

Internship Report

On

“A report on analysis of Sales & Marketing strategies and activities adopted by Summit Communications LTD”

By

Arif Istiaque

ID: 17304019

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

September,2022

© 2022 BRAC University

All rights reserved

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing my degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Arif Istiaque

Student ID 17304019

Supervisor's Full Name & Signature:

Shihab Kabir Shuvo Lecturer,

BRAC Business School BRAC University

Letter of Transmittal

Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

It is a great pleasure and privileged to present the internship report on “A report on analysis of Sales & marketing strategies and activities adopted by Summit Communications LTD” which was assigned to me as a partial requirement for the completion of Bachelors of Business Administration degree. It is my great pleasure to be a part of such well known reputed company and achieving an in-depth knowledge on marketing techniques. During the course of the study I have tried with the best of my competence to provide with information and significant issues as much as possible and attempted to monitor the guidelines as you have recommended.

I am grateful to you for your assistance and kind collaboration at every step of my effort on this report. I shall remain sincerely thankful if you could kindly go through the report and evaluate my performance.

Your sincerely

Arif Istiaque

ID: 17304019

Department of Bachelor and Business administration

Non-Disclosure Agreement

This agreement is between Summit Communications Limited and me, as a BRAC University student. Permission has been granted for me to use the material in my report, which is titled " A report on analysis of Sales & marketing strategies and activities adopted by Summit

Communications LTD" and which is not released anywhere else save in my report work and presentation.

Acknowledgement

Shihab Kabir Shuvo, Lecturer in the Department of BRAC Business School at BRAC University, was my Internship Program Supervisor, and I thank him a lot for the guidance and support he provided me during my organizational attachment.

During my three months as an intern at the Summit Communications, my supervisor, Abul Hasnat taught me a great deal about corporate style and culture. Also, he was incredibly patient with me. Likewise, I appreciate the rest of the Summit Communication staff for their assistance in getting me settled in this workplace.

Finally, I'd like to express my gratitude to Allah, my parents, and the outstanding members of my academic life who have guided me along the way. Without their encouragement, I never would have made it this far. At last, I'd want to express my gratitude for the time, energy, and inspiration that enabled me to fulfill my internship duties and submit this report on schedule.

Executive Summary

My internship in a communication institution has given me real-world experience and knowledge. Institutions of communication deal with networking and maintaining it, which gives

everyone more possibilities. A communication institution offers a wide range of job options and is the greatest for boosting the economy of any nation. It is essential for developing any nation's networking infrastructure. Nearly all services, including NTTN, IIG, and GGC, are crucial for creating a networking framework. The leadership of the communication institution always remembers that the clients are their first priority. They create their rules and regulations with the customers' welfare in mind. Summit Communication is one of the premier conglomerates in Bangladesh. It is one of Bangladesh's largest International Terrestrial Cable (ITC) service providers. The level of service provided by SCL (Summit Communications Limited) is crucial because it will help them profit more. Customer satisfaction is crucial to SCL's primary satisfaction. SCL must therefore provide customer service effectively.

Table of Contents

Declaration.....	2
------------------	---

Letter of transmittal.....	4
Non-Disclosure Agreement	5
Acknowledgement.....	6
Table of Contents.....	7
Executive Summary.....	8
Chapter 1: Overview of the internship.....	9
1.1 Internship information.....	9
1.2 The overall goal is to	10
1.3 Information obtained from the following.....	11
1.4 Limitation of the internship report.....	11
Chapter 2: Organization Part.....	12
2.1 Summit Group's Other Creation.....	14
2.2 Vision & Mission.....	16
2.3 The NTTN License.....	18
Chapter 3: Literature review.....	31
Chapter 4: Questionnaire.....	33
Conclusion & Recommendation.....	37
Reference.....	38

Chapter 1

Overview of the Internship

Student Information

Name: Arif Istiaque

ID: 17304019

Program: Bachelor of Business Administration

1.1 Internship Information

Period: from June 01, 2022 to August 31, 2022

Company Name: Summit Communications Ltd

Department: Sales & Marketing

Address: 18, Karwan Bazar Commercial Area Dhaka-1215, Bangladesh.

Internship Company Supervisor's Information

Supervisor's Name: Md.Abul Hasnat

Position: Assistant Manager

Email: abul.hasnat@summitcommunications.net

Phone Number: +88 01723573040

Objective

1.2 The overall goal is to:

In general, the goal is to learn as much as possible about the SCL firm and to determine the potential for profit associated with the two new initiatives the SCL company intends to initiate.

Object of the Specification in order to determine the combined net present value of the two projects. In order to compute the initial rate of return for both the project and the project.

Conduct an analysis of the outcomes, and then make a recommendation regarding whether or not the initiatives should be pursued.

Job Descriptions

Nature of the job- I began my internship with the Sales & Marketing division of Summit Communications Ltd. The bulk of the work consisted of research-related responsibilities. It was necessary for me to analyze the present state of the market for communicational industries, come up with fresh concepts for businesses, conduct field research, and complete other tasks associated with this industry.

Specific responsibilities

1. Examining the viability of a 50 mb minimum requirement.
2. A survey of the project's triple play area.
3. Looking-glass and Opus compiling the possibilities into a database.
4. Numerous competitor market studies.
5. Brand creation.
6. Examining the expense of the employee's rental car, which was being used for professional purposes.
7. Creating agreement for new clients when the connection is up and editing the information
8. Visiting new & existing clients frequently

Methodology

1.3 Information obtained from the following:

1. Primary: The primary information gathered through face-to-face interviews, observations, and the collection of financial data.
2. Secondary: The material obtained through websites, periodicals, and a variety of other sources that are considered to be significant. For the purpose of compiling this study, both primary and secondary sources of information will be utilized.

Findings:

1. There was always access to research materials.
2. The office environment was welcoming and professional.
3. Coworkers offered their entire cooperation.
4. Field surveys were far too challenging to conceal in a single day.

1.4 Limitation of the internship report:

The collecting of the information is the most significant constraint of the study because the vast majority of the material is confidential. Therefore, they do not wish for them to be made public. In addition, because of the policies of the organization, I am unable to reveal any specifics regarding the estimated sum.

Recommendation

1. One shouldn't assign three or four projects to deliver in a short amount of time.
2. Appropriate time must be allotted for completing a study project.

Background of the study:

Today's economy is entirely dependent on corporate profits. Businesses in today's society look pointless if they don't generate a profit. In operation or in planning, that is the first and foremost principle. Therefore, it is critical for a business to figure out how profitable it is. There are no businesses that can turn a profit quickly. Time is of the essence for any company hoping to reclaim lost ground in the marketplace and finally taste the sweet smell of success. For this reason, careful and thorough sales and marketing analysis is essential. Any company can fail in a short period of time if this isn't addressed. Given these considerations, I have tried to collaborate with my marketing and sales staff.

CHAPTER 2

Organization Part

BACKGROUND OF SUMMIT GROUP

The Summit vision was established in 1972 when Sanguine Traders, a small thermoplastic molding compound trade company, was founded. The transformation of the corporation into a leading financial and commercial organization was the target. After three decades, Summit has grown firmly established as a leading business establishment in Bangladesh. The Summit group now consists of more than ten companies and employs more than 500 people, making it one of the largest employers in the country. Today, Summit Group is widely acknowledged as a highly inventive company that enjoys a well-deserved reputation for being among the first movers in the industries in which it competes. This holding company was established in 1985 and is currently

operating under the name Summit Industrial & Mercantile Corporation Limited (SIMCL). The group is active in a variety of industries, including those for power, shipping, oil, containers, and so on. Additionally, it has holdings in a variety of different industries, including banking and real estate, amongst others. Khulna Power Company Limited and Summit Power Limited, the two power producers that make up the group, are two of the largest and most technologically advanced private power producers in the country. Summit Power, Khulna Power, Ocean Containers and Summit Alliance Port Limited are the group's four companies that are currently listed on one of the country's two stock exchanges. These four companies have a combined market capitalization of more than taka 101 billion, which is equivalent to approximately US \$ 1.5 billion. If one ignores the company's other privately held interests, it can still be considered one of the most valuable businesses in the nation based just on the figures of the public limited corporations. Even though Summit is a for-profit corporation, it is committed to the advancement of society and views it as a significant part of its obligation to work toward enhancing the lives of the people in our immediate environment. In light of this concern, Summit established the Siraj-Khaleda Trust, which is responsible for the construction of a contemporary hospital with 200 beds, with the goal of providing medical care to persons who are marginalized in society. In addition to this, it contributes to the Prothom-Alo Support Fund, which raises and donates money to a variety of organizations across the entirety of the country. The group is also concerned about the environment in its actions, and it makes sure that its operations do not destroy the environment. In addition, the group afterwards goes for tree plantations to restore the environmental losses that are caused by industrialization.

2.1 Summit Group's Other Creation

1. Summit Communications Limited
2. Summit Power Limited
3. Khulna Power Company Limited
4. Summit Shipping Limited
5. Summit Alliance Port Limited
6. Cosmopolitan Traders (Pvt.) Limited
7. Summit Pipeco Limited
8. Ocean Containers Limited
9. United Summit Coastal Oil Limited and many more

THE OVERVIEW OF SUMMIT COMMUNICATIONS LIMITED



Background

Summit Communication Limited (SCL) is one of the two companies in Bangladesh that are permitted to operate as approved operators of the Nationwide Telecommunication Transmission Network (NTTN). SCL is a wholly owned subsidiary of Summit Group, which is recognized as one of the most successful and influential industrial giants in the country. SCL was established to ensure diversity within the group, to acquire a place within the telecommunications industry, and to develop the nation's telecommunication infrastructure. This effort is also in line with the Government of Bangladesh's objective of "Digital Bangladesh," and it aims to lay the groundwork necessary to achieve this goal. After being given a license to operate Nationwide Telecommunication Transmission Network (NTTN) services by the Bangladesh Telecommunication Regulatory Commission (BTRC) on the 22nd of December 2009, the firm got its start and began its journey. This license will make it easier for SCL to focus on its aim of

improving and expanding the existing fiber-optic network in Bangladesh, which will assist boost the nation's telecommunications infrastructure. It gives SCL the authority to design, build, own, operate, maintain, and supply fiber-optic-based NTTN services to Access Network Service (ANS), Licensed Telecommunication Operators, and any other approved customers.

2.3 Vision

The vision is to provide every household in Bangladesh with access to multi-media services of a global standard, with the end goal of assisting in the development of a digital Bangladesh.

Mission

Implementation and maintenance of a fiber optic network over the entire nation is the mission. In the long term, to provide the industry with a network solution that is not only long-lasting but also reliable and inexpensive. to develop and execute cutting-edge modern transmission technology that is capable of meeting the demands of the market as they stand right now.

Organization Structure

The management of Summit Communications Limited, which is one of the sister enterprises of Summit Industrial & Mercantile Corporation (Pvt.) Limited, has been brought up to the level of experience necessary for the position. Knowledge of applicable supporting divisions and technical expertise. The competent individuals engaged by the company will be in charge of putting the company's plan into action and supervising that process, while the Board of Directors of SCL will be responsible for overseeing strategic matters. The following is an organogram that has been proposed for the Company:

Profile of the Current Projects Being Undertaken by Summit Communication Limited

The Broadcasting and Telecommunications Regulatory Commission (BTRC) had granted licenses to the private sector for the purpose of constructing, running, and maintaining a countrywide optical fiber network known as the Nationwide Telecommunication Transmission Network (NTTN). On December 9, 2009, Summit Communications Limited was given the award necessary to become the second licensee to develop a nationwide optical fiber network. The first license was handed out to a firm in 2008 that goes by the name Fiber@Home Limited. This particular company is already in business and has a significant presence of optical fiber networks around the country.

Transmission Network for National Communications Across the Nation

As a consequence of the enormous growth that has occurred in the telecommunications industry, there is a requirement for a concrete, robust, and unified optical fiber network in metro cities as well as long haul for the purpose of network connectivity or transmission. All of the different types of telecommunications companies, including Internet Service Providers, Mobile Operators, and PSTN Providers, each have their own networks that they use for their network connectivity. Every single one of them, with the exception of mobile network providers, has constructed their network by employing overhead cables rather than underground networks, which are inherently dangerous and have a short economic life. As a direct result of the increased demand for telecommunications services over the course of the past decade in Bangladesh, a significant amount of focus has been placed on the development of transmission solutions for both active and passive networks. The ability to effectively carry and transmit voice, data, and video services

to end customers is only possible with an optical transmission network that has been carefully built. Because of this, using an NTTN operator in the country can improve its network transmission, provide a network that is less expensive but more durable, cut down on the waste of resources, and, as a whole, can implement a network build up for connecting all different kinds of operators under a common backbone to make networking facilities easier to access for every entity without causing too much disruption.

2.3 The NTTN License:

On the 9th of December 2012, Summit Communications Limited was granted the license, which is good for a length of 15 years but must be renewed annually.

License Premises & Obligation:

- Within five years of the date the operator's license was issued, they will be required to submit paperwork for an initial public offering (IPO). Before the company does its initial public offering (IPO), the operator is prohibited from transferring any shares without first obtaining BTRC's consent.
- The operator possesses the option to create, build, run, and maintain the last mile network all the way up to the end consumers. However, NTTN operators are prohibited from providing services to end consumers in a direct and personal manner. The ANS as well as licensed telecommunication operators are able to make use of the resources provided by the NTTN in order to deliver direct telecommunication services to end consumers.

- In order to fulfill the rollout obligation outlined in the license, the operator will need to establish an NTTN network over the entire country to a minimum capacity of Upazilla headquarters.
- The NTTN license was given with the intention of easing the process of implementing complete network solutions for all of the different telecommunications companies. According to the license that was issued, the following are the primary objectives and characteristics of the operation of NTTN.
- The operator is responsible for the development, construction, operation, and maintenance of their NTTN system across the entire country.

The Product and Service Offerings of SCL

The facilitation of network transmission service is Summit Communications Limited's primary offering of their services. An optical fiber cable network will be constructed, operated, and maintained by SCL in accordance with the terms of its licensing obligation. This network will then be leased out to ANS operators, ISPs, other licensed telecom operators, and cable TV operators. SCL will be establishing backbone networks in both metro cities and long haul locations, and it will be able to provide network service via 1) dark fiber leasing and 2) bandwidth leasing. Connectivity for BTS and Hub sites is another another service provided by the corporation.

Dark Fiber Leasing-

The term "black fiber" was initially used to refer to the potential network capacity of telecommunications infrastructure. However, the term is now used to refer to the practice of leasing fiber optic cables from a network service provider, which is becoming an increasingly frequent practice. There are a few different topologies that can be used for dark fiber networks: point-to-point, point-to-multipoint, self-healing ring, and mesh. During the process of dark fiber leasing, SCL provides operators with the opportunity to lease cores/pair (i.e. 01 pair = 02 core) from SCL's network for a specified distance; the operator's payment will be calculated on a per-kilometer-per-core basis for dark fiber dark leasing. In addition, the organization is able to construct new spurs in accordance with the operators' requests. Bandwidth can be subleased to end users by the operators, who can use their own active devices or terminal equipment. ISPs, mobile operators, PSTN operators, Wimax operators, and cable TV operators are examples of potential customers for dark fiber leasing. At this time, every operator is contributing to the solution for end users by offering dark fibers to each individual consumer. As a consequence of this, there is a distinct demand among all operators for additional dark fibers for the purpose of providing a backbone and an end-to-end transmission solution. This demand, however, can be alleviated by NTTN operators. Dark fibers will be provided to these operators by SCL exclusively for the purpose of facilitating their backbone solution. This will restrict these operators' ability to sublease these fibers to other operators. SCL will provide these operators with a minimum of 100 kilometer-long dark fibers over the course of the next three years.

Bandwidth leasing:

Leasing bandwidth is an additional alternative method that can be used to provide transmission services to operators. Bandwidth can be generated utilizing active devices or terminal equipment, and the company will allocate bandwidth to the operators based on SDH (for voice) or FE-GE Ethernet technology (for data) because some of the operators, particularly some ISPs, prefer leasing bandwidth rather than purchasing it. Local small Internet service providers that are unable to afford the leasing of 100 km of dark fiber and have a low requirement for bandwidth in some portions of their market are good candidates for this service. At a later stage in the project being undertaken by the company, some other services may also be given using this technology.

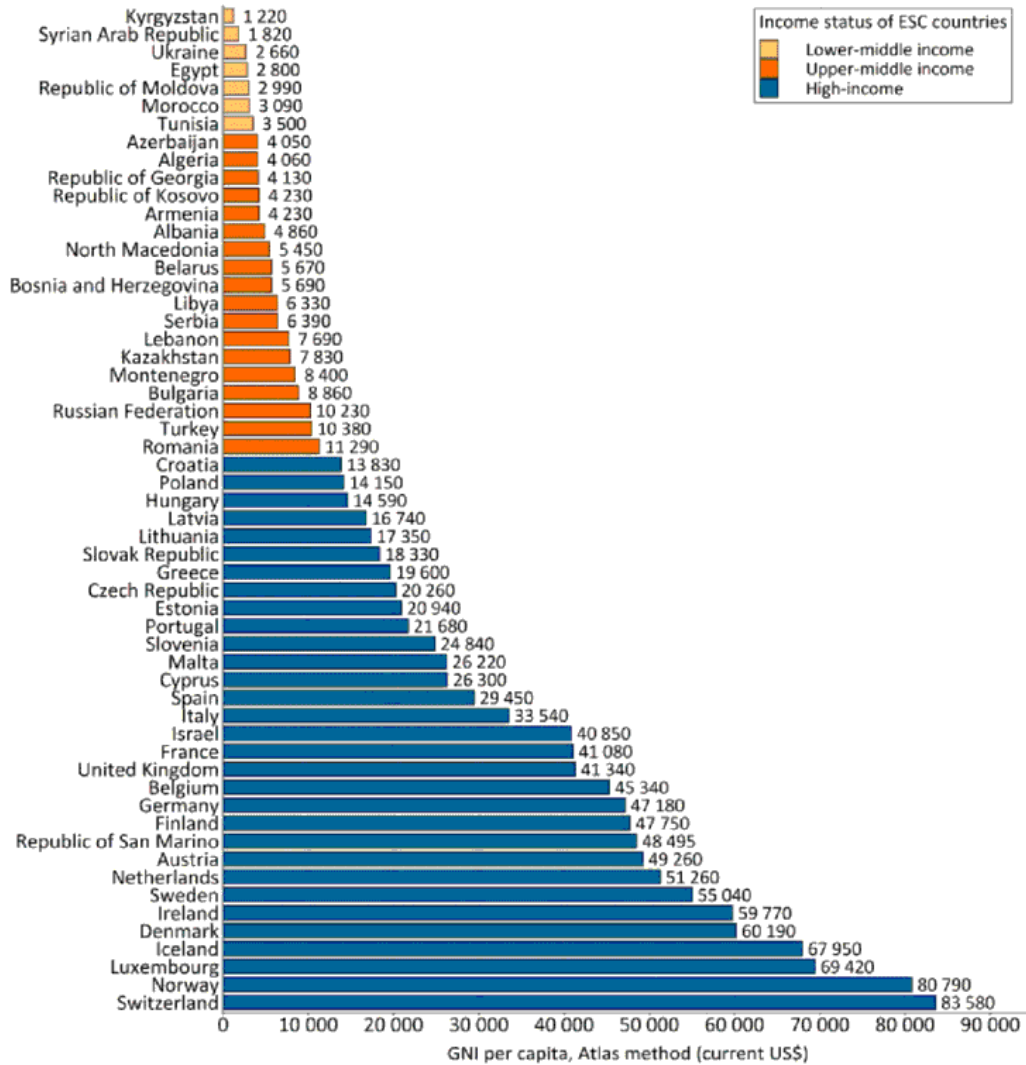
Connectivity between the BTS and the Hub site:

BTS towers are utilized by mobile providers as well as Wimax operators in order to enable their own wireless networks. By utilizing these BTS towers, end users can receive this operator's service without the usage of any wires. However, these operators' BTS towers are connected with their Hub sites (which frequently refer to MSC and BSC or aggregation point) by means of fixed optical fiber. Additionally, the majority of the BTS-BSC connectivity has been developed based on Ethernet, which is expensive and does not have a high level of endurance. However, the majority of these networks do not cover up to the BTS connectivity, as the large mobile operators had already developed their underground backbone to service their hub sites. In addition, some operators provide a temporary solution for their network connectivity by leasing out the backbone that was established by other operators in exchange for monthly lease rental payments. In addition, these operators may occasionally demand a tailor-made network in order to connect their last mile connectivity up to their BTS tower, which is something that only NTTN operators are able to deliver. In addition, the introduction of 3G technology will result in

a significant rise in the demand for bandwidth, which will need the use of optical fiber to connect the aggregation points and hub sites to the BTS towers that support 3G in order to transport a greater amount of data.

Advantages for the Business Sector

Bandwidth and the backbone network transmission facility will be made available for leasing by Summit Communications Limited to Internet Service Providers, Cable TV Operators, and ANS Operators who are currently in business or want to start a business in the future. The company will be responsible for the overall operation and maintenance of the respective backbone, and it will hold ownership of the transmission equipment, which may include optical fiber, ODF, joint closure, and terminal equipment. In addition, the company will hold ownership of the transmission equipment. As a result of this, if a new operator enters the business, they will not be required to invest time or money to create their network, which will result in a reduction in both their Capital expenditure and their Operating cost. Additionally, because SCL is constructing an optical fiber cable network underground, dangerous overhead wire will be eliminated, and the network's longevity and dependability will be significantly improved as a result. Sharing cables and other telecommunications equipment will cut down on unnecessary waste, and because no one operator will have to import additional cable, this will free up more resources for the country as a whole. In addition, the company's vision of a shared network backbone for all operators will make the development of networks much simpler and more structured across the whole telecommunications industry.



The cost of broadband internet service in Bangladesh is greater than 100 percent of the monthly gross national income per capita, as seen in the graph above, which places Bangladesh in an even

worse situation than Nepal. The costs incurred for using the internet demonstrate that Singapore, China, and Australia are in the lead. An individual in Bangladesh is required to pay more than their monthly GNI per month (137.7%) in order to use the internet, whereas residents of SAARC countries such as Nepal, Bhutan, Sri Lanka, Pakistan, India, and Maldives pay much lower rates for internet access. Hong Kong, Japan, South Korea, and New Zealand all have rates that are lower than 1%. The high network and overhead costs of ISPs have resulted in a higher price to GNI per month ratio. This situation can be improved by the establishment of NTFN networks, which will result in a lower ACPU (Average Cost per User) according to Summit Communication's tariff plan for the ISP companies. As a result, the industry will be able to provide internet service to end users at a lower cost.

Looking-glass

Essentially, Looking-glass is a program for determining whether connections are feasible. If any client or customer—a telecom firm or an ISP service provider, for example—wants to join with our POPs, they send us the latitude and longitude of their location. My responsibility is to check the mail of clients who fall within the 50 megabytes requirement. Looking-glass typically works with little amounts of bandwidth, like 1 to 50 megabytes. Therefore, I review those clients' emails first and get their demand information as well as the latitude and longitude of their sites. I then entered these data into Looking-Glass to determine whether a connection was possible. It is

beneficial for us to give our clients information from our department, such as the POP from which they will connect to our POC. It is an excellent tool for cutting costs as well. You can use this software to examine the NTTN path as well. We will receive an automatic notification if there is an issue with our NTTN path. SCL uses POPs from the telecom sector, including GP, Banglalink, Robi, and Teletalk, for business purposes. We can also pinpoint the POPs of these telecom companies to whom our business has access.

OPUS

Operating Program Unit System is the comprehensive definition of OPUS. This program from SCL is a highly helpful tool for company. In general, OPUS checks any client or customer need that is 50 MB or above. I am not given access to this software site as an intern. But I'm fortunate enough to have opportunities to use this program. It is comparable to The Looking Glass. This software is often only accessible to SCL employees who are KAMs (Key Account Managers). OPUS is essentially one of SCL's most useful tools. A KAM can inspect every aspect of any SCL connection using OPUS. Assume SCL has Amra Wifi as a client. You now want to discover the specifics of the connection. The specifics are visible in OPUS. This software automatically updates work orders. Any clients who want to change their connection, whether it be an upgrade, downgrade, or cancellation, must do so through OPUS. In particular, any connection depends on this connection in order to be established. A client will first mail our KAMs their requirements. A KAM will then include this need in the work order procedure. The planning team is then consulted. The planning group also makes use of OPUS. The only way to facilitate communication across SCL's various divisions, including the planning and billing team and sales and marketing, is through OPUS. The planning team offers the connection establishment plan after receiving the work order. The billing team receives the planning team's feedback after that.

The team in charge of billing evaluates the cost of the connection that will be established. The billing team then communicates with the sales and marketing team and provides feedback and plans. Then, using OPUS, Marketing calculates those data and provides the clients with feedback. That's why I said OPUS was the most important instrument at UCL.

Marketing Strategies & Activities of Summit Communication Ltd

4 P's of Marketing Mix

The marketing mix is the collection of methods and tools used to implement a company's overall marketing strategy. Marketers often refer to the marketing mix using a variety of frameworks, including the 4Ps, 7Ps, and even the 9Ps. Products, prices, places, and word-of-mouth all make up the marketing mix.

Products

Summit Communications Limited has emerged as the most rapidly expanding fiber optic network in Bangladesh, providing world-class ITC, IIG, NTTN, NIX, and ICX services to connect Bangladesh with the rest of the world.

Price

When determining prices, Summit Communication Limited considers a number of factors, including the value offered, the speed at which ITC, IIG, and ICX services are provided, the operating costs, and the policies of the relevant government. Despite the fact that they do occasionally have sales and discounts. However, they place a higher value on providing a service than discount offers. Because there are consumers in Bangladesh who watch for sales because they are interested in purchasing a product or service at a price that is more reasonable or cheaper.

Place

Summit Communication Limited invests heavily in this sector to provide a robust network throughout the country and maximum return on investment. They set up a series of distribution hubs around the country of Bangladesh. Anyone with access to the internet can find Summit Communication's contact information and physical location.

Promotion

Summit Communication Limited uses a wide variety of marketing strategies to spread the word about their products and services, including: 1. Brand Activation 2. Social Media Marketing 3. Television Advertising 4. Radio Advertising 5. Magazine / Newspaper 6. Direct Marketing 7: Public Relations 8: Telemarketing

SWOT Analysis of Summit Communication Ltd

The company's SWOT analysis suggests it's a strong contender for most favorable marketing strategy. Some of the analysis's most prominent findings are as follows:

Strength	Weakness
<ul style="list-style-type: none">• It has the enriched & largest	

<ul style="list-style-type: none"> bandwidth capacity • Network coverage all over the country • Largest fiber optic network • Underground connectivity • Best quality service • Great Uptime ensured 	<ul style="list-style-type: none"> • Price are higher than other competitors in market • Competitions are increasing in market • Category client onboarding
Opportunities	Threats
<ul style="list-style-type: none"> • Got new Sub marine cable license • New permission to give connection from towers • Working capabilities with category clients • Strong potential corporate clients 	<ul style="list-style-type: none"> • New Competitors • Competitors offering very less price • DDOS attack occurs sometimes

Marketing Practices

Market Practice refers to the use of the level of care, skill, diligence, and caution that would normally be anticipated at the time from a reputable and experienced provider of services similar to the Services to a client like the Customer. The business practices its marketing activities according to a few guidelines.

1. Need to Identify The Target Audience

A business must first determine who will utilize its product and why. The business must constantly search the market for the customers who will bring in new business. A company's sales will increase quickly if they identify who their customers are.

2. Must Be Responsive

Your marketing plan best practices need to take into account the fact that everything is now fast. Customers anticipate quick responses. Only when you fully comprehend a customer's inquiries, intentions, and requirements is a swift response useful.

Financial Practices

1. Keep the Economy Sustainable

Summit Communications Ltd. has successfully dominated the market since the beginning of its operations because to the high quality of their services. As a result, they quickly boosted sales and are now a well-known firm. This business consistently preserved the financial stability needed to regulate financial practices. Making a sound financial plan, learning how to carry it out, and using this strategy to preserve their financial stability.

2. Monitoring and Evaluation

Monitoring financial data promotes efficiency and reduces waste. This organization tries to keep track of the financial ups and downs in order to gauge how sales are producing income and impacting market position. Continuous cash flow monitoring is necessary.

CHAPTER 3

Project Part

Literature Review

A top IIG and ITC provider, its bandwidth of almost 1,400 Gbps meets over 30% of total demand in the country. Furthermore, it obtained a number of licenses from the Bangladesh Telecommunication Regulatory Commission (BTRC). Submarine cable licenses have just been granted by the government to the Summit and two other firms. This will allow for the introduction of bandwidth to the country via undersea cable networks. The Summit's voyage into the telecommunications industry began in 2009, when the BTRC launched the NTTN service to end the "monopoly" of the mobile network operators (MNO) in the industry. Summit Communications, along with Cdnnet Communications and Metacore Subcom, has recently been granted a license to build, maintain, and operate underwater cables, giving them even greater sway over information transfer within the United States and around the world.

In addition, Summit Group has a business named Cosmopolitan Communications, which offers "last mile" internet connectivity.

Objectives

Broad Objective

We will analyze Summit Communications Limited's current marketing strategy against industry standards, identify areas for improvement, and provide a fresh approach for the company to implement going forward.

Specific Objective

- Segmenting the market to improve the performance
- Recognizing the entirety of the procedures involved in developing marketing strategies
- How to put my skills and knowledge to use in actual situations

Finding & Analysis

Ineffective handling of the company's customers

While brand awareness, new client acquisition, and customer retention can all contribute to increased sales and business growth, the loyalty and dedication of existing customers and their referrals and other sales-boosting activities are essential.

Shortage of a Territorial Sales and Marketing Manager

The compensation plan in territory sales is often criticized for failing to attract individuals with advanced degrees. To get around this problem, the corporation frequently hires people based on word of mouth, which often results in the hiring of inefficient workers.

Chapter 4

Questionnaire

My questions for the 20 employees and 6 valued clients of this organization to provide the feedback of this research report.

General Section

1.Are you over 30 years of age? (Yes or No)

Analysis

Among of 26 responses we get to know that most of the employess and clients are over 30 and they have been running the business.

2.Are you willing to get connection from Summit Communications Limited?

Yes

No

Analysis

About 76% of people have shown interest to get the connection from Summit after their marketing campaign

Purchasing Experience

1. I have timely gotten the delivery after giving the work order

Analysis

As we can see 99% of client satisfaction has been shown while getting the Bandwidth.

2. Connection uptime was good during delivery

Analysis

During the delivery of the Bandwidth the uptime was satisfactory as per clients communication

Customer Control

- I am satisfied with the behavior of the sales representative

Analysis

As we can see the behavior of the employee of summit is quite impressive so we can tell that the sales & marketing department is effectively following the strategy

Employee Segment

1. Have you faced any kind of difficulties during convincing the client?

Analysis

In the chart most of clients are able to convince the clients to sell the Bandwidth. So it indicates that the marketing activities has been applied strategically on client according to the clients demand.

- Have you fulfilled the sales target demand in a quarter?

Analysis

Among of 20 employees of marketing department almost 17 employee fulfilled the target and besides that 3 employee who're very fresher in the department couldn't be able to meet the demand.

Conclusion & Recommendation

To sum up, I would say that my 3months internship was a very positive and beneficial experience overall. Because of my time spent working at the Summit Communication, I am certain that I have gained a significant amount of knowledge. It goes without saying that the technically-oriented portions of the work I have done are not perfect and that they could be improved given sufficient amounts of time. In light of the fact that I have no relevant experience,

I consider the time I spent conducting research and learning more about the topic to have been time well spent. It helped me learn more about the kind of work I would like to do in the future. The effectiveness and expansion of Summit Communication Limited are influenced by the company's operating procedures, relationships, and cross-departmental communication. The ability of a company's personnel to collaborate effectively is crucial to that company's success. Leader burnout and decreased productivity could occur if they attempted to oversee every aspect of business operation. Having competent leaders in charge of an organization's employees is also essential to the company's success. As a result, Summit Communication Limited needs to provide more training for their marketing staff on how to effectively display their cutting-edge products and services.

1. Hasan, M. (2022, December 8). *Summit: a major player in ICT infrastructure*. The Daily Star.

<https://www.thedailystar.net/business/economy/news/summit-major-player-ict-infrastructure-3190436>

2. Twin, A. (2022, June 24). *Four Ps of Marketing: Know What They Are*. Investopedia.

<https://www.investopedia.com/terms/f/four-ps.asp>

3. *Making SWOT Analysis Work | Emerald Insight*. (1989, May 1).

<https://www.emerald.com/insight/content/doi/10.1108/EUM0000000001042/full/html>

4. *Home*. (n.d.). <https://www.summitcommunications.net/>
5. Tony, T. (2020, April 7). *The 8 Best Marketing Practices for Maximum Effectiveness*.
tonyrobbins.com. <https://www.tonyrobbins.com/career-business/five-essentials-of-world-class-marketing/>
6. *2023 Marketing & Communications Summit | Destinations International*. (n.d.).
<https://destinationsinternational.org/2023-marketing-communications-summit>