

Internship Report on
“Banglalink Warehouse
management procedure”



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BUS 400 – Internship



Submitted To:

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Letter of Transmittal

16th January, 2014

Ms. Asphia Habib

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Subject: Submission of internship report.

Dear ma'am,

With the passage of time, I am student of BRAC Business School standing on the other entity of my course completion, hence are finalized with my internship report naming as “Banglalink Warehouse management procedure”. Vividly enough, my research comprises adequate endeavors. But no doubt, my contribution will be best evaluated on your sharp scale of acceptance & analytical remarks.

Consequently, I am submitting my report on your very concern. Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. Rather, in case of any further clarification or elaboration as to my report, I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Thanking You.

With best regards,



Md. Eshaq Molla

BRAC Business School

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Acknowledgement

I am Md. Eshaq Molla and would like to express my heartiest gratitude to those who helped me all the way through to complete my internship report on “Banglalink Warehouse Management Procedure”.

At the very beginning, I want to thank my academic supervisor Asphia Habib, Lecturer of BRAC Business School, BRAC University, for providing me all the necessary helps for the completion of this report. Thank you Ma’am for guiding me to start and complete successfully of this report. Secondly, I would like to thank, Mr. Sujit Kumar Bhowmik, my line manager for helping me to prepare this report with adequate and correct information. I am very much grateful to Muhammad Ziaur Rahman who helps me a lot. I am also thankful to warehouse executives of SIM & Scratch and Technical warehouse namely Md. Anower Hossain, Meer Anower Russel, Mr. Zafor Ali, Nasimul Hasan, Sazzad Ali and Md Ziabul Islam.

I would convey our special thanks to our parents whose inspirations have enabled me to complete this report of this particular course.

I also apologize heartily for any omitted name whose contribution was also complementary for any possible aspect. Lastly, I solemnly thank the Almighty.

Executive summery

The telecommunication industry is one of the fastest growing industries in Bangladesh. This has brought immense contribution to GDP of the country. Not only did it help the country in its economic growth, but also helped to improve the standard of living of the whole society by providing the mobile phone services. Now this market has become very saturated for which current telecommunication firms, other than non-price competition, is trying to develop new techniques to capture more market share. Banglalink is the second large telecom company in our country. This company is also trying to grab huge market share of the country. Taking different promotional activities, providing lower call rate, attractive value added service, newly launches 3G to the country and providing better customer care service and better network service is the key to attract the customer. Most important thing is network provided by the company. Banglalink is also trying to provide best network service all around the country. In this regard, different departments work together to be success in this subject. Warehouse is also integrated part of this network unit. All the network items are stored and delivered from the technical warehouse. Without the support of warehouse team it is impossible to be successfully installing network system all over the country. Warehouse delivers items to the vendors whenever they require. So it is important to know the warehouse management procedure. There are three warehouse of Banglalink, these are SIM and Scratch warehouse, Technical warehouse, and marketing warehouse. Here, I have discussed the procedure of SIM and Scratch and technical warehouse. I have suggested some recommendation which might help over all process of warehouse. SIM and Scratch warehouse ensure availability of the SIM and scratch cards all over the country by distributing these items to zonal warehouse and registered distributors. Technical warehouse maintains and deliver network related items to the vendors assigned by the concern department. Supply chain, Procurement, Program management, logistics and Accounting & Finance have role and responsibility in the different steps of the warehouse management system. By taking support warehouse activity is done successfully.

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List of Abbreviation

PO - Purchase Order
WH- Warehouse
RF – Request Form
WIMS- Warehouse Inventory Management System
FA- Fixed Asset
ITF:-Item Transfer Form
BTRC-Bangladesh Telecommunication Regulatory Commission
GSM- Global System for Mobile Communication
SIM- Subscriber Identity Module
POS-Point of Sales
SAF-Subscriber Agreement Form
HOD-Head of the Department
CTO-Chief Technical Officer
FC-Financial Controller
GRS-Goods Received Sheet
PM & SC- Program Management & Supply Chain
BTS- base transceiver station

Chapter 1: Introduction

Introduction

Banglalink Digital Communications Limited is the second largest cellular service provider in Bangladesh. When Banglalink entered into the Bangladesh telecommunication industry on 10th February 2005, with the slogan of “Making a difference”, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. Within one year of operation, Banglalink became the fastest growing mobile operator of the country with a growth rate of 257%. This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care and effective communication that emotionally connected customers with Banglalink. As of June 2013, Banglalink has a subscriber base of 26 million. In this success story, supply chain department has played an important role by ensuring availability of SIM and Network throughout the country by arranging widespread distribution system with the help of Warehouse. Here is the emergence of studying warehouse management procedure comes. The basic function of the Banglalink warehouses is to ensure availability of SIM all around the country and maintenance and delivery of Network item for ensuring quality network.

1.1 Origin of the Report:

This report has been prepared as the requirement of the internship program. I have prepared this report on the basis of my three months practical working experience and under the supervision of Asphia Habib, Lecturer of BRAC Business School, BRAC University. She approved the topic on which I have prepared my internship report.

1.2 Objective of the study

General Objective

The general objective of the study is to fulfill requirement of the Graduation under the Bachelor of Business Administration program of BRAC University as per university policy.

Specific Objective

To be more specific, this study entails the Warehouse management procedure of Banglalink and analyze those procedure and improvement on the system if require. I have found some core or specific objective on which I am going to do the study. This study entails the following aspects:

- ✓ One specified objective could be to enhance my practical knowledge apart from the academic knowledge about the professional life in an organization.
- ✓ Given the chance to become familiar with the terms, rules and regulation, products, and moreover provide an overall idea about telecom industry.
- ✓ To know about operational activities of Banglalink warehouse and to understand the procedures of warehouse management system.

1.3 Scope of the study

Defining the scope of the study is a broad aspect to be described. Still the warehouse management team helped me to prepare the report. On the other hand due to some confidential resolutions there were difficulties to find out some information as well.

This report is prepared in a systematic way from selecting of the topic to final report preparation. The details are given below:

1.4 Methodology

Selection of the Topic:

The topic was approved by my respective advisor and it was thoroughly discussed with her where madam provided her view so that a well-organized report can be prepared.

Sources of Data:

- ✓ Primary Sources
- ✓ Secondary Sources

Primary Sources:

- Face to face conversation with the respective officers
- Direct Observation
- Practical desk work

Secondary Sources:

- Annual report of Banglalink
- Banglalink internal server and external websites
- Different documents provided by the concerned officers of the organization
- Relevant books, research paper and journals

Analysis, Interpretations and Presentation of Data:

Some diagram and tables are used to analyze the collected data and gave flawless visible representation of the study.

Findings of the Study:

The collected data were analyzed methodically and pointed out in a synchronized way and finally shown as findings at the last portion of the report.

Final Report Preparation:

The final report is prepared with the valuable information, suggestion, and feedback of my supervisor, colleagues, and senior officers of Banglalink.

1.5 Limitation of the study

Preparing such intense report, requires huge amount of information. While preparing this report, many limitation and hindrance have been faced to going on further. Still I managed to bring up the best within my access limit. The limitations those I confronted mostly are-

The major hindrance that I faced was, Banglalink Warehouse management was unwilling to share or disclose some information which was really required to prepare the report due to confidential issues.

While conducting the study, it was difficult to communicate with the selected corporate clients because they were very busy with their regular jobs.

As I had more dependence on the primary sources, so there might be some levels of inaccuracy with this collected information.

Chapter 2: Telecom industry and company profile

2. Telecom Industry: Current Situation & Analysis



The Telecommunication sector is being one of the largest infrastructure providers of the economy of the country. The economy of the country is greatly impacted by the growth of telecom industry in the country. It has positive effect on the overall economy of the country. The framework for telecommunications sector development in Bangladesh was established in 2001 under the Bangladesh Telecommunication Act, 2001. In 2002, the Bangladesh Telecommunication Regulatory Commission (“BTRC”) was established under the guidance of this Act as an independent regulatory body. Since then, Bangladesh has experienced among the highest subscriber growth rates in the world. According to BTRC, the total number of mobile subscribers in Bangladesh increased from 9.3 million as of December 31, 2005 to 43.7 million as of June 30, 2008, representing a Compound Annual Growth Rate (“CAGR”) of approximately 85.9%. However, penetration of telecommunications remains relatively low, with a mobile penetration rate of approximately 31.1% as of June 30, 2008.

Private sector participation in the Bangladesh telecommunications industry began in 1990 with PBTL being the first operator to be offered a cellular license. Market competition had further developed in 1996, once mobile cellular licenses were issued to GP, Sheba Telecom (now Banglalink) and TM International Bangladesh (AKTEL) now Robi. Currently there are six mobile operators in the market – GP, Banglalink, Robi, City Cell, Teletalk and Airtel.

Key highlights

- 🐾 Bangladesh’s mobile market passed 100 million subscribers in early 2013 as penetration reached 67%.
- 🐾 This had been preceded by a five-year period in which the country saw mobile subscriber numbers grew almost 20 times.

- 🐾 Of the mobile operators, GrameenPhone was far and away the leader, claiming 41 million subscribers, or 41% of the total mobile subscriber base, by end-2012, despite the best commercial efforts of its five competitors.
- 🐾 Airtel Bangladesh and RobiAxiata had both seen rapid growth in their respective mobile subscriber bases during 2012.
- 🐾 Coming into 2013, internet user penetration remained relatively low and internet subscription rates were even lower.
- 🐾 Although broadband internet remains almost non-existent in Bangladesh, following the granting of a number of WiMAX licences, there were early signs that the market was about to change as the new WiMAX services were rolled out and started to attract customers.
- 🐾 At the same time, mobile internet was playing a major role in providing online access to the nation, as mobile operators offered 2.5G-based services for connecting to the internet.
- 🐾 The fixed-line market experienced a major setback in the first half of 2010 when the regulator shut down five operators; the action had been taken as part of a major move against illegal VoIP services.
- 🐾 The first 3G licence in the country was awarded to the state-owned operator, Teletalk, which duly launched its 3G offering in September 2012.
- 🐾 An auction has taken place in 2013 for the 3G licensing for private operators. From that GP, Banglalink, Robi and Airtel have launched 3G across the country.

Payers of the industry in the country

Company	Brief Introduction
Grameenphone 	Widely known as GP, is the leading telecommunications service provider in Bangladesh. With more than 40.33 million subscribers (as of January 2013), Grameenphone is the largest mobile phone operator in the country. It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone; Grameen Telecom owns 34.2% and the remaining 10% is publicly held. With the slogan Go Beyond, Grameenphone promises its customers to bring the best of communication technologies so that they can Go Beyond.
Banglalink 	The second largest cellular service provider in Bangladesh after Grameenphone. As of April 2012, Banglalink has a subscriber base of 25 million. It is wholly owned by Telecom Ventures Limited. Banglalink had 1.03 million connections until December, 2005. The number of Banglalink users increased by 257% and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. On August 20, 2008, Banglalink got past the landmark of 10 million subscriber base.

Robi 	Formerly Aktel, is a joint venture between Axiata Group Berhad, Malaysia (70%) and NTT DoCoMo Inc, Japan (30%). Robi is one of the largest mobile phone operators in Bangladesh with more than 20 million subscribers as of August 2012. Robi boasts of the widest international roaming service in the market, connecting over 500 operators across 207 countries. It is the first operator in the country to introduce GPRS. Robi uses GSM 900/1800 MHz standard and operates on allocated 12.8 MHz frequency spectrum.
Airtel 	A GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name "Warid Telecom" on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's BhartiAirtel Limited for US\$300 million. BhartiAirtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. BhartiAirtel made a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhavi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.

Tele Talk 	A GSM based state-owned mobile phone company in Bangladesh. TeleTalk started operating on 29 December 2004. It is a Public Limited Company of Bangladesh Government, the state-owned telephone operator. TeleTalk provided GPRS and EDGE internet connectivity and from 14 October 2012 HSDPA/3G which is the latest cellular information service .Teletalk is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscribers. Teletalk is the 6th mobile phone operator in Bangladesh with more than 1.897 million subscribers as of May 2013.
City Cell 	The first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. As of 1 March 2008, Citycell's total mobile subscriber base is 1.56 million, up 137 per cent or 680,000 from two years ago, giving it the best growth rate of the company till date. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom.By the end of 2007 Citycell had refurbished its old brand identity and introduced a new logo and corporate identity; the new logo is very reminiscent of the old logo. However the slogan has remained unchanged "because we care". As of April 2012, Citycell has 1.801 million subscribers.

The market share

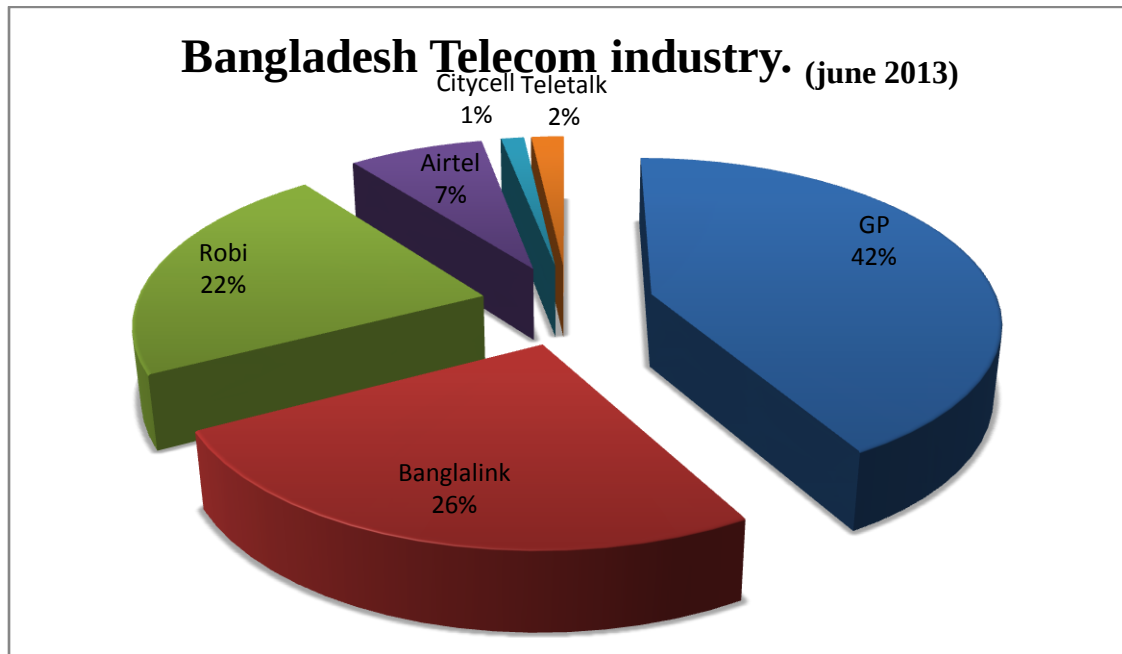


Chart 1: market share

Company Name	Market Share	Logo
Grameen Phone	42	
Banglalink	26	
Airtel	7	
Robi	22	
City Cell	1	
TeleTalk	2	

2.1 Company overview

Banglalink Digital Communication Limited provides mobile telephony services in Bangladesh. Banglalink is the second largest cellular service provider in Bangladesh after Grameenphone. It is fully owned by Telecom Ventures Limited which was previously known as Orascom telecom ventures limited which is a fully owned subsidiary of global telecom holding which was formerly known as Orascom telecom holding. A business combination was done in April 2011 between Vimpelcom ltd and Wind telecom where Vimpelcom owns 51.92% shares of Global Telecom Holding (formerly known as Orascom telecom holding s.a.e). Vimpelcom is one of the world's largest integrated telecommunications services operators providing voice and data services through a range of traditional and broadband mobile and fixed technologies in Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Pakistan, Burundi, Zimbabwe, Central African Republic, Canada and Bangladesh. Vimpelcom is headquartered in Amsterdam, the Netherlands and listed as an ad on the New York stock exchange under the symbol "VIP".



It offers prepaid and post-paid mobile connection services. The company also provides various value-added services, such as voice mail, short messaging, call forwarding/divert, call waiting/call holding, call barring, caller line identification presentation, ring tone and logo downloads, conference call, picture messages, and instant recharge.

Since Banglalink's launch in February 2005, its impact was felt immediately: overnight mobile telephony became an affordable option for customers across a wide range of market segments. Its success was based on a simple mission: "bringing mobile telephony to the masses" which was the cornerstone of its strategy. Moreover, Banglalink changed the mobile phone status from luxury to a necessity and brought mobile telephone to the general people of Bangladesh and made a place in their hearts. The mobile phone has become the symbol for the positive change in Bangladesh. This positive change that is quite correctly attributed to Banglalink, has become the corporate positioning of Banglalink and is translated in their slogan "making a difference" or "din bodol"- "making a difference" not only in the telecom industry, but also through its products and services, to the lives of its customers. This corporate stance of "making a difference" has been reflected in everything Banglalink does.

Banglalink had 1.03 million connections until December, 2005. The number of Banglalink users increased by 257 per cent and stood at 3.64 million at the end of 2006, making it the fastest growing operator in the world of that year. In August, 2006, Banglalink became the first company to provide free incoming calls from BTTB for both postpaid and prepaid connections. . In less than two years which is by December 2007, banglalink overtook Aktel to become the second largest operator in Bangladesh with more than 7.1 million customers. As of November, 2009, Banglalink had a subscriber base of 12.99 million. At the end of December, 2011, it got past the landmark of 23.753 million subscriber base. Banglalink currently has 27.07 million subscribers as of June 2013, representing a market share of 25.7%. Banglalink's growth over the preceding years have been fuelled with innovative products and services targeting different market segments, aggressive improvement of network quality and dedicated customer care, creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with banglalink.

Banglalink Digital Communications Ltd.	
Type	Subsidiary
Parent	Vimpelcom-Russia
Founded	1999
Headquarters	Tiger House, House # SW(H)04, Gulshan Avenue, Gulshan Model Town, Dhaka, Bangladesh
Area served	62 districts and 447 thanas
Industry	Telecommunication
Products	Telephony
Slogan	Start something new
Website	http://www.banglalink.com.bd

Orascom Telecom : The First Owner of Banglalink



ORASCOM TELECOM is one of the most dynamic telecommunications powerhouses in the world. Orascom is based in Egypt and has operations in 11 countries worldwide. Established in 1998, it is today the largest capitalized company on the Cairo & Alexandria Stock Exchanges with over 11 million subscribers worldwide. It has grown to be one of the largest and most diversified GSM network operators in the Middle East, Africa and Asia.

Banglalink was previously known as Sheba Telecom which began operation in 1998. It was a joint venture between a Malaysian Conglomerate, Technology Resources Industries Berhad and a local firm named Integrated Services Ltd. (ISL). In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited (“Sheba”). It was acquired for US\$60 million. Sheba had a base of 59,000 users, of whom 49,000 were regular when it was sold. Afterward it was re-branded and launched its services under the “Banglalink” brand on February 10, 2005. Banglalink’s license is a nationwide 15-year GSM license and will expire in November, 2011.

In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name.

Banglalink’s new owner Vimpelcom



Norwegian-Russian telecoms firm Vimpelcom acquired a majority stake in Banglalink's owning company Orascom Telecom, in a deal that created the world's fifth largest mobile operator in late 2012. Vimpelcom on signed a multi-billion dollar deal with Egyptian billionaire Naguib Sawiris' holding firm Weather Investments.

At the closing of the transaction, Vimpelcom owned, through Weather, 51.7 percent of Orascom Telecom Holding and 100 percent of Wind Italy, Vimpelcom said in a statement. The cash and shares transaction also includes a \$1.8 billion payment in cash.

However, Vimpelcom is a joint venture of Norwegian telecoms firm Telenor and Russian banking group Alfa Group.

2.2 Banglalink (Vision Mission Goal, Shared Values ,Objective & Slogan)

Vision

"Banglalink understands people's needs best and will create and deliver appropriate communication services to improve people's life and make it easier"

Mission

‘To deliver innovative, customer focused products and to be the benchmark for customer service excellence

Their mission is, therefore, to reduce the total cost of ownership of buying and using a mobile phone. Moreover, to achieve this vision, the company has established some values that it tries to instill in its employees. They want their employees, and the company as a result, to be straight forward, reliable, innovative and, above all, passionate.

Goal

Banglalink’s goal is to bring mobile telecommunication freedom at lower cost. Banglalink wants to make mobile affordable for customer.

Shared Value

To ensure their vision is achieved, All employees of Banglalink demonstrate the following values in their day-to-day activities to ensure “making a difference” in every area of operations:

- ❖ Straight Forward
- ❖ Reliable
- ❖ Innovative
- ❖ Passionate

Straightforward	We say what we do & we do what we say
Reliable	A promise made is a promise kept
Innovative	Whatever we do will be useful and useable
Passionate	We always deliver with honesty and passion

Objectives

The main objective of Banglalink is to serve or provide better network & coverage to his valuable subscribers & improve their communication level.

Slogan

“Start something new” OR “Notun Kisu Koro”



Numbering scheme

Banglalink uses the following numbering scheme:

+880 19 N₁N₂N₃N₄N₅N₆N₇N₈

Where, 880 is the ISD code for Bangladesh and it is needed only in case of dialing from outside Bangladesh.

19 is the access code for Banglalink as allocated by the Government of Bangladesh. Omitting +880 will require using 0 in place of it instead to represent local call, hence 019 is the general access code.

N₁N₂N₃N₄N₅N₆N₇N₈ is the subscriber number.

2.3 Functional Departments of Banglalink

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

- ❖ Sales
- ❖ Marketing
- ❖ Human Resources
- ❖ Customer care
- ❖ IT & billing
- ❖ Administration
- ❖ Finance

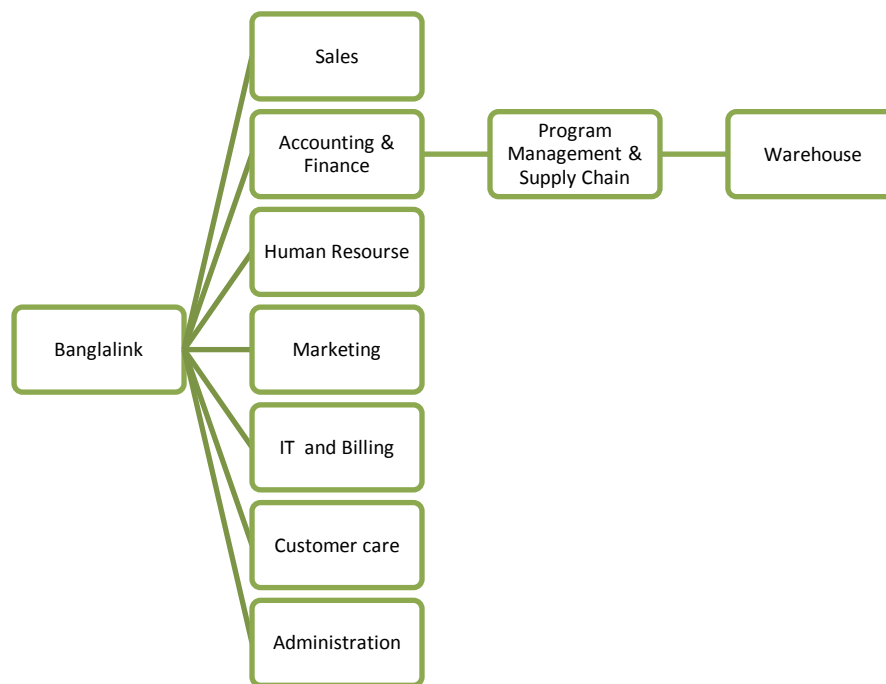


Chart 2: Functional Departments of Banglalink

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.

Marketing

The Marketing team also consists of several teams, which includes PR & Communications, VAS, Loyalty & Retention and International Roaming. The teams all report to Omer Rashid, the Marketing Director.

The Loyalty & Retention team is responsible for the designing of the special offers launched from time to time in an attempt either to increase customer base or to increase ARPU. The VAS division is responsible for the continuously adding valuable services to provide a complete solution to existing customers, for example, for making conference calling & ring tone/logo downloads possible. These two teams together are in charge of making the customers experience with our network more satisfying.

PR & Communication is responsible for designing and developing all promotional materials for the marketing of any new product/package and any other activities. They coordinate and work directly with the advertising agency and other vendors. While other companies have an entire department for promotions and branding, at Banglalink™ this division, consisting of only a handful of people is responsible for this task.

Human Resources

Aside from recruiting and training employees, the HR department is also responsible for disseminating internal communication to all users and in the process of developing compensation packages for its employees, such as medical insurance under the group plan, life insurance and running several activities such as the Vaccination Program for all.

Training activities are continuously taking place to develop and hone the skills & knowledge of the personnel, such as the English Language & MS Project Courses for selected employees and conducting a GSM Orientation session for all employees, especially the Sales, Marketing & Customer Care Departments who have to deal with customers.

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, as is evident from the name, is in charge of 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.

Accounting and 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 divisions among many others. Supply chain and Program Management is also under this Accounting and Finance department. Warehouse management division is also under this department as Supply chain and PM control the Banglalink Warehouse.

2.4 Product offered by Banglalink

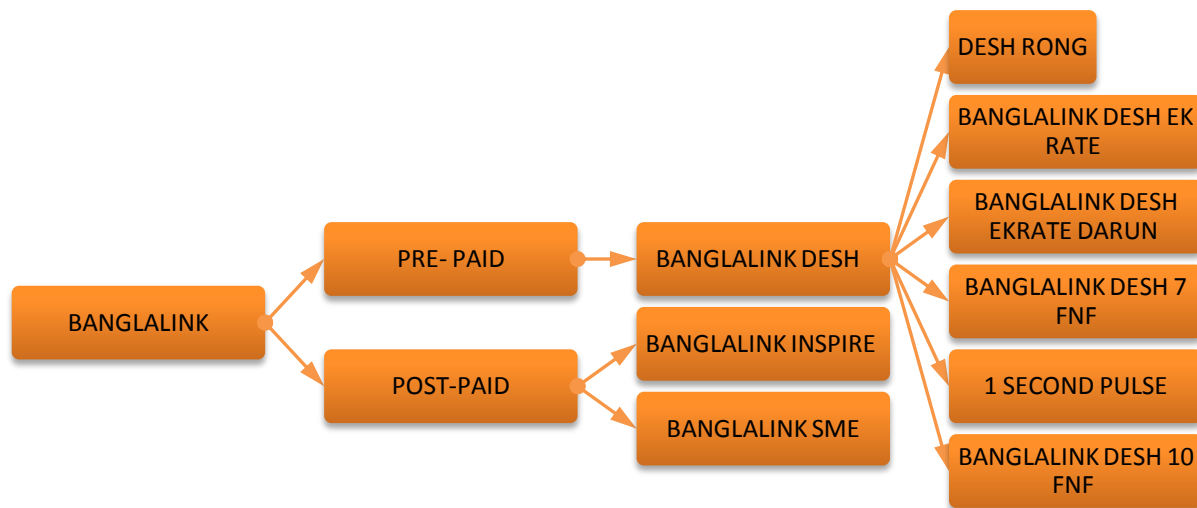


Chart 3: Product offered by Banglalink

“Banglalink Warehouse management Procedure”

Banglalink	Brand Name	Details
Post Paid	BANGLALINK INSPIRE	Banglalink inspire brings special new features for post-paid subscribers with remarkably low call rates, along with the many fnf numbers and many other services and facilities!
	BANGLALINK SME	Banglalink SME package offers attractive tariffs and a complete package customized to suit the needs of small and medium enterprises. It is a very simple package that will help your business flourish by minimizing the cost of your communication.
Pre Paid	BANGLALINK DESH	10 paisa/10 seconds in banglalinkfnf numbers, 24 hours
Sub Brand	BANGLALINK DESH EK RATE	18 paisa/10 second to all operators, 24 hours
	BANGLALINK DESH EK RATE DARUN	12 paisa/10 second to any number, 24 hours
	BANGLALINK DESH 7 FNF	Lowest 10 paisa/10 second in 7 fnf numbers
	1 SECOND PULSE	Banglalink has introduced 1 second pulse for its customers. The new banglalinkdesh 1 second package provides customers 1 second pulse to any operator any time of day. This means customers will now only pay as much as they talk and the charge is only 2 paisa/sec any time in any local number.

	BANGLALINK DESH 10 FNF	To accommodate your big list of friends, banglalink presents 10 fnfpackage. Now you can enjoy 4.5 paisa/10 seconds to one special banglalinknumber and as low as 9 paisa/10 seconds to 9 fnfs (any operator)!
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2.5 SWOT Analysis

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 which are pertaining to the internal environment of the company, these are usually classified as Strengths (S) or Weaknesses (W). Factors that are pertaining to the external environment of the company, these are classified as Opportunities (O) or Threats (T).

Strengths

- ❖ The prime strength that can also be perceived as the most competitive advantage of Banglalink is their current market share in the telecom industry.
- ❖ Secondly the company under which they are operating is the Egyptian telecom giant Orascom. So when they first invaded the market in 2000 their prospect customers were having a positive image.
- ❖ Their ability to deliver the innovative and customers focused services at the right time is also their another strength.
- ❖ Market segment in Asia is price sensitive. By following this trend Banglalink serves its customers with New and attractive pre-paid alongside Post-paid packages.
- ❖ Customer care department of Banglalink is rated as among the most efficient in the business can also be considered strength.

- ❖ Effective decision making abilities of Banglalink are also another significant factor that enables them to survive the cut-throat competition of the industry.
- ❖ Huge financial base of Banglalink enables to extend its operations.
- ❖ Tight control over sales process: Many people in the industry do not know the sales process, since it is dealt by their distributors and dealers. However, with the Direct Sales Booth, the people involved know the sales process intimately and are responsible for achieving the sales target and project implementation, thus giving the company a strong control over the process.
- ❖ Low cost provider regarding its competitor.
- ❖ Moreover its contribution to our economy can be notable.

Weaknesses

- ❖ Network: The greatest weakness of Banglalink™ is its network. While the reception is quite clear when the user is out of doors, once inside, the reception breaks up. Banglalink is weak from the side of network coverage in rural areas and villages though its network is strong enough in towns.
- ❖ Bureaucracy: The new management is trying to create a system where each individual is responsible and accountable for his duties. While it is a good idea, it has also created a bottleneck at the administrative & financial level, where work gets stuck and stays stuck until all papers are properly signed and taken care of.
- ❖ Inadequate human resources: While many people drop off their CVs at the office on a regular basis, finding sufficient numbers of people, with the correct qualifications, has become hard to find. Hence, a handful of people are doing the work of many leading to back log of work.

Opportunities

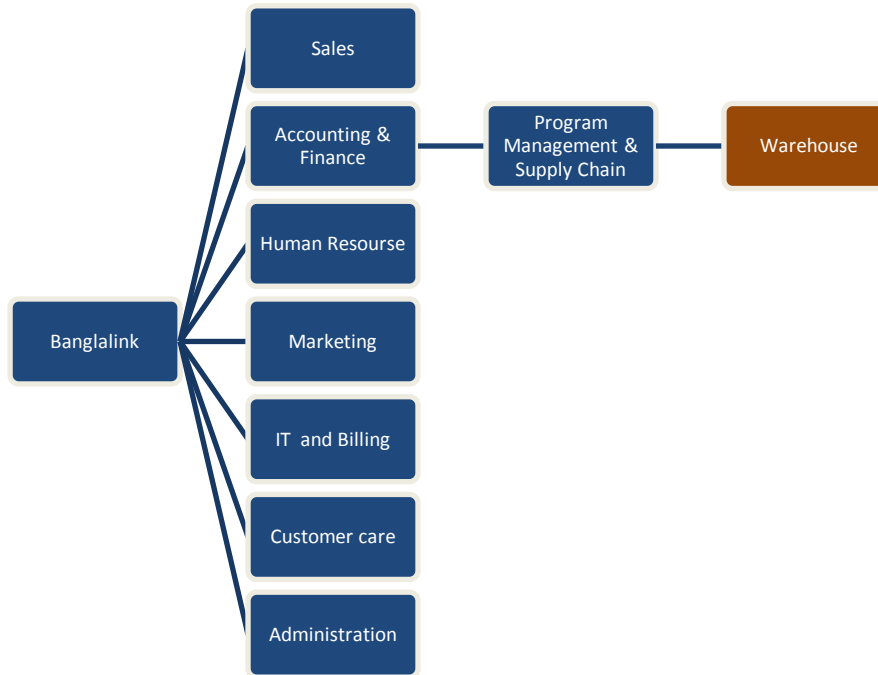
- ❖ Re-invent: As mentioned earlier, the company created a strong buzz when it entered the market. Previously an unknown entity, many people now know of the existence of Orascom Telecom. They have done their studies and know that OTH stands for success. Thus, the people are ready to see Banglalink™ as a total different entity from its predecessor and are willing to give it another chance to re-invent its image in the market; not an issue to be taken lightly by the company.
- ❖ Rural market: Still around 90% of Bangladeshis are not mobile users of which a great portion is living in rural areas. As 85% people of Bangladesh are living in rural areas, Banglalink™ has a great opportunity to capture a huge market share by offering the highest reasonable price and spreading strong & effective network coverage.

Threats

- ❖ Price wars: While in the true sense it had been Banglalink™ who started this price war with its M2M package, it has created a series of price cuts that many operators failed to afford. After eight years of high call charges, Grameen has finally decreased its rates.
- ❖ Brand Wars: Robi has substantially developed a brand image these years which has the largest threat potential to banglalink.
- ❖ New comer : A threat not only for Banglalink™ but also for all other operators is new foreign investors are coming soon in the mobile industry of Bangladesh with huge capital and latest technologies who can develop country wide network over one day through satellite system.

Chapter 3: Job responsibility

Job description



As an Intern, I was very lucky that I got chance to work under Accounting and Finance Department as I have done my major in Accounting and Finance. My division was Warehouse which is under the Accounting and Finance Department. So I have got some sort of practical knowledge about the application of finance and accounting theories which I have learnt in my study time. I have worked in Banglalink’s two warehouses such as SIM and Scratch warehouse and Technical warehouse. Unfortunately, I have not get chance work with Marketing Warehouse as because of time constrain. The operations of these two warehouses are different from each other. So, my job responsibility was also different. Procedures and work strategies are different from SIM and Scratch warehouse to Technical warehouse. So I have got different work experience and learnt many things from warehouse manager and other warehouse executives who were so willing to share their experience and help me a lot to complete my project and jobs that are assigned to me. My job responsibilities throughout my internship period are described below.

3.1 Jobs in SIM and Scratch Warehouse

SIM and Scratch Warehouse is situated at Tejgaon in Dhaka which is known as Banglalink Dhaka Warehouse. It is a central warehouse for SIM cards and Scratch cards from where SIM and Scratch cards are transferred to 11 regional warehouses and distributed to 27 Vendors or distributors concentrated to Dhaka. Moreover it ensures the availability of SIM and Scratch cards all over the country. The items available in this warehouse are company's current asset and it is shown in the company's balance sheet. This warehouse receives these inventories from foreign suppliers as well as local suppliers. Main activities of this warehouse are receiving, maintaining and delivering the SIM cards, Scratch cards and other supporting items to the distributors or to the internal division when needed. My job duty in this warehouse are-

Generating VAT Challan:

I had to generate VAT challan from Point of Sales (POS) system for every sale to the distributors. VAT challan is known as “Musuk-11” as per VAT act 1991. We have to generate 3 VAT challans before delivery of inventory from warehouse. After proper signing on the VAT challans, one of them is given to distributor along with exit challan other two challan is kept for official purpose. If it is internal transfer, then it is not required to generate VAT Challan as it is not sales.

“Banglalink Warehouse management Procedure”

The Government of the People's Republic of Bangladesh

National Board of Revenue, Dhaka

CHALLANPATRA (Invoice)

[See: rule 16 (1)]

MUSAK -11

Name of the Business Organization: **Orascom Telecom Bangladesh Ltd.**

Address: **Tigers' Den, SW(H) Plot # 04, Gulshan Avenue, Gulshan Dhaka.**

VAT Registration Number: **18141011900**

Name Of the Buyer	Wari Distribution	Serial number of challanpatra	BLWHDHK/12/3987
Address		Date of issue of challanpatra	09-12-2013
VAT Reg No		Time of issue of Challanpatra	3:10PM
Destination Of Goods		RF/Gate Pass No	DHK94617/DHKDHK21/BLWHDHK
Kinds Of Vehicle & Number		The date and time of removal	

SL No	Product Name	Qty	Value for assesment of supplementary	Amount of supplementary duty (SD)	Value for assesing VAT	Amount of VAT Total	Value including SD + VAT
1	i'top up	1350000	1,174,500.00	0.00	1,174,500.00	176,175.00	1,350,675.00
2	SIM SWAP E-voucher	10	1,739.10	0.00	1,739.10	260.87	1,999.97
3	Mini Voucher 50 TK	2000	86,960.00	0.00	86,960.00	13,044.00	100,004.00
4	Mini Voucher 20 TK	5000	86,950.00	0.00	86,950.00	13,042.50	99,992.50
Total:		1357010	1,350,149.10	0.00	1,350,149.10	202,522.37	1,552,671.47

1. The name, address and BIN shall be recorded only if the goods are supplied or service is rendered to a registered buyer.
2. It shall be applicable if the ultimate destination of the goods or service is different from the buyer's address .
3. At the time of issuing the 'Challanpatra' the date and time of actual supply or delivery of goods or rendering service should be written in figures and words.
4. In the case of direct export or deemed export, the number and date of export LC or of the local back to back LC and in the case of international and local tender, number and date of 4. work order (including Banks name) shall be mentioned along with the
5. In this column quantity of goods or service should be written in figures and, below that, in words. Signature of the seller

Signature of the Seller & Date

Printed On: Tuesday, 10 December, 2013

Page 1 of 1

Sample of VAT Challan

Producing Issue or Exit Challan:

I had to produce Exit challan from Point of Sales (POS) system along with the VAT challan. When producing exit challan, the POS system reduces stock of warehouse according to Requisition Form (RF). Exit challan is printed two copies, one of them is given to distributors and another is kept for official reference. In both the cases of delivery to distributors and for internal transfer Exit Challan has to produce as it is reducing stock in the warehouse. Moreover we need to be careful about items that are required by the distributors or vendors and need check that we are delivering right product in right quantity because if we deliver more than require it can be great loss for the company. For SIM requirement we need check remarks and provide the right IMSI as vendors mentioned in the Remarks of the Requisition Form.

Preparing Issue details for daily basis:

Issue Detail is a report where we record how much SIM is issued from the warehouse by end of the day. Moreover, by this report we can say which distributor takes what kind of SIM on that day and what quantity. It was my daily duty to prepare this report and verify SIM quantity received by distributors or by internal division with the Issue Detail Report and Exit Challan. This Report has to produce for the future reference if needed. If there is any problem with the distributors then we can find out easily the details of that transaction like quantity of the SIM taken, serial number and IMSI of the SIM.

Making Weekly VAT Challan Report

VAT Challan report has to produce once in a week. The purpose of weekly VAT Challan Report is known how many VAT challan has generated by this week. Every VAT challan has unique serial number. This report is produced chronologically. From this report we could easily find out which VAT challan has generated on which date. It was my duty to prepare this report once a week.

Weekly VAT Challan Report					
From 30th November'13 to 6th December'13					
Sl. No.	Date	Start Sl. No.	End Sl. No.	Quantity	Remarks
1	30.11.13	BLWHDHK/11/4298	BLWHDHK/11/4304	7	
				7	
2	01.12.13	BLWHDHK/12/3677	BLWHDHK/12/3696	20	
		BLWHDHK/12/3698	BLWHDHK/12/3702	5	
		BLWHDHK/12/3704	BLWHDHK/12/3704	1	
				26	
3	02.12.13	BLWHDHK/12/3738	BLWHDHK/12/3757	20	
				20	
4	03.12.13	BLWHDHK/12/3776	BLWHDHK/12/3787	12	
		BLWHDHK/12/3789	BLWHDHK/12/3803	15	
				27	
5	04.12.13	BLWHDHK/12/3823	BLWHDHK/12/3831	9	
		BLWHDHK/12/3833	BLWHDHK/12/3845	13	
				22	
6	05.12.13	BLWHDHK/12/3863	BLWHDHK/12/3863	1	
		BLWHDHK/12/3865	BLWHDHK/12/3865	1	
		BLWHDHK/12/3867	BLWHDHK/12/3873	7	
		BLWHDHK/12/3875	BLWHDHK/12/3877	3	
		BLWHDHK/12/3879	BLWHDHK/12/3879	1	
		BLWHDHK/12/3881	BLWHDHK/12/3895	15	
				28	
7	06.12.13	BLWHDHK/12/3913	BLWHDHK/12/3919	7	
				7	
			Grand Total	137	

Sample of Weekly VAT Challan

Daily stock Movement Report:

The Point of Sales system automatically produces Stock Movement Report. This report shows the movement of inventory of the warehouse meaning that receiving, transfer and delivery of inventory from the warehouse and then calculates the closing balance of each item of the warehouse. I had to just to print this Daily stock Movement Report to match with stock by the physical counting of each of item in the warehouse with this report. This report is very important verify the closing stock with system by physical counting. The sample of the Daily Stock Movement Report of the SIM and Scratch card warehouse is shown in the next page.

“Banglalink Warehouse management Procedure”

PRODUCTCODE	PRODUCTNAME	OPENING	ENTER	ISSUE	TRANSFER	RETURN	CLOSING
SIMSWAP	SIM SWAP	42711	0	0	0	0	42711
MV150TK	Mini Voucher 150 TK	0	0	0	0	0	0
POSDDAY	D-Day-BL Postpaid Inspire-StartUP	1756	0	250	0	0	1506
SMEPOST	SME Postpaid Package	18693	0	0	0	0	18693
SC-600	Scratch Card Prepaid 600 TK	0	0	0	0	0	0
SSPM2M	SWAP SPECIAL PREPAID M2M	0	0	0	0	0	0
MV10TK	Mini Voucher 10 TK	7446748	0	7000	0	0	7439748
QBMODEM	QUBEE Modem	0	0	0	0	0	0
SC-50	Scratch Card Prepaid 50 TK	0	0	0	0	0	0
CUCCSME	Call & Control Standard (SME)	11818	0	0	0	0	11818
BLDCARD	BL Data Card	0	0	0	0	0	0
CCSMEHS	SME Bundle Handsets	0	0	0	0	0	0
DRAWSIM	Duplicate Raw SIM	634	0	0	0	0	634
CERT	CERTIFICATE	0	0	0	0	0	0
MV25TK	Mini Voucher 25 TK	0	0	0	0	0	0
MOTOV3	MOTORA ZOR V3	3	0	0	0	0	3
SPST	SPECIAL PREPAID STANDARD	1	0	0	0	0	1
DATASIM	Data SIM	0	0	0	0	0	0
DRSTD	Desh Rong STD	0	0	0	0	0	0
SMMM2M	SWAP MASS MARKET M2M	17	0	0	0	0	17
ZSP807	ZTE ZSP 807 Handset	4126	0	12	0	0	4114
BSPSWAP	BSPSWAP	1392	0	0	0	0	1392
MMST	Desh Standard	257498	0	39500	0	0	217998
SC-300	Scratch Card Prepaid 300 TK	0	0	0	0	0	0
RAWSIM	RAW SIM	377361	0	0	0	0	377361
SP-M2M	SPECIAL PREPAID M2M	0	0	0	0	0	0
CCHST	Call and Control High Standard	0	0	0	0	0	0
ICONP	ICON PARTNER	0	0	0	0	0	0
USBMODEM2	USB Modem-Orbit	77	0	0	0	0	77
SAMSGXNOTE-3	Samsung Galaxy Note 3	2	5	5	0	0	2
EV-SWAP	SIM SWAP E-voucher	1973	0	30	0	0	1943
SMECCDD	SME Call & Control Standard (Duplicate Dial)	18096	0	0	0	0	18096
CDCF	CUSTOMER DATA COLLECTION FORM	4000	0	0	0	0	4000
POS-M2M	BL Postpaid Inspire-StartUP	16434	0	5150	0	0	11284
RUF	SIM Replacement Undertaking Form	197500	0	0	0	0	197500
SWPPOSIR	IR SIM SWAP POSTPAID	0	0	0	0	0	0
CUST	Commercial User Std.	102	0	0	0	0	102
CUCCHS	CUCCH Bundle Handsets	0	0	0	0	0	0
SWP-PRE	SWAP SIM Prepaid	0	0	0	0	0	0
PRFREIHS	ICON Handset Bundle Package	0	0	0	0	0	0
SAF	SUBSCRIBER AGREEMENT FORM	616726	55000	50000	0	0	621726
PRFREG	POSTPAID (Professional Regular)	65461	0	1100	0	0	64361
CUC CST	CU Call & Control Standard	2070	0	0	0	0	2070
POSM2MHS	BL Postpaid Inspire-HS	250	0	0	0	0	250
MV20TK	Mini Voucher 20 TK	14824766	3200000	89000	0	0	17935766
HSP210	Huawei HSP 210 Handset	1648	0	1	0	0	1647
QBDONGLE	QUBEE DONGLE	0	0	0	0	0	0
MV50TK	Mini Voucher 50 TK	5232167	0	26600	0	0	5205567
SC-150	Scratch Card Prepaid 150 TK	0	0	0	0	0	0
BSPSIM	BSPSIM	888	0	0	0	0	888
EVSIM	E-Voucher SIM	2465	0	0	0	0	2465
MMSTHS	Prepaid Bundle Handsets	0	0	0	0	0	0
DCARD	Data Card	0	0	0	0	0	0
PRFREGHS	Postpaid Business package-HS	215	0	0	0	0	215

Sample of Stock Movement Report

3.2 Jobs in Technical Warehouse

Activities in Technical warehouse are different from SIM and Scratch warehouse. The system used in technical warehouse is Warehouse Management System (WMS). There is no need to generate VAT Challan as because it is not sales. Most of the items are related to BTS tower. The basic activities of this warehouse management is to receive new and return goods, delivery items to the vendors as required, maintain those item. There are more than 7000 unique items in the technical warehouse. So it is quite difficult to maintain and arrange items. It is not easy to find out items to make delivery to the vendors. Most items are like BTSs, generators for tower, batteries, cables, BTS shelters, rakes, and others technical items. All of these items are treated as company's fixed asset and these are depreciated each year as well to calculate proper value those asset in the company's balance sheet. New products are imported from abroad mostly from China. The job responsibility of mine in this warehouse was totally different from SIM and Scratch. My job responsibilities in this warehouse are described below.

Generating Delivery challan:

Generating delivery challan has to generate from WIMS to make items delivery to the vendors sent by the concern department. I used to generate Delivery challan sometimes from WIMS by entering the Requisition ID into the WIMS. Firstly we need to check Requisition Form to know that the RF is approved by Chief Technical Officer (CTO) or not. If it is approved then I generate the Delivery Challan to deliver the items according to the Requisition Form. Three Delivery Challans have to printed and signed by both vendors and warehouse executives. One is given to the vendors, one is given to the security person and another is kept to office file holder for the future reference if needed. The WMS will automatically deduct the items from the system when delivery has made.

Receiving new and return item:

Receiving return goods from the vendors is one of the important activities of this warehouse. The unused, faulty items have to return to the warehouse as per the contract between vendors and Banglalink. Vendors have the checklist about the items and quantity they are going to return and they have also raised a Requisition Form for that as well. We receive all the items as their checklist and RF and we have to be careful and should check those items as it is in the Requisition Form. We receive items by physically counting and verify whether anything is missing or not. If all the items returned are satisfactory then we provide the Receiving Challan to the vendors. Sometimes I was asked to print three copy return receive challan from WIMS module and guide vendors sign each and every copy of return receive challan. One copy of receiving challan is given to security and another of the one is kept to the receiving file holder for future evidence if require. We also receive new items in the same way. The WIMS will add received items to the system automatically when receiving is done.

Updating bin card:

Updating bin card of each item transacted is the daily duty of mine. I used to start my day with updating bin card. Bin card is a card where manually keep record of each and every items in the warehouse. For every item there is a bin card available. There are two sides such as receiving and delivery. If any items are received then it will add to its stock and if there is any delivery then items will be deducted manually from the bin card. Bin card helps to verify items. We can physically count the quantity of the items and then matches with the bin card quantity. In addition that we can also verify items with our online system WIMS with Bin card quantity. System quantity, physical quantity and bin card quantity has to be same. So it is very important to matching the closing stock of bin card of every item with the system closing stock. Thus I had to matches bin card closing quantity with the WIMS closing quantity right after updating the bin card each and every day.

[illegible]

Sample of Empty Bin Card

Scanning and filing important document:

Sometimes I had to scan some important document for the future evidence and filing those document in the file holder according to date. Moreover I had file delivery challan and receiving challan on the file holder on daily basis as it will needed if any discrepancy occurs.

Chapter 4: Warehouse management procedure

Warehouse:

A warehouse is a commercial or industrial building for storage of goods or inventory and from where goods and inventory is delivered to distributors and received from suppliers according to Warehouse Management System. Warehouse is used by manufacturing companies, import and exporting companies, wholesaling and for custom and transportation businesses. Warehouse usually has loading dock to load and unload the goods to the truck.

Warehousing:

Warehousing refers to the activities involving with storage of goods and materials in a systematic way in order to make them convenient for the parties involving in receiving and delivery of the items. In other words, warehousing means holding or preserving goods in huge quantities from the time of their purchase or production till their actual use or sale or issuance of that goods to the parties who will use these items. The effective and efficient management of the warehouse is needed as because huge cost is involved with the maintenance of these goods in the warehouse. Warehousing is costly in terms of human resources and of the facilities and equipments required, and its performance will affect directly on overall supply chain performance. Inadequate design or managing of warehouse systems will jeopardize the achievement of required customer service levels and the maintenance of stock integrity and result in unnecessary high costs. The recent trends and pressures on supply chain logistics-forever increasing customer service levels, inventory optimization, time compression and cost minimization –have inevitably changed the structure of supply chains and the location and working of warehouses within the supply chains network. Warehousing is an important element of supply chain network in order to distribute goods and ensure best use these goods and efficient warehouse management can save time of the operation of the company as well.

About Banglalink Warehouse:

Like other huge companies, Banglalink digital communications limited has huge warehouse operation base. It uses different warehouse management system to keep accurate record of the items stored and delivered from the warehouse. Banglalink has three big separate warehouses such as SIM & Scratch Warehouse, Technical Warehouse and Marketing Warehouse. Technical

Warehouse is the biggest warehouse of these three warehouses. All the technical and network tower related items are stored and maintained here. Items are also different for different warehouses so the activities and system are also varied from each other. The process and procedure of these warehouses are described separately.

SIM and Scratch Warehouse

SIM and Scratch Warehouse is named Banglink Dhaka Warehouse which is in Tejgaon and it is the central warehouse for SIM and scratch cards. From this warehouse all the SIM and Scratch cards are delivered throughout the country. It has others 11 regional SIM and Scratch warehouse in the divisional level of the country. As a central warehouse, it ensure the availability of SIM and Scratch cards to all of its regional warehouses and meet the internal requirement of the different department of the company. It also distributes SIM and Scratch cards to its 27 registered vendors or distributors around Dhaka. Main activities, System used, and the procedure of different activity related to SIM and Scratch warehouse are discussed below.



Main activities of SIM and Scratch warehouse:

- I. Receiving SIM cards and related items: Receiving SIM cards and SIM related items like Subscriber Agreement Form (SAF) is one of the important activities of this warehouse. SIM cards are imported from foreign suppliers; sometime it purchases SIM cards from local suppliers as well. Firstly operation section will receive the raw SIM from the suppliers and they do all the packaging activities. After that operation section sends completed SIM to the warehouse to receive. After proper signing on receiving form warehouse in charge will receive from operation section and then update SIM stock on the system. After that SIM are kept according to its category and maintain IMSI and the serial number of the boxes. There are different kinds of SIM category such as Desh Standard, CU call and Control Standard, SME, BSP SIM, BL Postpaid Inspire, Swap SIM, etc.
- II. Receiving Scratch cards: receiving scratch cards from local and foreign suppliers is another important function of this SIM and Scratch warehouse. Mostly two suppliers provide most of the scratch cards for Banglalink, they are Silkways and Eastcompeace Smart Card Ltd. There are different amount of scratch card like Mini Voucher 10 TK, Mini Voucher 20 TK, Mini Voucher 50 TK, Mini Voucher 150 TK. The Warehouse in charge signs the receiving form and gives it to the suppliers and then updates those received items to the system.
- III. Delivery to the distributors: delivery of SIM and Scratch cards to the distributors or vendors is the main and most important activity of this warehouse. Sales support department sell the SIM and Scratch cards and related items to this registered vendors and the warehouse just deliver those sold items by Sales Support Department. The vendors bring Requisition Form (RF) with them to take the items they purchased and Warehouse provides them the items according to this RF. They deliver items from the System called Point of Sale (POS). They generate VAT challan and Exit challan and both vendors and Warehouse in charge need to sign before make delivery. They check and verify things carefully thus one mistake can cost huge for the company. After making delivery the system POS automatically deducts the delivered items from the stock of the warehouse.

- IV. Making transfer to regional warehouse or internal use: to make sure the availability of SIM and Scratch cards and others related items throughout the country every regional has to collect those items from the central warehouse which is Dhaka Warehouse. When Dhaka Warehouse provides any items to regional warehouse or any internal department is called transfer. Moreover when transaction occur like this it does not have any effect to the overall stock of these item but it will deduct the stock of the central warehouse from where transfer is made. There is no need to generate VAT challan as because it not sales but inter-transfer. However Exit challan has to create and signed properly by the both party taking and providing. POS will deduct the items according to RF for transfer from stock of this specific warehouse.
- V. Matching with the system by physical counting: stock matching with the system by physically counting the items is also an important and verifying activity of the warehouse. After all transaction of the day, it is obvious to match physical inventory with the system. Stock movement report is printed from the system then counts each and every item of the warehouse and then match with system closing stock. It must be matched with system closing stock.

About online module:

The module used by this warehouse is Point of Sales (POS) system. Point of sale (also called POS or checkout) is the place where a retail transaction is completed. It is the point at which a customer makes a payment to the merchant in exchange for goods or services. This POS is also used by the Banglalink Sales Support Department. Sales Support made sales of SIM and Scratch cards and other related items to the vendors and vendors make payment there and the warehouse use POS system to deliver those sold items and items received from suppliers.

4.1 processes of SIM and Scratch card management

Purchase order approval:

This process describe how take purchase order approval from the higher authority when any items require to purchase by any department. So when SIM and Scratch card need to order to purchase the Supply Chain also has to follow this process.

Steps

- Buyer creates Purchase Order and reviewed by the Supervisor and then forwarded to the Budget Department for approval.
- After getting approval from the Budget department the PO is send to higher authority for approval.
- Then Chief Financial Officer provides approval on PO. In that case Head of the Department (HOD), Chief Technical Officer (CTO), Financial Controller (FC) can give approval as well.
- After that the Approved PO is send to the supplier to deliver the items. The supplier deliver the items and get signed on the delivery challan by receiver. Supplier sends Invoice along with delivery challan and PO to the Procurement Department.
- The requesting department sends Goods Received Sheet (GRS) to procurement by confirming that they received the goods, then the procurement update the stock in the system and forward invoice to account payable.
- Finally account payable arranges payment to the suppliers.

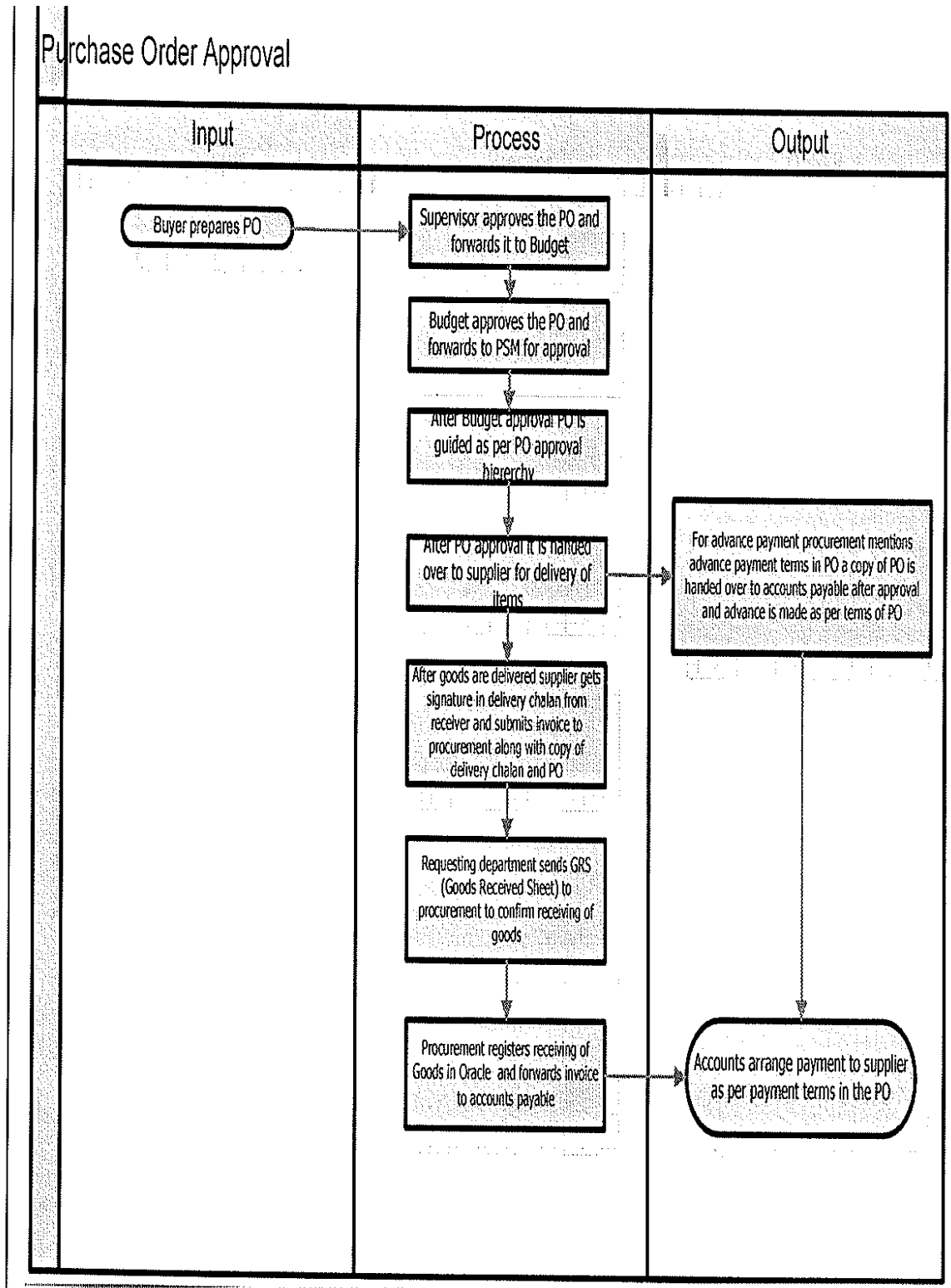


Chart 4: Purchase order approval process

SIM order Placement Process

To order to maintain availability of SIM cards PM and Supply Chain made an order plan. To place that order they have follow a process that called SIM order placement process. This process shows the interconnection between various departments for proper placement of the order. The scope of the process starts when PMO & SC prepares the order plan as according to marketing forecast, current stock and pipeline stock and ends when.

Steps

- PM & SC prepares the order plan based on marketing forecast, current stock and pipeline stock. After that they issue Requisition Form (RF) to the Procurement as per requirement.
- Then Procurement issue PO and get approval from internal concern and send PO and RF for OTH approval. After getting approval from OTH they ask for Pro forma Invoice (PI) from the suppliers or vendors.
- Then Procurement send PI to Logistics for validation and logistics approves it with customs regulation.
- PM & SC requests IT-App Support-RM for SIM input file for a specific IMSI series against any specific vendor mentioning the quantity of the SIM. IT-App Support RM does that accordingly and sends input file to PM and SC. PM and SC forwarded the input file to supplier for preparing the SIM.
- The suppliers produces SIM according to the specification informed by the input file and they provide an output file to the PM and SC.
- PM & SC sends the SIM output files to IT – App Support-RM. They upload and keep information of SIM output file
- IT–App Support-RM prepares and updates warehouse distribution records according to the information provided by PM & SC.
- Vendor informs the shipment schedule to PM & SC and Procurement

- Procurement initiates to open L/C and sends L/C copy and BDH no. to vendor.
- Vendor finishes production and schedule for Pre Shipment Inspection (PSI).
- Logistics checks and confirms the draft shipping documents in line with Bangladesh Customs regulations. Vendor sends the full set PSI (origin) endorsed documents to Procurement cc to PM & SC. Then PM & SC request vendor to make the shipment of consignment.

- After receiving full set PSI (origin) endorsed final shipping documents from Procurement, Logistics checks the documents in line with customs regulations.
- Logistics collects the local PSI endorsed documents along with the CRF and send the copy to Treasury for Bank endorsement and send to logistics.
- After receiving the Bank endorsed shipping documents from Treasury, Logistics again check the endorsed shipping documents and hand over to the nominated clearing agent.
- After the assessment, Logistics receive the assessment notice (B/E) from customs.
- Logistics takes confirmation from PMO & SC regarding to make the duty payment as per customs standard value (if duty is high). Then they make request to Finance for the customs duty payment through Pay order.
- Finance issues pay order for Customs duty payment and handover to Logistics
- Logistics handed over the customs duty (Pay Order) to clearing agent for release the goods.
- Logistics inform PM & SC regarding customs clearance from Dhaka Airport.
- PM & SC request to deliver goods at SIM/SC WH and informs recipient name to logistics.
- As per logistics instruction, clearing agent delivers the goods to SIM/SC WH
- SIM/SC WH representative receives products and acknowledge.

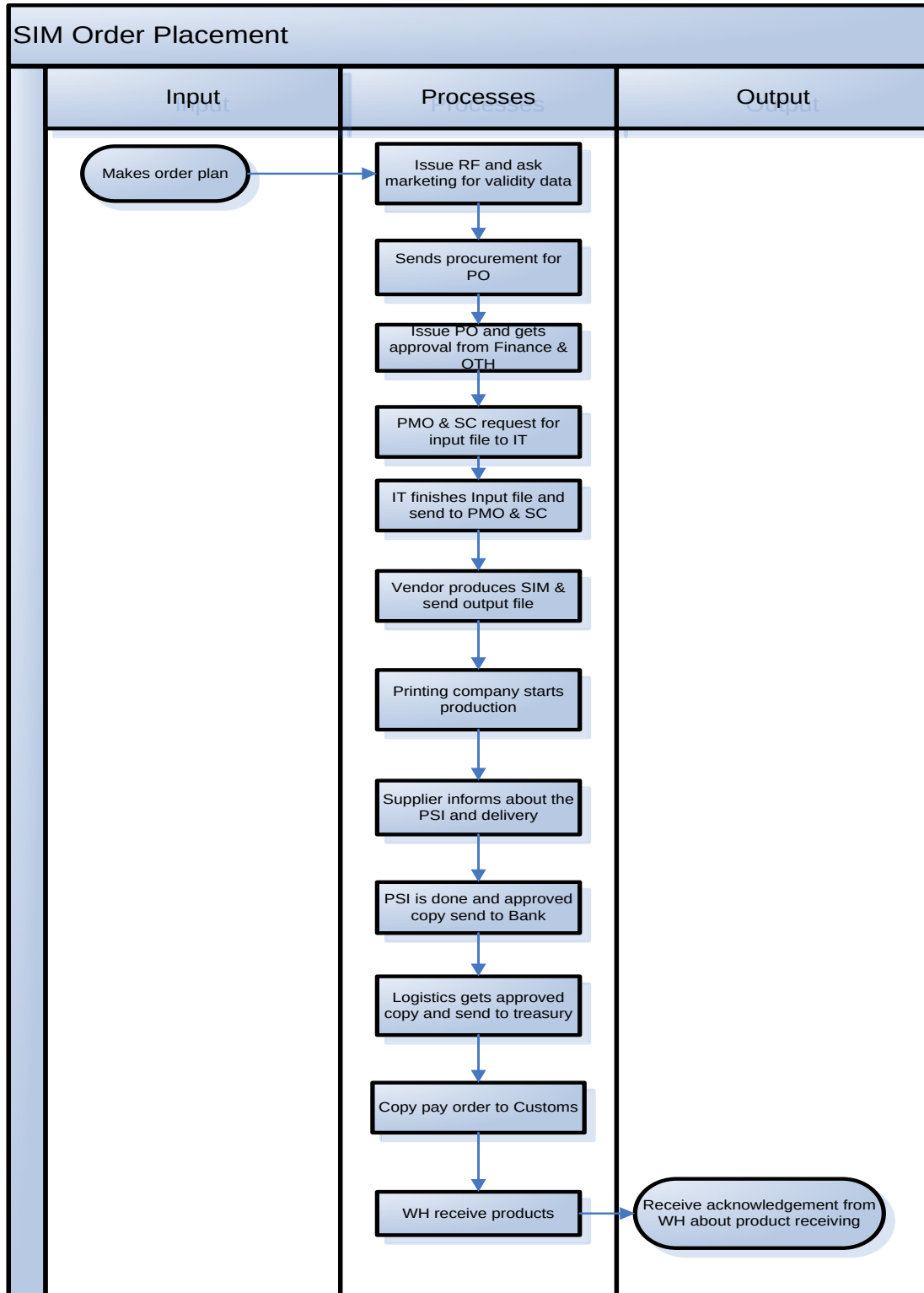


Chart 5: SIM order Placement Process

Production/ packaging of SIM process:

This process shows the steps of packaging of SIM and interconnection of different department. This process need to follow regarding packaging activity.

Steps

- According to market forecast and SIM lifting plan by sales department supply chain makes monthly packaging plan segregating the product category.
- Being acknowledged about products requirement Supply Chain check the availability of raw SIM at the Warehouse.
- They also review the dials series and collateral. Based on the arability of dials series they allocate and upload the dial as per requirement.
- Then Supply Chain requests for packaging file to IT Application Support RM by sending uploaded dials with product category.
- IT application Support creates packaging file for an agreed quantity of 150 thousands and send that to SC within 36 hours by uploading packaging file and confirm SC.
- After packaging SIM, production house issue the uploaded product. They also send daily and monthly production report to the SC.

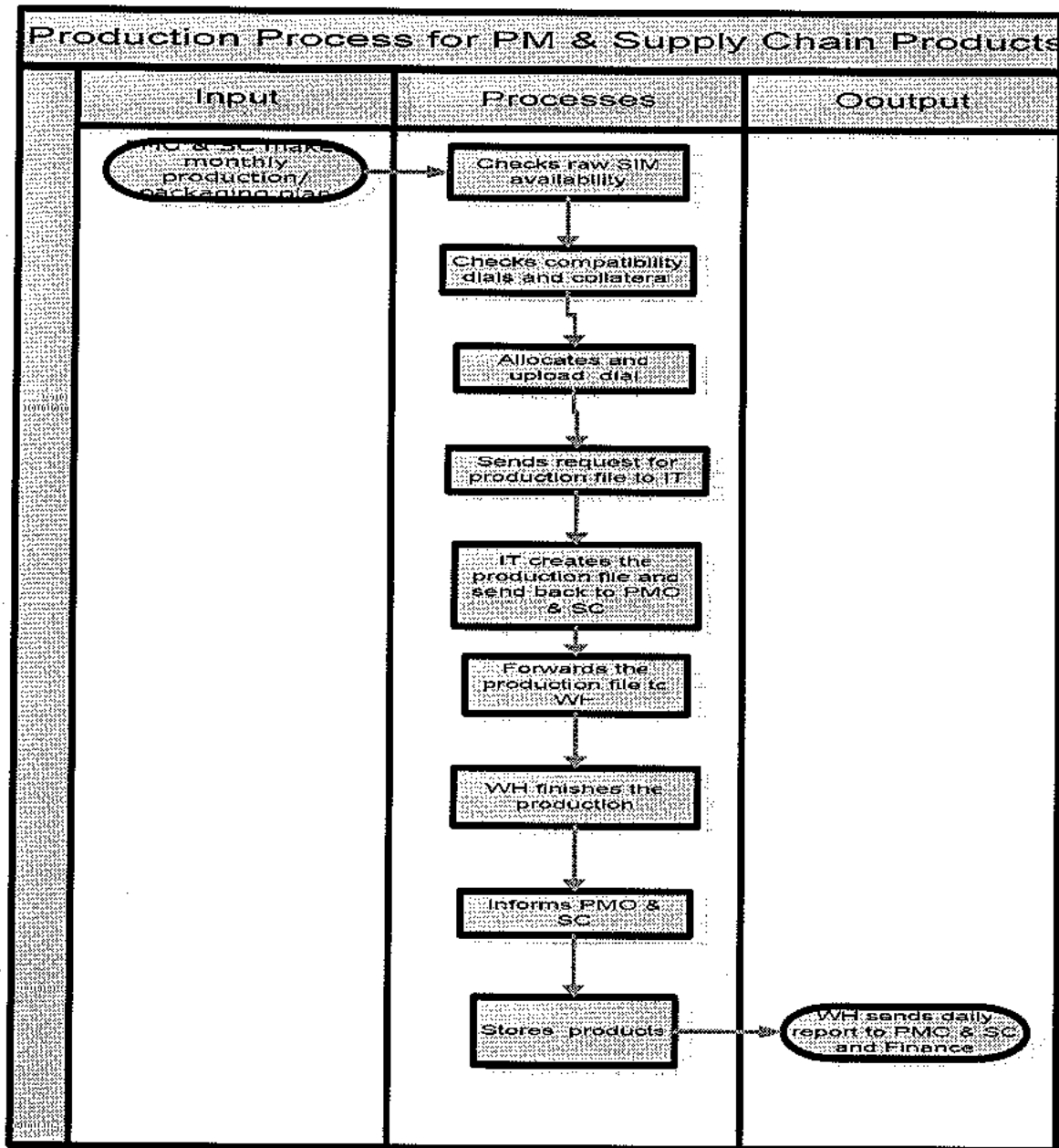


Chart 6: Production/ packaging of SIM process

Physical stock movement of SIM

It is important process to know about how physically move the SIM cards to bring the overall efficiency in the operation level.

Steps:

- If the supplier is local then they send goods to Warehouse and if it imported the Logistics clears the consignments from the customs and inform the SC.
- Warehouse receives the SIM and store according to the box number and serial number. After that WH acknowledge SC of receiving goods and inform the serial number.
- SC initiates packaging of those SIM received as per requirement like Postpaid, or Prepaid
- IT application Support RM provides the packaging file according to SC's requirement and uploads on the system.
- Warehouse Packages the SIM and update on the database as per package file sent by SC
- Based on the requirement of the Sales Support, WH issue/ deliver SIM to the distributors per stock lifting process.
- Supply chain instructs Warehouse to maintain FIFO method in the issuance process and SC also physically monitors that FIFO practice.
- SC compiles the report from Warehouse and generates a final report to follow up compliance of FIFO in stock issuances from the WH.

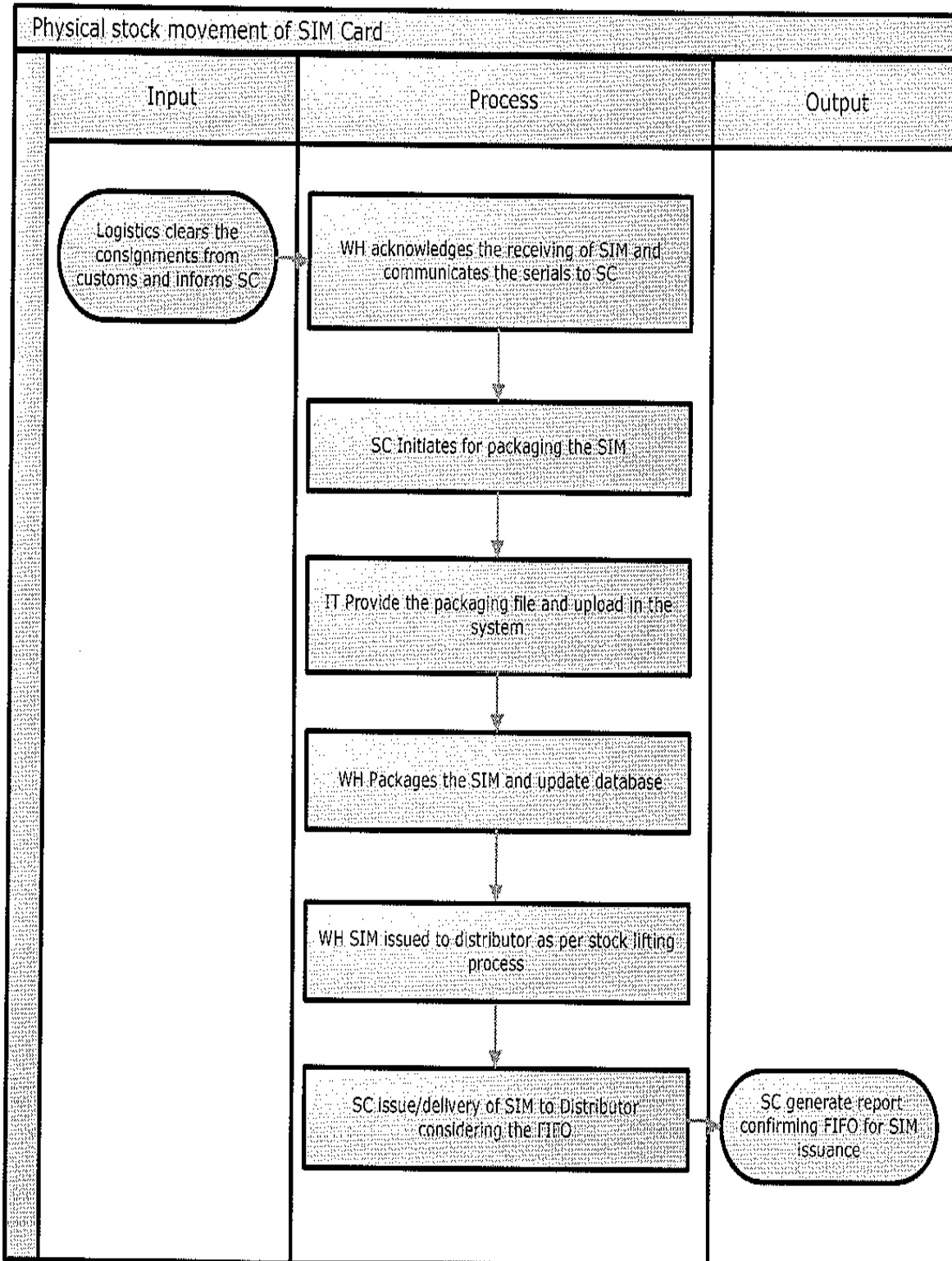


Chart 7: Physical stock movement of SIM process

Physical movement of Scratch card process:

The purpose of this process is to efficiency control physical movement of stock on FIFO basis to avoid expiration or validity period of scratch card.

Steps:

- Logistics clear the customs and inform the SC about the release of Scratch cards when those are imported from abroad.
- Warehouse receives the Scratch cards and inform to SC. Then SC send the entry report to accounting and finance and also maintain database in excel format.
- After receiving SC conducts physical quality checking of scratch card and review weather security feature incorporated
- Quality checking is done by random sampling method
- SC also reconcile the serial of the scratch cards and then they request to enable the scratch card in the system by sending serial range to Intelligent Network(IN) support, and notify to WH.
- IN confirm the activation of Scratch card
- Warehouse maintains denomination wise database for Scratch cards covering the expiry date, receiving date, supplier, receiving stock, issued stock and remaining stock.
- Scratch card are delivered to the distributors according to serial number earliest expiry date which FIFO method as per Requisition Form (RF) issued by Sales Support.
- Warehouse compiles the database at the end of the each month and communicates the SC and then SC prepares a final report to follow up compliance of FIFO in stock issuance from the WH.
- SC physically checks and monitors weather following FIFO or not.

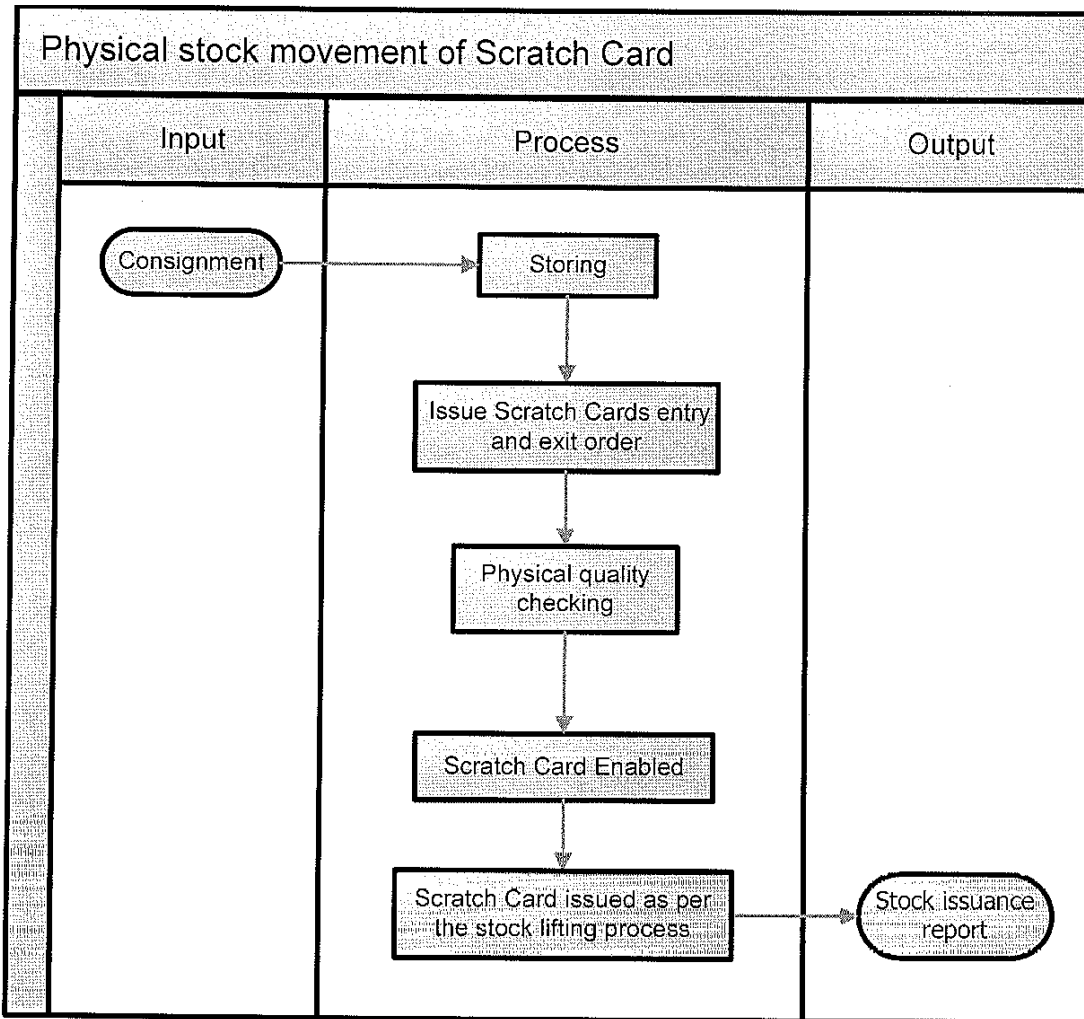


Chart 8: Physical movement of Scratch card process

Stock issue to distributors

- Distributors prepare and deposit pay order/ demand draft to Group 4 teller or make fund transfer the BL nominated bank account.
- Collection entry is done by Group 4 teller into POS and it automatically updates distributors cash balance account in POS. Sales support will the pre-approved balance in the POS and sends notification to the RO team. Then RO team will valid the balance of distributors and approve in POS. Here distributors account is credited and total allowable balance for stock lifting is updated. If the distributor's previous balance is available then they are eligible for lifting the stock.
- Group 4 teller issues money receipt to distributors against collection
- Regional Sales Support (RSS) raises RF in the POS issues RF copy to the distributors and ask to go for Warehouse. When RF is raised then distributor account will be debited according to RF value and invoice will be automatically generated. If RF canceled it will update automatically.
- Regional Sales Team approves the product split for distributors to lift it from warehouse.
- Distributors preserve the invoice and money receipts and submit RF to the Warehouse for SIM and Scratch
- Warehouse receive RF , validate it from POS and issues product from the warehouse along with the VAT Challan Which is Musuk-11 from POS and update delivery status of RF in the POS.
- Distributors take delivery of items by signing.
- Warehouse submits VAT challan to tax unit and preserve the original RF
- Tax unit makes VAT payment to government as per VAT act and rules in reference Musuk- 11 received from warehouse

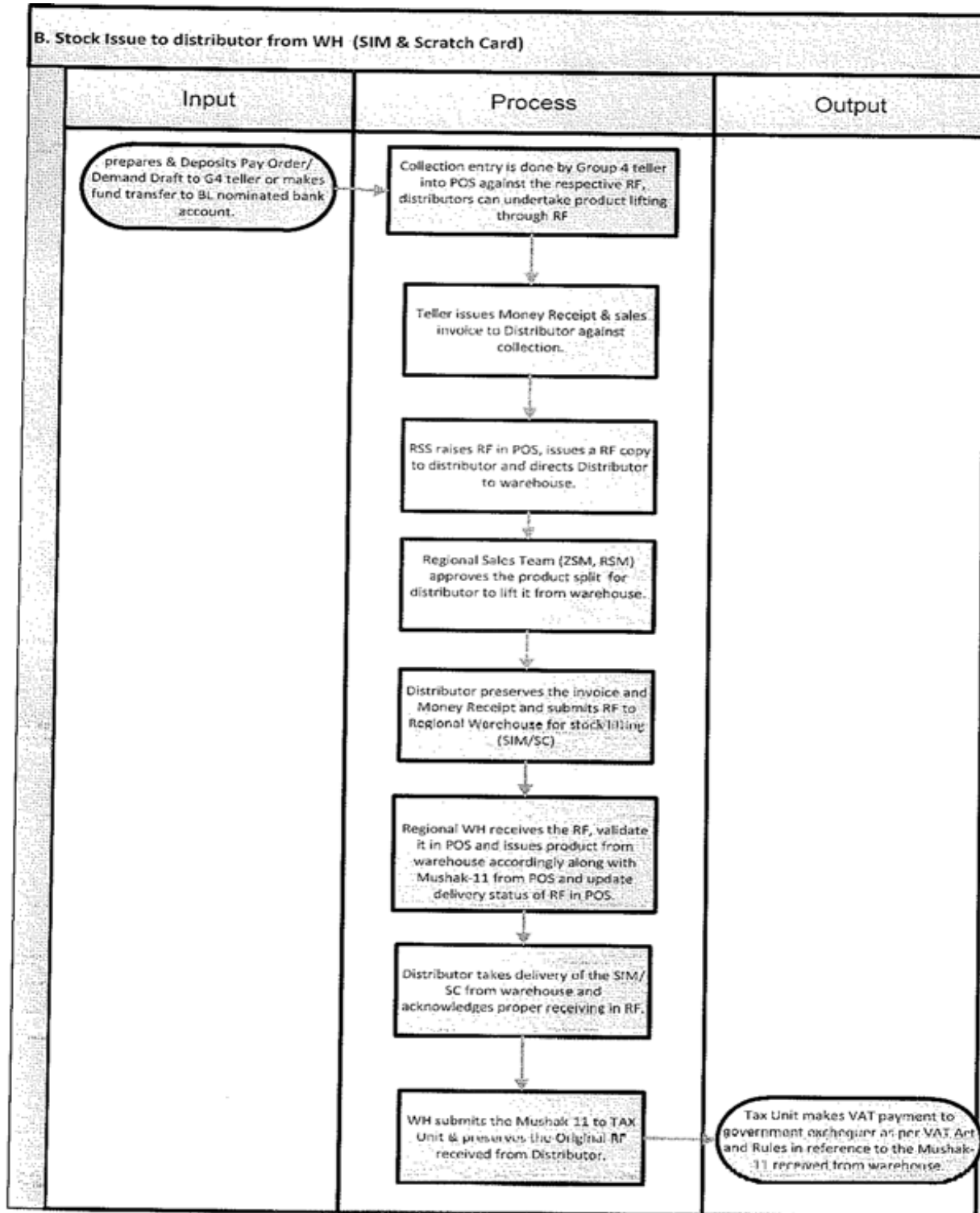


Chart 9: Stock issue to distributor process

Product Transfer Process from Dhaka WH to Regional WH

- Sales Support team gives the requisition to Dhaka SC logistic team
- Sales support generates a RF into the POS
- Dhaka SC logistic team transfers the products into POS and create VAT challan
- Dhaka SC logistic team sends the products with Transfer Order, VAT challan, and Packing list through transport agent or courier service agent.
- After that Dhaka SC logistic team informs regional office regarding the transfer product by email or over the phone.
- Finally regional warehouse receive the product as per document and make entry in the POS.

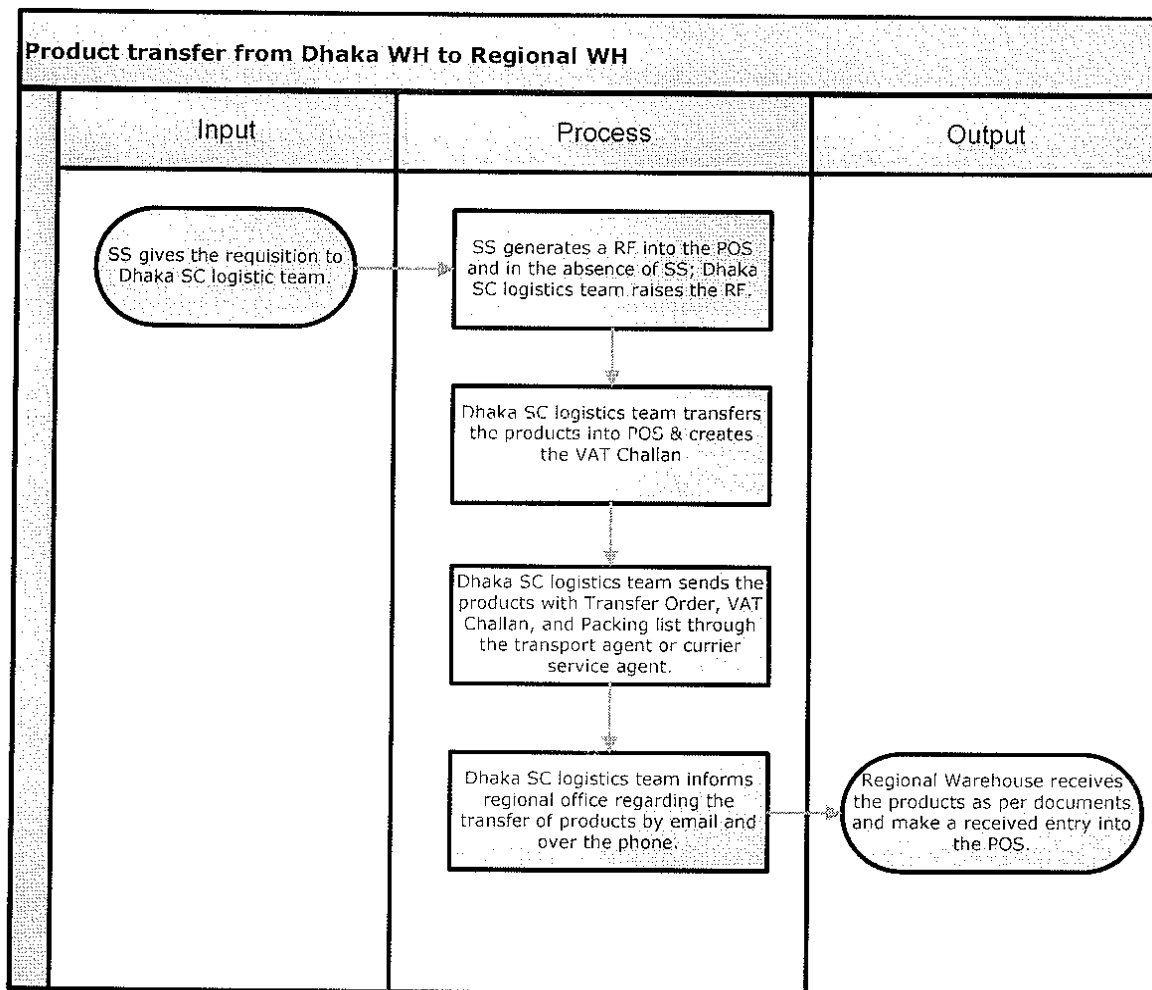


Chart 10: Product Transfer Process from Dhaka WH to Regional WH

Technical Warehouse

Banglalink technical warehouse is situated in Ashulia very much near to Dhaka. There are two technical warehouses in that area. One is called Ashulia warehouse and another is called Norsinghpur warehouse. In these warehouses all the items are technical mostly related with network development and BTS tower. Technical warehouse is the biggest warehouse of the banglalink. There are more than 7000 items in this warehouse. Items are considered as company's fixed asset. To develop the overall network of banglalink throughout the country banglalink imported different technical items from abroad. Then the technical warehouse received those items from local suppliers of the foreign company. Thus this company delivers items to contracted vendors to install the network all over the country. It is vendor's responsibility to install BTS tower and make that work and unused items must have to return to the warehouse. These two use same module but work separately and stock is also separate from each other.



Main activities

- I. Delivery of technical items: delivery of technical items to the nominated vendors as their requirement. As per requisition warehouse deliver items what are required by the concern department. Nominated vendor has to come to this warehouse to receive goods with unique requisition ID. Warehouse executives check that requisition from WIMS. If CTO approves the requisition then the warehouse executives provide those items mentioned in the Requisition Form. Warehouse In charge prints three copy of delivery Challans and both vendors and warehouse executive properly sign on those delivery challans. One copy is given to vendors, one is given to security and another is kept to the office for the future reference.
- II. New item receiving and update to the system: new items receiving one of the important functions this technical warehouse. Technical items are purchased from both local and foreign suppliers. When the materials are supplied by local vendors, warehouse executives verify the Purchase Order (PO) and delivery challan provided by vendors. According to that PO and Delivery challan Warehouse executives receive new items. if the material are imported from foreign suppliers, the warehouse firstly check the packing list and commercial invoice provided by the vendors. They are also notified by internal mail by the logistic unit of the company. According to that warehouse receive items from the truck. If there is no problem then they the items on the WIMS and print 3 copies of receiving challan and sign it properly by the both the parties. One copy is given to vendors, one is given to security and another is kept in the office. If there is any discrepancy then the warehouse acknowledges the concern department and insurance team. Then an inspection team comes to check the items after that warehouse update WIMS and provide the receiving challan to the vendor.
- III. Returned items receiving: Receiving the returned items or material is also very important task done by the warehouse. They receive return goods according to a check list which is signed by the concern department where the names and quantity of the items is mentioned. Warehouse executives match returned items with the WIMS. If there is any

mismatch then the warehouse acknowledges concern department through mail and feedback taken from them and according to that feedback they update stock of the return goods in the WIMS and provide the vendors return receiving by properly signed. Security copy is given to security and another copy is kept on the office file holder.

- IV. Transfer items: transferring items for internal requirement is another important and basic function of this warehouse. Transfer can be one warehouse to another warehouse, warehouse to office, warehouse to zonal office, vendors' warehouse to Banglalink warehouse. If any material is required by internal source, then they just raise requisition in the WIMS. According that warehouse just transfer goods to the intended warehouses, or any internal source. WIMS will automatically update the stock of the warehouse.
- V. Cycle counting report: this is a daily basis work done by technical warehouse executives. Every day they verify 5 or more items by physical counting with Bin card and with WIMS and a cycle counting report is produced and sends email to the Warehouse manager. They physically count the item and firstly match with the stock card or bin card and then match with the system and verified report is produced by warehouse executives.
- VI. Role in the dispose of faulty items: warehouse creates a list of faulty items which are disposable items and send this list to the user department. Then the user department confirms that they will not use those items and acknowledge Fixed Asset management team. Fixed Asset dispose those items with the approval of higher authority. After that warehouse along with the procurement department introduce an auction process to sell those disposed non-radio items. Radio items can not be sold. These radio items need to be destroyed by taking the approval of BTRC. Warehouse displays items which will be bid in the auction to the vendors. After that the warehouse delivers the auctioned items to the winning vendor.
- VII. Arranging material: materials arranging and space management in the technical warehouse is a very important function of the warehouse executives. They place items in a way that will facilitate most advantage. As because the number of items in the technical warehouse they similar related items are kept in the same place. Generators, batteries, different types of cables, and BTSs are kept separately. They also maintain bin card system for each and every item in the warehouse. New and return items are kept

separately. Returned items are four types like faulty, repairable, good, and disposable. They kept returned item according their status.

About WIMS:

Warehouse Inventory Management WIMS is the online module used in the management of the Banglalink Technical warehouse. All recordings of technical items transfer, delivery, and receiving is done this WIMS. All the warehouse related activities is done through this module. From RF request to delivery, transfer, receive, return receive, return to supplier, keep items on support and dispose the faulty items is done by this online internal module. Only the authorized people can access this WIMS system of the Banglalink. WIMS is able give the closing stock of the Warehouse at any time. It can also show the stock at any time of the return items, faulty items, good, and new items separately. When any transaction occurs then the WIMS updates the stock automatically within a moment.

Microsoft Internet Explorer - Banglalink WMS : Return Item to Supplier

Address: http://bldhapp04/banglalinkwms2/ReturnSupplier/ReturnItemToSupplier.aspx

Warehouse Inventory Management System | Print | Help | Logout

Cancel Save

Return Items to Supplier

Return Number :
 Returned by : Ziaul Kabir
 Return Date : 01-Mar-2010
 Supplier Name :
 Warehouse Name : Tejgaon Warehouse
 Remarks :

Family : ☒ Individual Item ☐ Group

Add Item

Section	Category	Sub Category	Code	Name	Serial	Status	Config.	Description	Inventory	Quantity	Action
There is no Data!											

Audit Trail

Done | Local intranet

start | Inbox - Microsoft ... | Amendment : Fina... | New Folder | StockLedger 26 Ja... | SC2_Dynamic Rep... | Banglalink WMS... | 11:56 AM

4.2 Procedures of Technical Warehouse Management

Inventory Receive Item

Inventory receive Item is the process of receiving new items from local or foreign suppliers. This process show the how the interrelated department or division work together to receive new items from supplier into the Banglalink Technical ware house. All the steps of this process is described below.

- Procurement/ Technical or any concern department team will inform to Warehouse team when the item is received by the local Supplier and foreign supplier under PO. For the foreign supplier, Procurement will also send the shipping document to Warehouse team
- Warehouse will check the space plan and inform to the concern department
- Concern department will communicate with the Supplier to deliver the items to the specified Warehouse.
- Supplier delivers the item to the specified Warehouse.
- After receiving the item, Warehouse concern will check the receive items in the WIMS. If the item is not available in the WIMS list then Warehouse concern will inform to the system admin to add the new item in the WIMS
- Warehouse concern will receive the item in the system by fill up the receive inventory form and save the form in the WIMS.
- After receiving the item in the WIMS, Warehouse concern will verify the record

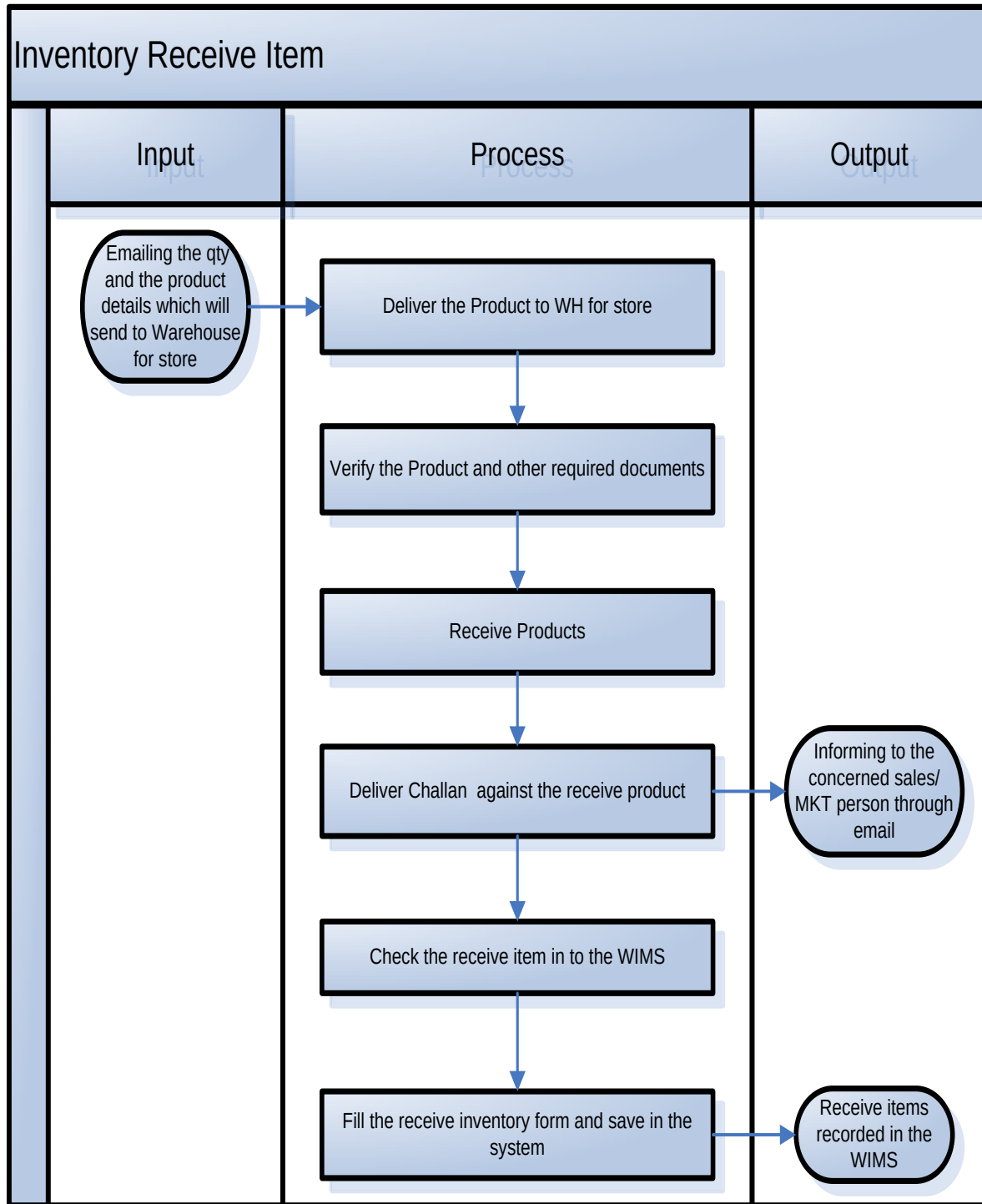


Chart 11: Inventory Receive Item

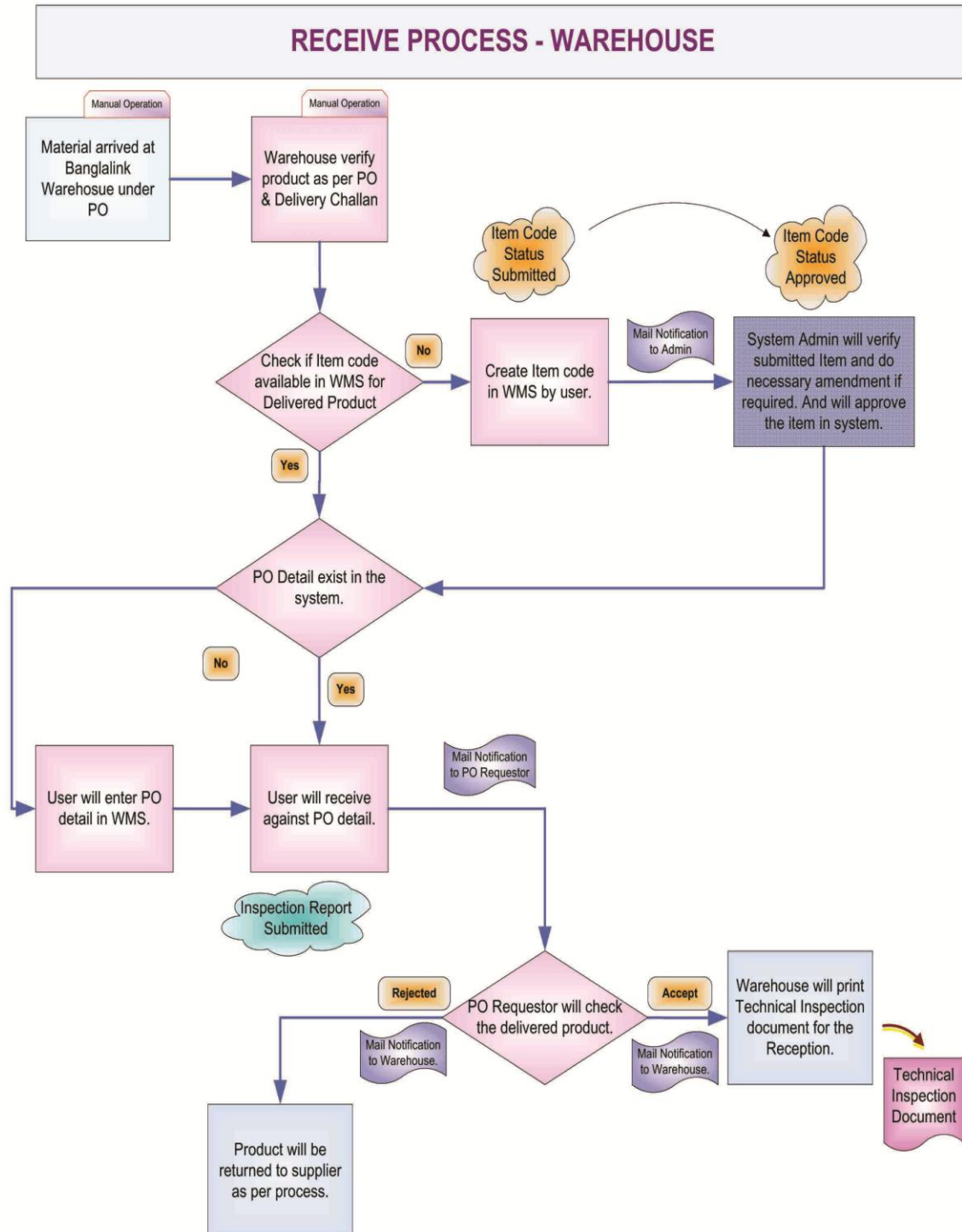


Chart 12: Inventory Receive Item

Inventory Requisition and Delivery

This is the process of requesting for requisition for required item by the concern department and how the Technical Warehouse will deliver items to the vendors sent by the concern department. Moreover it shows how the interrelated department or division work together to make a delivery of items systematically to the user department from the Banglalink Technical Warehouse.

- Concerned Department will submit requisition in the WIMS through “Item Requisition Form”, by selecting the name of approver (Approver may be line manager or team leader as assigned by HOD). Requisition status will be submitted.
- An email notification will be sent to the requestor as confirmation of submission.
- Then Approver will approve the requisition in the WIMS. Moreover he can modify the quantity or reject the requisition
- Upon approval an automated generated email will be sent to the requestor.
- Requester will save the requisition as PDF or MS Word file and send as attachment to Vendor (who is responsible to transport the item to destination). Vendor representative will have to carry a valid ID card and will approach to BL WH with the printed Approved Requisition Form.
- Warehouse will verify the requisition as per available stock and confirm to Vendor.
- Warehouse executive prepare the delivery Challan as per requisition form from the WIMS and signed properly by both vendors and warehouse executive. Then delivery challan is provided to the vendor along with the requested items.
- Vendor will collect the item according the confirmation and WH will deliver item against approved requisition.
- Weekly, a summary report should be prepared from WIMS and the report should be signed by HOD and sent to WH.

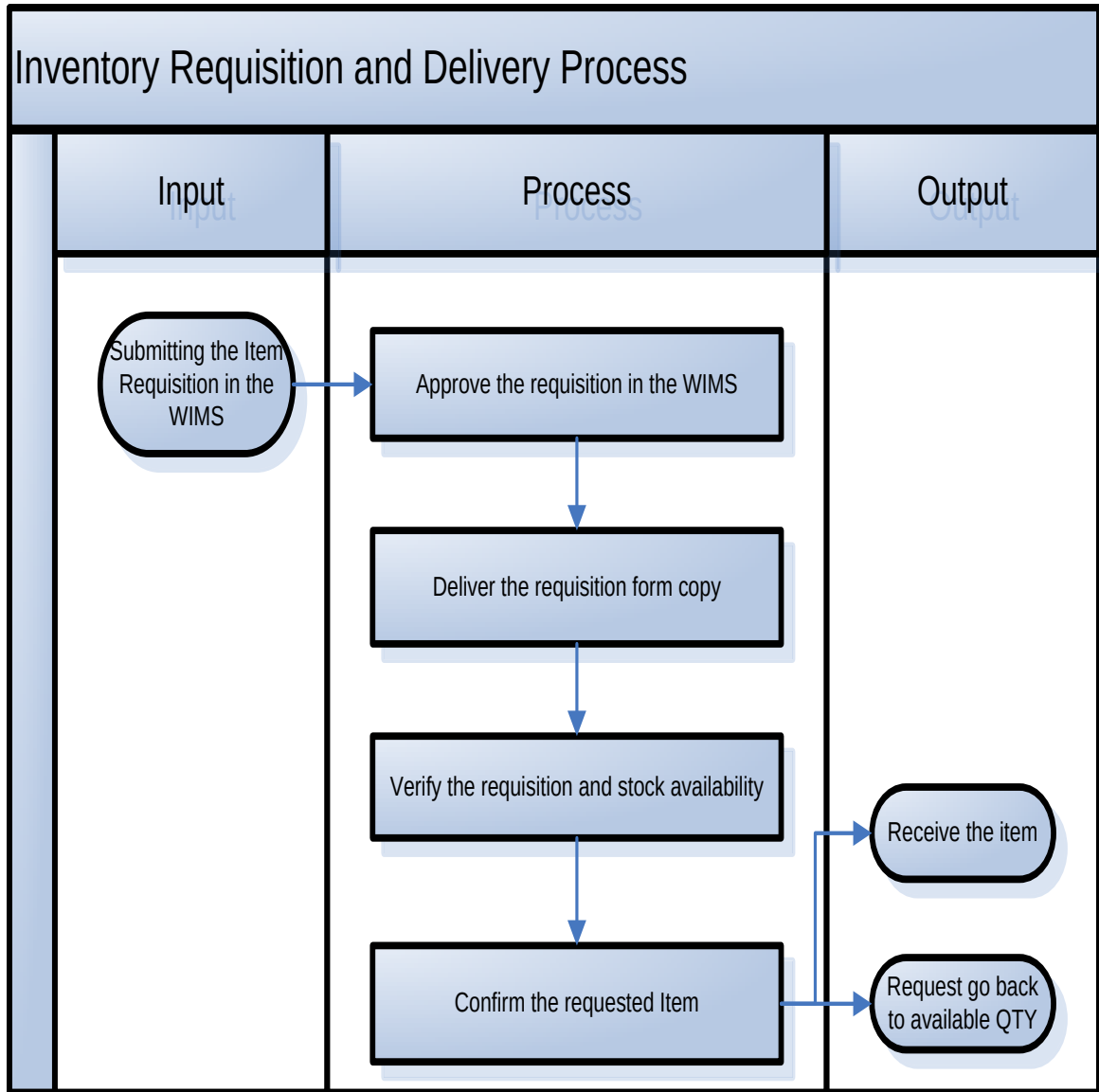


Chart13: Inventory Requisition and Delivery

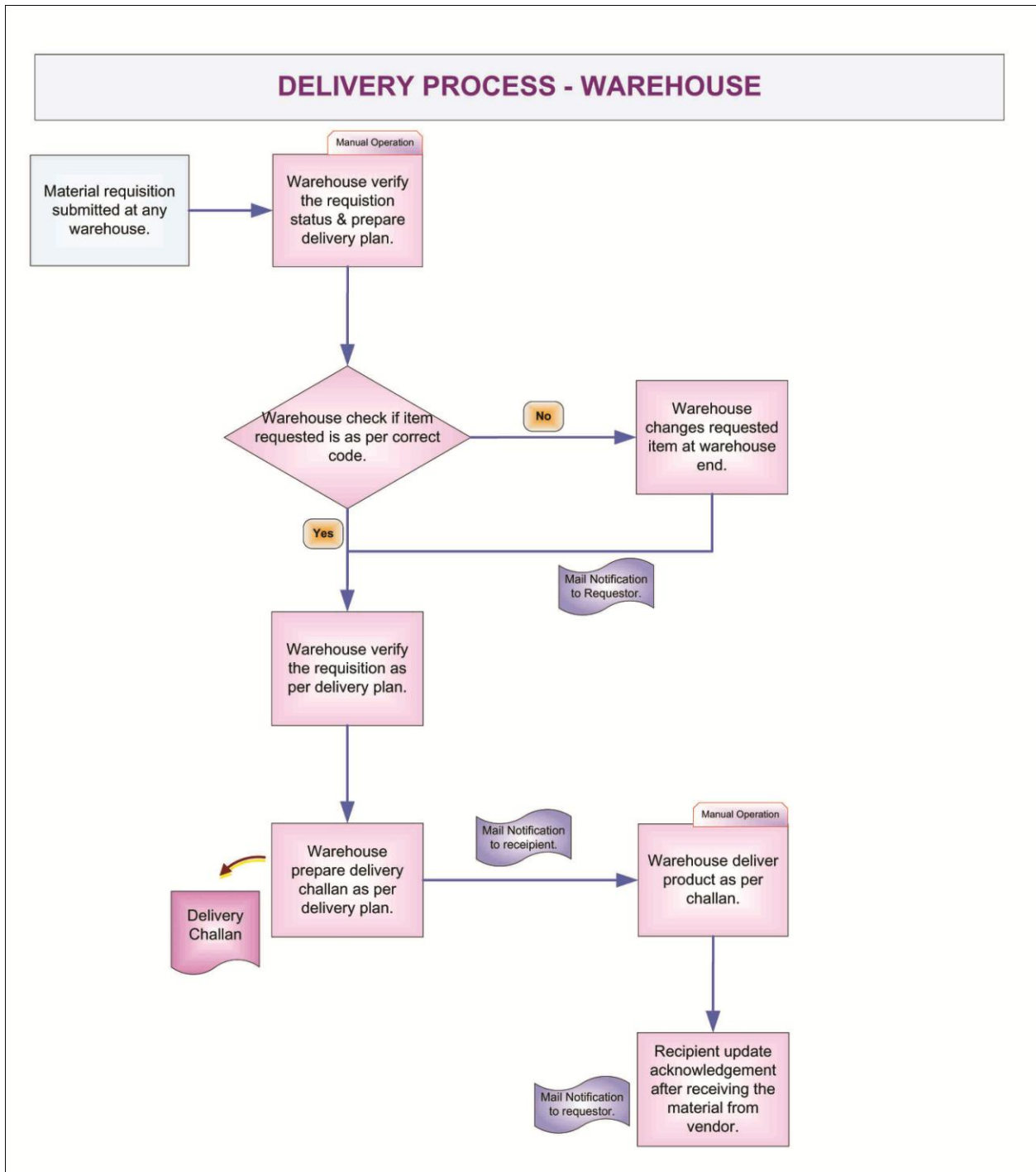


Chart14: Inventory Requisition and Delivery

Item Return request and Return Receive process

When any user department wants to return unused items in the site they need to submit a request and after getting approval they return items to the warehouse. This process tells how make return request and how the warehouse will receive the items from the vendors. The steps are given below.

- Concerned department will submit the item return request through “Return request form” in the WIMS. Request status will be submitted. The request can be saved as draft which is not submitted in the WIMS.
- Reference, location site, and item code of the return should available in the WIMS.
- In the case of, returnable item is not available in WIMS, a mail will be sent to WH team by the requester to include the item in WIMS and after it is included, return request should be made.
- As soon as the request will be submit in the WIMS, an email will be sent to approver for his approval.
- Approver will approve the request. Approver is allowed to modify the quantity or reject the request.
- After approval, an automated generated email will be sent to the requester.
- Requestor will save the return request as PDF or MS Word file and send as attachment to sub-con. Sub-con representative will have to carry a valid ID card and will approach to BL WH with the printed Approved return request Form.
- Warehouse will verify the return request as per available stock and receive the item from the supplier.
- Warehouse prepare the return receive challan as per receive plan or accordance the WIMS and send the Return receive to the vendors or sub-con sent by the requestor.
- Concerned department will select item status during return request, if item cannot be distinguished either as good or faulty, it will stated as repairable. Later technical will be test the item at warehouse and item final status will be confirmed. Warehouse will not change item status at warehouse end.

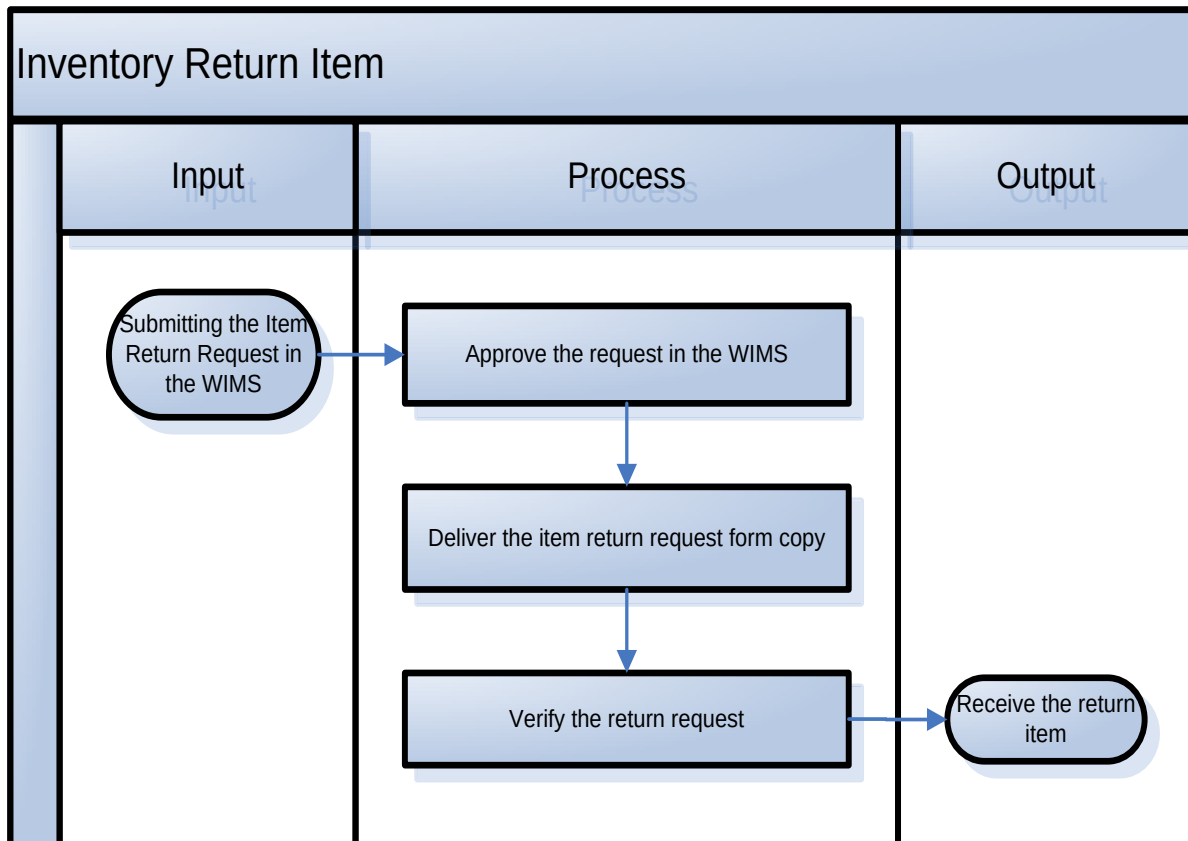


Chart 15: Item Return request and Return Receive process

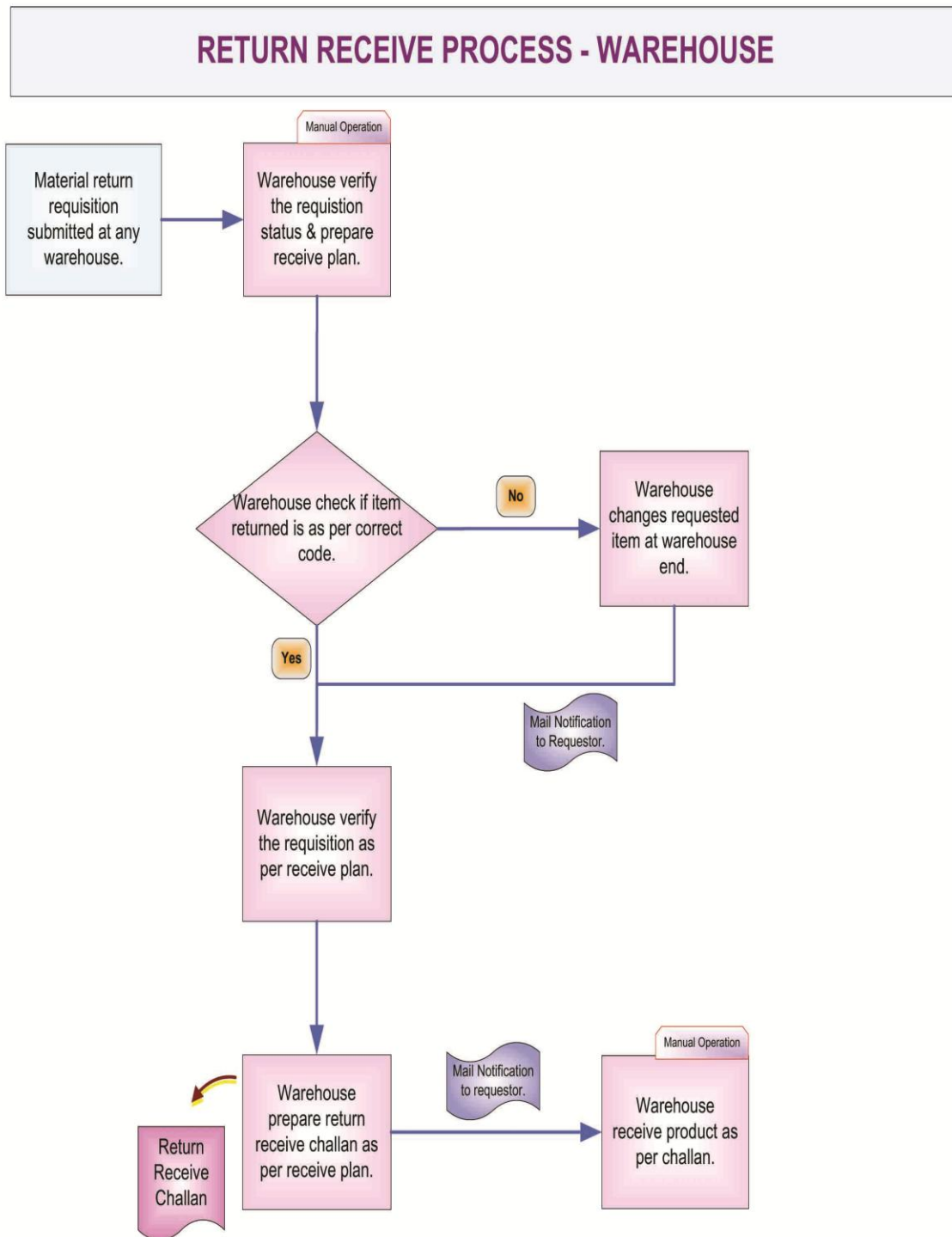


Chart 16: Item Return request and Return Receive process

Transfer process

Transfer process tells about how internal transfer of technical items is done. Transfer can be one warehouse to another warehouse, vendor's warehouse to Banglalink warehouse, warehouse to zonal office. The steps are given below.

- Banglalink Warehouse initiate to transfer items by fill the Item transfer form with necessary information (& approval) and send the form to Fixed Asset.
- Banglalink Warehouse will also raise RF to Procurement in order to issue PO for logistic support. (IF Required)
- Fixed Asset will check the Item transfer form. If FA raises any query then send back the ITF to WH for review and changes. WH reviews the ITF information and if necessary then changes accordingly. If WH find that the changes is not possible to perform then with the approval of both FA and WH cancel the Item transfer request.
- Then Procurement will check the RF. If they find that the PO amount is low and can be perform with the Petty cash then they confirm to WH by sending email that for logistic support to bear the expense from the Petty Cash.If they found that the PO amount is high then they raise PO against that raised RF.
- Once WH get the approval on the ITF from FA and confirmation from Procurement then WH start the item transfer within Banglalink warehouse.
- WH printed Transfer Challan from the WIMS and send to each other. Then check the items delivered and receive within Warehouses
- Then they Update the items in the WIMS
- Completion of transfer WH sends the ITF to FA.
- If PO issued by Procurement then after completions of item transfer WH send the GRS to Procurement.

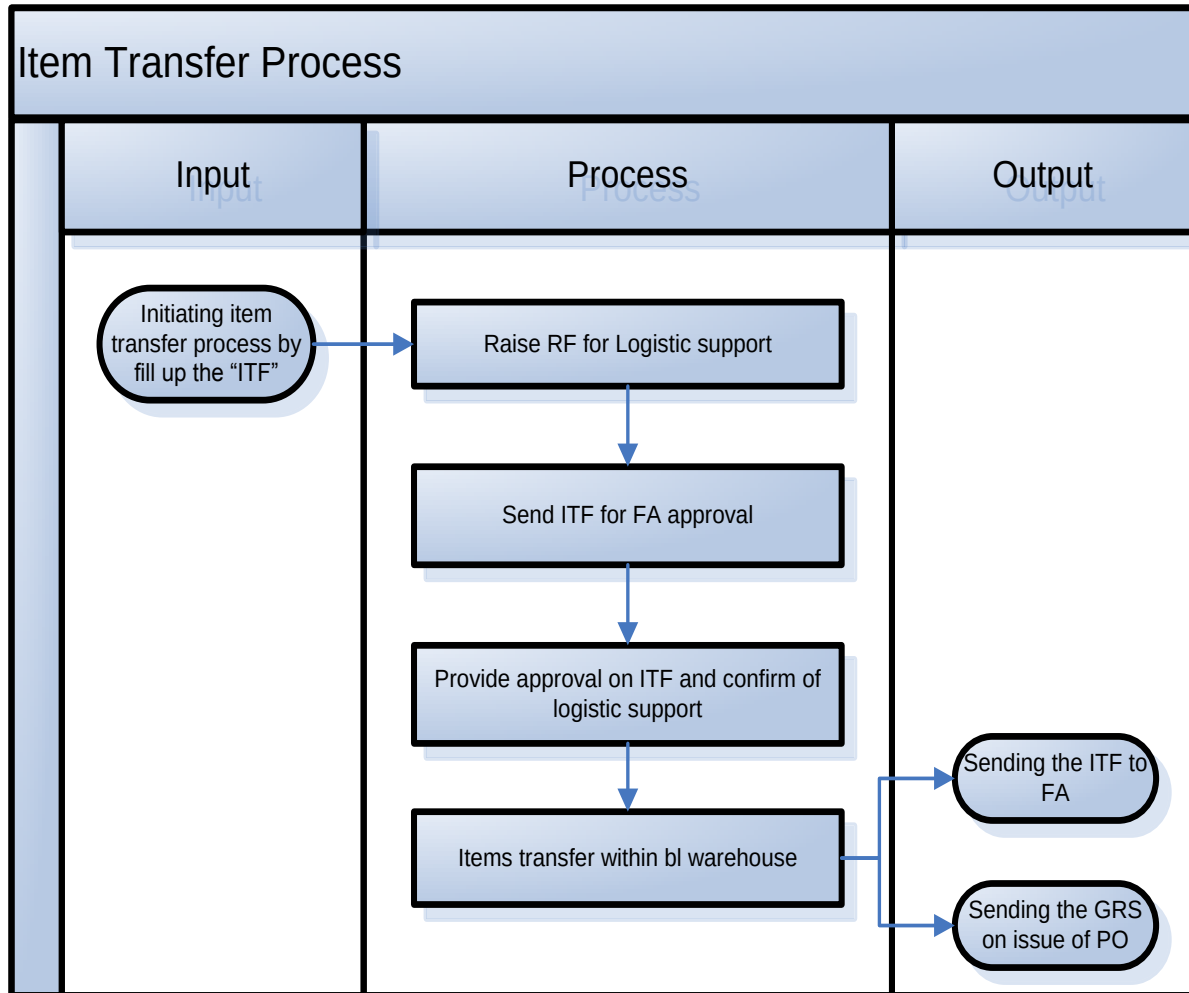


Chart 17: Transfer process

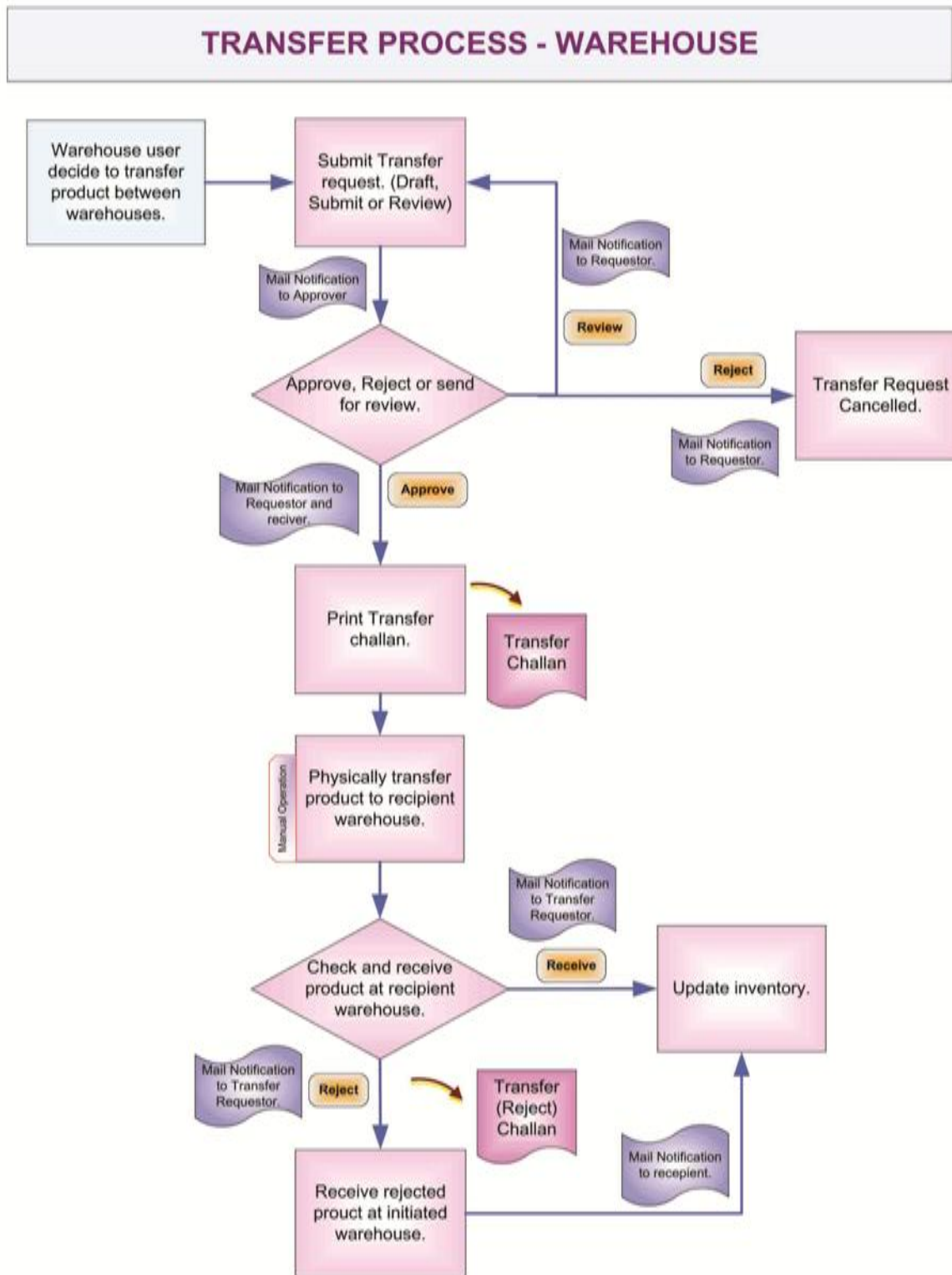


Chart 18: Transfer process

Inventory Return to Supplier/ on support/ disposal process

- Concern department after checking the item in WH or after testing the item, inform to WH concern about the faulty item.
- WH concern will inform the item details (item Serial Number) to the Supplier. If the item is under warranty period, WH delivers the faulty item to suppliers to repair/replace the item. If the item is not under warranty period, WH keeps the item keep in the WH for disposal. If concern department decide to repair the product with payment by the Supplier then the product will keep in the WH.
- WH updates the “On Support form” in WIMS. Supplier repairs the item and delivers the item to WH. If the supplier fails to repair the item then inform to WH concern.
- If the concern inform to WH to dispose the faulty item then WH dispose the item as per disposal process and update the “Disposal Form” for the respective items in WIMS.
- If the concern department want keep the item on the “on support”, the concern department inform WH concern, and the WH will deliver the item to supplier for repair/replace and WH will update the “On Support Form” for the respective Item in WIMS. After repair the product and return from the supplier WH will update the “ON Support-restore” in WIMS.
- WH will receive the item and Update “On Support- Restore” in WIMS. During restore the item status will be change from “faulty/repairable” to “good”.
- After receiving confirmation from concerned department and Finance, Warehouse will return item to vendor. And will advice a return confirmation to concerned department and Finance. WH will fill the “Return to supplier form/On Support-Supplier” in WIMS and the DB will be updated.

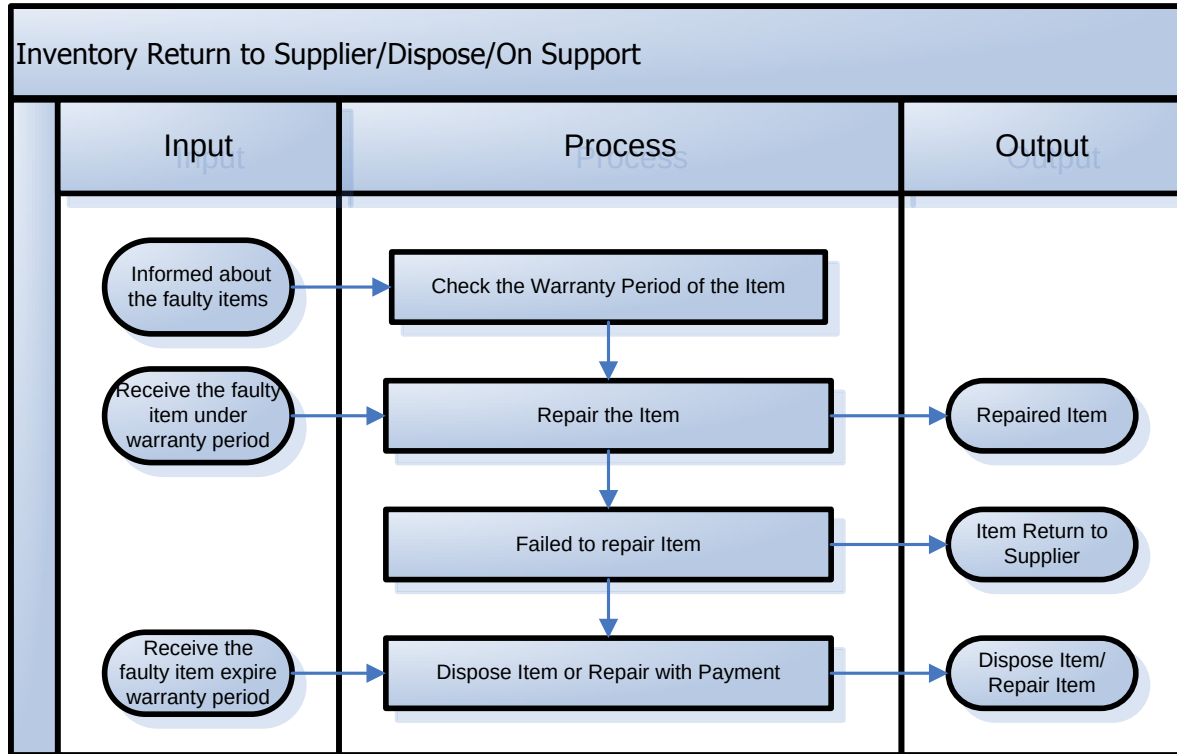


Chart 19: Inventory Return to Supplier/ on support/ disposal process

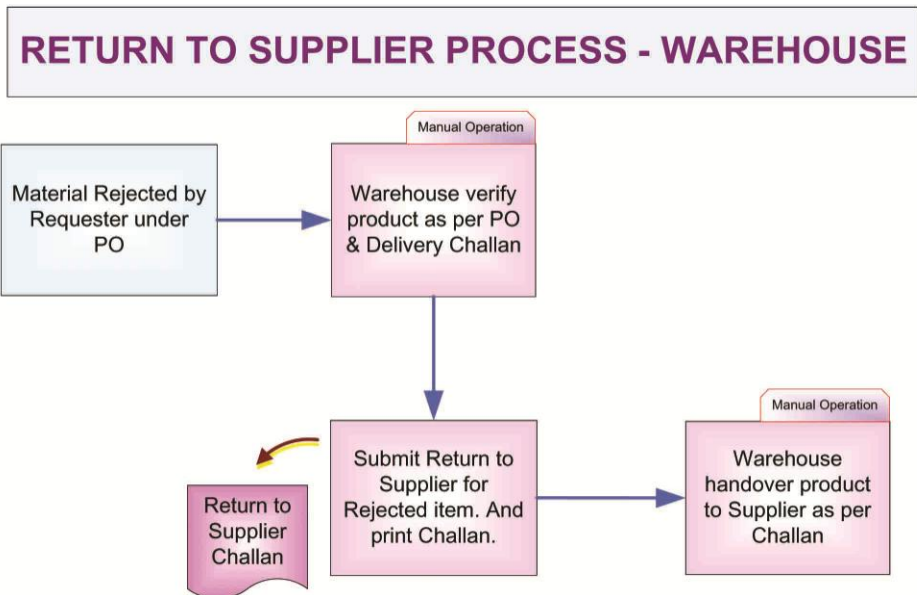


Chart 20: Inventory Return to Supplier

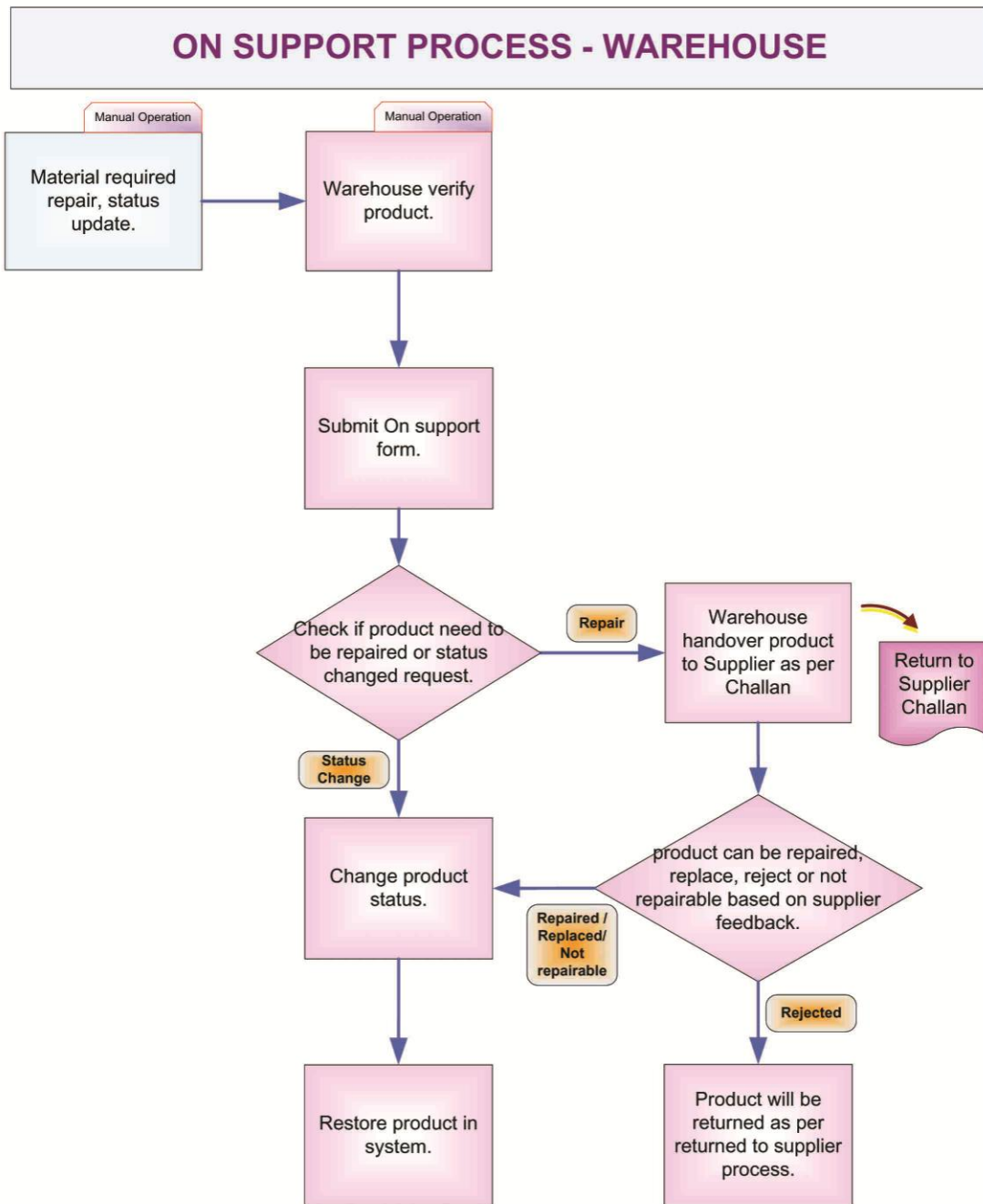


Chart 21: on support process

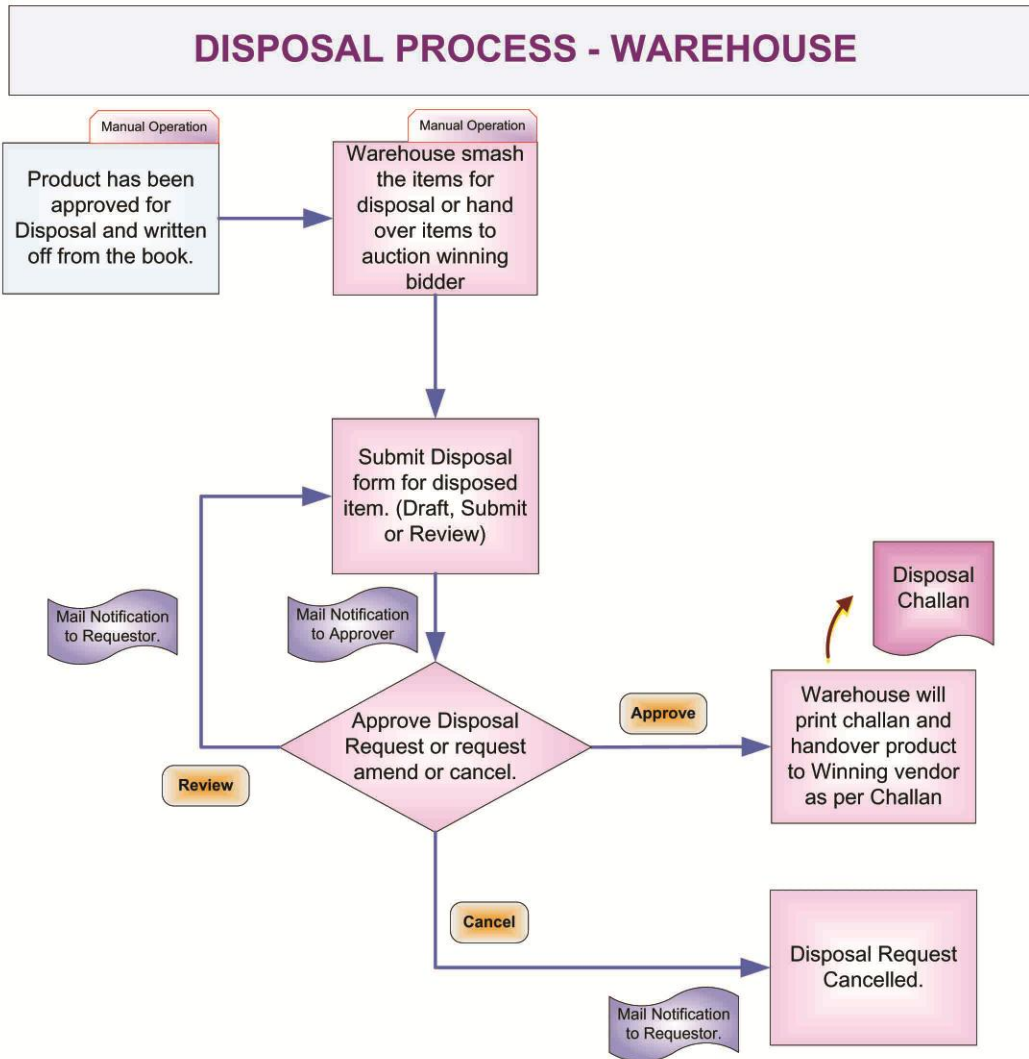


Chart 22: disposal process

Chapter 5: Findings, Recommendation and Conclusion

5.1 Findings

In SIM and Scratch warehouse

- No bin card or stock card is used in SIM and Scratch Warehouse.
- Supply Chain and Program Management do not follow the economy of order to purchase SIM and Scratch cards. For that reason we find some items are excessive in the warehouse occupying space causing extra cost and sometimes we got shortage of some items as well
- Lead time from RF notification on the POS system to make delivery goods to distributors is not satisfactory. Distributors sometimes have to wait to get items from the warehouse
- Sometimes serial is not maintained when storing SIM and Scratch cards.
- Location of SIM and Scratch card warehouse is not suitable. Sometime it is difficult for distributors to find out vehicle to transport.

In Technical Warehouse

- There are lots of faulty and disposable items in the warehouse which capture many space of the technical warehouse and it creates problems to handle good items
- Only two warehouse executive operate this huge warehouse and numbers of labor are also low to load and unload items.
- Most of the items of the technical warehouse are handled manually and the equipments are also back dated.
- Access control system is not up to date
- Dock yard is not made by concrete
- WIMS system is designed by giving importance to the technical department

5.2 Recommendations

For SIM and Scratch warehouse

- For SIM and Scratch card warehouse, using bin card or stock card for every item in the warehouse is necessary. This bin system will help verify the quantity of every item with system and physical quantity. This bin card system will also help to match the closing stock of the item with stock movement report if the bin card is updated right after any transaction occurs.
- Supply Chain and Program Management should follow the Economy of Order policy especially for SIM and Scratch Warehouse. If there is shortage of SIM cards or Scratch cards then adverse effect will fall upon to overall revenue of the company. They need to ensure availability of SIM of different type and scratch as well at any time, for that reason Economy of order policy is very important to follow.
- Lead time from RF notification on the POS system to make delivery goods to distributors should be reduced by increasing efficiency of employee.
- Store the SIM and Scratch cards by maintaining serial number of the boxes and put items according SIM's IMSI. In addition it is very important follow FIFO method strictly in delivery of SIM and Scratch card thus it will save expiry date of scratch card.
- Location for the SIM and Scratch card warehouse should be in the more convenient place the distributors can transport their product more easily. If it is possible for the authority they could shift it a location near highways where communication system is easy for the distributors and for divisional warehouse.

For Technical warehouse

- There are lots of faulty and disposable items in the warehouse which capture many space of the technical warehouse and it creates problems to handle good items. So Fixed Asset Management should dispose those non-radio items as soon as possible which make the

warehouse spacious and it will help to rearrange the items in the warehouse and that will provide the best output of handling item. Fixed Asset and concern Department should also initiate to acknowledge BTRC and take approval to destroy faulty Radio item in order to make space in the warehouse.

- There is huge quantity of items stored in the warehouse. Moreover, some items are so heavy. To handle those items, enough manpower is needed. However, number of labor working here is not enough make delivery, storing, and arranging items. So the number of labor should be increased to handle those huge and heavy items in the warehouse. In addition, one more warehouse executive should be recruited along with the existing two executives as because it is difficult to monitor and handle all warehouse activities by these two.
- Equipments used to handle the heavy items in the technical warehouse are back dated. Most of the put away and storing activity is done manually and with the help of those manual equipments. So Warehouse management should manage some automated and updated equipments which will ease the handling those huge and heavy items.
- Access control system should be upgraded in this warehouse for improving security. In this case return SMS system can be implemented. When any one will access in the warehouse it provide a SMS notification to the warehouse management thus they can know who entering and getting out from the warehouse and they can also know the time of entering and exiting. This system will increase the security I guess. In addition that Access control system should be installed as soon as possible in the Norsinhopur Warehouse.
- Dock yard of the warehouse is not in good condition, when rain comes it gets muddy. So dock yard should be made with melted pitch or concrete.
- The type of items passing through technical warehouses varies enormously with different size, shape, weight, level of fragility and hazard characteristics. When storing and handling good following things should keep in mind
 - The effective utilization of building volume-horizontal and vertical
 - Good access to the stock
 - Compatibility with information system requirements
 - Maintenance of stock condition and integrity;

- Personal safety
- Overall system cost
- Most frequently items should be stored in nearest place from the dock yard which will save overall time to store or delivery.
- WIMS used in Banglalink technical Warehouse is mostly concentrated with technical activities. This system should be more concentrated with warehouse related activities as module used for warehouse maintenance.

For Banglalink as a Whole

- ✓ Should make strong their network system
- ✓ Callers should have more convenient power
- ✓ Should more careful about customers privacy
- ✓ Deposit money should be low for the postpaid
- ✓ Should give any special gift to their high users.
- ✓ Attractive promotional items are necessary to satisfy the corporate clients as telesales is only focusing on Personal Packages.
- ✓ Network facilities should be wide.
- ✓ They should develop new competitive packages for the corporate customers.
- ✓ Increase the value added services
- ✓ Should be monitor the existing customer and provide better service.
- ✓ Space in office for the employees should be wide.
- ✓ Though the job security is high, but they should hire more permanent employees instead of contractual.

Conclusion

The telecommunication industry is one of the fastest growing industries in Bangladesh. This has brought immense contribution to GDP of the country. Not only did it help the country in its economic growth, but also helped to improve the standard of living of the whole society by providing the mobile phone services. Now this market has become very saturated for which current telecommunication firms, other than non-price competition, is trying to develop new techniques to capture more market share. Banglalink is a newly emerged Government mobile service operator in country's cell phone service market with nationwide coverage. Within a very short period of time, it has covered 64 districts, 486 thanas the main national highways and developed full-fledged customer care centers. Recognizing its tremendous success (introducing web based lottery, self-employed virtual dealership, fastest coverage progress and price-cut), Banglalink has been emerged a trend setter in mobile phone sector of Bangladesh. It got unique position for its special features that other players are not offering right now, such as, born out of commitment. To make profit but not at the cost of customer, nationwide transmission backbone support, professional excellence, transparent financial transaction, all transaction through Bank, fewer Packages, no tricks: customer Confidence, no incoming Charge, all Package has BTTB incoming and outgoing, 100% ISD and EISD facility.

Now Banglalink is the second large telecom company in our country. This company is also trying to grab huge market share of the country. Taking different promotional activities, providing lower call rate, attractive value added service, newly launches 3G to the country and providing better customer care service and better network service is the key to attract the customer. Most important thing is network provided by the company. Banglalink is also trying to provide best network service all around the country. In this regard, different departments work together to be success in this subject. Warehouse is also integrated part of this network unit. All the network items are stored and delivered from the technical warehouse. Without the support of warehouse team it is impossible to be successfully installing network system all over the country. Warehouse delivers items to the vendors whenever they require. So it is important to know the

warehouse management procedure. There are three warehouse of Banglalink, these are SIM and Scratch warehouse, Technical warehouse, and marketing warehouse. Here, I have discussed the procedure of SIM and Scratch and technical warehouse. I have suggested some recommendation which might help over all process of warehouse. SIM and Scratch warehouse ensure availability of the SIM and scratch cards all over the country by distributing these items to zonal warehouse and registered distributors. Technical warehouse maintains and deliver network related items to the vendors assigned by the concern department. Supply chain, Procurement, Program management, logistics and Accounting & Finance have role and responsibility in the different steps of the warehouse management system. By taking support from these related department warehouse activity is done successfully.

Reference

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8. Nasimul Hasan

Warehouse associate executive



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Technical Warehouse senior executive



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