

## INTERNSHIP REPORT





Inspiring Excellence

**Internship Report**

**On**

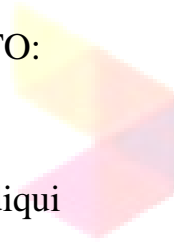
***“An overview and Analysis of Total Media Expenditure of Telecom Industries (Jan’15- Jun’15)”***

**Comparison with Robi Axiata Limited**

SUBMITTED TO:



Sayla Sowat Siddiqui



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Date of Submission: 24<sup>th</sup> August 2015

## Letter of Transmittal

Date: 24 August, 2015

Sayla Sowat Siddiqui

Lecturer, BRAC Business School,

BRAC University

### **Subject: Submission of Internship Report**

Dear Madam,

I am here by submitting my Internship Report, which is a part of the BBA program curriculum.

It is a great achievement to work under your active supervision.

This report is based on, “An overview and Analysis of Telecom Industries Media expenditure (Jan’15-Jun’15)” comparison with Robi Axiata Ltd. I have got the opportunity to work in Robi Axiatra Limited in Market Operation Buying Department under Finance Division for twelve weeks, under the supervision of Mr. Rajeev Barai General Manager Market Operation Buying, Finance division.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture of prominent telecommunication organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Jakia Afsana Tripti

ID: 11304070

BRAC Business School

## **Acknowledgement**

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I am deeply indebted to my Faculty Advisor Sayla Sowat miss, Senior Lecturer, BRAC Business School, and BRAC University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Mr. Rajeev Barai, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance.

My gratitude goes to entire CSO Department, of BRAC University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

Last but not the least; I would like to convey my special gratitude to Md. Imtiaz uddin, Manager, MO Buying. Without his help and support my report would not be completed.

Moreover, I would like to thank Mr. Abu Sayed, Md. Khairul Alam General Manager, Ashok Karmokar, Manager, Reeshad Ahmed, Specialist and Shosoma Chowdhury, Specialist for helping me in furnishing the report. Moreover, I would also like to express my gratitude to my Robi Axiatra Ltd Fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

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## Executive Summary

*I have prepared this report based on 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 organization has many divisions and departments but the focus is given more on the procurement process of SCM and Market Operation Buying Department.*

*This report mentions about the overall media expenditure of last six months (Jan'15- Jun'15) I have made an analysis of investment in media by the telecommunication industry and based on the findings I have made a comparison for robu with the industry. Mainly, I worked with three media: TV, Radio and Press. In addition to that I have considered following analysis: by operator investment, By channel investment, by genre time share, by publication investment, by operator by page investment, average duration in TV used by operators and average duration in FM used by operators. However, I have done the calculation and analysis with raw data of media expenditure by the industry which I got from the monitoring agency of robu. Finally I try to give some recommendation for Robi Axiata Limited*

## Chapter 1

### The Organization Overview





## **1.1 Introduction:**

In this 21<sup>st</sup> century mobile networking is become a basic needs of our day to day lifestyle. Most of the people of our society are using mobile networking for communicating. The basic function of telecommunication is to connect people through voice transfer, text messages 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.

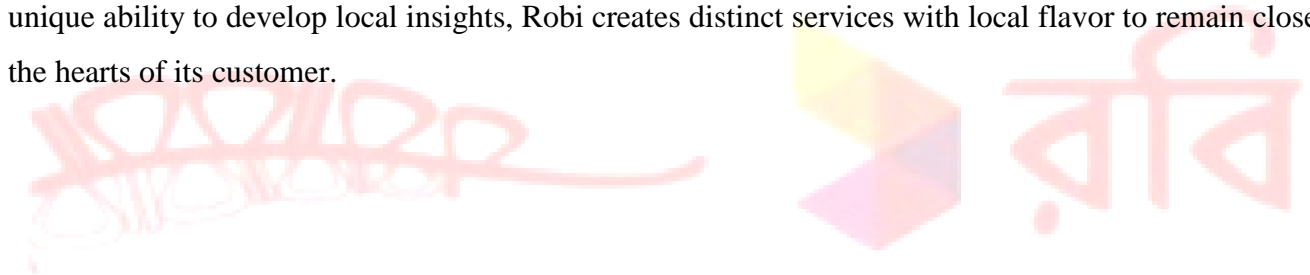
Today, telecommunication has become a day to day necessity of the people. The number of mobile phone user is increasing day by day in our country. It is a very attractive market for the mobile connection provider. Presently there are six companies in the market. Each of them is trying to maintain and increase their market share. Among them Robi Axiata Limited is one of the leading company in the sector. Many other companies of different market have contributed a lot behind the success of Robi. I have got the opportunity to work with Robi in the Market Operation Buying Department. This department does the procurement for the market operation of Robi.

## **1.2 History of Robi Axiata Limited:**

Bangladesh is a developing country. Moreover, in this informational and technological era Bangladesh also go ahead with these changes of information and technology. One of the familiar information and technology is mobile networking. In Bangladesh there are many telecommunication company in telecommunication industry. Robi Axiata Limited is one of them.

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 Telekom 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 28<sup>th</sup> March, 2010 the company started its new journey with

the brand name Robi. Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core Robi marches ahead with innovation and creativity. To ensure leading-edge technology, Robi has the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voices, CAMEL Phase II & III and GPRS/EDGE service with high-speed Internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 550 operators across 205 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates. With its strengths and competencies developed over the years, Robi aims to provide the best quality service experience in terms of coverage and connectivity to its customers all over Bangladesh. Together with its unique ability to develop local insights, Robi creates distinct services with local flavor to remain close to the hearts of its customer.



### **1.3 Company Profile:**

**Name of the Company : Robi axiata Limited**

**Shareholders : Axiata Group Berhad and NTT DoCoMo**

**Bangladesh Head Office : Robi Corporate Centre, 53 Gulshan South, Avenue, Gulshan-1, Dhaka-1212; Bangladesh.**

**Year of establishment : 1997**

**Industry : Telecommunication**

**Technology Deployed : EDGE, GSM, GPRS, HSPA**

**Position in the Industry : 3<sup>rd</sup> in terms of number of subscriber and 2<sup>nd</sup> in terms Of revenue**

**Network Coverage : 99% of the population (September, 2014)**

**Geographical network : All over the Bangladesh(September, 2014)**

**Major Competitors : Grameenphone, Banglalink, Airtel**

**Market Share : 21% (February, 2015)**

**Revenue : 9.4% ^ in 2014**

**Slogan: Jole Uthun Apon Shoktite (Ignite the power within)**

**Corporate Website : <http://www.robi.com.bd/>**

**Logo:**



## **1.4 Company Objectives:**

The main objectives of Robi Axiata are :

- Commitment towards the need of the customers;
- Maintain high form of ethical standards;
- Improve all work process;
- Improvement of employee knowledge and skill;
- Securing the quality of the services to match that of competitors;
- Maintain the brand image and position of the company.

## **1.5 Purpose and Principles:**

### **Purpose**

The purpose statement is their ambition for future, to set a common direction for new brand, a framework for all their strategic planning.

Robi's purpose is also to empower their customers. They claim that, *"We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services."*

The new brand is here to help people to empower and enable themselves to make a better life.

They also believe that, *"We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders."*

### **Principles**

Principle statements define how people want to behave with each other in the organization. The statements are about how the organization will value customers, Vendors, and the internal community. Robi also believes that no matter what they do to realize their purpose, they hold themselves accountable to the following Guiding Principles that the way for them. They are as follows:

- Being **respectful** towards everyone.
- Being trustworthy by action. Being **passionate** and **creative** in all we do.
- Keeping things **simple** in the way we do things.
- Being **ethical** and **transparent**.
- Demonstrating individual and collective **ownership**.
  
- Practicing an **open** culture in communication and internal
- **Emotional:** Passionate, Creative, Respectful, and Open
- **Functional:** Simple, Ethical, Transparent, and Ownership

## **1.6 Mission, Focus and Vision of Robi:**

### **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 our budding nation.

### **Focus:**

Axiata is focusing on not just developing a talent pool for the group and its subsidiaries – but on succession planning for key positions in the Robi. Robi Leadership program focuses on seven areas of leadership skills- strategic thinking, business acumen, result orientation, customer orientation, people management, coalition building and personal attributes.

### **Vision:**

Robi's vision is to continuously monitor its customer's needs and to plan accordingly. It will monitor the development of technology and updated self to meet customer demand.

### **Long term Vision:**

Robi strongly believes that subscribers are their most valuable asset. They have a strong Customer Service Center. Being always with their customers the Robi "Help Line" is there. Robi has successfully migrated to a new switch with higher capacities in terms of accommodating higher customer base and as well as to let them use all the basic supplementary services under GSM technology. Robi Axiata Limited expertise and experience are acknowledged throughout the industry. Demand is growing all the time, not simply for the services it already provides, but for greater and more diversified services and even higher quality performance. Its pace is fast, rewards are high and work is of constant challenge. They introduced the both-way national roaming all through their network coverage. The Prepaid services with enhanced features have been commercially commenced successfully and now they are taking some projects to accumulate more advanced technological features in their network. In terms of Network Quality, the company will ensure not only the equipment are of world class standard but more importantly its size or capacity is catered to the right dimensioning of customer base, in order not to face the problems of drop calls or congestion. All these are done through proper planning, control and schedule maintenance program. They maintain the benchmark for providing the quality services. They monitor these through generating regular reports and on site survey. If there are any weak signals or a call drops, the skilled engineers are providing services round the clock to resolve the problem instantly. This is the most important key resource factor in Robi Axiata Limited. Robi has efficient human resource. Moreover, its decisions are based on facts from market research and coverage survey. Moreover, the above objectives can only be achieved through the right people. Robi has put its keen eyes in developing its employees through proper training, as they believe that the most important asset for Robi Axiata Limited. So they are ensuring quality services by quality people. Robi has the plan to give opportunity to every household in using cellular service in the country at the competitive price providing unparalleled quality service and customer care.

## **1.7 Product and Services:**

Robi offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value-added products and services such as, SMS, GPRS, EDGE, International Roaming SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking and Bengali SMS. Robi has got the widest International Roaming coverage among all the operators in Bangladesh.

### **Prepaid and Postpaid:**

Prepaid:

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. A customer can have 5 FnF to any operator mobile with one Robi partner facility there is full BTCL connectivity with FREE BTCL incoming. There is extended and simplified refill validity for ease and freedom. Moreover, there is nationwide EasyLoad facility and high-speed internet connectivity all available Value Added Services (e.g. SMS, MMS, GoonGoon, ringtone, wallpaper, games, and animation download) are available in the service. Customers can recharge their Robi Prepaid by using scratch cards and Easy Load facilities.

Postpaid:

Robi also offers post-paid service; along with the various packages. **Robi Push Mail** is a secure, reliable and feature rich email solution at price customers can afford. 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, Customers can pay their bills by following:

- **Scratch Card Auto Debit Easy load Bank**
- **Customer Care Center**

**Value Added Services:**

- Music – ROBI GoonGoon, radio, Song Dedication, Listen & dance
- Entertainment – WAP , MMS, Voice portal, Kid zone, Cricket world
- Downloads – Ringtones, Animations, Wallpaper, Games
- Internet & data service – Browsing pack, Internet pack, Modem and recently introduced 3G internet package.
- Messaging – SMS, MMS, Voice SMS, SMS Dedication, International SMS, Greetings
- Community & Chat – Voice chat, SMS Chat
- Information service – Breaking news alert, Instant news, Stock information, Directory, Aroti portal, Ibadat portal, Emergency helpline, Haat- bazar
- Mobile assistance – Call block, Missed Call alert, Phone backup
- Education & Career – BBC Janala, Job portal
- Lifestyle – Bazar, Directory, Women Zone
- Finance – Stock information, M Pay, Bill Payment
- Balance transfer & Request
- Call management – FnF , Conferencing, call waiting, divert, holding, forward
- Facebook
- Job alert

**Corporate Services:**

- The wide range of Corporate Packages to fulfill your needs
- Zero security deposit with NO monthly line rent
- Convenient bill payment options
- ROBI Corporate Insurance Policy
- Cutting edge value added services like GPRS, EDGE, Personal Assistant, Corporate Messaging Platform with short code, Data and Fax call services, Call Center Solution, Fixed rate group talk plan, Customized SMS based solution
- Friends and Family (FnF):



## Internship Report

Customer may select five numbers of any operators as his/ her Friends and Family (FnF) and enjoy a significant reduction in tariff.

### Customized Credit Facility:

Every single ROBI Corporate 'Family members' may set their individual credit limits and alter it as per their requirement.

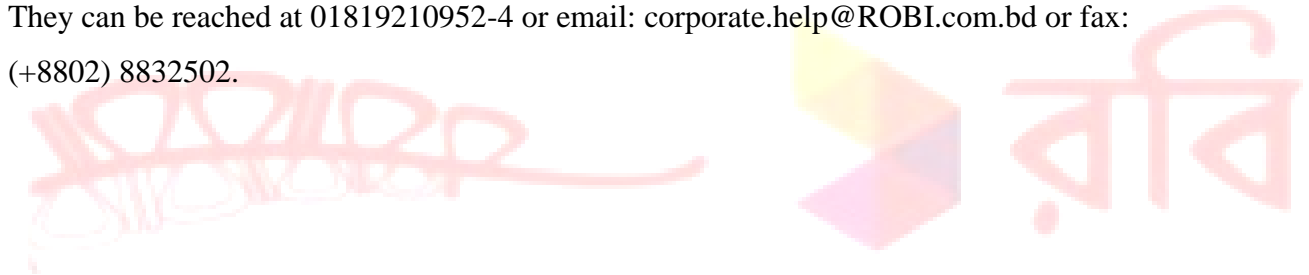
### **Itemized Bill:**

Call details including information such as date, time, duration and charge of any voice calls made can be provided.

### **Dedicated Corporate Customer Care:**

Corporate Customer Care has dedicated three helpline numbers specifically equipped to serve the corporate family members and they are available. This is an 'industry-first'.

They can be reached at 01819210952-4 or email: [corporate.help@ROBI.com.bd](mailto:corporate.help@ROBI.com.bd) or fax: (+8802) 8832502.



## **1.8 Market Share:**

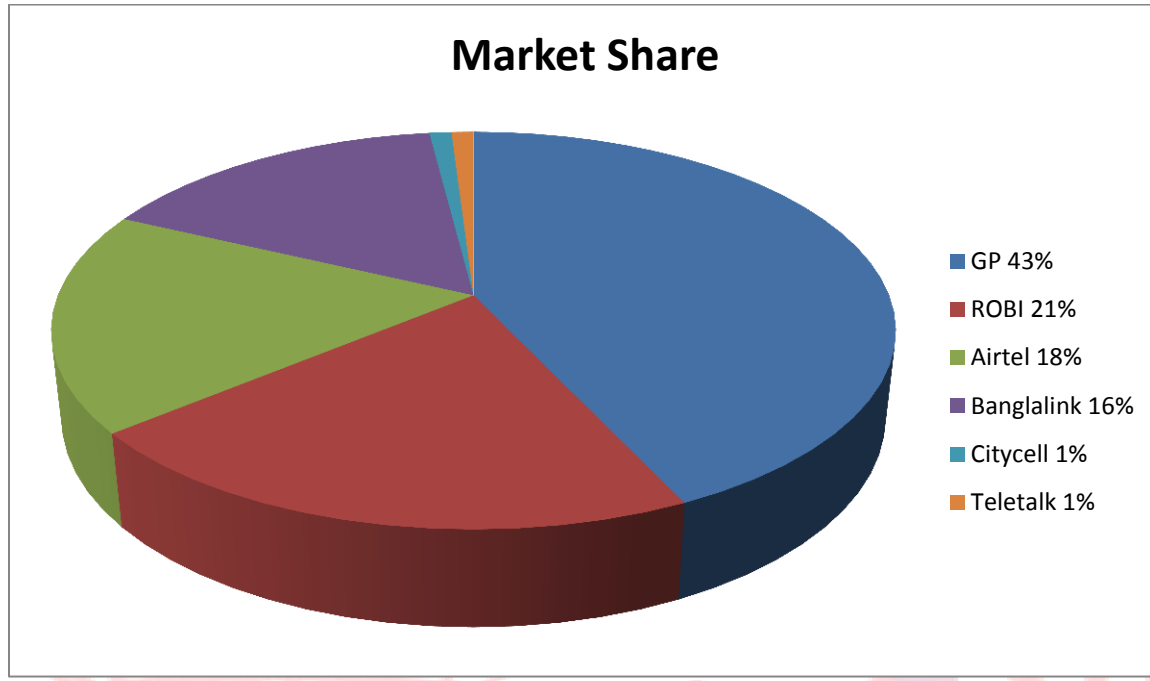
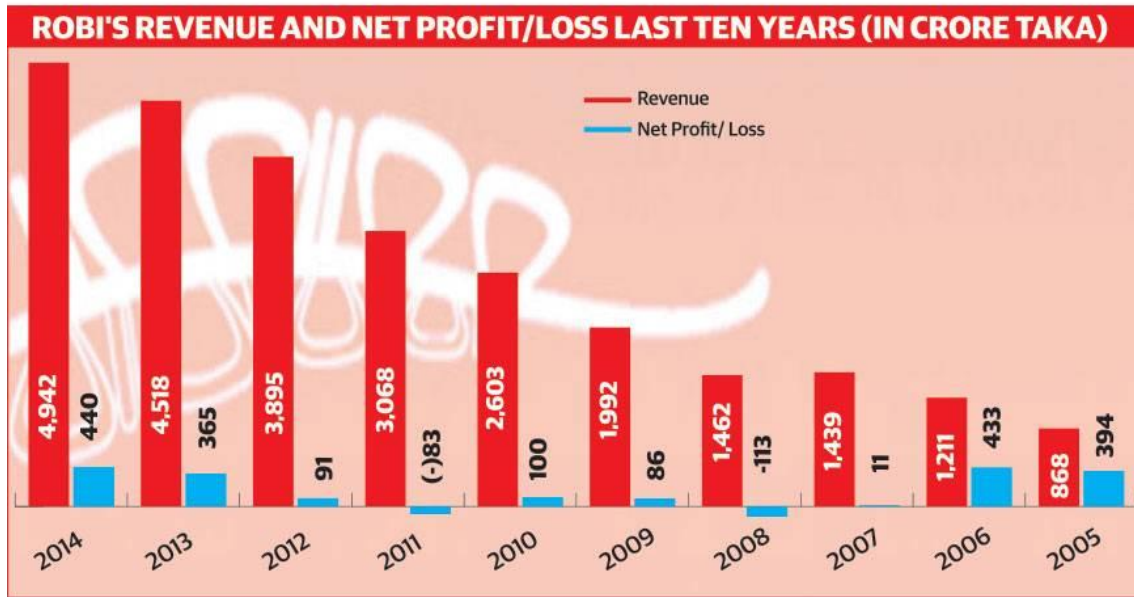


Figure 1: Market share

## **1.9 Revenue VS net Profit/Loss:**

• According to financial update 2014 Robi customer base reached to 25.3 million and by 13.2% to record a subscriber market share of 21.0% an increase of 1% relative to end of 2013. • Revenue grew by 9.4% in FY 2014 amid fierce competition. • Operating Profit/ EBITDA (Earnings before Interest Tax Depreciation and Amortization) recorded an 18.3% growth with a 2.9 percentage point (pp) improvement in EBITDA margin. • Net Profit after Tax (PAT) grew by 20.4% through focused investments and excellence in cost management. • Invested BDT 21.0 billion (63.7% increase) towards expansion of 3.5G footprint, 2G new coverage and enhancement quality of service. • Contribution to national exchequer was BDT 21.7 billion representing 43.8% of Revenue.



**Figure2: Revenue vs net profit/loss**

### **1.10 Key Success Factor**

Company’s key success factors are their means to prosper in the market place. KSF includes product attributes, competencies, and market achievements with the greatest impact on future competitive success in the market.

- **Technology Related KSFs:**

Technological Innovation: Robi is the 1st Bangla SMS Service Provider in the market. Recently Robi introduced 3.5 G internet for its customers.

- **Distribution Related KSFs**

Strong network of dealers, wholesale retailers, like, Robi Customer Care Centers, Robi Touch Points etc.

- **Infrastructure and Network Related KSFs**

Strong Infrastructure and Wide Network Coverage. Robi provides network coverage in 61 permitted districts of Bangladesh.

- **Marketing Related KSFs**

Better Product Quality and Broad Product Line. E.g. prepaid, postpaid, mobile-to-mobile, International roaming. Faster and Efficient Customer Service e.g. 24 hours helps line, customer service centers, etc.

- **Skills and Capabilities Related KSFs**

Expert, motivated and talented workforce to provide professional: Better customer service. Faster Delivery time capability. Supply Chain Management Capabilities

- **Financial KSFs**

Strong Balance Sheet to be able to invest in infrastructure and network.

Low cost provider to be able to cut price and match competitors

## **1.11 Value Chain**

The company value chain consists of the value chain of its' own as well as the value chains of its Vendors and its distributions channel allies engaged in getting its products or services to its end users. The competitiveness in end users market requires that the company managers understand the entire value chain system for delivering a product or service to end users of the company's own value chain.

- **Vendor Related Value Chains**

Vendors of SIM Cards, Scratch Cards And Network Providers

### **Company's Own Value Chains**

Technical Marketing Sales and Supply Chain

- **Forward Channel Value Chains**

Alliance and Collaboration with Mobile Set Vendor,

Distributor or franchisee

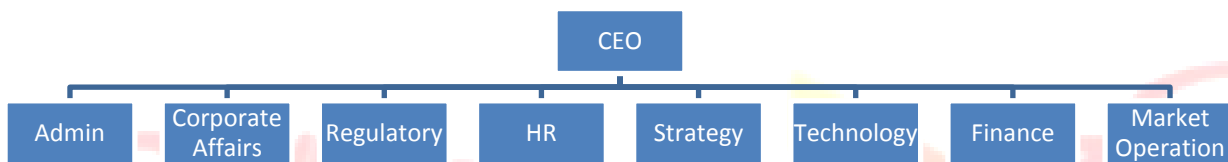
-Consumers and Corporate

### **1.12 Organization Structure of Robi:**

The organization is headed by its Chief Executive designated as the Managing Director entrusted with overall responsibilities of business direction of the organization and leading dynamically towards the attainment of its purpose and principles. In attaining the purpose and principles, the Chief Financial Officer, General Managers & department Heads assists the MD. Robi has established a strong and formidable sales channel, which consists of direct dealers and its own sales force.

Divisions & Departments of Robi Axiata Limited:

Robi is operating with following Divisions and Departments having its establishment in different locations at Dhaka, Chittagong and other regions of Bangladesh.



**Figure: Division of Robi Axiata Limited**

## Chapter 2

### JOB Responsibilities



I have got the opportunity to work as an Intern in Robi Axiata Ltd in the Finance Division which comprises of many departments. The structure of Finance division is given below:

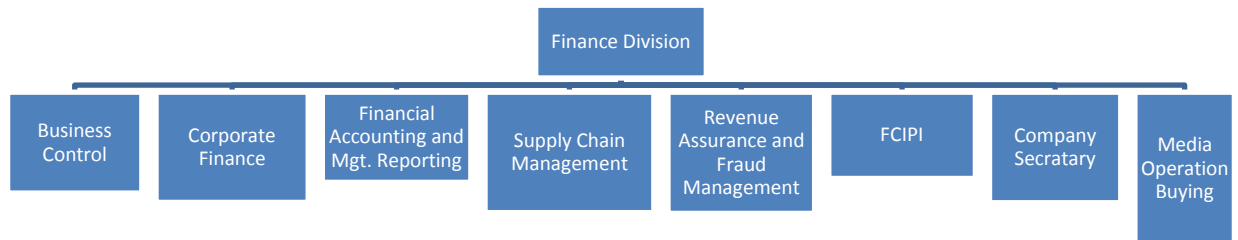


Fig: 3 Structure of Finance Division

### Market Operation Buying Department:

This department was established in the year 2012. Previously it was under SCM department, but later it has been separated. Media Operation Buying department is again divided into two units one is ATL and the other one is BTL. These two units undergo the commercial procurement. The procurement process of SCM and MO Buying is similar.

ATL and BTL perform procurement for different purposes. ATL performs the procurement of TVC, Newspaper advertisement, Events, sponsorship, campaign, and out of home activities which include billboard, pole signage and site branding. Whereas, BTL performs procurement for sim card, scratch card, T shirt, diaries and other print activities. This department is one of the small departments comprising of only 8 members.

The structure of this department is given below:

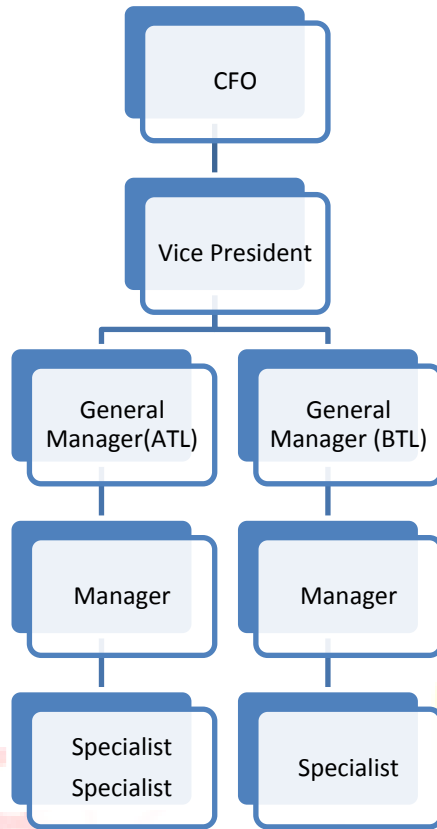


Fig: 4 Organogram of FMO Buying

I have started my internship journey with MOB team on 5<sup>th</sup> may 2015 for three months only.. The job nature was fulltime but temporary with pay. I used to work five days in a week. However, the working hour was pretty flexible. I had the chance to enter at office with punching my employee card in between 8am to 10am. After entering at office I had to work for at least eight hours. Sometimes, I had to stay long for emergency works. Furthermore, the job environment was excellent. As Robi follow the modern strategy. I found an invisible hierarchy which motivated me a lot to work with freedom.

**Job Responsibility:**

**Media Bill Reconciliation:**

As an intern my core responsibility was to reconcile the media bill of RobiAxiata Limited. I used to reconcile the bill of TV media, Radio and press. Initially I faced problem to understand the reconciliation process, so I took help from my manager. The reconciliation was done by manually, so it was pretty difficult and time consuming .However, day by day I felt interest and became expert on



reconciling the bills. I would like to give an example to clarify the reconciliation process. Robi has a monitoring agency named Ryans who monitor and send all the spot from different media. On the other hand Robi has another agency Maxus who send the bill of different media. When this two sheet of data I got, I had to make the reconciliation to prepare the bill.

### **Vendor Creation:**

As I have already mentioned the MOB team deals with procurement process of RobiAxiata limited. So, they need to deal with vendor. However, if they work with a new vendor then they need to create vendor first. To create the vendor we need to put all the necessary information of the vendor in a excel file then we have to create the vendor with a specific ID, So that we have specific ID for ever vendor. The main documents we need to create the vendors are Company name, Comany Address, TIN Number, Company Bank Account Number, Comany Bank and Bank Address, Contact person and details.

### **Vendor database management:**

I also used to manage the vendor database. If any type of information became change the vendor informed us with mail and I had to update the information. For example, the contact person details has been changed then I had to updated the database in my file.

### **Inventory Management (Sample):**

When I Joined MOB team, it was a time of Cricket and Robi is the proud sponsor of Bangladesh Cricket team. Therefore, I had to manage the inventory, for example the sample jersy of BD Cricket team. Moreover, I had to manage all the sample inventory of this department.

### **Keep and Update records:**

Moreover, I used to keep the record of all inventory, gift items and updated the records as well.

### **Scanning & Photocopy:**

I used to do number of photocopy and scan of necessary documents and papers. I was also responsible for filing the papers and keep record with maintaining series.

**Others:**

Finally, I used to do some other instant work as well. The most common works are to meet the client, to provide appropriate information to the client, to receive guest and so on. However, I took part in different session organized by the department. At the beginning of internship, I took part in a 3 hour session directed by the manager of SCM. Furthermore, I used to participate in focused group session for upgrading the marketing strategy of Robi.



## Chapter 3

### Project Analysis

#### An Overview & Analysis of Telecom Industries Total Media Expenditure (Jan'15-Jun'15)



### **3.1 Summary of the Project**

I have made an analysis of investment in media by the telecommunication industry and based on the findings I have made a comparison for robi with the industry. Mainly, I worked with three media: TV, Radio and Press. In addition to that I have considered following analysis: by operator investment, By channel investment, by genre time share, by publication investment, by operator by page investment, average duration in TV used by operators and average duration in FM used by operators. However, I have done the calculation and analysis with raw data of media expenditure by the industry which I got from the monitoring agency of robi. Finally I try to give some recommendation for Robi Axiata Limited.



## **3.2 Description of the Project**

### **Objective of the report:**

The objective of the report can be viewed in two forms:

- General objective
- Specific objective

**General Objective:** The 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 give an overview of Robi Axiata Limited.
- To understand and analyze the market operation process of Robi Axiata Ltd.
- To identify the strategies and policies for investing in media for telecom operators
- To find out bottleneck of their process with effective solutions to overcome the

### **Limitation**

- To get a 360 degree picture in investing media.
- To analyze the most popular media.
- To identify the key points of success as well as failure in investing media
- To make a comparison of total media expenditure among competitors
- To identify in which aspects investing in media help the telecom operator to enhance its customers

## **Methodology:**

### **Framework of the report:**

The whole project report has been arranged in three specific parts. Part one named as Introduction, which includes the summary, objectives, significance and methodology of the report. Part two named as Analysis part which includes overview of the media in Bangladesh, Analysis of investment data of (Jan'15- Jun'15). Part three includes recommendation and conclusion.

### **Target population**

The target populations for the study are –

- Internal employees
- Vendors of the organization
- Key executives

### **Study Area**

The study will be conducted within the organization to represent the total investment in media as well as comparison with the telecom industry for the last six months for Robi Axiata Limited.

### **Data Sources:**

I collected the data for the report from two sources.

- Primary
- Secondary

To make an overview of telecom industries media expenditure I needed the total expenditure data of the industry. I collected the data from Ryans, monitoring agency of Robi Axiata limited with help of my company Supervisor. Moreover, I used company annual report, interview of employees, Internet browsing and company website.

### **Limitations:**

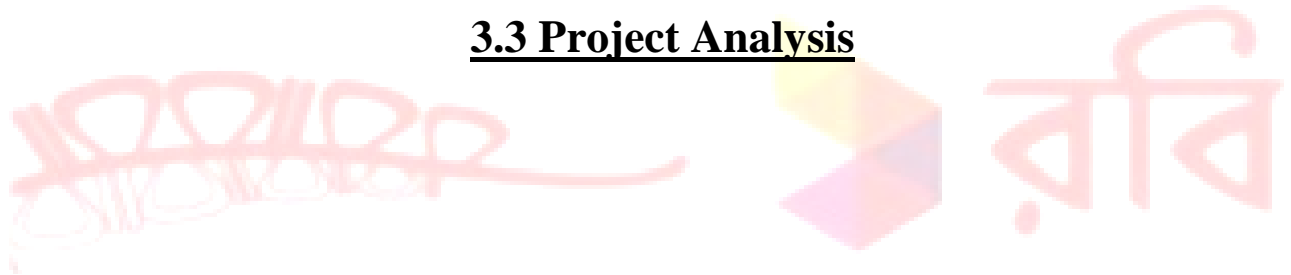
While working in the project and to make it successful one I have faced so many challenges. Even i had some limitations-

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- I have faced the time constraint.
- The data of the telecom industry was available to me but I did not have any data from any media. Therefore I could not show the project in 360 degree angle.
- As I am not a specialist in this field, so I faced problem with interpret some results of investment.



### **3.3 Project Analysis**





### **3.3.1 Overview of Different Media in Bangladesh**

Media is a very gigantic idea. If we consider communicating medium there are countless

media vehicle which can be used. But for this report I have used 3 major media vehicles:

- Television
- Print
- Radio

However, now a days Digital media is also popular as we are living in digital era.

#### **Television**

Television is the most popular medium of communication. Bangladesh Television (BTV) is the first Bangladeshi channel owned by Bangladesh Government. BTV was broadcast in Bangladesh in the year 1964. Until 1990s BTV was the only Terrestrial Television in Bangladesh. ATN Bangla was the first private satellite TV Channel in Bangladesh which started operating in 1997. All TV of Bangladesh Channels are broadcast from the Telstar 10 satellite with the exception of ATN Bangla which is broadcast from Thaicom 2/5. Currently there are 24 active channels in Bangladesh among them 4 channels (Somoy, ATN News, Independent, Ekattur TV) telecast news only and 2 channels (Channel 9, Asian TV) are for pure entertainment.

#### **Print**

A print Media or Newspaper is containing news of current affairs, articles, features and advertising. The first printing press was set up in Bangladesh was in Rangpur during 1847. A weekly newspaper 'Rangapur Barttabaha' was the first printed publication from the Rangpur printing press in August, 1847. Print Media are published in Bangladesh from the private. There are dailies, weeklies, monthly, periodical publications presenting different kind of

news from local and international and giving vast opinion from different corner of Bangladesh. Beside Bangla newspaper there are many English newspapers also have good responsibility to the society.

### **Radio:**

Now a days radio became very popular at Bangladesh. There are two types of radio. One is FM radio another is Online radio. The popularity of FM is increasing day by day. In this digital era every mobile phone has the FM radio option and more then 30% people are using mobile phone in Bangladesh. Moreover, People engage themselves in different work all day long. As a result they do not get any time or opportunity to get recreation. Only radio can help them out. At the same time telecom operators are taking this opportunity. On the other hand Radio media became flourish. The different FM channels are emerging as well. At present there are 17 radio station including Bangladesh Betar.

### **Digital:**

Digital or web based communication is the most popular medium of communication in this era of technology. From the newest generation to the old, people are depending on the digitalized way of communication. The term digital communication covers a broad area of Communication Techniques. People are friendlier with the digitalized social networks than the traditional ways of communication.

### **3.3.2 Analysis of Investment in RADIO (Jan'15 to Jun'15)**

#### **Investment by operator:**

To analyze the investment in radio for the telecom operator I have selected 11 radio channels because the operators more or less invest in these channels. Here, I have calculated the total investment of last six months.

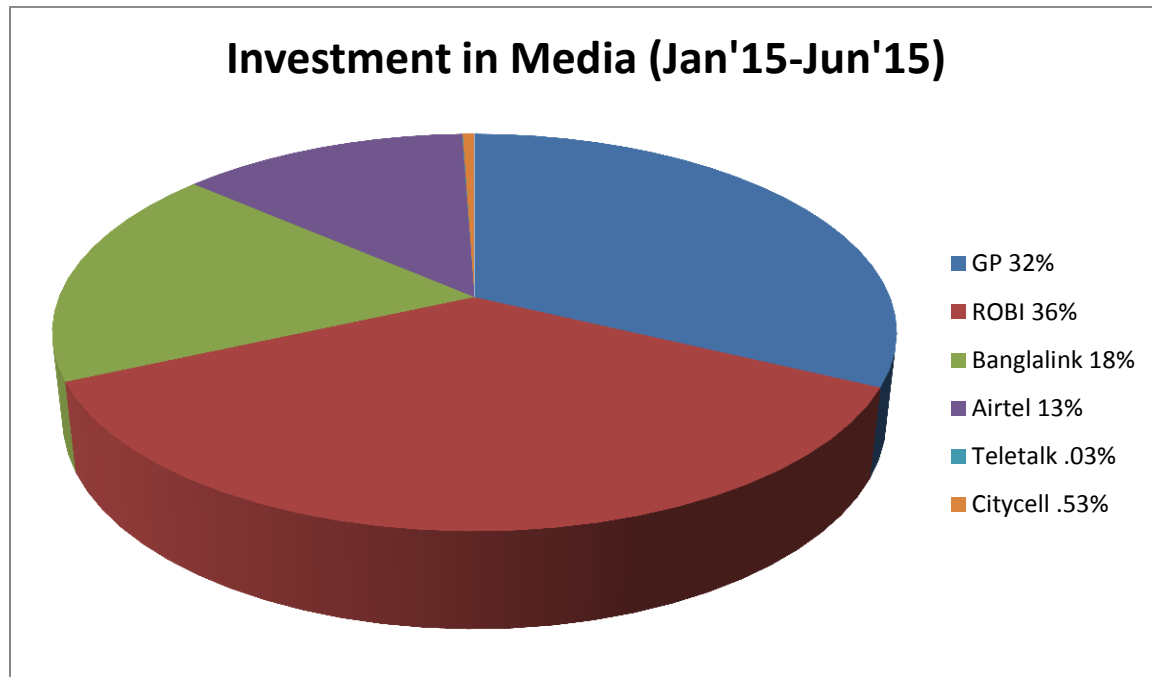
<b>Media</b>	<b>Airtel</b>	<b>Banglalink</b>	<b>Citycell</b>	<b>Grameenphone</b>	<b>Robi</b>	<b>Teletalk</b>	<b>Grand Total</b>
ABC Radio	3761020	4260337		8721926	14030963.88		30774246.88
Asian Radio		2333		18037	4000	12000	36370
BD Betar				859167			859167
Colours FM		47072		15541			62613
Dhaka FM	1809595	31387		4468863	8686843	6000	15002688
Peoples Radio	5141819	83		5384156	1323119		11849177
Radio Amar	4483457	5903524		10774431	10890240	18333	32069985
Radio Bhumi		1146310		6667062	5538039.67	70173	13421584.67
Radio Foorti	9093088.68	18862091		41178136.47	44176485.4		113309801.6
Radio Shadhin	13845801.8	8544409	1986460	14699657	20480987		59557314.8
Radio Today	10103800	28727300		28759000	32407500		99997600
<b>Grand Total</b>	<b>48238581.48</b>	<b>67524846</b>	<b>1986460</b>	<b>121545976.5</b>	<b>137538178</b>	<b>106506</b>	<b>376940547.9</b>

**Table: 1(Investment by Operator)**

#### **Findings and Analysis:**

From the above table I found that, the total investment of the telecom industry in radio for the last 6 months was tk37,69,40,548. The six operator of the industry more or less invested in 11 channels. However, Robi is the highest investor and Teletalk spend lowest in this field over the last six months. Moreover, all the operator spent highest amount at Radio foorti because the channel is very popular in the country. On the other hand, as we know GP is the market leader as well as a strong competitor of robi , it has followed a different strategy. To grab the ultra rural consumer it invested in Bangladesh Betar as well which other operators have not maintained.

**Total Investment in the Telecommunication Industry (Jan'15-Jun'15):**



**Findings and Analysis:**

The above pie chart shows the 360 degree picture of investing in radio media for the telecom operators of Bangladesh. In the industry, over the last six months Robi invested 36%, GP 32%, Banglalink 18%, Airtel 13%, Teletalk .03% and Citycell .53%. Though GP is the market leader, but Robi invested more than GP. Now days, the radio became popular to youth and youth is filling up a very big portion as target customer for the telecom operators. As a result the investment in radio is increasing day by day. Furthermore, as we know Robi Axiata limited, the telecom operator is in growth stage, so the company is trying to hold and expand the market share. Therefore, it is investing more in media.

**Investment in Channel:**

At present there are more than 15 radio channels exist in Bangladesh. However, the telecom operators are investing in the channels below. From the above pie chart, we got the percentage of investing in radio for the operator in the telecom industry. Now we will analyze how much they invest in different radio channel.

	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk
ABC Radio	7.7967%	6.3093%		7.1758%	10.2015%	
Asian Radio		0.0035%		0.0148%	0.0029%	11.27%
BD Betar				0.7069%		
Colours FM		0.0697%		0.0128%		
Dhaka FM	3.7513%	0.0465%		3.6767%	6.3160%	5.63%
Peoples Radio	10.6591%	0.0001%		4.4297%	0.9620%	
Radio Aamar	9.2943%	8.7427%		8.8645%	7.9180%	17.21%
Radio Bhumi		1.6976%		5.4852%	4.0265%	65.89%
Radio Foorti	18.8502%	27.934%		33.8787%	32.1194%	
Radio Shadhin	28.7028%	12.6537%	100%	12.0939%	14.8911%	
Radio Today	20.9455%	42.5433%		23.6610%	23.5625%	
<b>Grand Total</b>	<b>100.00%</b>	<b>100.0000%</b>	<b>100%</b>	<b>100%</b>	<b>100.0000%</b>	<b>100.00%</b>

**Findings and Analysis:**

Firstly, As we already know Airtel invest 13% of the industry in Radio channels. In addition to that , the company spent 28% of its total investment in Radio Shadhin. However, does not invest in Bangladesh Betar. Secondly, Banglalink invest 18% of industry in Radio. The company spent 42% of its total investment in Radio today which is too much. As a result it does not invest more in other channels. Citycell invest .53% of industry only in Radio Shadhin.GP and Robi has been followd same strategy. The investment of GP in radio is 32% of industry which is 36% for Robi. Both the operator invest the highest portion of their total investment in radio foorti. Finally, teletalk invest invest .03% of industry in radio which is too low.

**Top 3 channel investment:** Here, i have identified the top 3 channels for six telecom operator where they invest most.

Channel	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk
Radio Foorti	18.8502%	27.934%		33.8787%	32.1194%	
Radio Shadhin	28.7028%	12.6537%	100%	12.0939%	14.8911%	
Radio Today	20.9455%	42.5433%		23.6610%	23.5625%	
Radio Amar						17.21%
Radio Bhumi						65.89%
Asian Radio						11.27%

**Findings:**

Airtel: The top 3 channels for Airtel are Radio Shadhin, Radio today and radio foorti

Banglalink: The top 3 channels for the operator are Radio today, Radio foorti and Radio Shadhin

Citycell: Citycell invest in only one channel that is radio shadhin

Grameenphone: The top 3 radios for the GP are Radio foorti, radio today and radio shadhin.

Robi: The top 3 radios for the Robi are Radio foorti, radio today and radio shadhin

Teletalk: Teletalk invest with different strategy. The top 3 channels for teletalk are Radio vumi, radio amar and asian radio.

**Analysis:** If we consider the above findings , we found two common name that is Radio foorti and and radio shadhin. The operators invest more in radio foorti because radio foorti is very popular fm radio in Bangladesh and it has brand value loyal audience in the country. At the same time Radio shadhin became very popular in very short time. The main reason of that is radio shadhin telecast the Cricket updates and closely connected to cricket. The people of Bangladesh are fan of Cricket. Therefore, the media and the telecom operators are garbing this opportunity.

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Investment by genre: Here, I have calculated total investment in radio according to genre for all telecom operators.

Ad Type	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
1st	3849888	5903659	247960	10913037	8569728		29484272
2nd	2011257	5095934	341790	5166176	5858105		18473262
3rd	1609747	4470031	218900	4268084	4860163		15426925
All	15529641.68	19112516	415380	30101686.8	53465455.67	14333	118639013.2
BNA		1550					1550
BP	1068	85625		203947	63854		354494
BS	1965241.8	864559		447916	1133993.4		4411710.2
Last	930037	2636232	58230	3788998	2978582		10392079
MBFP	184876	29960	3500	91077	156461		465874
NORMAL	6304	25333		18544	86084		136265
PP		382500		7913407.67	2630469.88		10926377.55
RDC	14886721	25007855	700700	39732059	30828672	70173	111226180
RJ							
Endorsement	7263800	3909092		18901044	26906610	22000	57002546
<b>Grand Total</b>	<b>48238581.48</b>	<b>67524846</b>	<b>1986460</b>	<b>121545976.5</b>	<b>137538178</b>	<b>106506</b>	<b>376940547.9</b>

**Findings and Analysis:** From above table we can say that there are fourteen categories of genre where the Operators are investing. Actually, we are analyzing the investment based on genre because media expenditure can be varying according to different genre. For example, Robi invest highest amount in all break of Program which is 38% of its total investment in radio. In fact if we analyze the data we will find the same picture for all operators. There are many popular programs in FM which has a very good number of popularity that is why the operators find fruitful to invest in mid break of program. In addition to that, we find good investment in BS (Branded Song), RDC, RJ Endorsement, for all operators.

Genre time share: In case of analyzing genre the total duration is very important because it closely related to total expenditure.

Sum of Duration							
Program	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
1st	64450	83600	4250	194050	162470		508820
2nd	38665	75080	5850	98985	111045		329625
3rd	29235	64425	3760	77510	83000		257930
All	240284	240210	7130	451803	773954	430	1713811
BNA		30					30
BP	20	760		3320	760		4860
BS	42519	12388		7790	13749		76446
Last	15255	33860	1000	52505	46205		148825
MBFP	3245	335	60	1145	2085		6870
NORMAL	140	280		425	1615		2460
PP		3820		100331	44987		149138
RDC	302910	341810	11420	708625	502135	2105	1869005
RJ							
Endorsement	58850	30320		222450	309710	600	621930
<b>Grand Total</b>	<b>795573</b>	<b>886918</b>	<b>33470</b>	<b>1918939</b>	<b>2051715</b>	<b>3135</b>	<b>5689750</b>

**Findings and Analysis:**

The table shows that the total duration in FM is 5689750sec for the last six months where Robi and GP bought the highest duration. Moreover, all the operators invest mostly in break of program.



**Average Duration in FM Used by operators:**

From above table, the total duration of FM bought by all operators= 5689750 sec

So, the average duration in FM used by operators for the last 6 months= (5689750/6)

=948291.6667sec

Therefore, we can say that on an average 948292 second ad for Telecom operators was played on FM. Moreover, I would like to add that it can be a big portion from FM radios total duration.

Finally, the average duration shows that day by day the demand of FM is increasing.



### 3.3.3 Analysis of TV Media

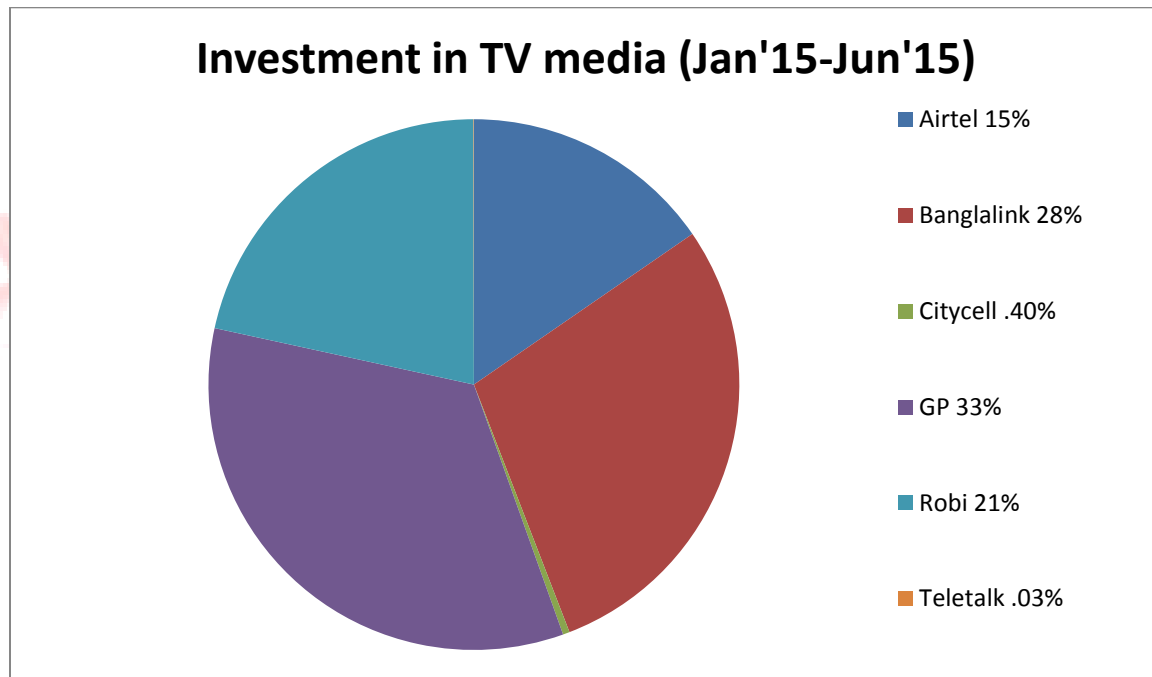
Investment by Operator: Television is the broadest media to reach to all classes of people. To analyze the total investment in Television Media by the operators I have selected 24 TV channels and calculated respective investment.

Channels	Column Labels						Grand Total
	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	
Asian TV	34556500	57158250		110342000	2639500		204696250
ATN Bangla	88954000	108835750		42122250	68291625	8882000	317085625
ATN News	40832926	1732875		55879201	39332575	2560375	140337952
Banglavision	24207700	51161075		50708950	17996250		144073975
Bijoy TV		12620000			1234000		13854000
Boishakhi	47108500	82986750		89336500	45254500		264686250
BTV		7035000		11589000	10971000	680000	30275000
Channel-24	60500000	73151750		83410500	60811375	4296000	282169625
Channel-9	22851750			47457500	33135600		103444850
Channel-i	69566750	118939264	18634250	161264408	60309550	7876250	436590472
Desh TV	7934169	129782587		96291158	23584443	24353586	281945943
Ekattor TV	21692500	45757750		111380000	93737000	10366000	282933250
ETV	12128334	10620416		43180000	4094347		70023097
Gazi TV	66620450	81415500		110143750	60866150	2763000	321808850
Independent TV	32908375	47365520			50701160		130975055
Jamuna TV	11913600	76879325		81564650	68545450		238903025
Maasranga TV	9159594	91896688		96868604	60454621	247478	258626985
Mohona TV					2349390.8		2349390.8
MY TV	22852246	32032757		52764171	77850029		185499203
NTV	64243100	110730175		62339800	55938500		293251575
RTV	36064967	77051917		70821566	58630739.6	10273000	252842189.6
SA TV		43215000		123624900	2456600		169296500
Somoy TV	39411420	48048673		39488807	56283099	8049500	191281499
<b>Grand Total</b>	<b>713506881</b>	<b>1308417022</b>	<b>18634250</b>	<b>1540577715</b>	<b>955467504.4</b>	<b>80347189</b>	<b>4616950561</b>

Findings and Analysis: Over the last six months the whole telecom industry invested 4616950561tk in 24 TV channels of the country. However GP is the highest investor where Banglalink is the second highest investor in the field. On the other hand Citycell invest least

amount in TV media. If we compare the investment with Robi, we can clearly identify that Robi invested moderate. Even, it invested less amount than radio at TV media. From the above table if we consider the most invested channel we will find some common names for all operators. For example Channel i, ATN Bangla, Channel 24, Gazi TV. The operators are investing in these channels because these channels are very popular to the people.

**Total Investment in the industry:** I have presented the whole investment in TV media through the pie chart.



**Findings and Analysis:**

From the above pie chart we can see the total media expenditure of last six months (Jan'15-Jun'15) for the telecommunication industry. As we know there are six telecom operators in Bangladesh. If we consider the total investment in 100% then for the last six months GP invested the highest portion in TV media for its branding purpose and that is 33%. GP is holding the

market leader position in the telecom industry and right now the company it is in harvesting stage. To let people know its existence and loyalty GP find the TV media to reach to the people. Secondly, Banglalink invested 28% of the industry in TV media which is very attractive portion. Moreover, Robi invested 21% which is an average investment compare to competitors. Furthermore, Airtel invested 15% of the industry. Lastly, Citycell invested .40% and Teletalk .03% which is too low.



**Investment in Channel:** From the previous pie chart we got the total investment picture in TV media by the six operators. Now we will analyze the data to calculate how much the operator invest in different specific channels.

Channel	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk
Asian TV	4.84%	4.37%		7.16%		0.28%
ATN Bangla	12.47%	8.32%		2.73%	7.15%	11.05%
ATN News	5.72%	0.13%		3.63%	4.12%	3.19%
Banglavisio	3.39%	3.91%		3.29%	1.88%	
Bijoy TV		0.96%			0.13%	
Boishakhi	6.60%	6.34%		5.80%	4.74%	
BTV		0.54%		0.75%	1.15%	0.85%
Channel-24	8.48%	5.59%		5.41%	6.36%	5.35%
Channel-9	3.20%	0.00%		3.08%	3.47%	
Channel-i	9.75%	9.09%	100%	10.47%	6.31%	9.80%
Desh TV	1.11%	9.92%		6.25%	2.47%	30.31%
Ekattor TV	3.04%	3.50%		7.23%	9.81%	12.90%
ETV	1.70%	0.81%		2.80%	0.43%	
Gazi TV	9.34%	6.22%		7.15%	6.37%	3.44%
Independent TV	4.61%	3.62%		0%	5.31%	
Jamuna TV	1.67%	5.88%		5.29%	7.17%	
Maasranga TV	1.28%	7.02%		6.29%	6.33%	0.31%
Mohona TV				0	0.25%	
MY TV	3.20%	2.45%		3.42%	8.15%	
NTV	9.00%	8.46%		4.05%	5.85%	
RTV	5.05%	5.89%		4.60%	6.14%	12.79%
SA TV		3.30%		8.02%	0.26%	
Somoy TV	5.52%	3.67%		2.56%	5.89%	10.02%
<b>Grand Total</b>	100%	100%	100%	100%	100%	100%

### **Findings and Analysis:**

To analyze the investment in channel we have selected 24 TV channels. Where only BTV is government TV channel and others are private channels. As we already know from previous table that Airtel spent 15% of industry at TV channel. Here, we can see that it invests 30% of its total investment in three TV channels: ATN Bangla, Channel i and GTV. Airtel does so because these channels are very popular now days and have the loyalty from audience. Secondly Banglalink

also invest almost 30% of its total investment in ATN Bangla, channel i and DSh TV. However, Citycell only invested in channel i. GP mostly invested in Channel i, gazi TV and SA TV where Robi mostly invested in ATN bangla, Ekattor and MY TV. Furthermore, Teletalk invested 66% of its total investment in Dsh Tv, Ekattor and RTV. However, there are some least invested channels like Asian TV, Bijoy TV Mohona tv and so on. If we analyze the discussion we can bring some key points. The telecom Operators are invested mostly in 3 or 4 channels because of popularity. However, if I make comparison with Robi I must say it invested 8.15% of its total investment at MY TV which is not worth. Because MY TV is not so much popular in Bangladesh, even competitors are also not investing in it.



**Top 3 channel in investment:**

I have identified top 3 channels for the operator according to their investment over the last six months (Jan'15-Jun'15)

Channel	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk
ATN Bangla	12.47%	8.32%			7.15%	
Channel-i	9.75%	9.09%	100%	10.47%		
Desh TV		9.92%				30.31%
Ekattor TV					9.81%	12.90%
ETV						
Gazi TV	9.34%			7.15%		
MY TV					8.15%	
RTV						12.79%
SA TV				8.02%		

**Findings and Analysis:**

**Airtel:** The top 3 invested channels for the operator are ATN Bangla, Channel i and Gazi TV

**Banglalink:** The top 3 invested channels for the operator are ATN Bangla, Channel i and Desh TV

**Citycell:** Citycell only invested in channel i.

**Robi:** The top 3 invested channels for the operator are ATN Bangla, Ekattor TV and MY TV

**GP:** The top 3 invested channels for the operator are Channel i, Gazi TV, SA TV

**Teletalk:** The top 3 invested channels for the operator are Desh TV, Ekattor TV and RTV.

From above finding we can identify some common names like channel i ATN bangla and Gazi TV. The operators are investing mostly in these channels because through these channels they can easily reach to the consumers. Moreover, these channels are very popular. ATN bangla is an old satellite channel and have strong brand name with loyalty. At the same time Channel i is a very popular name for its wonderful proram. Finally, the Gazi TV became very popular for the attachment with cricket.

**Investment by genre:** To analyze the investment by genre I have calculated the total cost according to different program or genre. In all TV channels there are different types of program but the category of program is same. Here, I have identified seven types of program includes: Drama, Film-Movie, News, Program, Talk Show, Telefilm.

Program Type	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
Drama	123433049	177663429		175429211	97381679	11427827	585335195
Film-Movie	12151050	84957075		48589550	72245310	262500	218205485
News	324871089	508006292	18610250	663014217	437580197.4	36104793	1988186838
None	107317760	156662327	24000	83671750	97529389	8039250	453244476
Program	113268830	314769456		399722089	154173593	17384319	999318287
Talk Show	24959903	59067443		165114398	88452586	7128500	344722830
Telefilm	7505200	7291000		5036500	8104750		27937450
<b>Grand Total</b>	<b>713506881</b>	<b>1308417022</b>	<b>18634250</b>	<b>1540577715</b>	<b>955467504.4</b>	<b>80347189</b>	<b>4616950561</b>

Program Type	Overall Investment in the Telecom Industry
Drama	13%
Film-Movie	5%
News	43%
None	10%
Program	22%
Talk Show	7%
Telefilm	1%
<b>Grand Total</b>	<b>100%</b>

**Findings and Analysis:** The above shows the total investment in TV media according to genre. Bangladesh is a densely populated country and to get the fresh news people usually try to get the news at least once a day. Therefore, operators are investing more in this genre which is 43% of total investment in the TV. Moreover, others program are also very popular. So, operators grab the opportunity to reach the people investing according to the popularity of genre.



**Genre time share:**

Sum of Duration	Column Labels						Grand Total
Row Labels	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
Drama	197175	323010		323230	164252	18580	1026247
Film-Movie	49400	321903		169300	267809	1210	809622
News	666195	1087710	28720	1314485	924801	62960	4084871
None	352795	661370	60	397180	421525	21710	1854640
Program	236815	679098		852123	343212	31080	2142328
Talk Show	67085	150960		400471	229075	17360	864951
Telefilm	18462	19478		16730	17995		72665
<b>Grand Total</b>	<b>1587927</b>	<b>3243529</b>	<b>28780</b>	<b>3473519</b>	<b>2368669</b>	<b>152900</b>	<b>10855324</b>

**Findings and Analysis:**

If we analyze the data of the table we will get total time shared by the operators in TV media according to different genre. Here, 10855324 second has been bought by the industry for promoting the telecom operators as well as the product & service. However, in the time of news hold the highest time share by the operators. GP has bought 3473519sec where the duration of ad in news hour is 1314485sec. On the other hand, Robi shared 2368669sec from TV media where the highest duration is also in News hour. Others operators also following the same strategy. The main reason behind this is people are so much interested to update themselves with fresh news.

Average Duration in TV used by Operators:

From above table, the total duration of TV media bought by all operators= 10855324 sec

So, the average duration in TV used by operators for the last 6 months=  $(10855324/6)$

= 1809220.667 sec

Therefore, we can say that on an average 1809221second ad for Telecom operators was broadcast on different TV channels. Moreover, I would like to add that it can be a big portion from TV channels total duration. Finally, the average duration shows that day by day the demand of TV media is increasing.



### 3.3.4 Analysis of Press

Publications are very strong and old media in Bangladesh. Newspapers reach to the area where satellite TV or FM radio network does not exist. In these circumstances the press holds a large portion of investment from telecom operators. There are different types of publications like daily, weekly, quarterly and so on. The most popular newspaper is daily as well as bangla newspaper and magazine.

Investment by Operator: To calculate the total investment in publications by different telecom operators I have listed the entire newspaper name and their respective investment. There are 40 newspapers where the operators have invested more or less for the last six months (Jan'15-Jun'15)

Newspaper	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
Ajkaler Khabor				584000		325000	909000
Alokito Bangladesh	244800	1998000	348000	2318500	2077000	5075000	12061300
Amader Orthoneeti		996000		432000	949200		2377200
Amader Samoy Bangladesh	6194200	3884400	472400	15134100	33106700	4666400	63458200
Pratidin	11349000	12387000	4538000	29267300	43185900	1688000	102415200
Bangladesh Today		506400					506400
Bhorer Dak	288000			1060400			1348400
Bhorer Kagoj	600000	1836000		1051800	600000	5857000	9944800
Bonik Barta	440000	1862500		580000	2553500		5436000
Daily Janata	240000	1159600		550400			1950000
Daily Observer		842000		36000		1171500	2049500
Daily Star	10562300	6588400	935500	22046700	8339300	1189800	49662000
Daily Sun	560000		507600	1455700	182400	75000	2780700
Dhaka Tribune		5164000	304000	456000		40000	5964000
Dinkal	512000	588800	1108000	403800			2612600
Financial Express	192000	322000		812000	582000	90000	1998000
Independent	216000				134000	50000	400000
Inqilab	1478400	3593600	336000	5802200	3375000	400000	14985200
Ittefaq	1632000	3146000		6538800	18191000	2004300	31512100
Jaijaidin	2256000	2562000	372000	1060000	1008000	4710000	11968000
Janakantha	1008000	808000		3296000	4948000	2149000	12209000

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Jugantor	7251000	6399000		16202000	21743000	5936500	57531500
Kaler Kantho	16002000	13415500	402000	19736000	16529500	6936500	73021500
Karatoa	1920000	344000		4668800	2582000		9514800
Khabarpatra		504000					504000
Manabzamin	1060500	1130000	466000	1068000	3350000		7074500
Manob Kantha	624000	2324000		1057000	5247000	2737000	11989000
Naya Diganta	5003000	6076000	2494200	13000000	17907000		44480200
New Age	264000	1428000	7758600	3709400			13160000
New Nation	384000	802000	338000		676000		2200000
News Today	276000	790000					1066000
Prothom Alo	51493650	54094800	400000	81905475	55206800	14937575	258038300
Samakal	5500000	9232000	5402000	23997800	10790500	2995000	57917300
Sangbad	480000	1460000		572000		95000	2607000
Sangram	228000	1934300		637600			2799900
Sokaler Khabor	1440000	2026000	1041000	1364000	3797500	2538000	12206500
Vorer Pata	336000	2388000	282000	2377000	1210000	1606000	8199000
<b>Grand Total</b>	<b>130034850</b>	<b>152592300</b>	<b>27505300</b>	<b>263180775</b>	<b>258271300</b>	<b>67272575</b>	<b>898857100</b>

### Findings and Analysis:

The above table shows that the six telecom operators have been invested 898857100tk in different publications of the country over the last six months. GP has invested 263180775tk which is the highest investment among the operators. Robi has invested 258271300tk, Airtel has invested 130034850tk and Banglalink has invested 152592300tk. Citycell and Teletalk invested too low compare to competitors. If we analyze the investment according to different newspaper, we will find GP invested mostly in national dailies where Robi has invested mostly in regional newspaper. However, all the operators invested highest amount in Prothom Alo and Bangladesh Protidin among Bangla newspaper and in Daily Star among the English dailys.

**Investment by Publication Type:**

Publication Type	Column Labels						Grand Total
	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	
Bangla	124220750	138813500	17661600	235522375	248655500	64656275	829530000
English	5814100	13778800	9843700	27658400	9615800	2616300	69327100
<b>Grand Total</b>	<b>130034850</b>	<b>152592300</b>	<b>27505300</b>	<b>263180775</b>	<b>258271300</b>	<b>67272575</b>	<b>898857100</b>

Publication Type	Column Labels						Grand Total
	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	
Magazine	10746750	504000		1806775	1367600	875	14426000
Newspaper	118824100	151958700	27505300	260390800	254771300	66076700	879526900
Supplement	464000	129600		983200	2132400	1195000	4904200
<b>Grand Total</b>	<b>130034850</b>	<b>152592300</b>	<b>27505300</b>	<b>263180775</b>	<b>258271300</b>	<b>67272575</b>	<b>898857100</b>

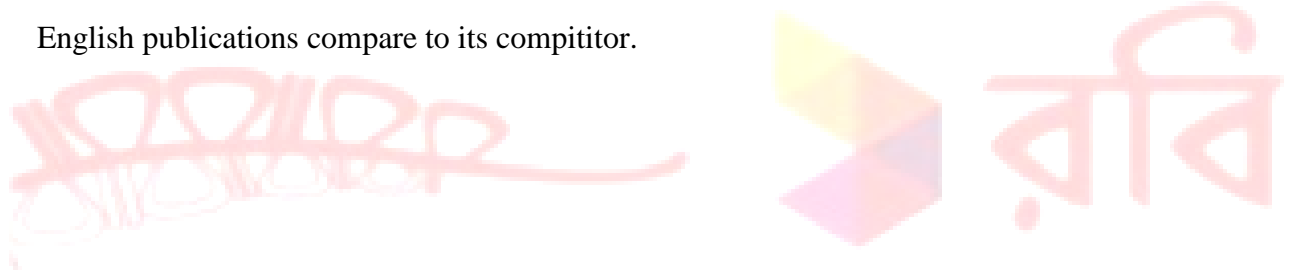
Row Labels	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
A To Z				142000			142000
Adhuna						156000	156000
Ananda					280000		280000
Chutir Dine	1349750	504000		424375	676800		2954925
General	111440500	149078700	27505300	259533400	254361400	65920700	867840000
Life Style	90000			397200	536400		1023600
Naksha		129600		126000	140000		395600
Pachal					5000		5000
Rosh Alo	9199000			1276800	685800	875	11162475
Shout	3542400			440400	409900		4392700
Showbiz	3346200			153000			3499200
Stadium	495000						495000
Supplement	374000			318000	1176000	1195000	3063000
Suppliment				264000			264000
The Star	198000			105600			303600
Treehouse		216000					216000
Weekend		2664000					2664000
<b>Grand Total</b>	<b>130034850</b>	<b>152592300</b>	<b>27505300</b>	<b>263180775</b>	<b>258271300</b>	<b>67272575</b>	<b>898857100</b>

**Findings and Analysis:**

The above two table indicates two types of findings. The telecom operators invested in two types of publication: Bangla and English. As the bangla Publications are pretty popular in the country, so undoubtly the investment would be higher than the English. However, the total investment in Bangla publications by the operator is more than 92% of the industry.

Moreover, There are three types of publication exist in Bangladesh including Magazine, Newspaper and Supplement. After analyzing the above table we can say that the telecom industry invested highest amount in newspaper which was 879526900tk for the last six months. They invested moderate amount in Magazine and very small amount in Supplement papers. However, Robi and GP invested in this three fields following quite same strategy.

Furthermore, the third table shows the investment by publication category where general newspaper holds the highest amount. One important notable point is that robi invested less in English publications compare to its compititor.



**Investment in Page by Operators:**

To calculate the investment in pages I have represented two types of calculation. One is how many pages the operators have used over the last six months (Jan'15- Jun'15) another total cost according to position of pages.

Sum of Page No.	Column Labels						Grand
Row Labels	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Total
Ajkaler Khabor				11		5	16
Alokito Bangladesh	2	12	4	20	27	108	173
Amader Orthoneeti		3		3	10		16
Amader Samoy	474	147	22	900	433	66	2042
Bangladesh							
Pratidin	182	724	178	1070	545	42	2741
Bangladesh Today		4					4
Bhorer Dak	1			8			9
Bhorer Kagoj	7	17		17	4	87	132
Bonik Barta	48	40		2	37		127
Daily Janata	1	11		11			23
Daily Observer		4		17		46	67
Daily Star	1441	1061	156	1949	589	280	5476
Daily Sun	6		10	117	44	6	183
Dhaka Tribune		477	6	5		4	492
Dinkal	2	3	10	6			21
Financial Express	1	11		64	26	5	107
Independent	1				43	5	49
Inqilab	17	115	1	821	23	13	990
Ittefaq	23	74		379	331	105	912
Jajaidin	17	18	5	20	6	35	101
Janakantha	3	35		113	33	69	253
Jugantor	499	201		1158	369	538	2765
Kaler Kantho	645	403	97	1697	453	745	4040
Karatoa	13	4		79	31		127
Khabarpatra		4					4
Manabzamin	9	63	6	90	55		223
Manob Kantha	2	11		8	42	36	99
Naya Diganta	334	713	65	867	471		2450
New Age	2	37	163	505			707
New Nation	2	23	3		3		31
News Today	2	3					5
Prothom Alo	2253	1941	5	3339	2103	1097	10738

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Samakal	70	197	219	1680	198	70	2434
Sangbad	9	46		39		8	102
Sangram	4	117		9			130
Sokaler Khabor	5	39	18	21	29	42	154
Vorer Pata	1	20	4	11	9	15	60
<b>Grand Total</b>	<b>6076</b>	<b>6578</b>	<b>972</b>	<b>15036</b>	<b>5914</b>	<b>3427</b>	<b>38003</b>

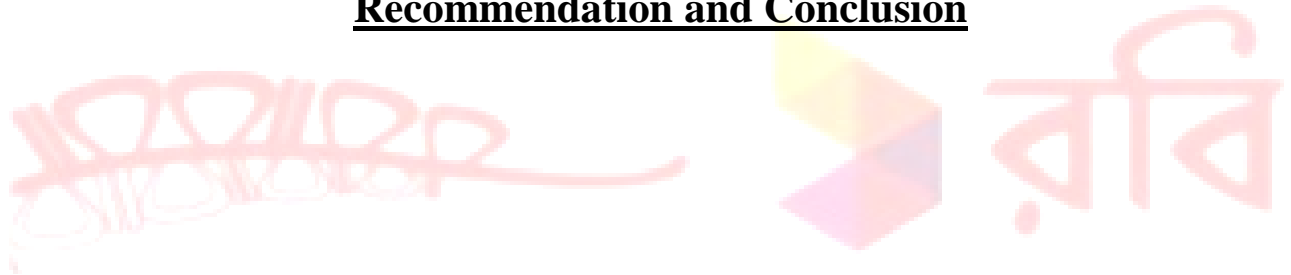
Sum of Cost	Column Labels						Grand Total
Row Labels	Airtel	Banglalink	Citycell	Grameenphone	Robi	Teletalk	Grand Total
Full Page	1620800	8380000		7428400	7095200		24524400
Left	198000	342000		409600			949600
Lower	26766650	76763800	2242000	73853300	142280300	24132875	346038925
Lower Left	21225100	15043000	5965100	22120975	15370300	4798900	84523375
Lower Middle	1098200	972000	90000	1349300	731000	165000	4405500
Lower Right	46734100	38823000	15804300	104574500	70784400	31938600	308658900
Middle	2271500	1415900		5479550	1183200	475000	10825150
Middle Left	2722200	2790900	792200	7973350	2386300	364200	17029150
Middle Right	10641800	4291900	1746500	18878600	9121700	2073000	46753500
Right	140000	390000		904800	2810400		4245200
Upper	13396000	193600	100000	6104000	440000	2028000	22261600
Upper Left	643900	1004600	180000	4255400	610400	539500	7233800
Upper Middle		231600		1051950	150000	22500	1456050
Upper Right	2576600	1950000	585200	8797050	5308100	735000	19951950
<b>Grand Total</b>	<b>130034850</b>	<b>152592300</b>	<b>27505300</b>	<b>263180775</b>	<b>258271300</b>	<b>67272575</b>	<b>898857100</b>

Findings and Analysis: From the above two table we can say that the whole telecom industry has bought 38003 pages from all publication over the last six month. Moreover, the demand and investment vary with the position of the pages. From last table we find that all the operators have invested highest amount at lower portion of the publication. This makes sense because when we read a newspaper our eyes catch the lower part after seeing the headlines.



## Chapter 4

### Recommendation and Conclusion



## 4.1 Recommendation:

After analyzing the whole expenditure of the telecom industries for the time (Jan'15-Jun'15) and making the comparison with Robi I have come up with some suggestion which might help the organization to improve their performance. The following recommendations are given below:

### TV Media:

Compare to the industry Robi Invest highly in the TV media. However they invest following scatter strategy. Robi If we analyze the data we will see Robi invested in various TV channel almost in same ratio. I believe, it should increase the investment in popular channel and at the same time decrease the investment in less popular channel. Moreover, Robi should study on the audience. In which season what type of program attract the audience. Based on that, it should increase/decrease the investment in specific channel. Rather making a long term agreement with the channel it should go for short term/ seasonal agreement in case of investing in media.

### Radio:

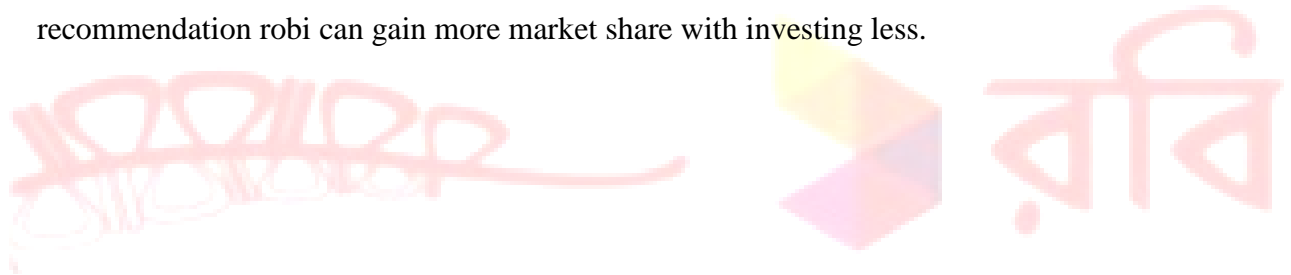
Robi is the highest investor in radio. However, Robi does not invest in Bangladesh betar. Robi should take a initiative to invest in Bangladesh betar because in Bangladesh there are some place where FM radio does not exist. Robi is losing that market. Therefore, I believe robu should go for that market investing in BD betar.

### Press:

After analyzing the total investment in press we can say that robu is investing more in regional newspaper then national paper. My recommendation is to reduce the investment in print media and invest a portion of that to digital media. Moreover, robu should reduce the investment in non popular newspaper and increase in popular to retain the customer. Robu should also grab the audience by investing more on supplement / magazine because people read those papers taking much time.

## **4.2 Conclusion:**

Finally I can say that, ROBI Axiata limited, a leading telecommunication company has a very good market share and playing a competitive role in the market place. However, to reach to consumer media is a very important stakeholder in an industry. In Bangladesh, Telecommunication industry and the Media Industry are closely connected. After analyzing total expenditure of media (Jan '15- Jun'15) by the telecommunication industry we can say the telecom companies invest a big portion of its budget to media. If we make comparison with Robi Axiata Limited, the company is the highest investor in media. To retain and enhance the consumer there is no alternative for media to reach to consumer. To sum up, I can say that Robi should invest in different media following some segmental strategy. First of all, they should study the market as well as consumer, what they want, what they feel, what they love. Then they should invest in media based on that. I believe, following this strategy and from above recommendation Robi can gain more market share with investing less.



**Chapter 5**

**Appendix**



## 5.1 List of Abbreviations

ATL: Above the line

BTL: Below the line

BOQ: Bill of Quality

BTRC: Bangladesh Telecommunication Regulatory Commission

CFT: Cross-Functional Team

CSR: Corporate Social Responsibility

CEO: Chief Executive Officer

CFO: Chief Finance Officer

CR: Corporate Responsibility

CRF: Clean Report of Findings

ERP: Enterprise resource Planning

GR: Goods Received

GSM: Global System for Mobile Communication

ICT: Information and Communication Technology

KPI: Key Performance Indicator

LC: Letter of Credit

LCA: Letter of credit Authorization Letter

LIW: Logistics, Inventory and Warehouse

LOA: Level of Authority

PA: Purchase Approval

BS: Branded Song

BP: Branded Program

MBP: Mid Break of Program

RDC: Radio

RJ Endorsement: Radio Joky Endorsement



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