

Advertising campaign of Robi Axiata Limited

On

Ghachang Flat Rate



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জলে উঠুন আপন শক্তিতে

Internship Report On

**“Advertising campaign of Robi Axiata Limited
On Ghachang Flat Rate”**



Submitted to:

G. M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University

Submitted by:

Ananya Sarker

ID: 10304054

BRAC Business School

BRAC University

Date of Submission: September 18, 2014



Letter of Authorization

September 18, 2014

Ananya Sarker

ID# 10304054

Marketing Major

BRAC Business School

BRAC University

Subject: Authorization Letter.

Dear Student;

I, G.M. Shafayet Ullah, am authorizing you for conducting your internship project titled BUS400. I have chosen your topic based on your major side of your BBA program, which is Practice of **Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate.**

With best regards,

G.M. Shafayet Ullah

Lecturer

BRAC Business School

BRAC University



Letter of Transmittal

18th September, 2014
G. M. Shafayet Ullah
Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka

Subject: Submission of Internship Report on “Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate”

Sir,

I hereby submit my internship report titled “**Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate**”. In this report, I have tried to analyze the performance of the campaign on Ghachang flat rate. I sincerely hope that this report will meet your expectations.

I would like to add here that my internship period at Robi Axiata was indeed a great learning experience for me.

Thank you for your kind cooperation and support.

Yours Sincerely,

Ananya Saker
ID#10304054
BRAC Business School
BRAC University

Acknowledgement

First of all, I wish to express my gratitude to the almighty God for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I would like to thank my supervisor Mr. G. M. Shafayet Ullah, Lecturer, BRAC Business School, BRAC University for providing me with invaluable guidance in preparation of this internship report. Without his help and support, I could never have finished this report.

I am very much thankful to the channel operation unit of market operation of Robi Axiata. They provided me with much needed information and other required assistance in order to prepare this report. Special thanks go to my office supervisor Shaklee Norman who helped me to assemble the parts and gave suggestion about my responsibilities.

Finally, many thanks go to BRAC University authority for arranging the Internship Program for the Students. It helps a lot before entering in the real corporate world.

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Executive Summary

Internship is such a program which makes a student experiences the corporate life for the first time. I was assigned as intern in Channel operation department under Market Operation Division. I did my report on Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate of Robi Axiata Limited.

This report is prepared on the basis of my three-month practical experience at Robi Axiata Limited. This internship program helped me to learn about the practical scenario of a Telecommunication Company. Robi Axiata Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Robi Axiata Limited, formerly known as Telecom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March 2010 the company started its new journey with the brand name Robi. This report has been presented based on my observation and experience gathered from the company.

The campaign I worked for is Ghachang Flat Rate. This campaign starts from 15th May and ends 8th August in this year. Basically Robi launched new offer Daily Usage Based best Ghachang Flat Call Rates. All Robi prepaid customers can get this offer including. To get this offer, customers need to recharge 33TK. and talk at 5paisa in 10 sec to all Robi numbers and 10paisain 10 sec to other operator numbers. It is basically recharge based campaign.

Introduction

Telecommunication is communication at a distance by technological means, particularly through electrical signals or electromagnetic waves.^{[1][2][3][4][5][6]} The word is often used in its plural form, **telecommunications**, because it involves many different technologies.

The change of Bangladesh's telecommunications sector began with small steps in 1989 with the issuance of a license to a private operator. Bangladesh was the first South Asian country to adopt cellular technology back in 1993 by introducing Advanced Mobile Phone System (AMPS). Though the license was issued back in 1989 but it took several years to launch the services. The network coverage and number of subscribers had remained very limited due to the higher SIM card/ Subscription price and also the call tariff was expensive.^[7]

In 1996, government led by Prime Minister Shiekh Hasina, awarded three GSM licenses^[8] because the market was very much monopolistic due to which the Subscription price and also the call tariff was high, thus leading the cellular technology affordable to the mass people. The incentives both from government and public sectors have helped to grow this sector. It is now one of the biggest sectors of Bangladesh. As a populous country, its huge market has attracted many foreign investors to invest in this sector.

The basic function of telecommunication is to connect people through voice transfer and via Internet. Other than this basic function, telecommunication is coming up with new services to provide their clients with some unique and innovative services which will create value to their services. Telecommunication industry is providing various solutions in our everyday life which is making our life more easy and smooth. Connecting to people all over the world is so much easy and economic than before.

Mobile phone is becoming a very common measure of communication in our country. The number of mobile user is increasing day by day. Currently there are 115 million mobile subscribers all over Bangladesh.^[9] It is a very attractive market for the mobile connection providers. Presently there are six companies in the market. Each of them is trying to maintain and increase their market share. Among them Robi Axiata Limited is one of the leading companies in this sector.

Origin of the Report

Internship Program of BRAC University is a Post-Graduation requirement for the BBA students. The main purpose of internship is to fulfill the requirements of **BUS 400 (Internship)** as the part of my BBA program and also the student gets exposed to the job world. The main challenge as an intern was to translate all the theoretical concepts which I have learned in my BBA program into real life experience.

The internship program and the study have following purposes:

- Have the experience of the Corporate Environment.
- To compare the real scenario with the lessons learned in BRAC University
- To provide intensive field experience allowing for hands-on computer work.
- Introduction to potential future work environments
- To fulfill the requirement of BBA Program.

This report is the result of three months long internship program conducted in Robi Axiata Limited and is prepared as a requirement for the completion of the BBA program of BRAC University. As a result I need to submit this report based on the “ **Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate**”. This report also includes information on the products and services of Robi Axiata Limited, the overview of the organization. Robi Axiata Limited provided me a topic but due to confidential issue I could not make report on it. Then my adviser suggests me this topic. As the students of Business Administration, I was assigned by my course instructor **G.M. Shafayet Ullah** to involve in this study. My course instructor has advised me to develop a thorough understanding of the “**Advertising campaign of Robi Axiata Limited on Ghachang Flat Rate**” as I have completed my internship program from Robi Axiata Limited where my supervisor was Shibli Norman, Manager, Channel Operation, and Market Operation Division.

Objective of the Report

The objective of my report is to be capable of viewed in two forms:

- General Objective
- Specific Objective

General Objective:

This internship report is prepared primarily to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the Faculty of BRAC Business School, BRAC University.

Specific Objective:

More specifically, this study entails the following aspects:

- To have a clear understanding of channel to channel (c2c) & channel to subscriber (c2s).
- To learn the c2s Easy load function and easy load volume
- To learn the mapping in channel to subscribe easy load function
- To give an overview of Robi Axiata Limited and an organizational environment.
- To focus on the products, services, work environment and facilities provided to employees of Robi Axiata Limited.
- To focus on the importance, benefits, effectiveness of Robi Axiata Limited.

Scope of the Report

The scope of the study is the Alternate Channel Performance and RDO Performance activities carried by Robi Axiata Limited. The report covers details about the product and services, overview and different departments and divisions in Robi Axiata Limited. The main focus is on the analysis of the campaign on flat rate. However the study is only related to the Market Operation Division as I was provided an opportunity to only work in this division.

Methodology

The internship has been conducted in a systematic procedure starting from selection of the topic to final report preparation. The overall procedure and process of methodology followed in the study is explained further.

Sources of Data:

- **Primary Sources:**

Primary Data was derived from the practical deskwork which I had been doing in my three months long internship program

- **Secondary Sources:**

Internal sources- Different documents provided by my supervisor and other senior employees and information provided by my supervisor.

External source- Websites, Text books, articles, several other reports, and other sources.

LIMITATION

The report has been prepared from the feedback and information provided by the Market Operation Division and also the learning's throughout these 3 long months of internship program. Market Operation Division is a very confidential department in terms of its information. The information's are really very much private and confidential. The information about this division can only be shared among very few other divisions and employees in Robi Axiata itself. The information's cannot be disclosed to the external world. Though the report would be helpful to Robi Axiata Limited a lot, but the information's were confidential enough to disclose to the external world. So getting the quantitative data was really difficult for me. Another problem was time constraint. Though it was a 3 months program, but the activities of this division is so vast that 3 months program would not be enough to get the full idea about all the activities of this division. This period of time is not enough for a complete and clear study. Although there were many limitations I tried to give best effort to furnish the report.

CHAPTAR-1

Organization Part (Robi Axiata Limited)

1. Basic Information about Robi Axiata Limited:

Robi, the most dynamic and rapidly-growing telecommunications operator in Bangladesh, is developing its services to meet increasing customer needs - ranging from voice and high speed Internet services to tailor-made telecommunications solutions. Robi is a joint venture company between Axiata Group Berhad of Malaysia (91.59%) and NTT DoCoMo Inc. of Japan (8.41%). It commenced operation in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010 the company was rebranded to 'Robi' and the company changed its name to Robi Axiata Limited. ^[10]

Robi Axiata ltd. is a speedy emergent mobile telecommunication. The basic function of telecommunication is to connect people through voice transfer and via Internet. Apart from this basic function, telecommunication has already started introducing some diversified areas with the help of its mobile network.

Mobile technology is presently providing various cheap solutions in people's daily life. The traditional thinking of connecting people through mobile phone is far behind in comparison with the present scenario. Information technology enables telecom companies to provide economic solutions with a very cheap and easily available access, which was earlier costly and not accessible to some extent.

The company has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. ^[11] Robi's customer centric solution includes value added services (VAS), quality customer care, digital network security and flexible tariffs.

Robi draws from the international expertise of Axiata and NTT DoCoMo Inc. Services support 2G and 3.5G voice, CAMEL Phase II & III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology.

Since its inception in 1996, Axiata Group and its predecessor Telekom Malaysia has invested around BDT 1100 billion in the form of equity till 2012. Moreover the company has contributed almost BDT 1000 billion to the Bangladesh Exchequer in the same period. ^[11]



As a subsidiary of Axiata Berhad Malaysia , Robi draws on leading edge technology to provide its service in Bangladesh, covering almost 100% of the population, Robi is committed to provide best data and voice quality and will continue to ensure that its customers are able to enjoy the best experience through leading edge technology and innovative products and services.

1.1 Objective of the Company

Robi Axiata Limited started its commercial operations as a GSM cellular phone operator with the objective of offering state-of-the-art and modern telecommunication services to the people of Bangladesh at competitive prices. ^[12]

1.2 Vision, Mission & Theme of Robi:

- **Vision:** “To be the leader of telecommunication service provider in Bangladesh.” ^[13]
- **Mission:** ROBI aims to achieve its vision through being number “one” not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of the budding nation. ^[14]
- **Theme:** ROBI extends its services to its customers and subscribers with the theme of spreading its power to every individual and empowering them with their own strength.

1.3 Competitors:

Bangladesh, Citycell, was introduced in the early 90’s, the device did not become so pervasive until 1997, the year when the largest telecom of the country, GrameenPhone(GP) hit the market with its GSM technology. ^[7] Since then the industry grew at such an incredible rate in just a decade that anyone could hardly imagine. Now, there are a number of players battling so hard for their respective market share and the consumers as well as the economy are benefitted tremendously from this fierce competition.

The mobile phone operators serving the Bangladeshi population include:

- i) Banglalink (Orascom Telecom Holding S.A.E)
- ii) GrameenPhone (Telenor & Grameen Telecom Corporation)
- iii) Robi Axiata Limited (Axiata Group Berhad & NTT DoCoMo INC)
- iv) Citycell (Singtel, Pacific Group and Far East Telecom)
- v) Airtel (Bharti Airtel & Warid Telecom International)
- vi) Teletalk (BTCL)

1.4 The Shareholders:

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad and NTT DOCOMO INC. Brief description of them

1.4.1 Axiata Group Berhad:



Axiata Group is an emerging leader in Asian telecommunications. They also run their operations in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian company also has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad is a listed company on Malaysia's stock exchange (Bursa Malaysia). They have approximately 120 million mobile subscribers in Asia, including their subsidiaries and associates. [\[17\]](#)

1.4.2 NTT DOCOMO INC:



NTT DOCOMO INC. is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 53 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading edge mobile multimedia services, including I-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit-card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life. With cutting edge technology and innovative services, DOCOMO is fast becoming a preferred lifestyle choice, continuously expanding its role in its users' lives, growing globally throughout Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges.^[18]

Where Axiata Group Behad holds 91.59% share and NTT DOCOMO INC. holds 8.41% share.^[15]

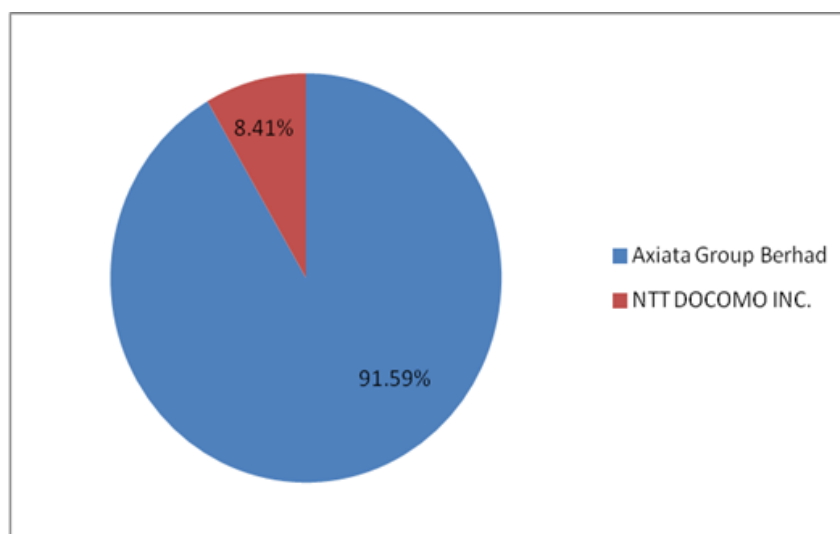


Fig: Shareholders of Robi

1.5 Brand Elements of ROBI Axiata Limited :

To establish the new brand, Robi is using new and unique brand name along with other brand elements. The elements are:

➤ **Logo :**



Their new logo can be called as the heart of their new brand. It is a symbol of balance, movement and change. ^[15]

➤ **Brand Alpona:**



The **Alpona** is one the most creative expressions of Bengali graphic arts. Robe's Alpona motif is uniquely created, especially for them. ^[15]

➤ **Operator Number:**



➤ **Slogan:**



➤ **Axiata Brand:**



1.6 Divisions of ROBI Axiata Limited:

There are several divisions in Robi. They are:

- i. Human Resources Division
- ii. Finance Division
- iii. Technology Division
- iv. Market Operation Division
- v. Corporate Strategy Division
- vi. Corporate and Regulatory Affairs
- vii. EPMO- Enterprise Project Management Office
- viii. Digital Services
- ix. Internal Audit

➤ **Offices in Dhaka:**

Head Office, other offices and Customer Care centers are situated in Dhaka.

➤ **Offices in Chittagong**

There are corporate offices and Customer Care Centers in Chittagong.

➤ **Other Regional Offices:**

There are Customer Care Centre's situated in Bogra, Khulna, Sylhet, Comilla, Cox's Bazar, Feni, Rajshahi and Barisal. Moreover, Regional Technical Offices are in Khulna, Sylhet, Bogra and Cox's bazaar. [\[15\]](#)

1.7 Products and Services

Robi offers an array of different packages. Robi has got the widest International Roaming coverage among all the operators in Bangladesh. Robi mainly offer two types of product based on the subscription category for general subscribers:

- Pre-paid
- Post-paid

1.7.1 Pre-paid package: [\[15\]](#)

- ✚ Robi Prepaid has everything to offer; a single package that delivers simplicity and flexibility at the same time.
- ✚ Robi Prepaid is continuously adding new features and plans to provide absolute freedom to the customers.
- ✚ Robi has the single prepaid package with the best rates in the market.
- ✚ Moreover, there are different tariff plans in one package to meet different types of needs of customers.
- ✚ There are instant, easy & multiple migration facility from one tariff plan to another.
- ✚ There is full BTCL connectivity with FREE BTCL incoming.
- ✚ There is extended and simplified refill validity for ease and freedom.
- ✚ Newly introduced Emergency Balance Facilities is also available where the subscriber's can avail emergency balance in credit which will be deducted later from the next recharge.
- ✚ Highest 7 FnF numbers Facility and Priyo number Facility (Super FnF) available.
- ✚ There is nationwide EasyLoad facility with high speed internet connectivity.
- ✚ All available Value Added Services (e.g. SMS, MMS, internet, GoonGoon, ringtone, wallpaper, games, and animation download) are also available in the service.



Prepaid Packages are as follows: [\[15\]](#)

✚ JOY 21	✚ Anonna 27	✚ Goti 36
✚ DamalSamal 22	✚ Muhurto 31	✚ Nobanno 37
✚ Tarunno 26	✚ Hoot Hut 32	✚ Shasroyee 38
	✚ Robi Club 34	✚ Shorol 39

For the entrepreneurs Robi offers a different package called Uddokta and Easy Load Tariff.

1.7.2 Post-paid package:

Robi offers few lucrative Post-paid Packages named Simple plans, Normal plans, and Robi corporate for corporate clients only. Robe's post-paid product comes with various packages. Robi Push mail is a secure and reliable e-mail solution at an affordable price. Now customers can work as if at their desktop from anywhere. Customers can know their bill information through Web Bill, E-Bill, SMS, USSD and Customer Care Center.

1.7.3 Other Packages [\[15\]](#)

Robe's other packages includes—

- ✚ Robi Corporate
- ✚ International Roaming
- ✚ Current Promotions
- ✚ International Calling Charges
- ✚ RobiKothabarta

1.8 Value Added Services

Value added services can be called as the cherry on the top for the company as they are really adding values to their services. In today's telecommunication market, it's very much competitive, so the company needs to come up with new and unique ideas to create their competitive edge, Value added services is one of the major tool used by the companies to gain the competitive edge. The enhancement a company gives its product or service before offering the product to customers. Value

added is used to describe the add-on features provided by the companies to its customers that gives it a greater sense of value. Robi offers a wide range of value added services.

This service includes [\[15\]](#) –

- | | |
|-----------------------------|-----------------------|
| ✚ SMS & messaging | ✚ call management etc |
| ✚ entertainment | ✚ missed call alert |
| ✚ downloads | ✚ robu radio |
| ✚ internet and data service | ✚ BIMA life insurance |
| ✚ community and chat | ✚ train tracker |
| ✚ information service | ✚ balance transfer |
| ✚ mobile assistance | ✚ call block |
| ✚ education and career | ✚ phone backup |
| ✚ lifestyle | ✚ locator |

1.9 ROBI 3.5G Internet:

Robi 3.5G is the third generation of mobile communication technology that will allow customers to surf the Internet with speeds of more than three times faster than 2G technology.

Robi 3.5G is the improved and much better version of 3G that offers higher mobile Internet speed of up to 21Mbps, while 3G offers mobile Internet speed of up to only 384Kbps. Nevertheless, the average download data speed available is usually in the region of 1-3 Mbps.

With a 3G enabled phone/device and with a Robi's 3.5G Technology connection, customer can make video calls, watch live TV, access high speed Internet and enjoy live streaming at never before speeds.

To avail Robi 3.5G services in 3G network area customers need to dial *8444# which is free of cost. Customers also need to have 3G enabled handsets. [\[15\]](#)

1.10 Corporate Social Responsibility

As a socially responsible corporate, Robi has highest number of CSR initiatives comparing to other competitors. Some of the CSR Activities are listed below:

Water Treatment Plant

Safe drinking water facility for railway passengers at different divisional railway stations set up by Robi Axiata Limited

Robir Alo

Electricity is an essential need for living but many people in Bangladesh do not have any access to it. There are still many villages without any supply of electricity thus denying the villagers there the opportunity to lead a better life.

English in Schools (EIS)

Robi is reaching 1000 schools, 64 districts, 7 million students, and 10,000 teachers. [\[15\]](#)

Basic Computer Training

Robi Axiata Limited has initiated a training program on Basic Computer Knowledge for the students of 72 colleges in 64 districts where Robi has already implemented Computer Corners to increase IT literacy among the students of rural and semi-urban areas.

Internet Corner:

Under this campaign Robi with the support of Department of Public Libraries has established internet corners at all seven divisional public libraries with the objective of giving opportunity to all to know the benefits of internet.

CHAPTER – 2

Responsibilities as an Intern in ROBI Axiata Ltd

2. Responsibilities as an Intern in ROBI Axiata Ltd:

Internships provide real world experience to those looking to explore or gain the relevant knowledge and skills required to enter into a particular career field. ^[16]

Interns have to complete the assigned responsibilities during the period of internship. As an intern, I also had some key tasks given by my supervisor. Details are given below :

Channel Operation is one of the Units of Sales and services departments in Market Operation Division. This is the Unit I was involved with. The main task of this unit is maintaining the sales and services to the consumers around the 12 regions of Robi all over the country. These regions are divided into some areas. Total numbers of 90 areas are in these regions. Area Manager is the highest position in an area. He is the only responsible person for any kind of activity in an area. This department maintains the consumer based rules and regulations, all kind of promotional activity in each trade point. It insures poster, banners, festoons and all kind of POSM (Point of Sales Materials). It also maintains All SIM POS and RV POS. SIM POS refer the Point of Sales where SIM and Easyload both are sold and RV POS refers the point of Sales where only Easyload is sold.

Some key responsibilities of this department are given below:

- ✚ Consumer Sales and Services managing regional operation across the nation.
- ✚ Consumer Channel development and operations (distribution, logistics, new channel development and audits).
- ✚ Consumer sales Compliance and training.
- ✚ Trade community relations (consumer, retailer, dealer, distributor meets, and community events).
- ✚ Consumer Walk in Centers.
- ✚ Consumer Contact Center (Inbound, Outbound, Channel support, Web & traditional contacts).
- ✚ High level targets like revenue

Consumer Sales and Service Department is divided into five units. These units deal with managing regional activities, developing and operating consumer channel throughout the country,

providing compliance facilities and training, executing elaborated trade marketing activities, maintaining community relations and managing walk in centers and so on. These units are-

- ✚ Channel Operation
- ✚ Compliance & Training
- ✚ Trade Marketing
- ✚ Community Relations
- ✚ Walk in Center

2.1 Activities:^[17]

I have been doing the job as a data entry specialist of Consumer Channel Operation Unit under Consumer Sales and Service Department of Market Operation Division of Robi for a period of 3 months from 15th May to 14th August. The working days are of 5 days a week with duration of 8 an half hours. I work under the guidance of Channel Operation Unit Manager, Mr. Shaklee Norman. Most of my tasks were based on Microsoft Office Excel. During that period I had the access to observe and collect data from the respective unit. They gave me an official laptop since my work was totally in database and a pull phone because I needed to call many distributors and retailers.

My main task was to give entry the Easyload numbers of the retailers according to their RSP code in a SIM POS Database and input those in Easyload system. In addition I did so many responsibilities like revenue shit prepare, presentation slide prepare, making summery of recharge shit, tracker site check and so on

The key responsibilities carried out by me are:

2.1.1 Easyload:

Easyload is an automated system which makes existing operational capacity double. It means Easyload can make an efficient work force. They didn't tell me much about the entire process, probably it will launch in next year. By this system consumer, customer and organizer all will be benefitted because this system is coming with new features. Two most important and noticeable features are Private Recharge and Automated Compile .

2.1.1.1 Private Recharge:

Here consumer will get highest benefit because they can recharge their numbers by not showing that to retailers. In this system consumer will send a SMS to a given number regarding recharge. System will send a code to consumer and consumer need to show only the code to retailer and then retailer send the code to the system with the recharge amount and the account will be refilled. This is how retailer will be able to send the money without knowing the number to consumer's mobile account. Consumer need not to send SMS in every recharge, only when he/she wants to change the code. The Code will represent the number, if consumer wants, they can stay with even one code. It basically depends on customers need. Especially it designs for women because they sometimes feel trouble and afraid of number spread.

2.1.1.2 Automated Compile :

This concludes two characteristics and those are Target based & Regional Input . Target Based mainly deals with setting a target (given by organization) by system and customer will fulfill it and according to the target the commission will be sated in system. If distributor fulfills the target, automatically he/she will get commission via System.

2.1.2 Regional Input

Another thing is regional input which I did most the time is to divide numbers based on geographical area. I need to input every retailer in each region individually. It sounds very easy but honestly my task was very time consuming, monotonous and inefficient because, at first I entered 75000 Easyload numbers according to retailer's RSP code in a SIM POS Database. After that, I inputted those Easyload numbers in the Easyload system according to the region. Sequence of my Easyload inputs are given below:

- I. First of all I logged in the Easyload website (2), and went in channel user and then suspend user hierarchy.
- II. The page came with some boxes. Mobile number, Login Id, Geographical domain, Domain, owner, parent category, parent user, and user category and user selection mode were the boxes title.



III. From all those boxes I used to access only in mobile number which means Easyload number and geographical domain. I put the individual retailer number which I entered in the database and select the region of that number.

IV. I pressed enter and that Easyload number entered for that specific region.

Robi has 12 regions and from all of them I entered five regional numbers and those are Dhaka metro, Chittagong rural, Comilla, Barisal and Noakhali. I gave input total 75000 Easyload numbers in that system.

Name of Regions	Number of Easyload number inputs
Dhaka metro	25000
Chittagong rural	25000
Barisal	2000
Comilla	8000
Noakhali	15000

2.1.3 Revenue Shit prepare and Summary:

I had to prepare a revenue shit in Microsoft Excel where I downloaded daily revenue from different regions in details, add those together and made a summery. Usually, I downloaded 46, 201, amount of recharge and compile all the regions' report. From this work I have learnt that they tress which Easyload number recharge which amount for how many times?

2.1.4 Presentation Slide making: I had to make slides on a Ghachang Flat rate campaign. The presentation was given by Shaklee Norman who was my supervisor. The slides contained some effective issue of this campaign like perception of the target consumer, its competitive advantage, how it will create advantages to distributors.

2.1.5 Mapping in C2S Transfer summary: Here I had to make summary on distributors uploaded files. Every region will be checked in terms of Easyload and revenue status in weekly and monthly basis. This is a kind of tricky job because if I miss any data, it will not match with total revenue. So I had to be very careful when I did that.

2.1.6 Check the Tracker System: Tracker machine will be started soon to know employees movement. It's a system where by this unit General Manager will get to know the employee's activity under him not only in the corporate brunch but also in the whole country. My task was to follow their command. Whenever they went information about any employee, I needed to find him/her and inform them. My work was to give trail whether this system really works or need correction.

2.1.7 Other Additional Activities: Without those activate which I mentioned earlier, I did some minor jobs. In this country every intern does these jobs more or less.

- I. Photocopy , print and scan important documents
- II. Give phone call to distributor for informing new facilities and to employee of all over the country to pay the phone bill which they used as extra.
- III. Give emails to the clients, vendors, and employees.
- IV. Verify and assemble institution agreement papers sent from 12 regions
- V. Verify the Scratch Card documents sent by RSPs (Robi Sheba Point) throughout the country as a part of the process of Direct Commission Disbursement through Easy load.

2.2 Critical Observation

In this part I will give details about what was my observation during my internship period. I divide my observation into three parts.

2.2.1 Observation on employee:

I observe here a very interesting point and that is employees are so much cooperative. They facilitate each other in various ways. Even I got help not only from my supervisor but also other people whom I worked for. Even the tea boy has helpful manner. However, 2 or 3 people I met over there have the tendency to gossip about other colleges. That was very much embarrassing situation for me.

An additional observation is employees have the tendency to make maximum works done by the intern. For example, I was intern under channel operation manager but I also did works for every employees. Moreover they are very desperate to get interns for example total intern in the corporate brunch were around 50 but still they search for interns. This type of tendency not only my Unit but also all departments follows.

Another thing is most of them work more than working hours. Robi follows eight and half hours working time. However most of them entered office at 9.00 a.m. and went 8.00 p.m. Sometimes they work even in Saturday. Even I worked more than the working time in the June and July. It was really difficult for me but I learnt more from that.

2.2.2 Observation on Channel operation:

Channel operation department is in 15th floor. On that floor we have another unit which is Branding. At first I felt problems to work over there because the employees are not so much open. Their internal cooperation is fantastic but as an intern I felt very uneasy. Moreover they have no appreciation of work but if interns do any mistakes, that is punishable. But other departments are very much responsive (I heard that).

2.2.3 Observation on Robi:

Interns can take leave 2 days per month but if it is more than two days the salary will be cut. I think this is a very motivating system to give comfort to the employee.

Robi gives free internet, and mobile bill and transportation. Robi also gives so many gifts like Panjabi, Kamiz, T-shirt, dairy, and so on frequently and occasionally its give special gifts like Mother's Day, Women's Day. They arrange different type of contest, Mela, Games and so on. Moreover Robi arranged a seminar where HR introduced about Robe's policy, rules and they said if we feel any kind of problem, we must contact them.

Another thing which I found very unprofessional is the HR didn't give the salary to the interns in time. They delayed a lot and we need to push them. However they pay employees salary on time and take a good care of them.

Robi has a Baby Care Centre where employees can come with their babies and keep them over their till the office closed. This specially designed for the women employees. In the Baby Care Centre children can study, play, eat, bath, and sleep. And there is some assigned nurse to take care of them.

2.3 Recommendation:

My recommendation on Robi is related with my Critical observation. I have found some problems while working there which I mentioned in my critical observation. Recommendations on Robi, according to my understanding which I gained from my experience are given below:

- (1) Employees should be gracious and supportive to the intern like as they are with each other especially in channel operation.
- (2) Robi gives all the facilities to the employee but the canteen is not efficient. The reasons are:
 - i. Employee have to pay for the food
 - ii. No food available without lunch
 - iii. Month of Ramadan, total time it was closed

To take care of the employee Robi should give free lunch more over maximum employee come office at 9.00 so canteen should provide breakfast too. Moreover, I felt many problems in the month of Ramadan because canteen stay closed for whole month. Like me other regions' people or even Muslim people who do not carry out the Roja for various problems, they face big trouble in the time of lunch. So Robi should take care of it.

- 4) Another problem is the lift. They have two lifts in corporate branch but not sufficient for the employees. This is not possible to build a lift but they can fix lift floor by floor. Even I had been late some times for this problem.
- 5) The Laptop they give for the intern must be up-to-date. Since I had a laptop and that was too slow and hanged maximum time, I faced savvier problem some time.
- 6) Last but not the least recommendation is the environment of Robi should be more comfortable then now. There is no desk system over there. A big table where GM, VP, Specialist, Manager, interns sits together. They explain this system as working in one table is to create scope to see that how leaders work? However I found it very uneasy because they do not feel free to talk about confidential discussion in front of officers, specialists and most importantly interns. So my understanding says at least Top management should have their desk.

CHAPTER – 3

Flat Rate Campaign of Robi Axiata Limited

3. Fundamental Information about Ghachang Flat Rate:

This campaign starts from 15th May and ends 8th August in this year. Basically Robi launched new offer Daily Usage Based best Ghachang Flat Call Rates. All Robi prepaid customers can get this offer including (SME and Corporate except Uddokta, Easyload & Winback). To get this offer, customers need to recharge 33TK. ⁽²⁰⁾ In addition to talk at 5paise in 10 sec to all Robi numbers and 10paise in 10 sec to other operator numbers. It is basically recharge based campaign.

Core Value: Every day talk more and enjoy Daily Usage Based best Ghachang Flat Call Rates.

Offer Eligibility:

- ✚ All Robi prepaid customers can avail this offer including SME and Corporate except Uddokta, Easyload & Winback
- ✚ To avail this offer, customers have to recharge 33 TK

Detail of the Ghachang Call Rates below ⁽²⁰⁾ :

- Every day after using 5TK (incl. VAT) for Robi-Robi or Robi-Other local voice calls- customers will enjoy
 - 10 paisa/10sec to Robi numbers
 - 10 paisa/10sec to Other Operator numbers
- Every day after using 15TK (incl. VAT) for Robi-Robi or Robi-Other local voice calls- customers will enjoy
 - 5 paisa/10sec to Robi numbers
 - 10 paisa/10sec to Other Operator numbers
- 15% VAT applicable for all the call rates

Conditions ⁽²⁰⁾:

Daily usage will be counted from customer's Robi-Robi & Robi-Other local operator(s) voice calls

- Validity of Ghachang Call Rates : 23:59:59 hrs of every calendar day
- Every day from 0TK - 4.99TK usage, customer will enjoy their respective package's call rates
- If FnF, Priyo or regular call rates are lower than Ghachang rates, customer will always enjoy lower rates

- To check daily usage customer needs to dial *444*33# (Free)
- If customer change their package while availing this exciting offer, customer have to recharge 33TK again for this offer.
- All types of balance transfer of 43TK will be remaining closed during this camping.



3.1 Mission of this campaign:

This campaign has an aim to increase the usages of pre-paid customers. They set this campaign in such a way that every pre-paid customer can get this facility by recharging their phone no matter which package they are using now. Even the customers who often use Robi can also employ this.

3.2 Goal & objectives of the campaign:

The main goal is to grave the attention of the customer towards Robi. Moreover this campaign shares the general goal of Robi which targets for more revenue earning.

3.3 Specific Competitors' for this campaign:

3.3.1 GP Nishchinto Package ^[21]:

Grameenphone brings special call rate for Nishchinto Customers. Under this offer, consumer can talk to any operator numbers at only 11 paisa/10 seconds, 24 hours with 30 days validity. to enjoy this tariff customers need to recharge minimum 70TK. special call rate applicable for all prepaid customers but customers need migrate to Nishchinto package (if eligible). Moreover MyZone package users will enjoy MyZone tariff in On-net calls. For GP-other operator calls this call rate will be applicable. Furthermore special call rate offer of Nishchinto package is not applicable for customers enjoying reactivation offer.



3.3.2 Banglalink 28TK and 58TK recharge bonus offer ^[22]:

Banglalink launched another recharge based bonus minutes offer. all prepaid and call & (without e-voucher, pock) users, with 58TK. recharge, enjoy up to 1000 minute and 580 MB instant bonus, and for 28TK. recharge enjoy up to 500 minute and 280 MB instant bonus. For each 58TK. recharge consumer will enjoy 100 minute and 58 MB instant bonus, and for each 28TK. recharge consumer will enjoy 50 minute and 28 MB instant bonus. Consumer can repeat each recharge up to 10 times. In addition bonus minutes can be used for calling any Banglalink number (except FnF & super FnF) from 9 am to 5 pm and validity 2 days (including bonus receiving date.)



3.3.3 Get 300% bonus offer on 52TK recharge in Teletalk^[23]:

TELETALK gives 300% bonus offer on 52TK recharge for its valuable customers. For exact 52TK recharge customer will enjoy Voice call: 52 min (onnet:26 min, offnet:26 min),SMS: 52 (onnet:26, offnet:26)Internet: 52 MB. The conditions of the campaign are all 2G or 3G Prepaid users (without PCO) are Eligible for this offer,52TK will be added consumer main account, bonus Validity 3 days including the recharge day, any customers can use this offer many times during this camping and The offer running from 21st July to 4th August-2014.



3.3.4 Airtel 28TK and 48TK big recharge bonus offer^[24]:

Airtel Bangladesh pre-paid customers, recharge 28TK and get 100 % bonus or recharge 48TK and get 200 % bonus Basic conditions are consumer do not need to registration for this offer and Under this campaign, customer will get 24TK bonus on recharge of 28 TK and 48 TK bonus on recharge of 48 TK only.

- For every 28TK Recharge consumer will get: 12TK talk-time, (airtel to airtel) and 12TK INTERNET DATA.
- For every 48TK Recharge consumer will get: 48TK talk-time, (Airtel to Airtel) and 48TK INTERNET DATA .



3.4 Competitive Advantage:

The competitive advantage of flat rate campaign is getting maximum benefit by investing less. The reason is, every operator except Citycell are giving recharge based offer and from all of them Robi gives the best offer. The reasons why the other operators are not best are given below:

Name of operators	Recharge required	Same operator		Other operator
GP	70 TK	11 p/ 10 sec	Whole sale 7p/10s	Not applicable
Banglalink	58 TK / 28TK	Bonus 100 minutes & 58 MB / 50 minutes 28 MB		
Robi	33 TK (use 5 TK / 15 TK)	10p/10sec	5p/10sec	10p/10sec
Teletalk	52TK	52 minutes, 52 SMS, 52 MB		
Airtel	48 TK /28 TK	48TK talk-time, 48TK INTERNET /12TK talk-time, 12TK INTERNET DATA		Not applicable

From this table we can easily understand that Robi gives more facility in a low cost. More over Robi makes the promotion with a positive message and this influenced consumer more.

3.5 Marketing Mix for Flat Rate Campaign:

Marketing mix consists of the 4ps which are product or service, place, price & promotion. There are also 3ps which are packaging, positioning and people. As products, markets, customers and needs change rapidly, Robi must continually revisit these seven Ps to make sure they are on track and achieving the maximum results possible for them in today's marketplace.

3.5.1 Product or service: This campaign is totally service based since this campaign is not a SBU rather than a new operation on existing Pre-paid package. It gives service via recharging 33 TK to enjoy the service of flat rate.

3.5.2 Price: The price of this campaign is different because the design of the pricing is different from packages for example “Sorol” is a pre-paid package of Robi it has no pricing similarity with Flat rate campaign. Sorol offers recharge 39 TK and enjoy 18 paisa for per 10 seconds in contrast Flat rate offers recharge 33 TK and enjoy 10 paisa for per 10 seconds.

3.5.3 Place: Place or channel of distribution of this campaign is in all retail store of Easyload where consumer can recharge 33 taka which is the basic criteria.

3.5.4 Promotion: To explain about this we need to know which promotional mix is adopted by this campaign. From all the promotional mix Flat rate goes with Advertising, Direct Marketing, and interactive Marketing.

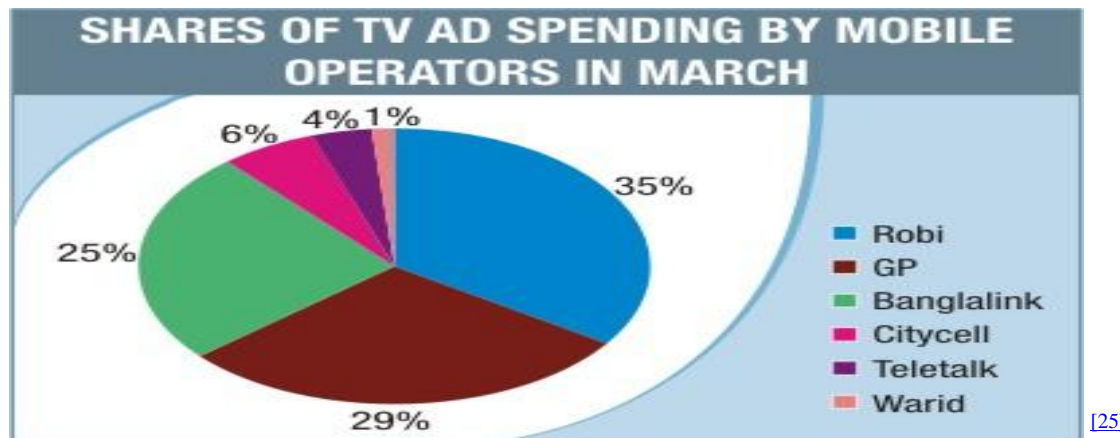
3.5.4.1 Advertising:

Flat rate campaign follows advertising because of few advantages those are given below:

- ✚ Robi controls the message which is “AJ KAR MUKHE HASI FOTABEN?”
- ✚ It's a cost effective way to communicate with the mass people For example, TV ads, paper & magazine ads, billboard and so on. These media cover whole customer of this campaign.
- ✚ Though it's a very short term campaign but because of advertising on the mass media, carries a brand Image very effectively.

There are some disadvantages also in the advertising:

- ✚ This campaign carries high cost of producing and running the 4 ads I am providing with this report. Moreover Robi advertise via billboards, magazine, newspaper, radio all over the country so the maintenance cost is so high.
- ✚ These advertisements bring too much information but within a very short time so that consumer sometimes don't understand what they are trying to say.
- ✚ Robi is covering maximum media in terms of advertising that they face many difficulties in determining which media is the most effective one.



[25]

3.5.4.1.1 Classification of Flat Rate Advertising:

Robi does basically 3 ads on this campaign. One is twin another is mother's day and the other is on two lovers.

- ✚ Consumer ads: Robi ads are made for consumers. The other offer is for consumer not for retailers.
- ✚ National Ads: This ad telecast all over the country and also billboard, newspaper and magazines are national.
- ✚ Print Advertising: Though Robi use billboards, newspaper and magazine as their media for advertising, they fundamentally pursue the print media.
- ✚ Broadcast advertising: Along with the print advertising, Robi telecasts these ads on TV, Radio, and Internet.
- ✚ Non- Product advertising: it is not product based campaign, it's a service based one.

✚ Commercial Advertising:

✚ Action advertising: Robi is giving the positive vive of action that make someone happy today. So it's an action based advertising too.

3.5.4.2 Direct Marketing:

This campaign does direct marketing very infrequent. The reasons are given below:

- ✚ Robi customer call centre calls those pre-paid users who are taking every offer Robi launched till now. By the usage of the offer, Robi select its campaign target that they are going to call for direct marketing. They basically do telemarketing.
- ✚ Even they are giving promotional message to the consumers. All prepaid user gets message on this campaign.
- ✚ The problem arise during this marketing is influencer may gives too much information to the customer. For that reason the consumer will not realize what he/she trying to inform.

3.5.4.3 Interactive Marketing:

Basically it covers integrated market communication. Here the messages of Robi are customized to specific interests and need of customer. For example this campaign only focuses on the relationship among the people and how the close individual find smile by a call. Moreover they promote this campaign via internet also.

3.6 Consumer Learning Process:

Whenever any companies launch any product or promotional package, they need to inform or educate the consumers about it. Consumers learn about a product or promotional package through three processes. These are:

- Cognitive Learning
- Behavioral Learning
- Modeling Processes

3.6.1 Cognitive Learning:

For the campaign of Ghachang Flat Rate Robi has adopted the cognitive learning process. If we notice the advertisements of this package, we can see that they have cultured their consumers by giving the information in the advertisements. For example, Robi has covered the advertisements with the full information about the package. What is the call rate, how they can adopt it, why they need to adopt it, how they can be benefited, all these information they have covered. The three advertisements mentioned in the report has informed the consumers that only the pre-paid consumers can enjoy this package, the customers can enjoy minimum call rate and with this call rate they can make their nearest one happier like father can bring smile on the face of his daughters, how a little talk of a son can heal the pain of a mother and how a boy can give happiness with a romantic words to his beloved .All information to know about the package is within the advertisements, so the learning process is through cognitive learning.

3.6.2 Behavioral Learning:

The procedure that Robi has adopted to inform its customer is informative. Their effort was to gain the attention of the consumers by making them learn directly about the package. In the mentioned promotional events of flat rate, we can see Robi has directly influenced the consumers, not through others behavior or not by making the consumers used to about the product. So that the consumer learning process that Robi has applied for the flat rate do not follow the behavioral learning.

3.6.3 Modeling Processes:

In many advertisements we can notice that, role model or celebrities recommend the products to the consumers by stating their views or experiences over the product. But in the promotional events of Ghachang flat rate Robi has not presented any role model to introduce their packages. It has introduced different life styles and bonding of relations so that the promotional event to educate the consumers was not through modeling process.

3.7 The Target marketing process: There are four steps in this process. These steps are also followed by Flat Rate Campaign. Those are given below

3.7.1 Identify markets with unfulfilled needs:

Robi has noticed that there is a desire in consumer's mind that, they want to keep in touch with their nearest closest one most of the time and they want to make them happier. But as we are now in a busy life or we have to live far away from our family for many reasons, so we need to keep in touch with family and friends over phone. If the call rate is low we can always communicate with them. Robi has wanted to grab the consumers who want to get communicate with dearest one. So they give the opportunity to bring smile on others face in a low cost.

3.7.2 Determining market segmentation

Robi has segmented their market according to consumer's need, age, income, education, values and social status. Below we will discuss about the strategy that Robi has followed to segment their market for Ghachang flat rate.

- ✚ **Geographic segmentation:** Here Robi has adopted the all level of people residing inside in Bangladesh as their market for this package.
- ✚ **Demographic Segmentation:** Robi has introduced this package to people who are above 18. This package is for every gender, people who are educated or uneducated, people from all income state, people from every occasion and social class.
- ✚ **Psychographic Segmentation:** In this particular package Robi has grabbed attention by touching the emotion and familial values of consumers. Here they have shown that, how our value our relation with others, how it feels to make someone smile. So here Robi segmented its market to the people who wants to make people happier.
- ✚ **Behaviorist Segmentation:** It's a natural human behavior that people want to get more utilities with a cheaper cost so Robi has offered this package with a minimum call rate. So here they have segmented their market on people's natural behavior.
- ✚ **Benefit Segmentation:** By born people find happiness in others smile. So Robi has tried to grab the market to those who want to see others happier.

3.7.3 Selecting Market to Target:

Robi has targeted their consumers, who only use pre-paid SIM card. Most of the people here in Bangladesh are cost efficient. So they want to earn more utility in low cost. So Robi has targeted to those consumers who will be attracted to this low cost package and Robi can get more revenue by their more usage.

3.7.4 Positioning Through Market Strategies

- **By product or service attributes and benefits**

For the positioning of Ghachang flat rate Robi has approached by service benefits. In this package Robi has shown how the consumers can get in touch with nearest one and bring smile on their faces by talk to them with a low call rate. Here they have shown that how the consumers can be benefited with this package.

- **By Price or quality**

Robi has focused mainly on the price of the service in the flat rate package. Price is the main competitive advantage of this package. They have introduced how anyone can be attached with their nearest one with minimum cost anytime anywhere. They have offered lowest call rate both on net and off net by recharging 33 TK. So they have wanted to position their product by price.

- **By use or application**

Robi has directly promoted this package to all prepaid Robi numbers by its usage and application. In the TVC and billboards Robi has showed the whole application process of this package, how anyone can get into this package. So it can be said that they has positioned flat rate package by its use or application.

- **Product or service user**

The package shows us that how we can make our dearest one happy. The whole promotion has covered the user benefit of this service. So it can be said that Robi has focused the service user benefit.

- **By competition**

Robi has introduced the Ghachang flat rate package to grab the attention of consumers over the competitors. They have showed that how they are offering better rate than the other competitors.

- **By cultural symbols**

Robi has brought their thinking over bonding among father and daughters, mother and son, lover and beloved. The familial bonding what they has shown in their promotions is our culture, this bonding usually do not seem in western cultures. In Bangladesh our familial bonding is very strong and here they have shown this. So there try was to position the package by defining our cultural symbol.

3.8 SWOT Analysis of the Flat Rate Campaign:

3.8.1 Strengths:

- ✚ This campaign has a very remarkable competitive advantage.
- ✚ No need to change any package because useful for all pre-paid package.
- ✚ There is no registration system for this offer. So that little bit easy system.

3.8.2 Weaknesses:

- ✚ It's a recharged based offer. Consumer need to recharge.
- ✚ There is no bonus facility rather than low call rate.
- ✚ There is a condition in usage of the recharged amount.

3.8.3 Opportunities:

- ✚ The involvements of the existing consumers are higher than previous.
- ✚ Concepts of the promotion are very touchy and also hold a positive message.

3.8.4 Threats:

Competitors are coming with the campaign which offers not only low call rate but also free internet and free SMS. Moreover they are giving free minutes.

CHAPTER – 4

Recommendation & conclusion

4.1 Recommendation for Robi Future Action :

As an intern of Robi I have learned lots of marketing related activities. I am confident that This three months internship programme at Robi will definitely help me to realize my further carrier in the job market. For the development of employee, Robi should provide more motivational Works like participation of bottom Level of executive.

There are some recommendations I found as I make this report on Flat rate. The points which I am mentioning here it's totally based on my understanding. These are:

- ✚ Robi always focus on their service quality not in to the price of service. That is why Banglalink and Airtel mostly take hold of the price conscious consumers. So they should give more importance to those consumers whom are price aware.
- ✚ Before entering into the market with new product or new feature ,Robi need to do proper analysis. Because in Ghachang Flat rate campaign they faced much challenges from their competitors' offers.
- ✚ Moreover in the Flat rate campaign they did ads on only three concept, one is love between father with daughter {twin} another is love between mother and son and the other is love between lovers'. To make this campaign more successful Robi should make more ads on different concept. For example, they can make ads on love among the friends, respects to the teachers or even to a known individual by wishing on his/ her special day.
- ✚ Furthermore: They did not use any kind of publicity or sales promotion for this campaign. They could use contest on this campaign.
- ✚ They did not give the twin and the lovers' ads in the print media. They just focused on the mother's ads. However they should give the all their ads in the billboards.

4.2 Concluding Remarks:

It has been a great experience for me to Get an opportunity to complete internship at Robi which is one of the largest telecommunication companies of Bangladesh. It was a great honor for me to work in such a professional company where everything is so organized and wonderful. The corporate culture that I learned from Robi Axiata Ltd. is a thing to be mentioned especially and adapting to it was a big challenge in such an early stage of my career. Textual learning's form university courses were helpful, but the things learnt from real life work experience have indeed been a privilege. To work in such a big organization was a pressure itself and adapting to this pressure was also a new experience. After completion of my work tenure as an intern, I feel blessed to have learned so many things in such a short span of time. New learning's and helpful attitude of colleagues is a thing to be remembered for a long time. I certainly believe this experience of working in Robi will help me in professional life and also work as an added advantage for the years to come.

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