

Report On
Evaluating the Effectiveness of Testimonials in Influencing customers
for Carnival Internet Experiences
(A concern of Dotlines Bangladesh Limited)

By
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19104075

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
January,2024

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our own original work while completing 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 which 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.

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Md. Ashfakur Rahman

Md. Ashfakur Rahman

19104075S

Supervisor's Full Name & Signature:

Mr. Shamim Ahmed

Senior Lecturer, BRAC Business School,

BRAC University

Letter of Transmittal

Mr. Shamim Ahmed
Senior Lecturer,
BRAC Business School,
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

Assalamu walaikum. I am delighted to present to present my internship report titled, “Evaluating the Effectiveness of Testimonials in Influencing customers for Carnival Internet Experiences.”

I want to convey my sincere thanks for the invaluable chance to intern as a Brand Marketing Intern at Dotlines Bangladesh Limited. During my internship, I gained hands-on professional experience and acquired essential skills that will significantly contribute to my next step toward a career.

I was responsible for a variety of tasks, including: I played a pivotal role in brand marketing during my internship, which involved campaign development, in-depth market research, social media content management, persuasive copywriting, and event planning.

I am appreciative of the opportunity to collaborate with a talented and supportive team of brand marketers, from whom I gained invaluable insights. The skills and knowledge acquired during this internship will undoubtedly benefit me in my future career.

Once again, I want to express my deep appreciation for this remarkable opportunity. Your support and guidance throughout my internship have played a pivotal role in my personal and professional growth.

Thank you.

Yours Sincerely,
Md Ashfakur Rahman
19104075
BRAC Business School,
BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Dotlines Bangladesh Limited and the undersigned student at BRAC University named Md. Ashfakur Rahman for the commitment of avoiding the unapproved divulgence of confidential data of the organization.

Full Name & Signature:

Md. Ashfakur Rahman

Md. Ashfakur Rahman -19104075

Brac University

Full Name & Signature:

Al- Amin Al- Ahad

AGM, Brand Marketing

Dotlines Bangladesh Limited

Acknowledgment

I am reaching out to express my heartfelt appreciation to everyone who assisted and guided me during my internship at Dotlines Bangladesh Limited, as well as in the preparation of this report.

Foremost, my gratitude extends to my supervisor, Mr. Shamim Ahmed, a Senior lecturer at BRAC University, for his invaluable guidance and unwavering support throughout the entire internship period. His expertise and insights played a crucial role in helping me complete this report.

Furthermore, I would like to express my thanks to my organizational supervisors, Al-Amin Al-Ahad, Head of Brand Marketing, and Sanjida Sultana, Specialist in People Management at Dotlines Bangladesh Limited. Their generosity in providing me with the opportunity to serve as a brand marketing intern at Dotlines and their mentorship during my internship have been truly appreciated.

Additionally, I am thankful to all my colleagues, especially Maruf Iftekhar Khan, brand marketer content and communication specialist at Dotlines Bangladesh Limited, for his support and guidance during my internship. I have learned a great deal from all of them.

Lastly, I am truly indebted to all those who supported me during my internship. I am confident that my newly acquired skills and knowledge will be highly beneficial for my next career.

Executive Summary:

This paper compares the success of customer testimonials in Carnival Internet's marketing strategy, which is a popular Bangladeshi ISP. Drawing from my personal experience as a brand marketing intern at the Carnival Internet Brand, this report utilizes my special position to provide an insider's view of how testimonies can be applied and why such application is important.

The study investigates a number of testimonial strategies, including their interaction with digital platforms like social media and how they influence consumer action plans as well as brand credibility. A single methods approach that combines expert interviews and focus groups to measure the impact of testimonies is used in this report. The report seeks to offer strategic insights as a means of enhancing Carnival's marketing efforts. It emphasizes the importance of testimonials in customer acquisition, retention, and brand awareness. Carnival can make the most use of its testimonies in the highly competitive ISP market by using the report as a basic structure.

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Chapter 1 Overview of Internship

1.1 Student information

Name: Md.Ashfakur Rahman

Student ID: 19104075

Program: Bachelor of Business Administration (BBA)

Major/Specialization: Marketing

Minor: Computer Information System

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Internship Period: 13 Weeks; 8th October,2023-5th February, 2023

Company Name: Dotlines Bangladesh Limited

Department/Division: Brand Marketing

Address: Uday Tower, Level 12 57 & 57/A, Gulshan Avenue, Dhaka-1212.

1.2.2 Internship Company Supervisor's Information: Name, Position, Phone number, Email ID

Supervisor name: Al -Amin Al-had,

Position: AGM, Brand Marketing, Dotlines Bangladesh Limited

Phone Number: +88017088133960

Email: alahad@ssd-tech.io

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I got the opportunity to participate in a variety of brand marketing projects while I was an intern at Dotlines Bangladesh Limited, which gave me invaluable learning experiences. I gained knowledge and skills from this practical experience that will help me succeed in my future career aspirations. I am grateful that I had the opportunity to intern at Dotlines Bangladesh Limited. It was a demanding and rewarding experience that well prepared me for the next phases of my career.

Some of my major job responsibilities are given below:

- ✓ Developing and carrying out brand marketing plans for Dotlines Bangladesh Limited's portfolio of brands, which includes Carnival Internet, The Eastern Pickle Company, Carnival Assure, and Carnival Care. For any brand, this entails developing target consumers, positioning, and brand messaging.
- ✓ Conducting market research and analysis to identify trends, opportunities, and threats.
- ✓ Creating and managing social media content for different brands, including developing and posting text, images, and videos.
- ✓ Writing and editing marketing materials, such as blog posts, email newsletters, and website copy.
- ✓ Assisting with event planning and execution includes developing concepts, managing budgets, and coordinating logistics.
- ✓ Measuring and reporting on the results of marketing campaigns, including tracking website traffic, social media engagement, and lead generation.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the company

As a brand marketing intern at Dotlines Bangladesh Limited, I had the opportunity to make significant contributions to the company in a number of ways.

- ✓ **Increased brand visibility:** I worked closely with the marketing team to develop and implement new marketing campaigns that increased brand awareness and identity consideration among our target audience. For example, with the effort of our full brand marketing team, we created a social media campaign for Carnival Internet that generated positive impressions and resulted in awareness, leads, and sales. Besides, I also work with the marketing team for the “Free Installation” campaign, create testimonial videos of the customers, and maintain the Tiktok Business profile for brand identity and visibility.

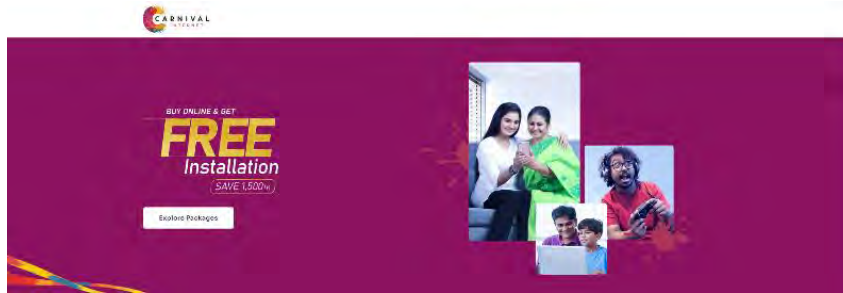


Figure 1: Carnival Internet Campaign website Interface

Figure 1

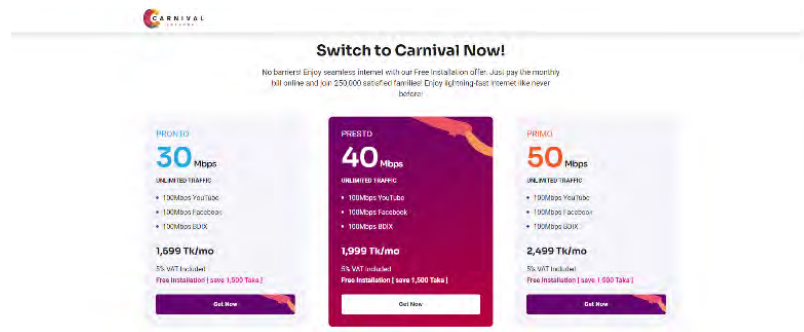


Figure 2: Free Installation package details

Figure 2

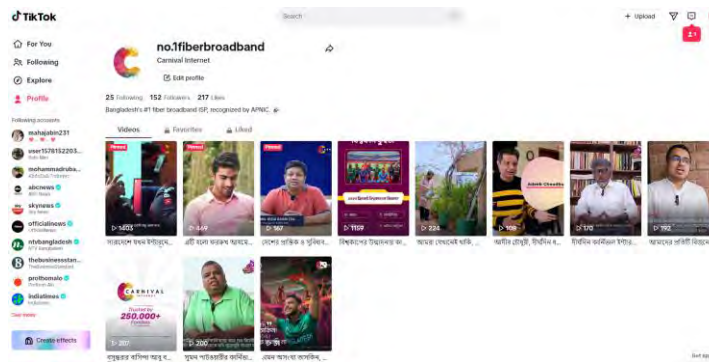


Figure 3: Carnival Internet Tiktok profile Interface

Figure 3

- ✓ **Developed new marketing materials:** I wrote and edited a variety of marketing materials, including article writing, email marketing, and social media, website copy, what’s app blast. I also created and managed social media content for B2B market place for the liked in platform, Create an advanced FAQ format for the Eastern pickle company.

১। **জলপাইয়ের আচার (বিপ্লব)**

জলপাই নামান্নার স্বাদ্ধার রসনা উপভব্বী। এটি রূপ ও উৎপাদন কামত, সন্তোষমণ থেকে ককর করে এনা, যেকোনো পাক রুচ থেকে থেকে সন্ধ্যা করে। এছাড়াও বন্ধ শর্করার পরিমাপ ও কোলেস্টেরল কামতের প্রদান এবং রক্তচাপের ব্যাধ কামতের ভূমিকা রেখেছে।

করু পুষ্টিগুণই না, জলপাই এর সাথে আমাচারের পেশকের স্বাস্থ্যও রয়েছে অসংখ্য। পরিবারের সবার সাথে মনে মিলিতর সাথে পাক স্বাদ জলপাইয়ের আচার তিরব ময়ের বেলে পোতা আচার থেকে মূলতিক যাওয়া, এমন অসংখ্য পেশকের অভ্যুত্থে রয়েছে জলপাইয়ের আচার।

আর সেই সন্তু রত জুড়তে ইন্টার্ন শিকেলস কোম্পানি নিয়ে এসেছে টিক মিটি আর এভটুয়ানি আচারে পাহরকই, কুটিরননে কেরি জলপাইয়ের আচার। জই, দর্শীর মতের সেবা রূপে কেরি জলপাইয়ের আচারে তির থেকে অসংখ্য আমান্নাকের।

২। **হালডার আচার (বিপ্লব)**

ইংলেডিতে চলেসকতে বক হই elephant আদেশ আর পুষ্টিগুণ অসংখ্য। এটি পই আটিকিউশেষ্টে সমৃদ্ধ, তিরমিন সি, তিরমিন ই ও প্রোবায়োটিক। যা স্বকর কোলেজেন সংশ্লেষণে সহায়তা করে স্বকতে রূপে সর্ভীর ও প্রাপকর।

হালদা আমাচারের শির মদের রতিকর না থাকলেও হালডার আচারে কিছু সংস্করণই পাবে। আর জই স্বাদ ও কুপারামান তির থেকে সেবা উপকারণ ও দর্শীর মতের রেসিপিগের তিরি হয় ইন্টার্ন শিকেলস কোম্পানির হালডার আচার। যা থেকে দেখলে, সেত পামলতে পরবেন না আশ্বিনী।

৩। **সাই এর আচার (মিটি)**

মৌসুমী ফল রূপেই, জই শিরে আচারে বানিয়ে আমাচারের দর্শী-দর্শীর পাহরকর করে অসংখ্যে বহু বছর ধরে। আর সেই হালডারিকারেরই ইন্টার্ন শিকেলস কোম্পানি নিয়ে এসেছে টিক-হাল-মিটি বই এর আচার। প্রতিটি উপকারণের গুণগত মান তির থেকে এবং সেবা রেসিপিগের তিরি হয়, এ আচার থেকে যেমন মজাদার, তেমনি স্বাস্থ্যের জন্যও খুব উপকারী।

জই-ও মিটিমিন সি-এর পরিমাপ অমের বেশি। এছাড়াও আছে মিটিমিন এ ও বি কমপ্লেক্স। প্রয়োজনীয় বনিত পদার্থেও আমাচারে টিক বই। এতে আছে ক্যালসিয়াম, পুষ্টিগুণ, আয়রন ও ভসফরাস। আকর্ষনাম আমাচারে টিক ও মাত্র আসে রাখে। এর পরিমাপ আমাচারের শিরে মনেস্ট্রোমিগের হারনামা বন্ধর রূপেও সহায়তা করে।

জই, স্বাস্থ্যের সুস্বাদুর আটিকারী মতের জই এর আচার থেকে পুরে চমৎকার এক ট্রিশ। ইন্টার্ন শিকেলস কোম্পানির আচার থেকে স্বাস্থ্যবানি যেন ও সম্পর্ক পুষ্টিগুণ বন্ধর থেকে তিরি করা হয়, জই কোর থেকে মজাদার ধরেন না, এর পুষ্টিগুণের জন্যেও জই এর আচারে তিরন রাখলেই থেকে।

Figure 4: Description of EPC (The Eastern Pickle Company products)

Figure 4

- ✓ **Assisted with event planning and execution:** I played a key role in planning and executing various events for the Carnival Internet brand. This included coordinating a product launch event for the introduction of the B2B Customize package, collecting testimonials, managing a trade show booth, and preparing a calendar.

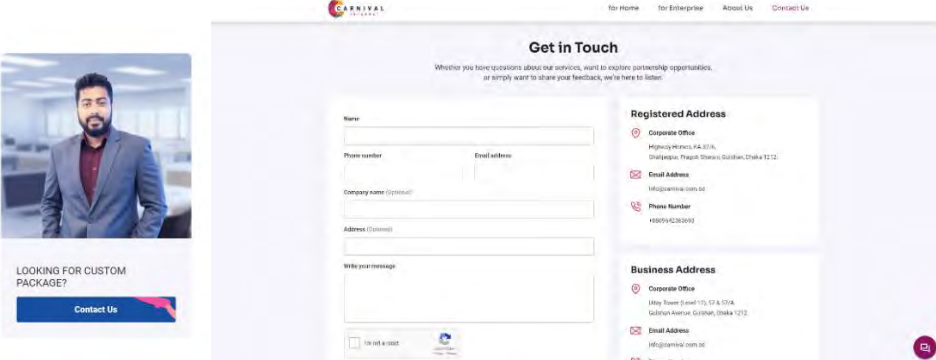


Figure 5: Customize Internet Package for B2B Client

Figure 5

- ✓ **Measured and reported on the results of marketing campaigns:** I meticulously tracked and analyzed the outcomes of marketing campaigns, identifying successful strategies and areas for improvement. Subsequently, I communicated these findings to the marketing team, enabling them to make informed adjustments.

1.3.2 Benefits for the Student

As a brand marketing intern at Dotlines Bangladesh Limited, I gained several benefits, both professionally and personally.

- ✓ **Hands-on experience in brand marketing:** I learned how to develop and implement marketing campaigns based on the objective of the brand, generate ideas for social media content, and write marketing materials like guidelines, descriptions, analysis reports, and communication processes. Additionally, I gained experience in market research to understand in-depth market scenarios, competitive analysis for measuring prospects. Besides, I was able to apply my theoretical knowledge of brand marketing to real-world situations. This helped me establish my understanding of the importance of brand identity, brand messaging, and the target audience.
- ✓ **In-depth understanding of brand marketing activities:** I learned about a wide range of brand marketing activities with an amazing brand marketing team of Dotlines, including market research, competitive analysis, campaign development, content ideation, and social media marketing. I also learned how these activities are interconnected for building a brand identity. I was involved in a variety of projects, such as developing social media campaigns for the Carnival Internet brand and EPC, writing articles for Business magazine and newspaper, copy, captions, and posts about new products and services, and creating marketing materials for the eCourier, Assure, and EPC.
- ✓ **Personal growth expanded my network and self-discovery:** I learned to use new tools like 'Mid Journey' and 'Mailchimp,' discovered my strengths and weaknesses, and identified areas where I needed to improve. I made numerous professional contacts during my internship, including other marketers, advertising professionals, and media representatives. This network will be beneficial to me in my future career.
- ✓ **Healthy work environment:** I enjoyed a healthy, stress-free, and joyful work environment, which is crucial for overall well-being and productivity. This environment helped me learn and grow as a brand marketer.
- ✓ **Possibility of a permanent position:** Dotlines Bangladesh Limited offers me the opportunity to go into a permanent capacity, which would be a great start to my career in brand marketing.

- ✓ **Pay and benefits:** In comparison to Bangladesh's corporate sector, I was paid competitive remuneration during my internship with Dotlines Bangladesh Limited. As part of my whole compensation package, I also received free meals and snacks.
- ✓ **Support and direction:** I had the good fortune to receive mentoring from experienced brand marketers, which really improved my education and growth as a person.

To sum up, I had an excellent internship experience at Dotlines Bangladesh Limited. It increased my confidence for the future, gave me useful knowledge and skills, and broadened my professional network.

1.3.3 Problems/Difficulties (faced during the internship period)

Overcoming obstacles was a crucial component of my internship experience in brand marketing, covering both work-related and personal facets:

- ✓ **Getting used to a new work environment and way of life:** It required adjustment to learn how to deal with people from different backgrounds, meet deadlines, and exchange a new work culture.
- ✓ **Balancing several tasks and deadlines:** As a brand marketing intern, I frequently had to manage multiple projects and fulfill strict deadlines. Despite the difficulties, I learned a lot about setting priorities, managing my time well, and communicating clearly with my boss and coworkers as a result of this.
- ✓ **Managing feedback and setting expectations:** It was crucial for my professional development that I received a range of input from my peers and supervisor, including both critical and constructive criticism. It was difficult to digest at times, even though it was essential to growth.
- ✓ **Maintaining motivation and focus:** Flexibility was needed to stay motivated and focused, especially on projects that management had selected with inadequate communication channels. Developing the ability to stick to my objectives in the face of adversity has been essential to my success as a professional.

1.3.4 Recommendations (to the company on future internships)

- ✓ **Create a dedicated internship program website:** This website will be a one-stop solution for students those who wants to learn about Dotlines Bangladesh Limited’s internship opportunities, Application process, sub-brand and company culture. The website should include information regarding internship opportunity. At the same time the highlights the testimonials from past interns for a positive impression.

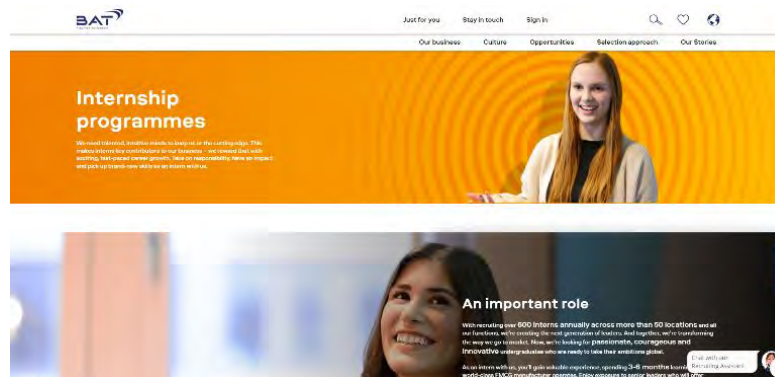


Figure 6: BAT Internship Program website interface

Figure 6

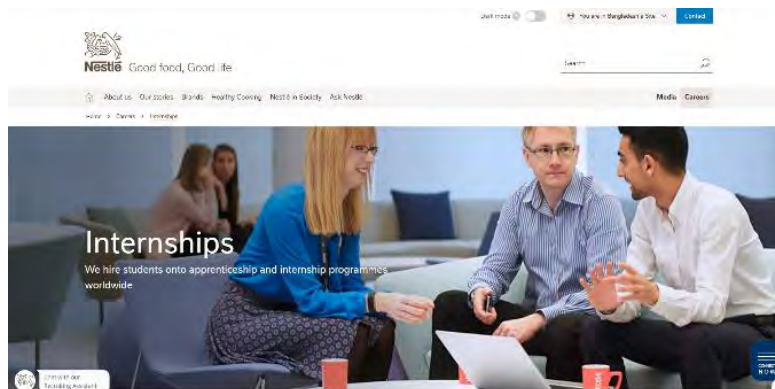


Figure 7: Nestle Internship website Interface

Figure 7

- ✓ **Develop a structured internship program curriculum:** Following a proper structure for the Internship program will help to ensure that all the interns will experience a meaningful and productive learning journey. The structure should include a mix of on-the-job training, workshops, and mentorship opportunities for a better growth.

Week 1: Orientation and Introduction
Week 2-4: Training and Skill Development
Week 5-8: Project Work and Application
Week 9-10: Mid-Internship Review
Week 11-12: Specialized Projects and Advanced Learning
Week 13-14: Final Projects and Deliverables
Week 15-16: Wrap-up and Evaluation

Table 1

Table 1: Internship program Structure

- ✓ **Provide interns with opportunities to build network:** This chance will help interns discover more about their future careers and make valuable connections with their mentors and coworkers. Dotlines can plan events and mentorship programs that focus on job responsibilities to guide interns in the right direction for their future.
- ✓ **Promote Dotlines' internship program:** Dotlines can share stories from previous interns about their internship experience on various social media platforms. This can help attract more potential applicants for future internships.
- ✓ **Collect feedback from interns:** This feedback can be used to improve the internship program for future interns. Dotlines Bangladesh Limited could conduct exit interviews or send out surveys to interns at the end of their program.

Chapter 2: Organization Part

2.1 Introduction:

Dotlines Bangladesh Limited, a multinational technology venture headquartered in Singapore, has a rich history spanning 19 years. Dotlines is committed to making a positive impact on the world, with the vision of simplifying business and life for everyone. It offers a wide range of products and services, including connectivity, education, insurance, livelihood, migrant services, and many more. Carnival Internet, eCourier, eCare The Eastern Pickel, Audra, Carnival Assure, and Kisti King, which have 22 technologically driven enterprises under their portfolio, have improved the standard of living of over eight million people worldwide in a significant and positive way. A diversified team consisting of more than 1,100 experts, operating in 19 countries and representing 12 different nationalities, is the inspiration behind this incredible adventure. Dotlines is becoming a well-known supplier of cutting-edge tech solutions.

Global Presence: <https://dotlines.com.sg/>



Figure 8: Global presence of Dotlines

Figure 8

2.1.1 Objectives

- Gain a comprehensive understanding of Dotlines Bangladesh Limited's brand value, brand positioning, current operations, business processes, and future plans.
- Gain insight into the details of the organizational structure, areas of operation, and internal processes of Dotlines Bangladesh Limited, like the target audience and customer journey.
- Evaluate the competition and market opportunity of Dotlines Bangladesh Limited, as well as analyze the organization's marketing landscape.
- Determine and evaluate the important stakeholders involved in Dotlines Bangladesh Limited, and design plans for maintaining and encouraging a close connection with them.
- Working on practical campaigns and promotions with the marketing team to develop and implement brand marketing strategies for Dotlines Bangladesh Limited allowed me to expand my knowledge and abilities in brand marketing.

2.1.2 Methodology

The information and understanding that I obtained throughout my internship as a brand marketing intern at Dotlines Bangladesh Limited are reflected in the methods used in this report. The strategy was extensively developed in order to ensure an in-depth and balanced point of view, specific to my position and the larger business picture.

- **Primary Source:**
- ✓ **In depth interviews:** A vital aspect of this approach was interviewing key members of the organization's staff comprehensively. The brand manager, the marketing director, and other prominent members of the marketing team were interviewed for the report.
- ✓ **Individual Monitoring and Engagement:** During my internship time period at Dotlines as a brand marketing intern, I was able to manage primary data from my day to day activities. I was able to gain practical knowledge by engaging in marketing campaigns and activities, which is a significant portion of this report.
- ✓ **Analysis of Company Data:** A crucial part of gathering primary data was analyzing company data, which included sales data, website traffic, and social media engagement. The qualitative method gave significant performance insights into the company.

➤ **Secondary Sources:**

- ✓ **Company Materials:** The official web page of Dotlines Bangladesh Limited, as well as all the brands that I worked with during my internship journey. Besides, yearly reports and additional marketing materials were used as secondary sources. These sources provided a more comprehensive overview of the company's brand advertising approaches and initiatives, making them crucial secondary examples.
- ✓ **Industry Reports and Publications:** To obtain a more comprehensive understanding and to compare Dotlines to industry norms, external sources were investigated, including reports from the industry and publications on brand marketing.
- ✓ **Case Studies:** Analyzing case studies of effective brand marketing campaigns enhanced secondary data sources even more and made it possible to pinpoint effective tactics and best practices.

➤ **Analyzing Data:**

A range of methodologies were used to analyze the data gathered, including:

- ✓ **Content Analysis:** To determine the brand message and position of Dotlines Bangladesh Limited, an evaluation of the company's website and promotional materials was conducted.
- ✓ **Social media analysis:** The target audience's demographic information and levels of commitment were determined by carefully evaluating Dotlines Bangladesh Limited's social media accounts. Like, Linked in, Facebook, What's app etc.
- ✓ **Data analysis:** Identifying effective marketing materials to engage new customers, monitoring trends in website traffic, social media engagement, and analyzing sales data were essential for this report. Quantitative discussions on these topics occurred with internal members. However, due to privacy and confidentiality concerns, they were unable to provide the raw data required for a comprehensive analysis.

2.1.3 Scope

- ✓ I collected information from a number of sources, including the websites of the businesses, scholarly articles, study guides, and other prospective sources.
- ✓ This report is primarily concerned with the Bangladeshi market.
- ✓ Employees of the organization were consulted in order to gather the data.

2.1.4 Limitations

- ✓ The three-month internship program sets boundaries for the report.
- ✓ The principal source of data is primary, which might have drawbacks when compared with secondary data sources.
- ✓ A particular section of the data was confidential and was not allowed to be published in the report.

2.1.5 Significant

- ✓ Learn more about the entire brand marketing process, from conception to implementation.
- ✓ Find out about the possibilities and difficulties associated with marketing in Bangladesh.
- ✓ Improve my analytical and research skills.
- ✓ Increase my capacity to express complicated ideas concisely and clearly.

2.1.6 Value to Dotlines Bangladesh Limited

Dotlines is expected to benefit from the report in a number of ways, including:

- ✓ Figuring out where the company's brand marketing strategies need to be improved.
- ✓ Creating fresh, more potent brand marketing initiatives.
- ✓ Assisting in the orientation of new hires to the brand marketing strategy of the organization.
- ✓ Comparing the company's brand marketing strategies to those of rivals.

2.2 Overview of the Company

Dotlines, a global technological venture with its headquarters in Singapore, is dedicated to improving people's lives through the use of cutting-edge technology. Dotlines is a global company with operations in Asia, the Middle East, and Europe. Its diversified portfolio spans several domains and aims to improve lives.

2.2.1 Background Story of Dotlines

Systems Solutions & Development Technologies Limited (SSD-TECH), a technology service provider, was where Dotlines' journey started in 2004. This Bangladeshi-based business, which operates globally, proved its competence by offering services and solutions to a range of clients, including telco, banks, and non-banking financial institutions, IT farm and many more.

Following an excellent domestic run, SSD-Tech opened an international branch in Malaysia in 2007 as part of its Asia Pacific regional expansion. Later on, the business moved to the UK to better serve its European clients.

2.2.2 Dotlines Bangladesh Limited as an organization

Dotlines Bangladesh Limited is a renowned large information technology venture that provides technological support to individuals and organizations worldwide. Now it operates offices in many different countries. The journey started in 2007 in Dhaka. With more than 1100 team members and a growing footprint across 19 countries, Dotlines Bangladesh Limited seeks to make millions of people and businesses happy. Its initiatives cover a wide range of digital services, including online payments, internet connectivity, security, and insure-tech and many more.

Dotlines Bangladesh Limited operates across a variety of industry verticals and is a major player in Bangladesh's economy. With locations across the globe, including the UK, India, Thailand, Malaysia, Myanmar, Egypt, South Africa, Singapore, and Sri Lanka, the company is well-known.

2.2.3 Vision

“Simplify business. Simplify life.”

Dotlines Bangladesh Limited wants to create a prosperous world for everyone.

2.2.4 Mission

" To ensure most effective customer satisfaction by emphasizing efficiency, innovation, and teamwork.

The objective is to lead the industry in providing digital solutions and to innovate technology in ways that benefit society.

2.2.5 Core Values:

- ✓ **Efficiency:** Dotlines Bangladesh is dedicated to providing its customers with the quickest, most efficient service possible. Modern technology and efficient procedures are employed by the organization to guarantee that its customers can eagerly obtain its goods and services.
- ✓ **Innovation:** In order to create fresh goods and services that satisfy the demands of its customers, Dotlines Bangladesh Limited is always coming up with new ideas. The company makes significant investments in R&D, and it's skilled workforce always comes up with innovative ideas to improve Dotlines' operational effectiveness.
- ✓ **Teamwork:** Dotlines Bangladesh Limited thinks that the best approach to accomplishing its objectives is through productive teamwork. The company fosters a collaborative environment where employees are encouraged to work together and share ideas. This teamwork approach has helped Dotlines become one of the leading companies in Bangladesh.



Figure 9: Core values of Dotlines

Figure 9

2.2.6 Dotlines Initiatives

- ✓ **SSD-TECH:** Established in 2004 as a technology solutions company, SSD-TECH meets the specific needs of the Bangladeshi people and provides innovative, customized solutions to telecom providers and companies. The company has been providing platforms with value-added services to the leading telecom operators in Bangladesh since 2008.



Figure 10: SSD Tech Logo

Figure 10

- ✓ **Carnival Internet:** APNIC - recognized as a leading fiber broadband internet service provider is Carnival Internet. Their main goal is to guarantee that everyone in the country, even those places without fiber infrastructure, has access to dependable, fast internet. Carnival Internet, which has a solid reputation for reliability, enables people, companies, and communities to thrive in the contemporary digital environment.



Figure 11: Carnival Internet Logo

Figure 11

- ✓ **Carnival Assure:** The first insurance-tech company in Bangladesh is called Carnival Assure. By lowering the cost and increasing accessibility of insurance products for all, it transforms the way that people consume insurance. A variety of insurance products, such as health, life, and travel insurance, are available from Carnival Assure.



Figure 12: Carnival Assure Logo

Figure 12

- ✓ **Carnival care:** Carnival Care is an online medical service and digital clinic. It delivers medications right to patients' doorsteps and gives them online access to physicians and other healthcare providers.



Figure 13: Carnival +Care Logo

Figure 13

- ✓ **Sohoj:** Sohoy is a platform where migrants can send and receive money. It facilitates the process of sending money to migrant workers' families back in Bangladesh.



Figure 14: Sohoy Logo

Figure 14

- ✓ **Lattu:** The first technologically enabled affiliate promotion platform in Bangladesh is called Lattu. Through the use of affiliate marketers, it assists companies in expanding their consumer base and promoting their goods and services.



Figure 15: Lattu Logo

Figure 15

- ✓ **eCourier:** The leading logistics provider, eCourier, offers tech-enabled one-stop delivery services. It provides a wide variety of logistics services, such as fulfillment, warehousing, and delivery, for online retailers.



Figure 16: eCourier Logo

Figure 16

- ✓ **Audra:** Audra provides on-demand device behavior customization and management. It assists companies in controlling and personalizing how consumers' internet-connected devices—like tablets and smartphones—behave.



Figure 17: Audra Logo

Figure 17

- ✓ **Ghoori Learning:** Ghoori Learning is an online learning platform that provides courses focused on knowledge and skills. It gives access to a wide number of students across the country to learn digital skills for a better outcome.



Figure 18: Ghoori learning

Figure 18

- ✓ **BanglaCut:** BanglaCut provides hand-cut, organic meat to premium customers. In addition to cutting meat by hand and bringing it right to customers' houses, it offers other additional services like preserving and cooking tips.



Figure 19: Bangla Cut

Figure 19

- ✓ **The Eastern Pickel:** Dotlines starts their journey at the FMCG market with their pickles, dips, and sauces with the name The Eastern Pickel. EPC goes above and beyond to provide the best-tasting, freshly-picked pickles that are packaged in joyful jars. With more than 9 pickle flavors, EPC is currently the market leader with 37% market share on the digital platform.



Figure 20: The Eastern Pickle Company

Figure 20

- ✓ **Pulse:** Pulse offers Bangladeshi companies a digital marketing platform. It aids companies in expanding their clientele, building and maintaining an online presence, and gaining new customer.



Figure 21: Pulse Logo

Figure 21

2.2.7 Dotlines Flagship Brands:

Dotlines is a fast-expanding Bangladeshi business that is dedicated to innovation. The business's flagship brands have all become leading competitors in their respective fields, offering millions of Bangladeshis convenient services for delivery, accessible insurance, and high-speed internet.



Figure 22: Dotlines Flagship Brands

Figure 22

2.2.8 Contributions and Growth of the Company

Dotlines Bangladesh Limited is a multinational technology venture that is committed to making a positive impact on the world, with the vision of simplifying business and life for everyone. It offers a wide range of products and services, including connectivity, education, insurance, livelihood, and migrant services. Just like those services

The economic benefits of Dotlines Bangladesh Limited are substantial. The business works with 22 brands and is constantly growing into new markets, such as internet connectivity, security, insure-tech, FMCG, online payments, and many more. Dotlines has demonstrated its dedication to business enhancement by increasing its revenue year over year and exhibiting impressive growth in the future.

2.3 Management Practices

I will give an in-depth description of Dotlines' management procedures in this section, including leadership philosophies and internal HR planning procedures. My experiences and observations from my internship in brand marketing serve as the foundation for my insights.

2.3.1 How Dotlines Bangladesh Limited Leads

The leadership style of Dotlines Bangladesh Limited is a blend of participative and democratic approaches. The executives of the company believe that each member of the staff can offer something worthwhile. They give their team members the freedom to decide for themselves and to take responsibility for their work, actively involving them in the decision-making process. This management approach has contributed to Dotlines Bangladesh Limited's growth into a profitable and inventive business.

The leadership style of Dotlines Bangladesh Limited has numerous advantages. Among the advantages are:

- ✓ **Enhanced worker engagement:** Workers are more likely to be involved in their work if they believe they are part of the decision-making process.
- ✓ **Better decision-making:** Informed and strategic decisions are more likely to be made when multiple people contribute to the decision-making process.
- ✓ **Enhanced innovation:** A more inventive and creative atmosphere can be fostered with the support of participatory leadership.
- ✓ **Enhanced morale among staff members:** Content and efficient workers are more likely to feel appreciated and respected.



Figure 23: Matin Mahbubul - A Visionary Leader Changing Bangladesh's Tech Industry

2.3.2 Combining The idea of letting and Progressive Leadership

Dotlines uses a special integration of proactive, democratic, and open-ended management approaches. With this hybrid approach based on situation demand, employees will be given the freedom to select their work methods and be encouraged to participate and be innovative. During my internship in the brand marketing team, I saw closely how this type of leadership affected different areas of the company.

2.3.3 Reaching Goals for the Organization

The corporate culture at Dotlines is largely shaped by its combination of open-ended and freedom-of-action leadership styles. The following is how this leadership approach aids in accomplishing the objectives of the company:

- ✓ **Transparency and Communication:** Honest and open interaction is encouraged by democratic leaders. It always helps all the employees of the organization to feel free to voice their opinions and concerns. This open channel of communication promotes well-informed decision-making and synchronized goals.
- ✓ **Team Collaboration:** Dotlines promotes a collaborative environment by including all team members in decision-making processes. Teams have the flexibility to work together effectively, leveraging their diverse expertise to achieve the company's goals.
- ✓ **Innovation and Creativity:** Giving workers the freedom to select their own working styles and procedures encourages innovation and creativity. It inspires people to apply their creativity and offer original ideas that can advance the business toward its goals.
- ✓ **Trust and Flexibility:** The level of trust and flexibility among employees is remarkable. This trust enables members of the marketing team to explore innovative and creative approaches freely. Employees are granted the freedom to seize opportunities in order to achieve organizational goals and adapt to changing circumstances
- ✓ **Customer-Centric Approach:** The customer-centric strategy enables the organization to meet customer demands effectively by valuing their feedback and adjusting its methods and products accordingly. This approach helps in reaching objectives by aligning marketing campaigns with customer preferences.

2.3.4 Obstacles and Things to Think About

While these leadership concepts offer many advantages, it's important to acknowledge some potential drawbacks:

- ✓ **Conflicts:** Open and honest communication can sometimes lead to disagreements. However, these conflicts can be constructive as they encourage diverse perspectives and well-informed decision-making.
- ✓ **Suitability for Specific Roles:** The flexible work environment may not be suitable for every position. Some employees, like interns and recent hires, may require a well-structured support system to succeed, including extra guidance and supervision.

2.3.5 The Human Resource Planning Process at Dotlines

- ✓ **Recruitment and Selection:** Dotlines keeps hiring and selection processes organized. Finding people who share the business's values and vision is crucial, and this careful approach makes sure that the correct people are brought on board to help the organization achieve its goals.
- ✓ **Compensation Plan:** Dotlines provides an industry-standard salary to its employees as well as a comprehensive structure that inculcates a festive bonus, incentives, and extra gifts to motivate their employees for the betterment of the future.
- ✓ **Initiatives for Training and Development:** Giving the opportunity to all the employees to know and learn from each and every aspect is the top priority. Besides, to achieve this goal, training and development are top objectives. It helps fresh graduates as well as existing employees to know about the corporate culture and work responsibilities.
- ✓ **Productivity Evaluation Process:** Dotlines arrange a healthy competition among all the internal members to give their best for a specific time period and get something great from the organization or team leader based on the evaluation that is manually done by each and every member of the team. This interesting initiative helps them identify areas that require improvement as well as motivate employees to do better day by day.

2.4 Marketing Practices

Dotlines Bangladesh Limited's marketing team is known as the MarCom team. This team is very essential to increasing brand recognition and product and service exposure for all the brands of Dotlines.

2.4.1 Marketing Objectives

- ✓ **To produce leads and sales for different corporate divisions:** Dotlines creates and manages a variety of advertising campaigns. Their effective strategy for offering Their methodical approach to offering product and service for digital advertising helps generate targeted leads. By expertly optimizing paid search ads that target certain demographics, interests, and areas, they ensure a satisfying ROI (return on investment) for the customers they serve.
- ✓ **To build brand value:** Dotlines achieves this by creating and sharing relevant, timely, and trustworthy content. This content attracts and maintains the interest of a targeted audience, ultimately leading to profitable customer action.
- ✓ **To increase brand awareness:** Dotlines accomplishes this by establishing connections with an appropriate target audience on various social media networks. They introduce an extensive variety of goods and services on various social media networks. Additionally, they connect with the audience, helping them to understand the advantages of their goods and services.

2.4.2 Marketing Strategy

Diversified Marketing Strategy: To increase its profit margins and reduce risks, Dotlines, a multinational venture with 22 sub-brands and operations in 19 countries, uses an integrated marketing strategy. With this approach, we acknowledge that not every brand is a moneymaker and instead take a more comprehensive look at the journey of each sub-brand. Entrepreneurs view new business endeavors as chances to grow and lower risk, enhance brand awareness, draw in new customers, generate extra income, and gain from convenience of scale.

2.4.3 Target customers, targeting and positioning strategy

- ✓ **Target Audience:** Dotlines specializes in providing cutting edge solutions to the potential customers for their day to day life. Additionally, they are helping businesses improve their online presence and reach their goals through effective communication. Besides, based on the particular need of the customers different brands of dotlines maintain their targeting strategy.
- ✓ **Unique Selling Proposition (USP):** By continuously creating excellent, informative material that its audience enjoys, relate and shares, Dotlines establishes its position as an expert in the field of serving in a structure format with a great flow. The proven track record has consistently helped businesses achieve their objectives.
- ✓ **Value Proposition:** The marketing team at Dotlines highlights the benefits it offers to customers by providing a full range of marketing content services, such as:

1. Development of content strategies
2. creation of content
3. Content promotional efforts
4. Analyzing and measuring content

Table 2

Table 2: Value proposition structure

2.4.4 Marketing channels (for product as well as services)

- **Selling Directly:**
 - ✓ **Telemarketing:** To reach prospective customers directly and advertise their internet packages, FMCG products, and other services like Internet solutions (Audra), health care (Carnival Care), insurance services (Assure), and many more. Dotlines employs a group of dedicated telesales executives for each brand.
 - ✓ **Retail Sales:** To introduce their goods and services to the customers, Dotlines sends retail sales executives to visit them and provide them with mandatory information or services that customers are seeking.

➤ **Channels for Digital Marketing:**

- ✓ **Search Engine Optimization (SEO):** To increase the visibility or performance of their website and pages in search engine results pages (SERPs), Dotlines invests in SEO efforts. This draws in organic traffic from prospective customers looking for assistance.

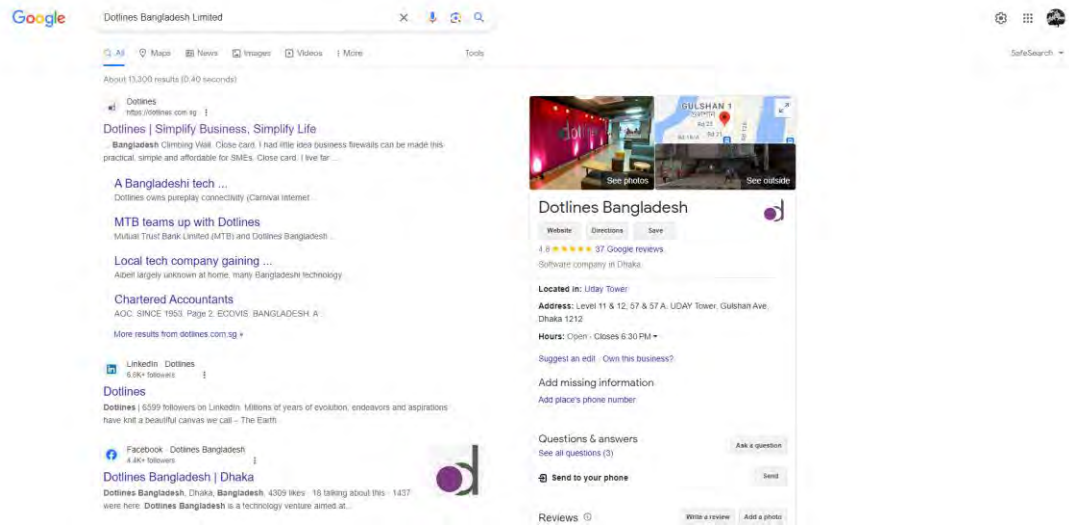


Figure 24: Google Search (Dotlines)

Figure 24

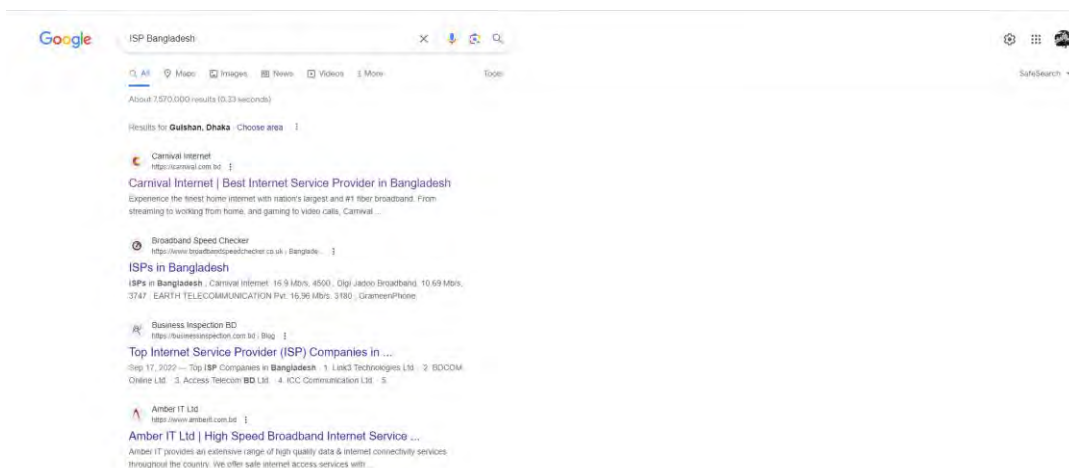


Figure 25: Google search “ISP” (Carnival Internet)

Figure 25

- ✓ **Digital Advertising:** To draw in potential customers and advertise their goods and services, Dotlines produces interesting and educational advertisements on a variety of social media platforms, such as pictures, videos, and motion graphics.



Figure 26: Carnival Assure Digital Advertisement

Figure 26

- ✓ **Social Media Marketing:** To engage with their target audience, share updates, and advertise their products, Dotlines keeps an active presence on a number of social media sites, like Dedicated website, Facebook, Instagram, LinkedIn, and TikTok.



Figure 27: Thank you post for B2B client of Carnival Internet (A concern of Dotlines)

Figure 27

- ✓ **Video Marketing:** Dotlines creates and distributes high-quality videos via their website, social media accounts, and other online platforms to highlight their goods, services, and areas of expertise for different brands under the concern of Dotlines, and for this task, the Marcomm Team is always responsible.



Figure 28: Video marketing content for Carnival Internet

Figure 28

URL: <https://www.facebook.com/carnival.internet/videos/1090174268802250/>

- **Word-of-Mouth Marketing:**
- ✓ **Employee Advocacy:** Dotlines encourages its staff members to act as brand ambassadors by recommending and sharing favorable experiences with their personal networks.



Figure 29: Marufur Rahman Rana, Head of Business, Carnival Assure sharing his journey of 10 glorious years with Dotlines.

Figure 29

- ✓ **Customer Testimonials:** In order to establish credibility and trust, Dotlines collects and displays customer testimonials from happy clients on their website and social media sites as a promotional material.



Figure 30: User experience of Carnival Internet
(A part of testimonial)

Figure 30

- **Tailored Marketing:** Targeting a specific segment and providing them goods and services helps Dotlines meet the needs of customers based on their demands. Tailored marketing helps Dotlines to target a specific market segment and provide them with all the necessary information by creating customized advertisements and funnel strategies.

Let's examine Carnival Internet and EPS's methods for segmentation, for instance:

- ✓ **Carnival Internet:** Behavioral segmentation and psychological segmentation are combined by the ISP Carnival Internet. They customize internet plans to fit the requirements of customers with various personal characteristics and lifestyles. They are able to offer customized offerings to different customer segments.
- ✓ **Eastern Pickle:** Targets its customer base by using demographic and geographic segmentation. Geographic segmentation aids in their operational planning and guarantees effective service.

➤ **Additional Channels**

- ✓ **Partnerships:** Dotlines collaborates with other businesses in the industry to expand their reach and expertise, gaining access to new markets and potential customers.



Figure 31: A part of Dotlines Partnership with Different Organizations and Brand

Figure 31

- ✓ **Industry Events:** Dotlines actively participates in industry events to network with potential clients, showcase their expertise, and stay up-to-date on the latest trends in content marketing.

MTB Inks Deal With Dotlines Bangladesh Limited



Mutual Trust Bank Limited (MTB) and Dotlines Bangladesh Limited, a technology-powered consumer and business solution group working in various sectors under different brand names, have recently signed an agreement at a simple ceremony held at MTB Centre, the bank's Corporate Head Office, Gulshan 1, Dhaka 1212. Under the agreement, MTB will provide Internet Banking Services to Dotlines' customers which will help MTB account holders to make seamless transactions for online bill payments.



eCourier and Aramex Join Hands to Enable door-to-door Cross-Border Delivery from Bangladesh

PUBLISHED: October 27, 2022

Figure 32: Partnership deal with MTB and Aramex

Figure 32

Dotlines successfully reaches their target audience, raises brand awareness, and boosts sales by utilizing a multi-channel marketing strategy, all of which support the company's ongoing expansion and success.

2.4.5 Product/New product development and competitive practices

To make sure that their goods and services satisfy the demands of their target market and complement their overarching business plan, Dotlines employs a strict and organized process for developing new products. The following crucial phases are involved in the process:

- ✓ **Idea Generation:** Dotlines asks a variety of people including employees, market researchers, and customers for ideas for new products and services. It helps to know the actual need of the potential customer.
- ✓ **Concept Development:** Strong ideas are developed further to produce detailed concepts that outline the benefits, features, and intended market of the product.
- ✓ **Market Research:** Dotlines conducts in-depth market research to identify potential rivals, assess customer interest in the proposed product, and calculate the size of the market overall.
- ✓ **Prototyping:** Dotlines develops prototypes in order to evaluate a product's usability, functionality, and possible user appeal. For example: Audra, A Internet security device of Dotlines.
- ✓ **Testing and Improvement:** A thorough testing and improvement process is applied to the product, taking into consideration input from both external and internal testing.
- ✓ **Launch:** As soon as the product is deemed ready for the market, Dotlines develops a comprehensive marketing and launch plan to introduce it to its target market.

➤ **Comparative Methods**

To stay ahead of the competition and hold onto its position as the top supplier of content marketing solutions, Dotlines uses a variety of competitive strategies. Among these methods are:

- ✓ **Differentiated Positioning:** Dotlines emphasizes its experience, worth, and results-driven approach while defining its target market and establishing itself as a content marketing authority.
- ✓ **Content Marketing Leadership:** Dotlines has established itself as a thought leader in the content marketing sector by continuously producing informative, high-quality content that its audience relate, values and shares.
- ✓ **Comprehensive Services:** To satisfy the diverse demands of its customers, Dotlines offers a broad spectrum of content marketing services. These include developing a content strategy, producing content, promoting it, and measuring and analyzing it.
- ✓ **Partnerships and Integrations:** Dotlines builds partnerships with other companies to grab the attention of customers in a new market, like the UK or India. Malaysia, Singapore, and many more. It helps to increase its reach and level of expertise.
- ✓ **Industry Engagement:** Dotlines participates in industry events regularly as the ICT or IT sector is growing rapidly in the world as well as in Bangladesh. Industry events are those platforms where the opportunity to learn is always open to anyone. It also opens the door to show innovation and get feedback from the leaders.
- ✓ **Data-Driven Strategic Approach:** Analytics helps to measure the success of marketing campaigns, evaluate the worth of their content, and continuously improve their strategies. This data-driven approach gives time-to-time updates regarding the performance of the campaigns or content.
- ✓ **Creativity and Flexibility:** A combination of the brand marketing team, business team, promotional team, and creative team is always determined to generate unique ideas for campaigns, contents, copy, captions, and promotion.

2.4.6 Branding activities

Dotlines uses a range of branding strategies to build consumer awareness, encourage staff loyalty, and improve brand visibility. These include social media interaction, employee branding, and product and service branding.

➤ **Branding of Goods and Services**

To make a name for itself in the industry and set itself apart from rivals, Dotlines places a strong emphasis on the branding of its goods and services. Important tactics consist of:

- ✓ **Distinctive Logo and Infographics:** Dotlines uses infographics and a straightforward, stable logo along with dependable color schemes to establish a consistent brand identity throughout all of its projects. Other brands of this organization have also their logo with strong background story. Dotlines employs powerful taglines such as "Simplify Business, Simplify Life" to proficiently communicate its fundamental message and brand objectives.
- ✓ **Storytelling:** Dotlines tells gripping tales that captivate the audience and highlight the beneficial effects of its goods and services on individuals and businesses.
- ✓ **Partnerships:** In order to extend its appeal, strengthen its reputation, and obtain entry into intact markets, Dotlines partners with respectable institutions.
- ✓ **Social Media Presence:** Dotlines uses social media to interact with its target market, distribute industry insights, and advertise its products.

➤ Workers' Personal Branding

Dotlines is aware of how important employee branding is to drawing in top talent and creating a positive workplace culture. Among its employee branding projects are:

- ✓ **Honoring employee Achievements:** Dotlines recognizes and honors the accomplishments of its employee, staff members, emphasizing their roles in the expansion of the business.



Figure 33: MarCom team of Dotlines as they took this initiative of identifying 6 individuals who have been amazing support to their operations.

Figure 33

- ✓ **Employee Story telling:** Dotlines uses its social media channels to share employee stories, which highlight their backgrounds, specialties, and enthusiasm for their jobs.



Figure 34: Employee hanging out at Dotlines head office waiting lounge

Figure 34

- ✓ **Promotional Opportunities:** Dotlines honors and rewards exceptional work from its employees by giving them promotions in recognition of their commitment and contributions.



Figure 35: Md. Nazrul Islam, promoted as the Chief Executive Officer of Carnival Internet.

Figure 35

- ✓ **"Life at Dotlines":** Dotlines uses the "Life at Dotlines" platform to highlight its corporate culture and employee engagement programs, encouraging a happy and welcoming work environment.



Figure 36: Guard uncle with happy face and big smile

Figure 36

➤ **Participation on Social Media**

Dotlines uses social media to engage with customers, build thought leadership, and increase brand visibility. Among its strategies for engaging on social media are:

- ✓ **Regular Content Updates:** Dotlines regularly posts relevant, interesting, and educational content that appeals to its target audience.
- ✓ **Establishing a Sense of Community:** Dotlines actively interacts with its followers by replying to queries, answering comments, and creating a sense of community.
- ✓ **Industry Thought Leadership:** Dotlines becomes recognized as a leading authority in the field by distributing insightful information, taking part in relevant discussions, and writing for trade journals.
- ✓ **Influencer Marketing:** To reach a larger audience, Dotlines partners with well-known figures in the field to market its goods, services, and core values.

Through the execution of these all-encompassing branding initiatives, Dotlines successfully reinforces its brand identity, draws in new customers, and fosters a committed workforce, all of which support the company's long-term expansion and prosperity in the rapid growing modern industry.

2.4.7 Advertising and promotion strategies

In order to reach a wide audience, Dotlines employs a thorough advertising strategy that includes the following essential elements in its marketing plan:

- ✓ **Content-Based Advertising:** Dotlines produces interesting and educational content advertisements that highlight the features and advantages of their goods. These paid-channel advertisements use a combination of factual information and emotional appeals to successfully draw in their target audience.
- ✓ **Social Media Expertise:** Dotlines focuses advertising on social media platforms like Facebook and Instagram because it recognizes the power of these networks. As the engagement of the interested customers or demography gathers on social media, it's a good choice to let them know about the brand.
- ✓ **Brand Visibility Strategy:** Dotlines uses above-the-line (ATL) advertising techniques like newspaper coverage to get proper reach to potential customers, as well as to help build a strong identity. It helps to know people regarding the brand, and as a result, it helps to generate a good impression too.
- ✓ **Strategic Engagement:** Dotlines uses below-the-line (BTL) advertising, which helps to maintain a direct interaction with prospective customers, such as by maintaining or targeting business partnerships with other brands, enabling them to customize their strategy to meet specific demands.

➤ **Sponsorship and Promotional Events**

Dotlines uses various strategies to make more people know about them, raise brand recognition, and draw in new business. A few of the strategies listed below are:

- ✓ **Price Promotions:** Dotlines often gives discounts to make people buy more and to make current customers happy.
- ✓ **Sponsorship:** Dotlines supports events like the National ICT Awards 2022. This helps people know about them and shows their commitment to the ICT sector.
- ✓ **Media Coverage:** Dotlines sends news to newspapers and other places to make people notice them. This makes them more important and helps them talk to more people.
- ✓ **Industry Events and Fairs:** Dotlines goes to industry events, IT fairs, and job fairs to tell people about their products, services, and job opportunities. This helps them find new customers and employees.
- ✓ **Fun Activities & Giveaways:** Dotlines does fun things on social media like polls and quiz contest to keep people interested. This makes people like them more and helps them become more popular.
- ✓ **Email Marketing:** Dotlines sends emails with useful information and news about new things. They send different emails to different people based on what they like. This helps them stay close to their customers.
- ✓ **Social Media Management:** Dotlines is active on social media. They talk to their followers, answer their comments, and share important things. This helps them have a strong community, keep customers loyal, and get more people to visit their website.

Dotlines uses all these strategies in a organize structure as a result,they are very successful in reaching the right people, making more people know about them, finding new customers, and getting more business.

2.4.8 Critical Marketing issues and gaps

Dotlines Bangladesh Limited faces strong marketing obstacles for few brands, and the reason behind this is few brands of this organization are operating digitally, but the marketing practices of those brands are not following all the digital marketing channels, just like other rising brands are, so it can be considered a critical marketing gap. As a result, Dotlines is unable to achieve its goal. For example: Proper lead generation, managing customers data in large number,

Dotlines needs a comprehensive marketing practice that will help them build a strong brand identity for their products and services. They can make some changes in their marketing approach by creating unique content and delivering it to customers based on their needs. It will help them become a market leader in the digital industry in Bangladesh.

2.5 Financial Performance and Accounting Practices

Due to the private nature of the company, the annual report is not publicly disclosed, and I did not receive access to this information because it is considered confidential within the organization. I can identify this as a limitation or drawback of the study.

2.6 Operations Management and Information System Practices

My internship supervisor suggested that we rely on the financial statement method, and the company follows GAAP for its income procedures. Unfortunately, due to confidentiality issues, we couldn't gather additional information from the company, leading to the incomplete development of this section.

2.7 Industry and Competitive Analysis of Carnival Internet

I got an amazing opportunity to work for Carnival Internet as a core brand marketing intern and also collaborated with other brands of Dotlines during my internship. Instead of conducting an overall analysis, I would like to focus specifically on Carnival Internet. It is considered a star of Dotlines Bangladesh Limited and has set a milestone in the Internet sector of the country.

Besides, I also worked with other brands during my internship, so here I will specifically discuss the Carnival Internet. That would be an analysis of the effectiveness of a business.

➤ Porter's five forces models:

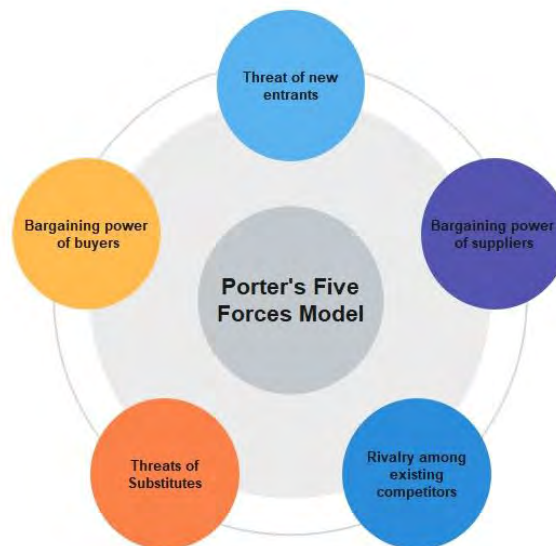


Figure 37: Porter's five forces model

Figure 37

- ✓ **Threat of new entrants:** There is a moderate threat from new competitors. The ISP industry has certain entry barriers, like the requirement for a sizable infrastructure and regulatory approvals. The industry could be disrupted by new entrants into the market, though, as the barriers to entry are not insurmountable.

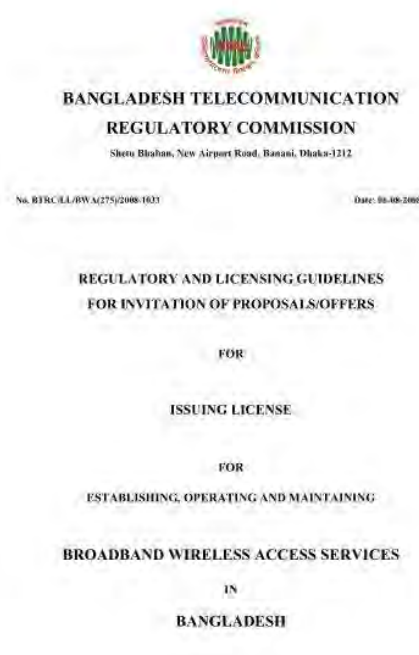


Figure 38: Guideline for issuing, operating and maintaining broadband- BTRC

Figure 38

- ✓ **Bargaining power of buyers:** Carnival Internet has a weak bargaining power with its buyers. Customers who purchase Internet service have a lot of options because there are numerous rival ISPs in the market. Furthermore, switching ISPs doesn't cost a lot of money.
- ✓ **Bargaining power of suppliers:** Carnival Internet's negotiating leverage over its suppliers is moderate. Carnival Internet has a moderate amount of bargaining power compared to other ISP providers in the market because it is a big customer for the few ISP service providers that do supply a vast amount of broadband Internet.
- ✓ **Threat of substitutes:** There aren't many alternatives to ISP services, but those that are, like Link3 Technologies Ltd., are widely accessible and reasonably priced. Therefore, the threat of substitutes is minimal.



Figure 39: Logo of Link3 Technologies Ltd.

(Biggest competitor or substitute of Carnival Internet)

Figure 39

- ✓ **Rivalry among existing competitors:** There is intense competition among current rivals. The market is crowded with rival ISPs, and they compete on a number of different fronts, including cost, speed, dependability, and customer support. Dot Internet, Link3 Technologies Ltd., and BDCom online Ltd. are a few examples. Amber IT, Brac Net, and Aamra



Figure 40: Top competitor (Source: Business Inception)

Figure 40

Overall, the competitive environment in the ISP industry in Bangladesh is moderate to high.

The threat of new entrants is moderate and Carnival Internet has a moderate bargaining power with its suppliers but a weak bargaining power with its buyers. The threat of substitutes is low. Rivalry among existing competitors is high.

➤ SWOT ANALYSIS



Figure 41: SWOT Analysis

Figure 41

➤ Strengths:

- ✓ **High brand recognition:** Carnival Internet has a solid reputation for offering dependable and reasonably priced internet services, making it a well-known brand in Bangladesh.
- ✓ **Extensive product and service offerings:** Carnival Internet provides residential and business users with an extensive selection of internet plans, including high-speed fiber optic plans, cable internet plans.
- ✓ **Powerful infrastructure:** Carnival Internet's extensive selection of products and services is assisted by a strong infrastructure. The company manages a substantial fiber optic cable and data center network. At the same time Carnival is maintaining more than 450 partners all over the country.
- ✓ **Outstanding customer support:** Carnival Internet is renowned for providing exceptional customer support. Customers can get assistance from the company's team of customer service representatives 24 hours a day, 7 days a week, with their inquiries and worries.
- ✓ **Entering new markets:** To increase its customer base, Carnival Internet is venturing into new markets like rural areas as well as exporting in UK.

➤ **Weakness:**

- ✓ **Consumer price sensitivity:** When it comes to internet services, consumers have a price sensitivity. Carnival Internet finds it challenging to raise prices as a result, even when its expenses rise.
- ✓ **Dependency on a specific set of suppliers:** The internet services provided by Carnival Internet rely on a specific group of providers. This could expose the company to disruptions in the event that one of its suppliers' experiences problems.
- ✓ **Overpriced switching costs:** Users might have to spend time and money moving between ISPs. Because of this, even when its products and services are superior to those of its competitors, Carnival Internet finds it difficult to attract new customers.
- ✓ **Low Customer Loyalty:** Carnival Internet users exhibit low brand loyalty, indicating a tendency to meaning away from the company. This statement suggests that there may be a risk of quick customer movement to rival internet service providers (ISPs) and customer attrition.

➤ **Opportunities:**

- ✓ **Rising Internet Demand:** Carnival Internet has a fantastic opportunity to grow and become a major participant in Bangladesh's rapidly expanding internet service market.
- ✓ **Transformation of Internet Access:** Carnival Internet could see a large increase in its business as internet services become more widely available and cheap for people of all income levels.
- ✓ **Embracing Cutting-Edge Technology:** Carnival Internet has tremendous prospects to build new product offerings and draw in new market segments. Appreciations to innovation in next-generation technology.

➤ **Threats:**

- ✓ **Rivalry:** In the Bangladeshi ISP sector, where companies such as Link3 and Amber IT are continuously fighting for supremacy. Carnival needs to maintain their service so that It can earn a piece of good impression on the customers mind for maintain the flow.
- ✓ **Legal:** As the government rules and regulation is shifting based on the market scenario and the overall regulatory environment is changing as a result Carnival Internet is also facing

difficulties. To avoid this kind of threats Carnival Internet, needs to maintain a strategic adjustment.

- ✓ **Cybersecurity Storm:** ISP service provider always needs to think about the Cyber security issues otherwise the effect of cyber security can destroy the flow of Internet connectivity. As a result, a proper infrastructure is always core priority for Carnival internet. It will not only protect the data as well as also help to gain trust from the customers.
- ✓ **Economic Tides:** Due to economic downturns carnival Internet may face some difficulties. It can cause low traffic, less lead as well as less conversion rate. By implementing strategic plans based on the demand and need of the customer might help Carnival internet to adopt with the situation. Service diversification can be a great choice in this kind of scenario.
- ✓ **Natural Forces:** If we consider the scenario of Bangladesh then It is very difficult for a ISP service provider like Carnival Internet to provide service during the natural disasters. As Carnival is serving a wide area and a large number of customers It might be a biggest treat during any natural forces.

2.8 Summary and Conclusions

- **Summary:** With in a very short period of time Dotlines is able to create a great impression in the market place. All the department of this organization as well as the contribution of each individual help to gain a positive impression to the customers mind. Dotlines is moving closer to becoming the market leader, their continuous remodeling efforts, which will boost their earnings and expand the market for their products. Even with vulnerabilities and threats, Dotlines keeps expanding gradually.
- **Conclusion:** Dotlines' business strategy is remarkable and effective, fitting with their tagline of "simplifying life and simplifying business." The CEO and board of directors of the company see Dotlines as a nurturing environment where they prepare, correct, and refine their mission to make life easier through their offerings. Because of their business dynamism, Dotlines can spread risk and offer practical answers to a range of problems. Even with their success, Dotlines still have some difficulties to grab the perfect place for each and every brands of this company.

2.9 Recommendations

➤ **Strategies for Marketing:**

- ✓ **Redesign Marketing Strategies:** Adopt a more forceful marketing approach to expand consumer base and boost brand awareness. Utilize e-commerce platforms, consider partnering with relevant businesses, and grow with unique content marketing campaigns.
- ✓ **Improve Customer Service:** At Carnival Internet and eCourier, address customer service concerns by restructuring processes, providing prompt responses, and skillfully handling difficulties.

➤ **Ideas for Business Plan Concepts:**

- ✓ **Conduct Thorough Market Research:** Prior to starting any new ventures of a company doing comprehensive market research for checking potential risks, identify opportunities and assess the conditions in the market is essential. Ensuring the company makes informed decisions based on market knowledge is important.
- ✓ **Evaluate Resource Allocation:** Assess the existing resource base and capabilities before entering new areas in company. Spend and distribute resources sensibly in a way that does not overload so that long-term steady growth remained encouraged.

By adopting these recommendations, Dotlines can improve its HR policies, boost marketing effectiveness and fine-tune business strategies – all of which lead to the success and growth within a company.

Chapter 3: Project Part

Evaluating the Effectiveness of Testimonials in Influencing customer for Carnival Internet Experiences (A concern of Dotlines Bangladesh Limited)

3.1 Introduction

In a fast-changing digital environment, testimonials have become an important tool for influencing customer perceptions and behavior. Certification is central to shaping customer expectations and decisions, especially when Internet services are provided where experience and service quality cannot be assessed prior to purchase. Carnival Internet is the nation's largest and number 1 fiber broadband internet service provider, as recognized by APNIC. Their mission is ensuring high-speed, reliable internet for the entire nation, bridging connectivity gaps even in fiber-inaccessible areas. Based on the report of Business inception 2021, more than 1 crore broadband users are in Bangladesh and the number is increasing day by day. Carnival is serving 450+ local partners, more than 1000+ corporate clients, and 300000 family connections. To grab potential customers and serve them in the most user-friendly way, Carnival is always looking for creative and unique marketing strategies. As a part of this, the brand marketing team came up with customer testimonials in a video format instead of focusing only on written statements or other regular marketing materials. The reason behind this is that Carnival encounters that customers love to listen when they can see a familiar face or well-known public figure talking about a product or service. It influences them to know and try something new. Customer testimonials can have a significant impact on customer acquisition and market share (Carnival Annual Report, 2023).

Testimonials can be highly successful or unsuccessful depending on a variety of psychological and business factors. The effects of customer testimonials can be influenced by one's sensitivity to information influence. The ability of social networks to use testimonies in the digital age - it is an important strategy. Customer testimonials act as contextual cues in online purchases, influencing trust and purchase intentions. Testimonials can help customers feel excited and confident when switching to a new internet service provider (ISP) or getting a new ISP connection. When customers see a testimonial from a happy customer or a well-known person endorsing the product and service, it's a good time for them to consider trying out the Carnival experience.

Customers are gradually making decisions based on available evidence; the effectiveness of testimonials in generating interest for new experiences is significant. The objective of this report is to offer Carnival valuable insights to enhance their marketing strategy.

3.1.1 Literature review

Like the unique function of the organization, each marketing strategy aims to achieve a specific goal. In the age of digital marketing, customer testimonials play a crucial role to influence the prospective customer. Testimonial helps to share unique feedback across various industries, shaping decisions, and opinion of the customers. Additionally, it also helps a brand to stand in the market with a positive impression.

To enhance the organizational strategies, Wentzel et al. (2007) examine the impact of certifications on customers' minds and suggest that data-driven insights help any organization set strategies in different areas (Wentzel et al., 2007). Braverman (2008) studied the distinctions between persuasive messages and testimonials. He discussed how testimonials delivered and personalized to influence customers' decision-making (Braverman, 2008).

Tucker and Yu (2017) emphasize the importance of using unique and creative marketing strategies to make testimonials more effective on digital platforms and the ability to grab the attention of potential customers in the market place (Tucker & Yu, 2017). Wolters (2022) delves into the impact of existing informative data and online research on customer preferences and decision-making. He introduces the effectiveness of the recommendation with the concept of “social evidence in e-commerce” (Wolters, 2022).

Research on customer interactions in digital market place focuses on customer behavior, demands, especially how online testimonials influence customer behavior (Wang,2002). Market research and comparative analysis give important ideas on how certifications affect the decision making and build trust on the brand (Wang, 2002). Lakho et al. (2023) measure the effect of online customer testimonials on brand trust through expectancy of the customers.

3.1.2 Objective

Internet is a lively tool in this digital era. The difficulty is to effectively attracting prospective customers and creating business opportunities. As the competitor in the market is increasing and the existing service providers are losing their market share that time Carnival Internet, a prominent ISP in Bangladesh, has involved in this challenge in the rapidly growing digital industry. Carnival widely understood that customers' buying habits and preferences are influenced by customer recommendations. Testimonials might be an effective strategy to grab customer demand and increase brand trust.

The main objective of this report is,

- Evaluate the effectiveness of customer testimonials in influencing for Carnival's Internet services.

Secondary objective of this report is,

- Determine how credentials influence will help the expectations and perceptions of potential customers.
- Measuring the contribution to the support for meeting customer needs and building brand trust in the ISP sector.

3.2 Significance

The importance of this study comes from its in-depth analysis of how customer recommendations work in the Internet service provider (ISP) industry, with a focus on Carnival in Bangladesh. This report is important for a number of reasons.

- 1. Enhancing strategies for marketing:** Research on the impact of testimonial provides important insights on selling to ISPs. Carnival may be able to more effectively target and retain its customer base by optimizing its promotions.
- 2. Gaining a greater knowledge of customer behavior:** The report discussed how decision-making processes are influenced by testimonials. ISPs must have this information in order to modify their communication tactics in order to satisfy the demands and expectations of their customers.
- 3. Increasing Digital Marketing Knowledge:** As digital marketing continues to evolve, this report contributes to the broader industry by examining the effectiveness of testimonials across digital channels, particularly social media. This can benefit not only Carnival but also other players in the industry.
- 4. Brand trust and loyalty:** Report reveals how certification can build brand trust and customer loyalty, which are key indicators of long-term business success. Understanding this can help Carnival develop strategies that create stronger customer relationships.
- 5. Study Contribution:** The existing literature on marketing and customer behavior, especially in the context of ISP usage. It provides a basis for future research in similar areas.
- 6. Practical Implications:** Finally, the practical implications of this report are important for decision makers and marketers in the ISP sector. The findings can be used directly to improve marketing practices and customer engagement strategies.

In summary, this study is of great importance to both Carnival and the ISP industry, providing useful insights and contributing to the academic understanding of the marketing effectiveness of testimonials.

3.3 Methodology

This report used a single method to evaluate the effectiveness of customer testimonials to influence customer expectations and decisions for Carnival's ISP services. The methodology includes qualitative research methods, providing a comprehensive understanding of testimonials of influence.

➤ **Qualitative Research:**

1. **Context analysis:** To understand the structure of credentials in the business as well as the effectiveness of testimonial, it analyzed online testimonials content, regular organic posts, Others promotional contents and observed customer's comment.
2. **Focus groups:** Several focus groups were conducted with some customers and internal employee of Marketing team. These discussions provided detailed qualitative insights into customer perceptions and perceptions of testimonial. Old customers shared their experience and at the same time new customers also share their post purchase story and the effect of testimonial on them during the search of a promising ISP.
3. **Expert interviews:** Marketing professionals with expertise in digital marketing were interviewed. These interviewees provided additional professional perspectives and insights into the effectiveness of testimonials. It reveals the effectiveness of testimonial as a promotional content.

3.3.1 Ethical considerations:

➤ **Moral implications:**

1. **Informed consent:** Participants in focus groups and studies gave their informed consent. They were informed of the purpose of the study as well as their rights to participate.
2. **Confidentiality and anonymity:** The privacy and confidentiality of each participant were respected. The references were removed from identities and used only as data sources.

➤ **Limitations:**

1. The report results are impacted by subjectivity and possible responder biases.
2. Although relevant to Bangladesh, it may be difficult to generalize the results to other cultural and economic contexts.

➤ **Report Timeline:**

1. During the period of the three-month study, data collecting, analysis, report writing, and instrument development and arrangement all took place.

3.4 Findings and Analysis

➤ **Findings - Qualitative findings:**

1. **Context analysis:** After going through the context's analysis of different marketing contents and channels I discovered the below findings:
 - ✓ **Positive assurance:** The most frequent testimonies were positive ones that focused on service reliability and client pleasure. They were effectively incorporated into social media and other digital platforms.
 - ✓ **Customers reaction:** Operating marketing materials on public platforms is important for building brand identity and generating profits simultaneously. Typically, customers share their opinions in the comment section, which can be both positive and negative. However, Carnival has noticed that the reactions from customers to their testimonial content are overwhelmingly positive, and customers appear to be strongly influenced by it.
2. **Focus group discussion:** Several focus group discussions were conducted with existing customers, new customers, and company employees. They shared valuable insights regarding the topic of this report. Customers' perceptions of a product depend on its reliability and trustworthiness, which are often influenced by testimonials. When customers encounter a familiar face in a video testimonial or read positive written feedback, they tend to place more trust in the service. Reports have shown that sincere and relevant testimonials significantly influence participants' expectations and enthusiasm for services.
3. **Expert interviews:** Discussions with specialists in the field of digital marketing have supported the conclusions drawn from this study and focus groups. Experts emphasized the effectiveness of authentic testimonials and their impact on customers' expectations and brand loyalty. Such testimonials not only assist the company in attracting a more prominent customer base but also in strengthening its brand identity.

➤ Analysis

- 1. Interpretation of Results:** The qualitative research indicates that a testimonial is an effective strategy for motivation optimism and confidence in the ISP industry. Additionally, it was evident that testimonial had a positive impact on the customer behaviors of certain groups.

Through the report provided by the carnival we can see that the order amount changed significantly during the month of November'23 when the testimonial and other contents related to it were circulated. During November'23 Carnival had **58%** of total Q4 order.

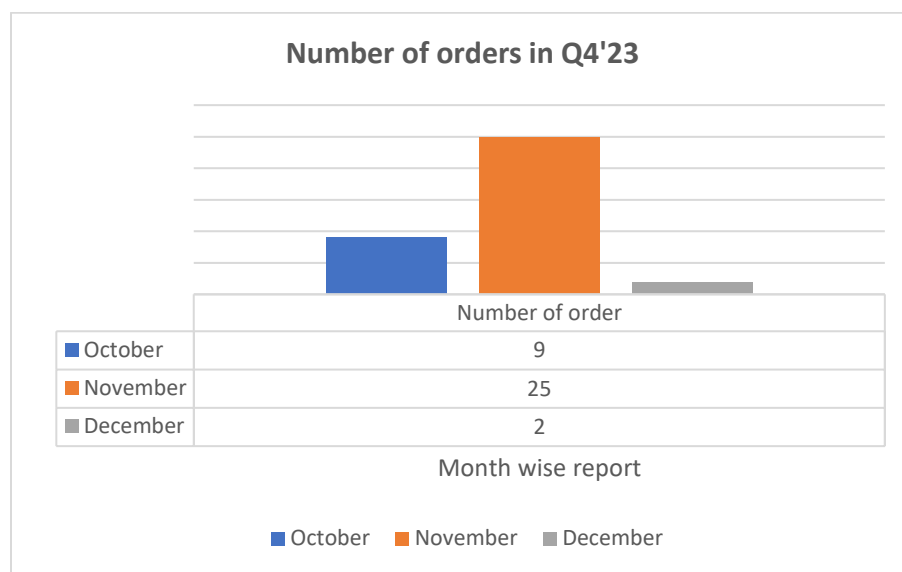


Figure 42: Number of Order in Q4'23

(To see the effect of testimonial content)

Figure 42

- 2. Implications for Marketing Strategy:** Based on the information available, Carnival can enhance its marketing initiatives by positioning records correctly in them. Practical and high-quality testimonials to improve brand reputation and attract customers attention. Story telling concept, Gamification model utilization, User experience related funny content those can be an effective way to make unique content.



Figure 43: Testimonial strategy

Figure 43

3. **Comparative Results:** It was found that testimonials were having a greater impact on customer expectations and decision-making than other marketing voices. This highlights how important unique certifications are to the marketing mix.
- ✓ **Organic post:** organic post is a regular social media update that Carnival used to share with its followers via social media platforms like Facebook page. It is not a paid advertisement but it might be related to the sells growth like promoting products or services without investing money.



Figure 44: Organic post

Figure 44

- ✓ **Regular promotional content:** Regular promotional content that also a sales generating marketing materials a company uses to promote its products or services consistently via different social media platforms like Facebook, Instagram etc.



Figure 45: Regular Promotional content

Figure 45

- ✓ **Testimonial content:** Testimonial content is when the customers say good things about a product or service they have used. It is like a recommendation from real customers to help others make decisions. Carnival use testimonial content for promotional purpose and It helps them to anticipating the prominent customer those who are looking for ISP connection at the same time it also helps to gain brand identity.



Figure 46: Testimonial Content

Figure 46

Here I am showing a table for the better understanding of the effectiveness of testimonial by comparing the reach and reactions of the customers in numerical form based on the context analysis. (Platform – Facebook)

Facebook	Organic post	Regular Promotional Content	Testimonial
Like	132	244	296
Comment	48	63	70
Share	22	26	101
View	-	-	6.6k

Table 3

Table 3: Comparative result of Facebook platform post

This table provides the comparative report of Facebook content based on the context analysis report, where reach and reaction were the main objectives as they measure the effectiveness of the content and context. Based on the overall analysis, it is clearly visible that the effectiveness of testimonials is an amazing way to anticipate the customers.

The report conclusions indicate that customers' assessments and perceptions of Carnival's products and services are strongly influenced by previous user reviews. According to the findings, credential fields should be integrative and authentic. This also highlights how important it is for Carnival to consistently use the same credentials in all their branding and marketing efforts.

3.5 Recommendations

1. Refine Testimonial Strategy:

- Focusing on refining Carnival's testimonial strategy is fundamental. Ensuring testimonials are powerful, sincere, and relevant will have a direct impact on influencing customer decisions.

2. Integrate Testimonials in Marketing Strategy:

- Integrating testimonials into Carnival's overall marketing strategy, especially through digital platforms, is crucial for reaching a broader audience and maximizing the impact of testimonials.

3. Emphasize Customer Satisfaction:

- Prioritizing customer satisfaction aligns with the strong correlation identified in the report. By ensuring positive customer experiences are reflected in testimonials, Carnival can enhance the overall effectiveness of its marketing efforts.

4. Validate Certifications:

- The validity of certifications is a critical factor in building trust. Ensuring that certifications highlighted in testimonials are authentic and credible contributes to the overall trustworthiness of the testimonials.

5. Leverage Customer Referrals:

- Actively leveraging customer referrals as a part of Carnival's marketing strategy is essential. Satisfied customers can play a significant role in acquiring and retaining customers, contributing to the overall success of the ISP services.

3.6 Conclusions

- 1. Powerful Testimonies:** Studies have clearly shown that testimonials work in marketing Internet services like Carnival. Their capability of successfully setting expectations and influencing customers' decisions is mainly derived from their ability to deliver reliable and quality services.
- 2. Strategy Matters:** When testimonials are sincere and relevant, they impact more than other types of marketing communication. They must be an integral part of Carnival's marketing strategy, especially through social and digital platforms.
- 3. Carnival Suggestions:** As such, Carnival will have to focus on creating and showcasing genuine consumer experiences that are satisfying in order for the impression they make to be maximized. It is credible and applicable evidence for improving customer loyalty and confidence.
- 4. Implications for ISP Companies:** The report emphasizes the importance of customer referrals in the ISP industry. As a way to effectively attract and retain customers, ISPs should seriously consider incorporating certification within their marketing strategies.
- 5. Future Research:** Further studies should investigate how certification programs like testimonials vary in cultural and economic settings, as well as the impact of long-term effects concerning customers' retention and loyalty to a brand.

The conclusion of the report itself indicates that testimonials play a crucial role in influencing customers on ISP services. Carnival can take advantage of the potential to increase consumer engagement and brand positioning by becoming certified in a sincere and strategic manner, if operating within the highly competitive ISP industry.

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