles on which

Global online services LTd.(GOSL) was formed, still continue to be their primary objective and they strive ceaselessly to improve on them. Today

Global online services LTd.(GOSL) is striding into the 21st century with a vision for growth and diversification. Their corporate strategy aims for international partnerships and a path of dynamic growth: they intend to transcend national borders and evolve into a globalize business group.

2.2.6 The traits of GOSL

The two traits that set apart GOSL from others are:

- 24x7 Customer Care
- Quality Policy

2.2.7 Company Quality Objectives

- Providing adequate resources.
- Effective customer communication.
- Empower employees towards commitment to quality.
- Continuous improvements based on self and customer assessment.



2.2.8 Structural Overview

The Chairman and Managing Director of the company are two brothers who also own 10 other companies under the banner of Texas Group. Global Online is run by a Chief Operating Officer who takes care of the overall operation of the company. The company is divided into 10 departments and the departments are:

1. System
2. Sales
3. Relationship
4. Credit Control
5. Infrastructure
6. Local Area Network (LAN)
7. Technical Support
8. Marketing
9. HR & Logistics
10. Accounts & Finance

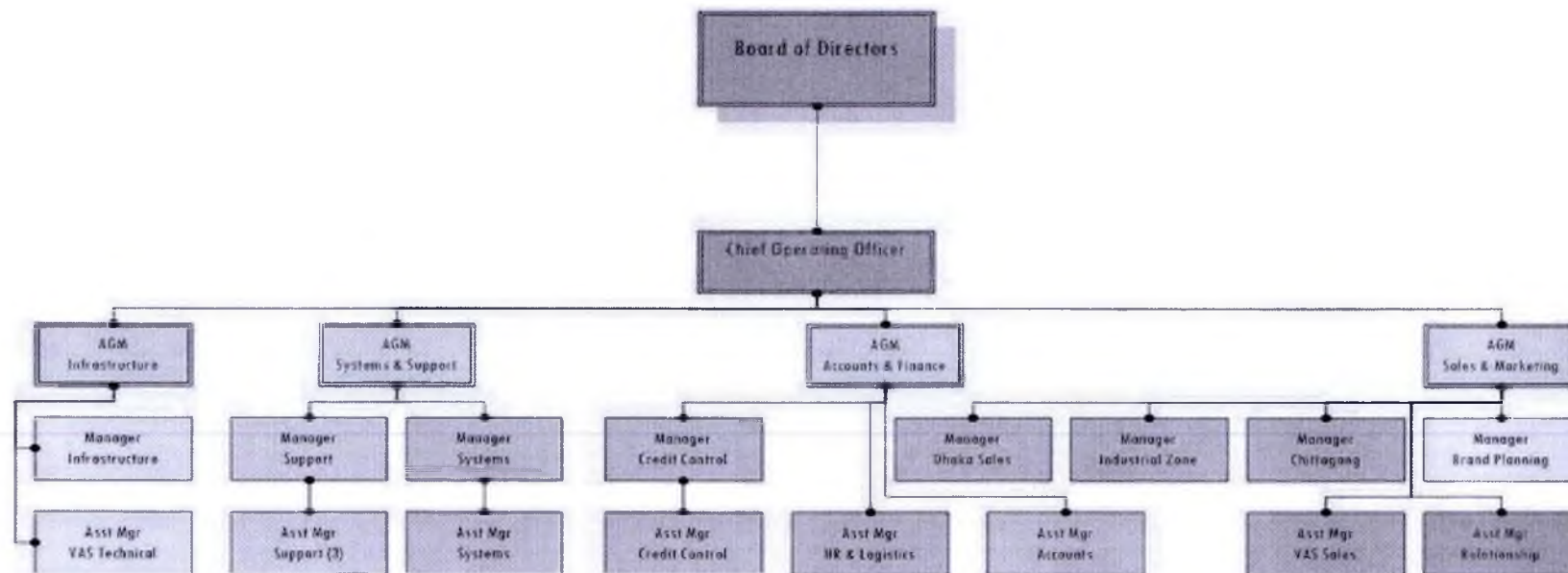


Global Online at a Glance :

Particulars	Facts
Official Name	Global Online Services Limited
Year of Establishment	1997
Business Type	Corporate Internet, IT & Communication Infrastructure Services
Head Office Address	Safura Tower (12 th Floor) 20 Kemal Ataturk Avenue, Banani Dhaka-1213, Bangladesh.
Telephone & Email Contacts	+880-2-8861100 (10 Lines) info@global.com.bd
Website Address	https://www.global.com.bd
Number of Employees	120+
Quality Certifications	ISO9001:2000
Head of Operations	Mr. Russell T. Ahmed Chief Operating Officer Cell: +8801713000198 russell@global.com.bd
Number of Offices	4
Key Products	Dedicated Bandwidth Internet Wide Area Network International Private Leased Circuit VSAT Networking

GOSL – Organization Chart

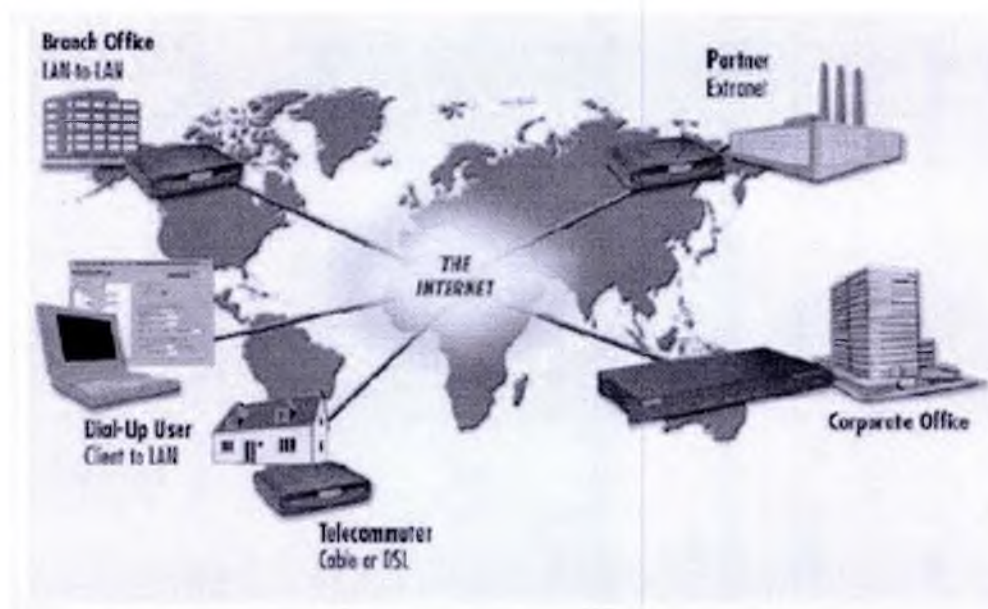
Last Updated : 1st April 2007



2.3 Key Products & Services

2.3.1 Dedicated Bandwidth Internet

Dedicated Bandwidth Internet is GOSL's flagship product. Dedicated link is established using copper cable, fiber optic or wireless between the fault-tolerant, clear channel network and the gateway that connects customer LAN. Its network ensures excellent quality, high capacity, and low latency Internet connectivity. Global Online maintains redundancy of all hardware used in the network along with its SEA-ME-WE-4 and 2 VSATs for redundancy to ensure fast access to the World Wide Web.

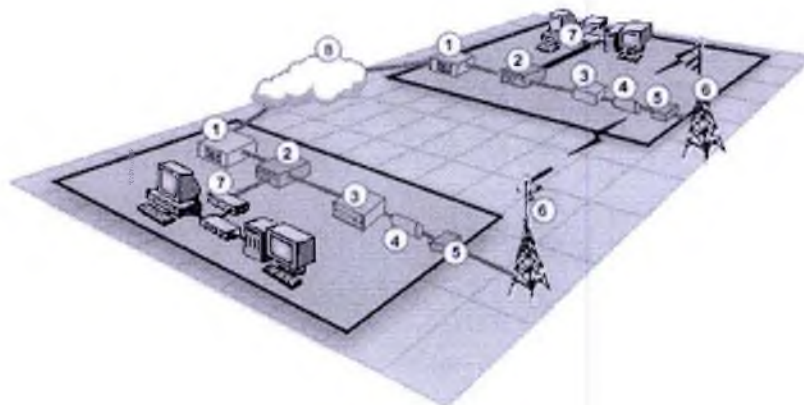


Main Features

- Dedicated Bandwidth Internet from 128kbps onwards
- Free Installation and equipments
- Redundancy at every point of failure
- SEA-ME-WE-4 connectivity and 2 VSATs to ensure teleport level redundancy and preference routing
- Symmetric download and upload speeds with burstable option
- 24/7 Customer Support
- Web-based ticketing system
- Web-based interface to monitor bandwidth usage
- Proactive monitoring to ensure service quality and uptime
- Business Class Service Level Agreement

2.3.2 Wide Area Network

Global Online Services Limited (GOSL) has long experience providing Wide Area Network (WAN) solutions between and within Dhaka and Chittagong City. WANs are built to provide communication solutions for organizations those need to exchange digital information between/among the offices within and/or between the cities.





WAN consists of two or more Local Area Networks (LANs); the WAN requirements of its customers are met through the 18 POPs in Dhaka and 5 POPs in Chittagong in addition to the point-to-point solutions. GOSL has a fiber-optic link between DHK-CTG and the last miles modes are usually radio, fiber optic or copper cable.

2.3.3 Virtual Private Network

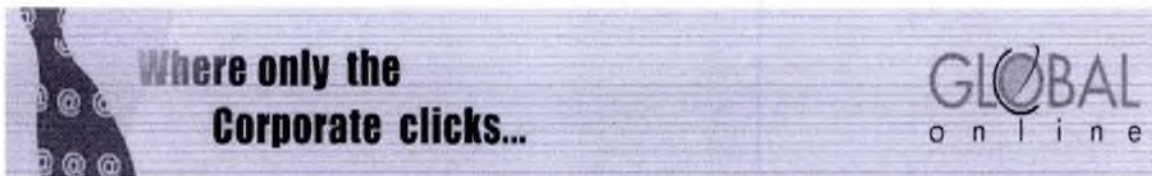
GOSL has years of experience configuring both simple and complex Virtual Private Networks (VPN). VPN is a way to use a public telecommunication infrastructure, such as the Internet, to provide remote offices or individual users with secure access to their organization's network home and abroad. A private network can be constructed with an expensive system of owned or leased lines that can only be used by one organization. The goal of a VPN is to provide the organization with the same capabilities, but at a much lower cost. Customers with VPN requirements come to GOSL since it has the option to offer preferred path and BGP routing for redundancy.

2.3.4 International Private Leased Circuit

IPLC is a dedicated, point-to-point, symmetric, clear channel circuit solution to meet simple voice transmission or complex, sensitive, data-intensive exchanges. Its fast and reliable IPLC solution provides the customer with remote office LAN connectivity, videoconferencing, remote database access, and bulk data transfer services. It's an ideal way to expand services when terrestrial infrastructure is limited or fiber is not available. GOSL offers IPLC connectivity through SEA-ME-WE-4 for low latency connectivity to any part of the world.

2.3.5 VSAT Networking

Global Online has been recently awarded Hub and VSAT Provider License which allows GOSL to offer VSAT Networking services to all over the country. VSAT Networking refers to receive/transmit terminals installed at dispersed sites connecting to a central hub via Satellite using small diameter antenna dishes. VSAT technology is a cost effective solution for users



seeking a private communications network connecting a large number of geographically dispersed sites. VSAT networks offer value-added services capable of supporting the Internet, Data, LAN, voice-fax communications, and can provide powerful, dependable private and public network communications solutions. Drawing on their extensive expertise, GOSL shall be able to provide a full range of VSAT Networking solutions ranging from full system design to manufacture and installation services by end of 1st Quarter of 2007.

2.3.6 Local & International Dialup

Global Online started its business with Dialup service for the corporate houses. Dial-up is presently considered as a primitive method of connecting to the Internet; still it's a great option for those who are new to the Internet, those who use it infrequently and those who do not require broadband or dedicated Internet connectivity. Global Online provides a robust, and multimetering free dial-up Internet access service with connection speed up to 33.6 Kbps. GOSL offers a variety of flexible plans, with all of the features you need to get the most out of your online experience. Global Online is the only ISP in the country to have 2 multimetering free numbers to access Internet.

Global Online is the local partner of world's premier global Internet mobile connectivity service provider iPass. iPass is ideal for businesses with mobile workers. It connects you to the Internet, email, and mission critical information with a local call from thousands of access points throughout 150 countries. It also supports access from hundreds of wired and wireless broadband hotspots. This service is enabled through the company's partnership with iPass, a leading provider of global Internet roaming and enterprise connectivity services.

2.3.7 Web Services

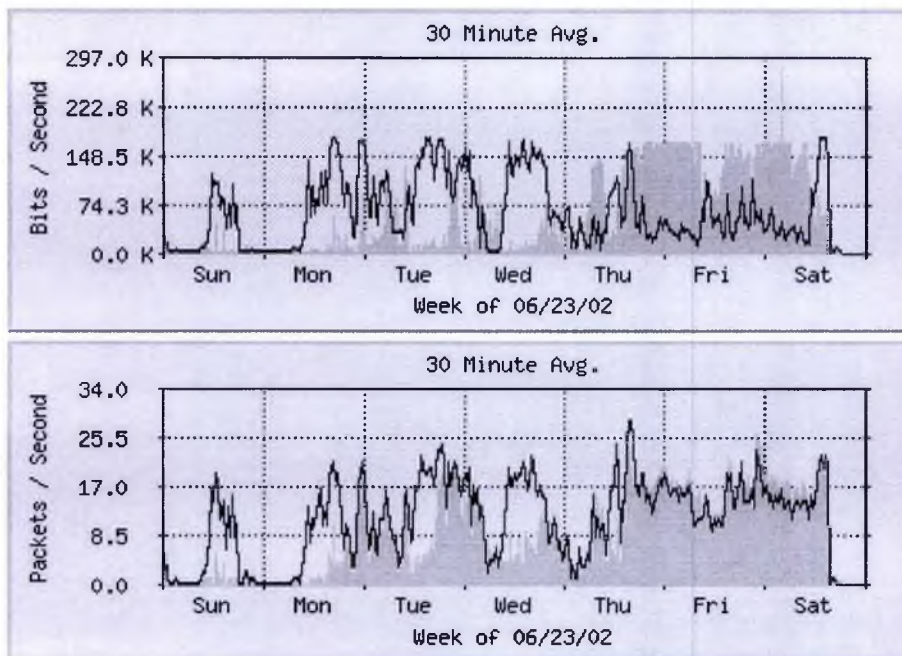
Along with being one of the most reputed reseller of Domain in Bangladesh GOSL is the largest hosting provider of the country with 9 years of hosting experience. We have our own servers in Dhaka and co-located facility in USA. The visitors outside Bangladesh access the websites from our USA server and the visitors from Bangladesh access from our server in Dhaka, thus reducing the access time and minimizing the bandwidth usage.

2.3.8 Bandwidth Allocation / Monitoring

GOSL allocates bandwidth to its clients through Hardware based Bandwidth Manager. This is an IP based solution and assigns bandwidth against the IP of concerned customer. GOSL can divide/assign/prioritize the total bandwidth as per customer requirements through dedicated IPs.

The following web based Interface allows clients viewing their bandwidth usage statement on 5 minutes average. As GOSL assigns dedicated bandwidth through real IP, using this Interface they'll be able to monitor their concerned bandwidth usage from the web. Reports can be generated on daily, weekly, and on monthly basis. There is a sample screenshot of weekly usage statistics.

MRTG Graph



Max Out 175.1 Kb/s
 Max In: 282.8 Kb/s
 Avg Out 61.9 Kb/s
 Avg In: 59.7 Kb/s
Tot Usage: 8.863 GB

Max Out 28.7 pps
 Max In: 26.3 pps
 Avg Out 11.6 pps
 Avg In: 9.2 pps
Tot Usage: 12.161 Mp

2.3.9 Key Customers



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GLOBAL
online

BRAC BANK
LIMITED

NOKIA

ERICSSON

Alcatel-Lucent



DHAKA TELEPHONE
Company Ltd.



MARKS &
SPENCER



TOMMY HILFINGER



KappAhl
Far East Ltd



Shanta
SHANTA INDUSTRIES LTD.

Sears

HHH ZIPPER

VF Corporation

HKD



LI & FUNG

HAI HONORWAY APPARELS JORDAN LTD.

HAE SONG



A-TEX

Freestar (HK) Ltd.

AVERY
DENNISON

ITPS

FEATHERLITE Ltd.
the ultimate comfort



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Ring Shine Textiles Limited



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03104113

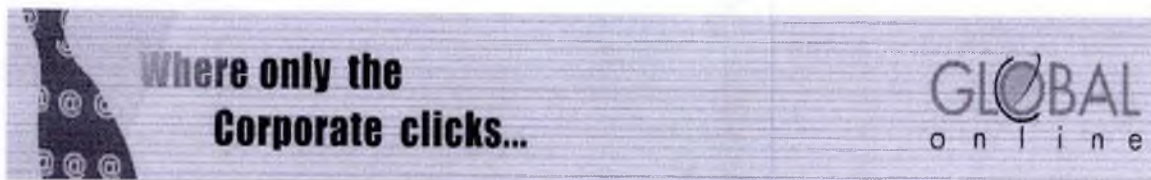
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SEA BORNE (PVT) LIMITED





BAX GLOBAL

Hapag-Lloyd

OOCL

WINGS AIR CARGO LIMITED
WINGS OCEAN FREIGHT LIMITED

DFDS
TRANSPORT

FOSL

"K" LINE BANGLADESH, LTD.
(A Kawasaki - Chowdhury Group Joint Venture)

EXP
LANKA
EXPOLANKA GROUP



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THE DAILY ITTEFAQ

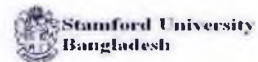
NEW
AGE

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AZMAT GROUP OF INDUSTRIES



2.4.1 SWOT Analysis of Global online services limited

Strength

- Brand value
- Most expensive
- 100% Corporate ISP, serving only in the corporate sector since 1997
- Redundancy in each and every point of failure
- Global Online Services Limited is the Partner of Telecom Malaysia. We are the authorized distributor of Polycom Video Conferencing Solution, Alvarion Radio Equipment etc.
- First ISO Certified ISP in Bangladesh with quality policy
- Primary Backbone: SEA-ME-WE-4, Secondary Backbone: VSAT Network (Two VSATs from UK)
- 99.5 % uptime
- 24/7 service and support with online help desk service
- There is no one time cost and installment cost

Weakness

- Infrastructure
- Proactive ness

Opportunity

- Diversify Value added product
- Multiple Target market
- Entering into new communication Sector

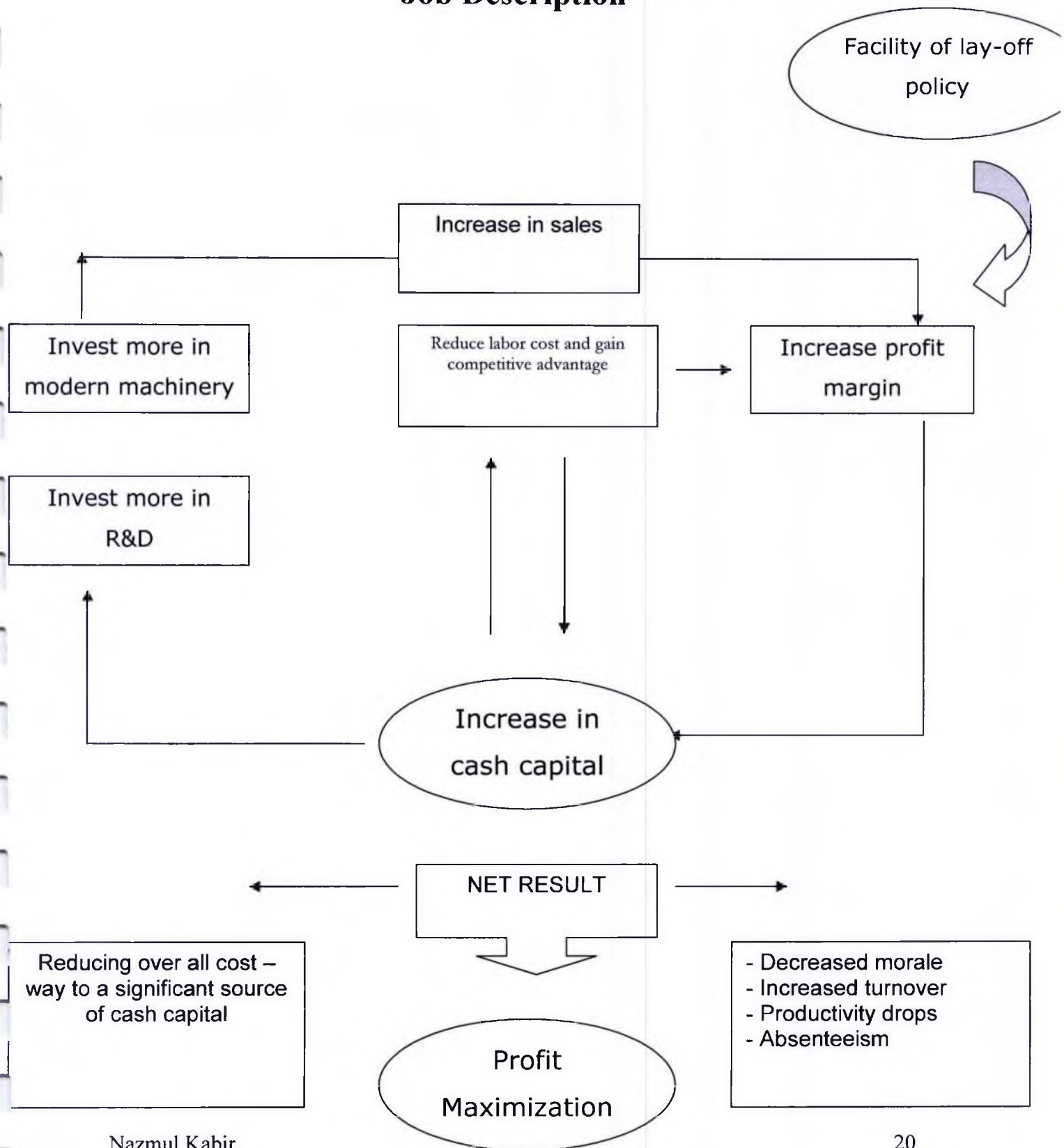
Threats

- Other players in the market with a very low charge
- Rival's can take the position to serve the corporate only with less amount of charge



3.0 Job Description and responsibilities

Job Description



3.0 Job Role :

Designation: Executive, Sales

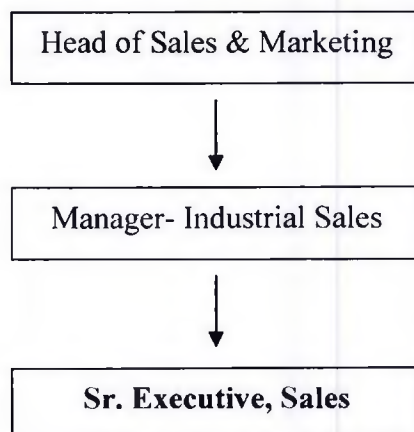
LOCATION : Industrial Zone (DEPZ)

REPORTS TO : Manager- Industrial Sales

3.1 JOB PURPOSE:

Acquire new clients to generate revenue and retaining existing clients is the main objective of my job.

3.2 ORGANISATION CHART : The organization chart of Global Online's sales department is given below:



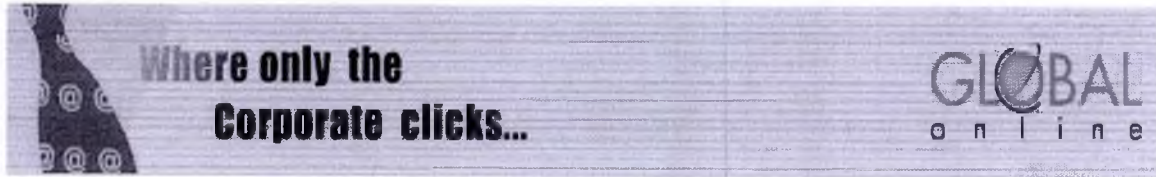
3.3 DIMENSION

There are certain things which I have to fulfill and based on that my KPI (Key Performance Indicators) has been made. The scales are given below-

- At least Tk. 200,000 sales per month
- 10- 20 prospect creation.
- 30-50 sales visit per month
- 10- 15 proposal sent per moth
- 10- 15 visit to existing customers
- Resolution of ticket if necessary.
- 10-15 new call per week.

3.4 MAIN RESPONSIBILITIES

- The main responsibilities which I maintaining while working in Global Online in everyday are given below-
- Check emails and response that in a proper manner.
- To find prospective clients from various sources (Database, Website etc.)
- Talk with prospective clients and figure out their requirements.
- Provide it to the clients, if needed then meet with them physically.
- Describe all the product & services of us.
- Instruct our technical team to make a site survey.
- Analyze their requirements and prepare proposals for them.
- Describe all the features about our solution & services.
- Maintaining proper relationship until getting the work order.
- Instruct technical team to install the link.
- Prepare Service Commencement Letter (SCL) & Service Level Agreement (SLA).
- Provide SCL to billing department & SLA to client for agreement signing.



- Monitor new clients service as well as existing clients overall situation.
- If needed then contact with clients.
- If find any problem then raise a ticket to our ticketing software to inform the responsible department.
- After finishing that particular task discuss with the clients about the problem.
- Prepare quarterly sales Plan.
- Analyze current month's activities

3.5 : PLANNING & ORGANISING

The requirements of planning and organizing my job are-

- As our sales team has different segments throughout the country, so in my portion I have to figure out some clients who are using internet solutions and have a good brand image.
- Knock those clients in a regular basis to find out their requirements.
- Also provide them the scenario of Global Online and make them a strong positioning image inside their mind.
- Make a good proposal based on their requirement.
- Prepare a plan how much it will take time to grab this client.
- After getting the work order from that particular client my organizing part starts; because after that I have to take the responsibility to establish their link and rest of the process.
- Need to prepare SCL & SLA and provide it to the respective authority.

3.6 : DECISION MAKING

This is the most important part of any to make a decision and in my job I have to make some decisions related to my activities. Some of those are given below-

- If any prospect client comes then make a decision what type of service we will express.
- Offer how much price we will charge; suppose I went to meet with any of our customers then they asked about the price level in that time I have to decide what price I will say.
- When any client's falls in some problems take quick decision how we will solve this problem.

3.7 : COMMUNICATION

Who do you have contact with ?	What do you communicate about ?	Why ?	How often?
1. Existing Clients	About the service and support.	Are they facing any problem or not. Discuss about upcoming solutions,	Most Frequently
2. Top Management and sometimes the IT person of prospective Clients.	About the Service and solutions of us which we can deliver to them.	To increase the number of Sales as well as to generate the revenue.	Frequently
	The overall situation of Industrial zones and	To generate the number of revenue from this zones and as well as to	Frequently

3. Manager-Industrial Sales	how we can improve this.	create a good brand image.	
		To keep clients 99.99% uptime and ensure them the quality of service.	When Needed
4. Infrastructure Department	Inform them about any site survey or to establish a link for a new client's. Beside this when any problem occurs regarding any link; inform the responsible person is one of the basic tasks of mine.		
5. Technical Support	If any of existing clients face any kind of problem; inform technical team to solve this.	To see the delight ness of clients and ensure them we are here to solve your any IT related problem.	When Needed
6. Billing Department	After getting work order from client send SCL to billing department.	Inform them that we have added one client and issue the bill in a proper way.	When Needed
7. H. R. Department		If I have any sort of difficulties while working in my office then ask them to solve that.	When required
8. Marketing	For any type of official		

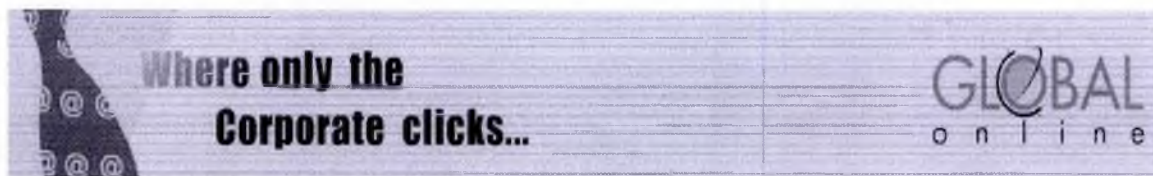
Department	assistance.	For any type of occasional festival.	When Required
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9. Supplier

For any type of Database related issue of about any promotional item.	To ensure the trouble free service	When required
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3.8 : KNOWLEDGE, SKILLS & EXPERIENCE

- To know the current market situation of the industry.
- Analyze SWOT of the company.
- Find competitive edges.
- Gather all the information about the product & services.
- Need to proper information about the technology and the upcoming features.
- Have strong communication skill.
- Good presentation skill.
- At least Business Graduate or equivalent; BBA/ MBA preferred.
- 1/ 2 years experience in the similar field.
- Able to work under pressure.
- Should have the ability focusing on a given target.
- Innovative, creative and should have strong sense of humor.
- Should have the ability to control the difficult clients.
- Positive and result oriented is necessary.



3.9 : PHYSICAL EFFORT & WORKING ENVIRONMENT

- Able to work from 8.30 AM to 6 PM.
- Sometime, need to come in office in weekdays
- Hard working ability.
- Ability to work under pressure.
- Should have the idea how to handle the difficult clients.
- Have good knowledge about the industry.
- Have the ability to retain clients from the competitors.
- Develop & maintain client database.

3.10: JOB CONTEXT AND SPECIAL FEATURE

- Positive and dynamic mentality is required.
- Have the ability to work under pressure.
- To have the ability to do the right job in right time.
- Result oriented
- Strong communication skill as well as good presentation skill.
- Good knowledge about the companies' product as well as the competitors' product.
- During the time of Corporate Bazaar or any occasional festival we have to work very hard for that. To deliver the gifts to the existing and prospective clients also to send greetings.
- At the beginning of the month we have to forecast how much revenue will be added in this upcoming month.



4.0 Research & findings

Research and Findings

Global Online services limited are the most expensive ISP in Bangladesh. Competitors like link 3 ,Agni, BRAC BD mail are charge half than us .But still we are the market leader .There are some question that we need to clarify first before we will go to the findings

1. But why we are the best?
2. Why clients are with us whereas the other ISPs are charging less than us?
3. What are the special features that made us No 1?

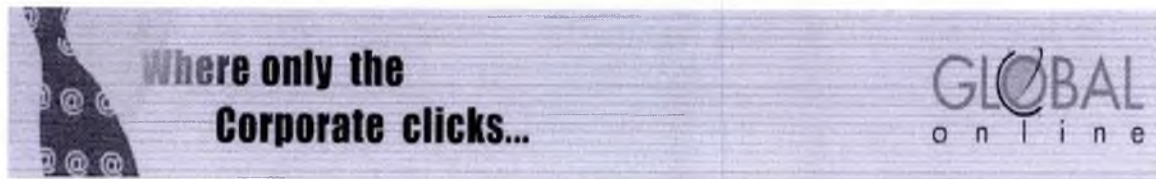
To find out these questions we asked our respective clients and they gave us some positive and some negative views. For evaluate the customers feed back there are some key points/points we have found out:

Price : Almost 90% customers are tell about our price .They told to me that though Global's performance is up to the mark but still company/organization pay much for this service. They told to me that Global has to do something about the price. For example: for 512 mbps :

AGNI charge 50000,BRAC BD charge 45000 whereas Global charges 70000-75000.This is too much for any general point of view.

But from Company's point of view it is justified .It is justified because GLOBAL hires the best support team in Bangladesh .Global always targeted those who are sensitive and they needed the dedicated and reliable internet services. Also GLOBAL believes that they are the elite.

Efficiency and reliability: Customers are really happy with the performance of the service .The service is totally reliable if any problems occur then the relationship and the support department is there to help the customers around the clock.



Value added products: Bangladeshi customers are not so much IT concern .For the buying houses and other organizations they only want internet service. They are not aware about the other value added services like anti spam, Video conferencing. But video conferencing is needed for the customers for those who have operations outside the Bangladesh .They can easily save their travel and other costs.

GLOBAL online

5.0 Transition





Brand Transition process

The name TEXAS has been derived from "Textile Associates" the name of our company registered under. With name the "Textile associates" name began to loose relevance as our business interests ventured on to the new verticals of ICT and lifestyle. Certain connotations that are not always favorable to the image we want our brand to uphold. For instance the top of the mind of association of the word "Texas" with Texas USA where as we are Bangladeshi company that takes great pride in it's heritage and nationality.

Texas is a local company and currently it operates and serve Bangladeshi nation .But the management team wants to expand their business in abroad .The management team wants to explore themselves as a professional and they want to add some local flavor. That's why they want to change their brand name .From February TEXAS become Aamra and global online become Aamra networks.

TEXAS group want to change their brand name for the following reasons:

1. Aamra –power of We - has a unique name in the corporate world. Texas has different concerns and they have different name .Previously it creates some problems to identify whether global or any other concern is a part of Texas group or not. That's why they want to take all the concerns under one umbrella and under one name and that's why the entire concerns name is Aamra.
2. Aamra –The power of We it crates a brand value and it creates enthusiasm and motivation among the employees .The power of we indicates that the all the employees are united and they will work together for the betterment of the group as well as for the country.

From February 2008 it launches officially in front of the public and the press media .From 15th February 2008 Global online will launch the Corporate Bazaar. This is the place where the corporate meets.

CONCLUSION

Conclusion

Sales department has a significant role in any organization. The sales people fuel up the engine to any organization to run smoothly and all the other departments are helping them so they can perform well. In here the scenario is not different, even the organization is sales focused organization since this is service base organization. One can make the best career here from sales department. This is the most booming department in GOSL. I have learned and learning a lot being a part of this department.

Survey helps me a lot to reach the customers .Now they are totally happy with our services but price is the one of the major factor. GOSL is working on that issue.



7.0 Recommendation

Recommendation

As I was newly joined global online it is really tuff for me to advise some recommendations .But I found some lacking which needed to be revised .These are:

- The company now goes on the transition process .To make this transition more viable the employees should work hard and soul because they are the brand ambassador for the company. As Global online totally deals with the corporate houses that's why they have to inject the name of the company to the employees.
- As a fresh graduate I faced problem because it is a technical line and I don't have the proper knowledge about the Internet service. Appropriate trainings should be held for the improvement and to groom them appropriately for the industry.
- The client's main objection is price. Global online should strategically increase their bandwidth to retain the existing customers.
- Some HR policies newly introduced in Global Online can be more refined which would be beneficial and motivating for the employees.. For example the employees who are not late or absent for the whole month the could be credited for that.
- The value added product should be introduced in a vast level. Global online should increase their scope of services. For example :Global can harness valuable information of their clients in a safe place which could later be extracted in case of any natural calamities like fire, earthquakes etc.
- For the industry zone the price should be flexible .In industry zone the IT infrastructure is not up to the mark. To capture the market we should offer the minimum charge to capture the market. They could focus more on industry zone which I believe has great potential.
- More research material like buying habits and client list should be updated. They could introduce a different department which would be totally dedicated to the research and development.
- Vehicle should be allocated for the sales personnel.
- GOSL should practice the proactive attitude towards any sort of technological change.

Appendix



A. Company Name

B. Contact Person:

C. Designation:

.....
1. You are using GLOBAL online services Limited from:

- a. Less than 6 month
- b. 6-12 month
- c. 1-2 years
- d. 2-3 years
- e. More than 3 years

2. Currently you are using:

- a. 128 kbps
- b. 256 Kbps
- c. 512 kbps
- d. 1 mb
- e. More than 1 mb

3. Are you satisfied with your connectivity?

- a. Yes(If yes go to ques no 4)
- b. No(If no go to ques no 5)

4. If yes please rate the following points (5=Excellent, 4= good, 3= Average ,2= poor
1=Very poor)

a. Bandwidth Speed	5	4	3	2	1
b. Response Time	5	4	3	2	1
c. After sales service	5	4	3	2	1

5. If No what is/are the problems you are facing?

- a. Bandwidth speed
- b. Response time
- c. After sales service
- d. Price

6. Are you using any value added service of Global online?

- a. Yes
- b. No

7. Are you satisfied with the current performance?

- a. Yes
- b. No

8. State in Brief :

[Thanks for your Information and time. In the near future we will do our best to satisfy you .Thanks for staying with GLOBAL Online service limited.]

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