Internship Report
Youth Mobile Culture in Bangladesh

Submitted By
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Submitted To
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Letter of Transmittal

17th January, 2015

ShowvonickDatta

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

With great enthusiasm, here I submit my internship report on "**Robi Axiata Limited**" working under its Finance Division that you have approved & assigned as a compulsory requirement of the BUS 400 course. I have endeavored to bring out the original scenario of the plan at Robi with full of effectiveness & efficiency.

The report contains an entire overview of the company, my department, my experiences & workings. The whole internship program is a great opportunity to learn about the corporate world.

I would like to thank you for your continuous support, guidelines & observation of my works which made it easy for me as well as provided knowledge of learning in practical.

Sincerely,

_____

Tasnuva Tabassum

ID: 12104196

BRAC Business School

BRAC University

<u>Acknowledgement</u>

A warm felicitation goes for me to acknowledge the people, who hold the desirability for encouraging, praising, assisting as well as believing me throughout my internship period at RobiAxiata Limited. First of all I would like thank Almighty Allah to help me for fulfilling the report. I would also like to thank Showvonick Datta, Lecturer of BRAC University, for providing me guidelines, help in assisting my report. I am really very grateful to him. He was constantly supporting me with his inspiring personality. I will always be thankful for his extraordinary supports.

I would like to take the opportunity to thank Mr. Istiaque Uddin Chowdhury, General Manager. I also want to thank Md. Enamul Haque, Manager Finance Division of RobiAxiata Limited, for being so cooperative in my work. I also thank Mr. Ziaur Rahman, Hasan Sharif, Ziaul Karim & all other members of the department for creating a friendly environment & making me feel that working is really enjoyable. I want to thank my department head, Vice- President of the respective department for accepting me as a potential intern of this department.

Finally I will show my gratitude to my family, friends as well as the entire team who somehow have impact on me in completing my whole report.

Table of Content

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Executive Summary

This report is about the understanding of Youth culture and their usage of mobile phone operators. Here, all the branding objectives and effectiveness of those objectives are discussed from different perspective. The objective was to find out the trend of the youth segment comparing with the other operators with Robi Axiata Limited. While doing research about this, some information were collected which were important ones but not enough supportive to prove the hypothesis. Much information regarding the Robi Axiata Limited was found from this research which will be helpful for the company for re-branding their product. This was a qualitative study and was also done by secondary research. Some in depth interviews were taken as well. This hypothesis was proved as most of the respondents found that Robi is still standing behind comparing with the other operators in youth segment. The target groups for the research were the youth segment and majority of them were the university students. All the primary data were collected from those people. And finally there are some recommendations what Robi Axiata can do in order to capture the market share of the youth segment.

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Chapter 1
Introduction

<u>Introduction</u>

BRAC University is one of the top private Universities in Bangladesh. The Bachelor of Business Administration program composes of 130 credits. At the end of all academicals courses, the BBA student has to join a formal workplace to complete the final four credits of internship program. For three months, the student has to work in a workplace as an intern and imparts her academicals knowledge of business in his tasks and gleans information and practical experience from the team members of her workplace. At the end of her internship period, the student writes a report based on a previously decided topic with his academic advisor and submits it to the advisor. I have completed my internship in Robi Axiata Limited from 1st September 2015 to 22th November 2015. It is a great experience to know about the real corporate world beyond academicals knowledge. My Internship topic is, "**Youth Mobile culture in Bangladesh**" and I am submitting it to my academic supervisor, Mr. Showonick Datta, for his approval.

# Chapter 2
Organizational Overview

Overview of an Organization

In order to keeping up pace with the current information age, the telecommunication sector in country or region should have one of the highest priorities. Telecommunication is the transmission of information, over significant distances, for the purpose of communication. As a consequence, **Robi Axiata Limited** is considered as one of the key pioneers in the telecommunication sector of Bangladesh, also as a dynamic and leading countrywide GSM communication solution provider. Previously, the mother company was known as Telekom Malaysia International (Bangladesh) which commenced its operations in Bangladesh in 1997 under the brand name AKTEL. But on 28th March 2010, the company in Bangladesh came to be known as RobiAxiata Limited and the service name in this country was rebranded as "Robi". RobiAxiata Limited is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. As a joint venture company, Axiata Group Berhad holds 92% of the company's shares and NTT DOCOMO from Japan holds the rest 8%. So the situation can be defined to be almost as a 9.5 0.5 ratio as Axiata Group Berhad as the major shareholders & policy makers of the company Robi Axiata Ltd. Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian grown holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 120 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange (Bursa Malaysia).
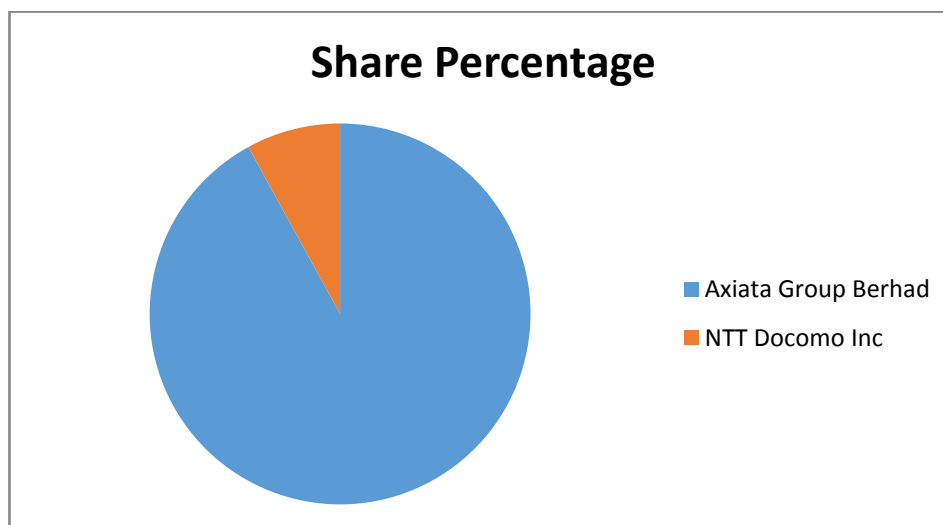
Meanwhile, NTT DOCOMO Inc. is not lacking too behind either. NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 56 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 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.

It is to be mentioned here that the share previously was at 7:3 ratio with Axiata Group Berhad holding 70% of the shares & NTT DOCOMO the other 30%. But the ratio is substantially changed now.

Products and Services Portfolio of Robi

Robi Axiata Ltd. always believes in the product which meets the demand of ongoing lifestyle of consumer. For this reason, every time it tries to bring up the innovative product which can adapt the competitive market demand. Robi offers an array of different packages. In addition to offering the fundamental Prepaid and Postpaid mobile services, it offers a wide range of value added products and services such as, Internet Services, SMS, GPRS, EDGE, International Roaming, SMS Banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking, which give subscriber to control which call he or she receive or not and Bengali SMS. Robi internet services include 2G and 3.5G internet facilities. 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 has got the widest International Roaming coverage among all the operators in Bangladesh.

Product Line of Robi

Product line of Robi includes the following products and services:
- রবি Prepaid;
- রবি Postpaid;
- রবি Corporate/Business Solutions;
- রবি International Roaming;
- রবি Internet Services;
- রবি Value Added Services.

Prepaid Package

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. Currently following Prepaid connections are available are in the market:

- Joy 21 Super Pack
- Tarunno 26
- Anonna 27
- Muhurto 31
- Hoot Hut Chomok 32
- Robi Club 34
- Goti 36
- Nobanno 37
- Shasroyee 38
- Shorol 39
- Uddokta&Easyload

Postpaid Package

Robi has two basic postpaid packages for its valued customer. Different kinds of facilities are available in each connection. One should find out the best suit package for one. These offers are-

- Postpaid Pack 1; and
- Postpaid Pack 2

Corporate/Business Solutions

Robi Corporate is founded on a robust network employing cutting-edge technology providing the ultimate solutions in terms of voice clarity; a continuously expanding nationwide network coverage; abundant international roaming global partners; popular value added services (VAS); quality easy-access corporate customer care; competitive and tailored tariff plans and specific billing.

International Roaming

Robi International Roaming Services allow Robi subscribers to make and receive calls while traveling to other countries; provided that Robi has to have roaming agreements with the respective operators in foreign countries. The services provided by Robi to its International customers through 600 operators and more than 200 countries are-

- রবি   Use of the existing Robi number for roaming in all partner networks abroad;
- রবি   Global network coverage with over 573 operators and 207 countries;
- রবি   Spanning over six continents;
- রবি   No additional monthly charge for availing the service;
- রবি   Sending and receiving SMS to and from Robi;
- রবি   Internet access and web surfing through GPRS Roaming Services;
- রবি   Itemized bill without additional charge;
- রবি   International roaming tariff information through SMS.

Internet Services

Robi provides both the 2G and 3.5G internet services to their customer. 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 enhanced 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 phone/device and access to the Robi's 3.5G Technology, one can make video calls, watch live TV, access high speed internet and also can enjoy live streaming at never before speeds.

Value Added Services

Robi's most popular Value Added Services are:

- **SMS & Messaging**- SMS Bundle, International SMS, MMS and Voice SMS (KotharChithi).
- **Calling & Mobile Management**- Balance Transfer, Call Block, Call Conference, Call Waiting/Forward/Divert/Holding, Missed Call Alert, Easy Menu, Phone Backup and Push Mail.
- **Social and Chat**- Circle, Facebook SMS, Voice Chat, SMS Chat, Radar, Locator and Shorgol.
- **Music**- Goon Goon, Night Radio, Robi Radio, Voice Tube, Local Express, Sponsored Album and Listen & Dance Party Service.
- **Finance and Career**- BIMA Mobile Insurance, Stock Information, mPay, Job Alert, Job Portal and Ortho- DWASA Bill Payment.
- **Information Services**- Breaking News, Instant News, Haat – Bazar, Islamic Info, Ibaadat – Hajj Portal, Aroti Portal, Emergency Helpline, m – Farmer Service and e – traffic.
- **Lifestyle and Education**- Matrimoy, Health Tips, Muslim Tips, Women Zone and BBC Janala.
- **Entertainment**- Cricket World, Magic Voice, Robi Zone, Fun Zone, Love Portal, Voice Portal, Kids Zone, Star Search, Horoscope and Cricthrill.
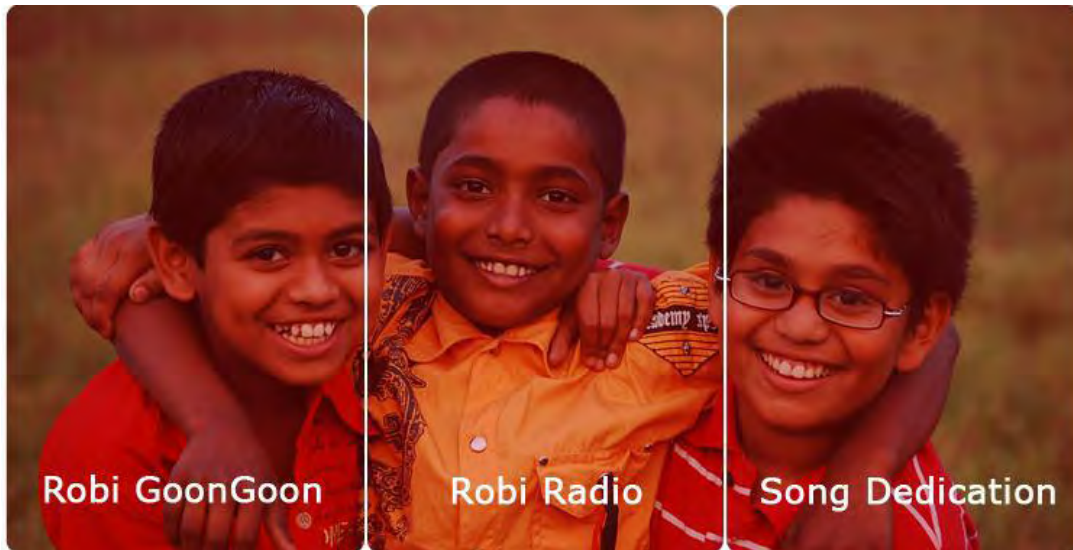
Vision

To be a leader as a Telecommunication Service Provider in Bangladesh

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.

Purpose

Empowering you – means, 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.

Principles

No matter what Robi does in order to realize its purpose, it holds itself accountable to the following overarching guiding Principles for the organization:

1. being **respectful** towards everyone.

2. being trustworthy by action. Being **passionate** and **creative** in all we do.

3. Keeping things **simple** in the way we do things.

4. being **ethical** and **transparent**.

5. Demonstrating individual and collective **ownership**.

6. Practicing an **open** culture in communication and interaction.

Robi promises, "To provide relevant and affordable solutions supported by exceptional customer service and availability, continuously improving our network coverage and quality."

Total customers of the Telecom Companies of Bangladesh

The telecommunication industry is characterized by a high level of concentration with six multinational and local companies dominating the industry. Following Table contains information about the major telecommunication companies that are sorted in the order of the January, 2014 market share.

Operators	Subscribers (in million)
Grameen Phone Ltd. (GP)	47.642
Banglalink Digital Communications Limited	28.932
Robi Axiata Limited (Robi)	25.611
Airtel Bangladesh Limited (Airtel)	8.263
Pacific Bangladesh Telecom Limited (Citycell)	1.380
Teletalk Bangladesh Ltd. (Teletalk)	2.980
Total	114.808

As we can see from the table, Grameenphone is the market leader in terms of customers. But with Banglalink & Robi behind them and with growing revenue, the future certainly is bright.

Some Company Achievements

- Robi Axiata Ltd. has been awarded as the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009

- Robi have crossed 10 million subscribers mark in 2009; quite a huge achievement in terms of sustainable growth.

- They have ranked within top 6 global comparable telecom companies in A.T. Kearney benchmarking exercise in 2009.

- Robi have received the "Bangladesh Mobile Phone Businessmen Association" (BMBA) Award 2008-2009 as the best service provider in Bangladesh

- They have also received the "TeleLink Telecommunication Award 2007" for their excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007

Departmental Overview &Organogram

The department I worked at is the Financial Compliance & Process Improvement (FCPI) under the division of Finance. Financial officials stay at the heart of any business function because they are the ones responsible for budgeting, accountable for financing into different proposals, business collaborating, as well as new product development. FCPI controls financial accounting, creating salary sheets for employees, maintaining compliances and so on. During my internship program, I used to communicate with my General Manager of the unit (Master Data Management - MDM) and the manager of the unit Istiaque Uddin Chowdhury was my internship supervisor.

In order to narrowing further down from the department, the unit I worked under is Master Data Management (MDM). The team of MDM consists of four full-time officials with General Manager as the unit head and three interns. All of them were very friendly & cooperative. I have learnt the most from them during my internship program at the company.

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              ┌─────────────────────────────────┐
              │      General Manager            │
              │   Istiaque Uddin Chowdhury      │
              └─────────────────────────────────┘
                             │
              ┌─────────────────────────────────┐
              │         Manager                 │
              │       Nazmus Sadat              │
              └─────────────────────────────────┘
                     │               │
        ┌──────────────────┐   ┌──────────────────┐
        │   Specialist     │   │   Specialist     │
        │   Hasan Sharif   │   │   Ziaur Rahman   │
        └──────────────────┘   └──────────────────┘
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        ┌──────────────────┐
        │     Interns      │
        └──────────────────┘
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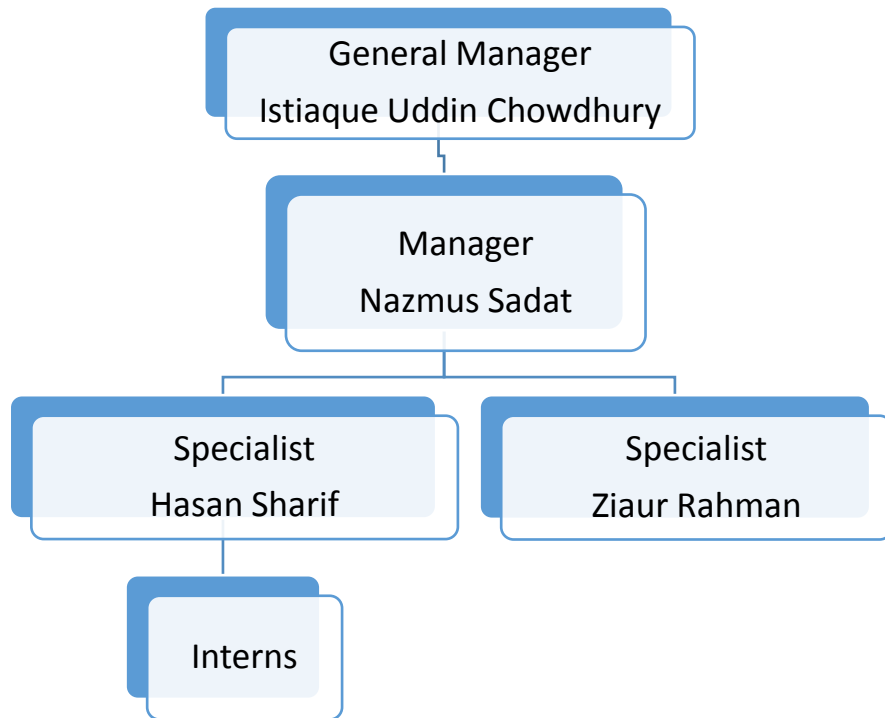
Here is the hierarchical breakdown of the Finance Division of Robi Axiata Ltd. into department & unit I linked to shown below-

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        ┌─────────────────────────────────────────┐
        │          Finance (Division)             │
        └─────────────────────────────────────────┘
                            │
                            ▼
        ┌─────────────────────────────────────────┐
        │   Financial Compliance & Process        │
        │   improvement - FCPI ( Department)      │
        └─────────────────────────────────────────┘
                            │
                            ▼
        ┌─────────────────────────────────────────┐
        │     Master Data Management - MDM        │
        └─────────────────────────────────────────┘
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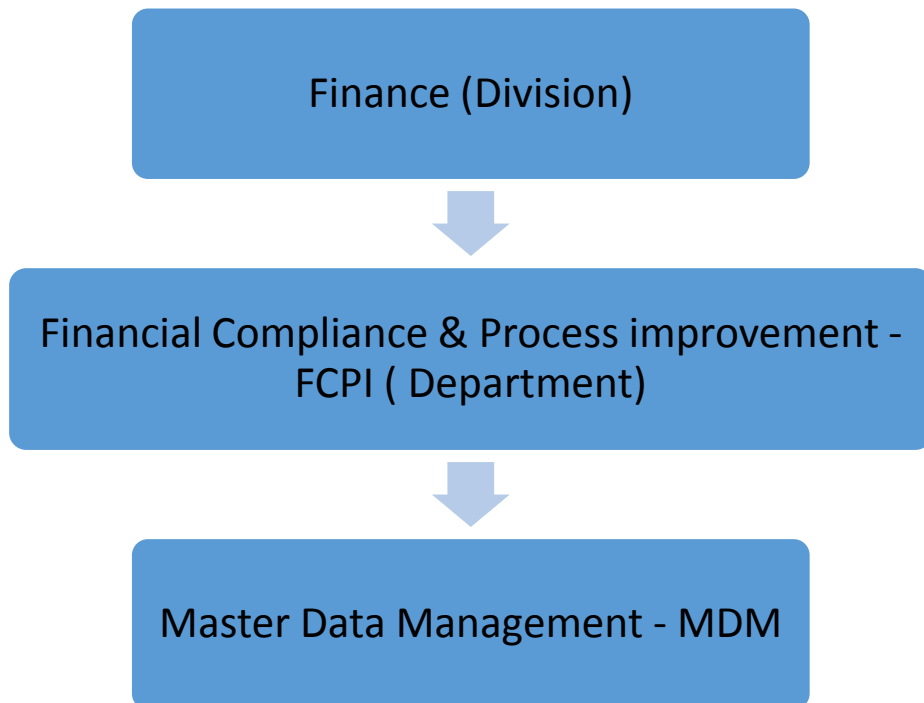
HIERARCHY AND CHAIN OF COMMAND

In Robi Axiata Limited, almost all the divisions follow a common hierarchy and chain of command. In Finance Division, Chief Financial Officer (CFO) is at the top most position and acts as divisional head. Along with CFO, Executive Vice President EVP) and Vice president (VP) are in the top level management. Then, General Manager (GM) and Manger are associated in the mid level management. Finally, in the low level management there are Specialist, Officer and Assistant Officer. Their hierarchical positions, management levels and chain of command can be shown as:
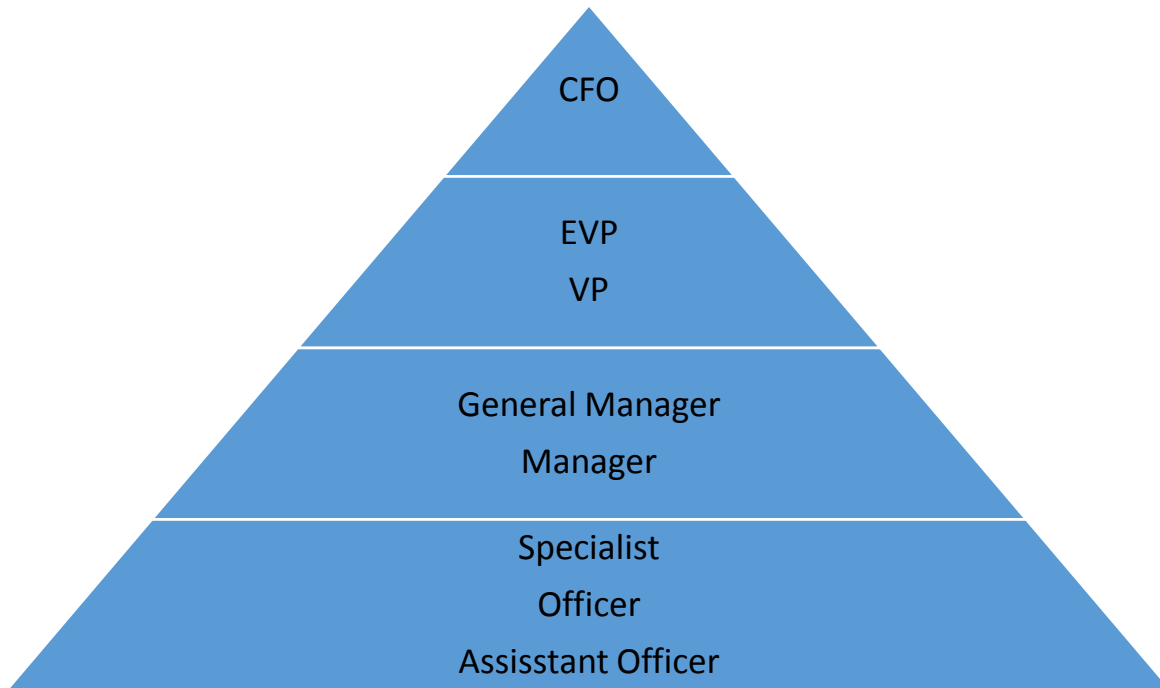
Chapter -3
Job Responsibility

Introduction

Getting a chance into a multinational organization as an intern is very influential in my eyes as it has diversified ways of work as well as tremendous scope of working. As an intern at Robi Axiata Limited, here is my opportunity to enlighten my responsibilities and works that I went throughout the period of my internship. I got the privilege to work with Robi at Master Data Management (MDM), Financial Compliance &Process Improvement Department (FCPI), Finance Division of Robi Axiata Limited for a period of 3 months. Though I was working as an intern, I noticed that every desk is assigned a specific job and particular people are given responsibility to carry out that job. In cooperating with all the persons I worked with, I came to learn a lot of things which can help me not only in professional life but also in my personal life. It is very important to work with a team in these multinationals because here every task is divided into parts and each person of a team is given specific segment to complete and after the given period, all the members sit together and join each task to make a complete project. I worked at my department with my team and no doubt to say they were very supportive and helpful. I came to know about what punctuality is and how it is maintained. Moreover, I was able to learn how works are distributed among different designated personnel, how reports are prepared and analyzed, reviewed and checked, how efficiently people interact with their associates, and how they prepare themselves to complete their tasks within the given instant.

Job Responsibilities

Primarily I have worked for Master Data Management, Financial Compliance &Process Improvement Department, Finance Division of Robi Axiata Limited where I along with my supervisor worked on SAP on Robi Axiata limited. Besides, I was given other responsibilities time to time. I prepared the data of regional and corporate contact personnel, listed them in a table, and synchronized with the framework. I prepared high level flowcharts according to my supervisor's instruction. Without the responsibility of SAP, I was also given different tasks time to time. FCPI works to maintain vendor database management, material creation, material extension, Service creation, customer creation, payment terms correction, input monitoring etc.

This is done to follow the procedures of different tasks. For example: if any department needs intern, they will collect an internship placement form from the HR and fill it up will the requirements as well as qualification they need. The form then submitted to HR and according to the constraints of that department, HR recruit intern personnel. It is actually a process. So, a process document file named "Intern Recruitment" is there so that every employee knows in which situation what procedures they need to follow. I worked with these process documents to be arranged and classified by category of division. Furthermore, these documents was verified by divisional head and converted into PDF to upload into the internal website of Robi. Other than these, I was also given some specific responsibilities which I had to submit time to time to my supervisor. These are described in brief below:

Vendor Database Management (Update and Analysis)

Robi Axiata used to have Vendor Database Management previously where all the information of each vendor was not completely inserted. So it lacked of many information. My task was to update that information in SAP. So I collected the information given at Vendor Database to find out which information of which vendor is missing. I segregated the list of vendors according to missing information category. For example: those who didn't have address were categorized in one section. Then I have contacted with the respective buyers to collect those missing information. Sometimes buyers also didn't have that information of vendor; in that case I directly contacted with the vendors through e-mail to collect those data. After collecting all the data of all the vendors, I inserted that information in SAP again to make a complete vendor database.

Payment Terms Correction in SAP

The payment terms that was uploaded in SAP was not completely correct. For example: a vendor was to get payment after 60 days of delivery was made payment after 30 days. Sometimes reversal was also found. So that vendors were not satisfied at all; especially those who were getting payment long after the due date due to mismatch of payment terms with accounts

department. So it was necessary to correct those payment terms according to purchase order as well as accounts so that all the vendor get their payment on due time. Therefore, my task was to correct those mismatched data. I looked into the contract that is uploaded in SAP for each purchase order and checked the payment terms to find out mismatch information. If there was any, I corrected the payment term according to the contract.

Report/Input Monitoring

An outward register was maintained in my department in which all the documents that were going out of the office were given a specific serial number. It was done to find out the document very easily by the serial number. I was given the responsibility to monitor the register to look after that all the outward documents were given a serial number.

Relate Practical and Academic Curriculum

It is very obvious that an internship program is the initial stage of getting entered into a professional career. It is a platform where we can relate our academic curriculum and corporate life. Similar things happened to me. Some says professional life and academic life are totally different in nature and there is no relation in between them. However, I do not feel the same as because I was able to relate every work I have done at Robi to my academics. While preparing my presentation, I found it easier to me because I were used to it. Every semester in our university, we are obliged to our course instructors to make a report as well as presentation so that we can enhance our capabilities and skills. It helped me a lot in creating this paper and presentation. Working with MS Word, Excel, and analyzing data was a daily routine work at my student life which helped me a lot to work with screening and monitoring various documents. In our academic programs, we are taught only theories given by famous peoples but not real life examples. If though examples are given, sometimes it is very difficult for us to clearly comprehend as most of the books are written by American writers. So, examples are hardly in our country's context. As a result it feels great when we can uncover something which relates our educational prospectus to practical work experience. Alike, it gave me pleasure when I have originated such.

Finance Modules of SAP

Financial Accounting (FI) and Controlling (CO) are independent components in the SAP system. Those modules are closely integrated with other Modules. It helps management for better decision making and strategic planning and those are the main functionality of SAP modules. The main benefit of SAP FI module is, it has the capacity to do all the accounting and financial works of an organization. The Financial Manager as well as other Managers within any organization can review the financial position at any time by using this module. Indeed, Robi can generate any financial statements within a very short period which is sometimes not possible for any legacy systems. Mostly FI document posting is generated or triggered automatically from other modules e.g. Material Management (MM), Sales Distribution(SD), Production Planning (PP), Project System(PS), Plant Maintenance (PM), Non SAP System through Interface. There are several sub-modules within FI module:

Accounts Receivables

We all know that accounts receivables records all account posting generated as a result of Customer sales activities. In SAP FI module those postings are automatically updated in the general ledger. By using this module Robi can easily monitor the time duration required for receivable collection and that helps to generate customer analysis. This data comes from the Customer Master Modules, Sales and Distribution and Cash Management Modules and those are also integrated with this accounts receivables module.

Accounts Payable

As like Accounts receivable, accounts payable postings also generated in the General Ledger in SAP. Here, accounts payable payments are cleared by Bank Cheque. This data comes from the Vendor Master Modules.

Asset Accounting

Asset Accounting is utilized for managing Fixed Assets. This module allows Robi to classify different assets and to set values for depreciation calculations in each asset class.

Treasury

Bank Accounting helps management to input bank transactions into the system and cash management. Each bank that Robi deals with creates a Bank master inside their system. When a

payment is received from a customer or made to a vendor via bank transfer, that time this file will be updated.

Reconciliation

When any transaction happened in those four master data file, there is a reconciliation process happened to enter data from those accounts to general ledger. In the reconciliation process, two set of records compares to each other to make sure they are in agreement.

General Ledger

General ledger is the main part of the FI modules of the SAP. All the posting has been recorded over here. And those postings are displayed what happen in present to make the up to date visibility of the business transactions.

Sap Financial Controlling Module

The SAP CO (Controlling) Modules actually provides important information to the decision maker for planning, reporting, to monitor the operation of business. It makes the decision making process easy because it provides high level of information to the Management. There are several components of the CO module. They are:

The Cost Element Accounting

The Cost Element Accounting component provides information about cost and revenue. Those postings come from FI to CO. The cost elements are the basis of cost accounting and display cost of each of the account that have assigned to the cost element.

Cost Center Accounting

Cost Center Accounting provides data on the costs that incurred by Robi's business. By using SAP, Robi has the ability to assign cost center to each department which is responsible for certain area of the business. Thus cost center can be created for different functional areas such as Brands, Finance, Human resources, Customer Development, Supply Chain etc. for a certain period of time.

Internal Orders

Internal Orders in SAP are used to track and control cost items. It helps Robi to track down costs of a specific job, service or task. This information helps Robi to identify different costs and helps to better decision making purpose.

Activity-Based Costing

By using SAP, Robi can easily find out the process oriented cost of any activity. It enhances Cost Center Accounting where it identifies different cost related to any activity. Robi can also use this to find out Product Costing and Profitability Analysis.

Product Cost Controlling

It helps management to analyze their product costs so that they can fix the price of that product. As it is a confidential issue, Robi do not share how they use SAP to for setting the price of the product.

Profitability Analysis

SAP allows Robi Management to review information with respect to the profits and contribution margin by business segment. For doing profitability analysis they use Account Based analysis and Cost Based Analysis. With SAP, they can analyze profitability by various dimensions such as product, market, customers, service or channel.

Profit Center Accounting

Profit Center Accounting helps Robi to figure out the profit or loss of the business. It helps Robi to measure the each segments contribution to the profit of the company and balance of the costs.

Interactions

Interactions with fellow seniors & permanent employees along with interns have been my most memorable experience of Robi Axiata Ltd. The company maintains little chain of command or hierarchy in terms of communications. It means that there is open-door policy. I can go & talk to everyone for suggestions or help. The workplace is open with a team openly sitting together at a particular big table. So the interactions get quite friendly with everyone there. We arranged a program on occasion of the Bengali New Year altogether. The whole floor got involved in the arrangement & it was very enjoyable. This shows the bond employees of RobiAxiata Ltd. share mutually.

When it comes to formal communications, our honorable supervisor & our General Manager Istiaque Uddin Chowdhury prearranged a meeting when I first joined the company where I got a heads up on the type of work I shall be performing within my internship program. They also introduced me with the other people around so that if any type of problem arises, I can go to any one of them for solutions or suggestions. The whole team made sure that I am clear about what I am working with & the purpose of my workings; in other words total understandings of the assignments. The whole team was very friendly & supportive in this aspect.

Robi Axiata Limited is one of the top recruiters who maintain a fair & very well-organized Human Resources policy. This helps to build up a fairly strong communications network within the employees themselves & also helps to boost the communication skills.

Difficulties & Expectations

When it comes to difficulties, I never faced any difficulties during my internship period of 3 months at Robi Axiata Ltd. As already mentioned, the company facilitates its newly recruited people to get in the company's culture fairly easily. So I never had much trouble to get accustomed to the rules & regulations of the company.

SAP

SAP requires high level of understanding regarding its all applications. If anyone does not acquire that level of understanding that time it will be very difficult for him/her do this work in SAP. This was one issue at first along with the advanced MS Excel skills required. But my fellow senior colleagues helped me a lot to learn the basics & get accustomed to the software as well as gaining the skills required quite fast. Other than that, none of us faced any difficulty during our internship programs.

Monotonous and repetitive tasks

I was given specific tasks that I used to complete on a daily basis. Sometimes it felt very monotonous with those repetitive works.

No fixed work time

No fixed timing had also some disadvantages like no one was there on an exact time. Everyone used to come to the office at the time they liked to. So, when it comes to an important task to complete, Robi should have that fixed time table of office time.

Expectations

My expectations & reality did not have that match in terms of the workplace environment as well as the tasks assigned. But to be fair, I expected a well speedy laptop along with internet access. However, interns are not allowed for browsing. Hence, Interns could not able to do a lot of many works. At the same time, I have to download lots of my big file from SAP. It took huge time to download a single file due to low speed of internet service. It creates negative impression about internet service to me.

Influence & Understandings

The internship program has not changed my career plans that much. If anything, it was influenced positively. I always had a desire to join the corporate finance sector. After the internship program, I want it even more than before. Now I understand the structure of corporate finance which has lured me even more to join the sector. The involvement with SAP system will also help me to grow in my professional life.

Moreover, I got important career advice from my seniors at office. They listened to my plans & pointed out the flaws in it. They have helped me set career goals with better objectives & in some new ways. So I can overall state that my internship at RobiAxiata Ltd. has definitely positive affected my career goals.

Now as for understandings, I have understood few shortcomings in my terms. If I redo the internship hypothetically, I would get involved in more tasks, preferably tougher ones. Moreover, I would get involved & interact with more people than them outside of my own department. These are the fields I want to improve in a hypothetical situation of redoing the whole internship program all over again.

Chapter – 4

Youth Mobile Culture in Bangladesh

<u>Introduction</u>

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.

A telecom is generally a serviced based organization. It provides service to its customers and in return earns profit. So much of the success of a telecom depends on its diversified services that it provides to fulfill the needs of its diversified customer segments. In a competitive market place customer satisfaction is seen as key differentiator and increasingly has become a key element of business strategy.

Customers are only satisfied when they are pleased with the services needed; and these needs differ from person to person. So companies have to go through segmentation the. It is the lifeblood of any business. One can offer promotions and slash prices to bring in as many new customers as you want, but until and unless these offers solve the problem of consumers it won't feasible in long-term. And the youth is representing the future of Bangladesh. Thus the brands those are getting preferred by the youth today will be the ultimate gainer in future in terms of market share and revenue.

For the last ten years Bangladesh has faced immense mobile operator penetration. The total subscriber base has grown to over 70 million (in 2011 BTRC report). However, the market has not been penetrated totally in two different segments: below the poverty line segment and the youth segment. Mobile phone is becoming a very common measure of communication in our country. The number of mobile user is increasing day by day. 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.

<u>Limitations</u>

- ➢ Appropriate information was not provided by individuals
- ➢ The organization did not want to reveal many things as they find those confidential.
- ➢ Tendency to hide the actual information among individuals were very noticeable.
- ➢ Lack of secondary data.
- ➢ Unavailability of the market expertise.
- ➢ In our country the youth segment is around 2.5 million where we could cover only 100 people. That is a huge limitation for this research. So, the result may not be hundred percent reliable.

Objective of the Study

Primary Objective

- To understand the youth culture of Bangladesh and their changing mobile culture.

Secondary Objectives

- To know the attitude and value of young generation towards mobile phone.

- To identify the key influencers those trigger change and facilitate the emergence of trend.

- To understand the role of cell phone in their life.

Significance of the study

Bangladesh has one of the youngest populations in the world, which is a future asset for the mobile industry. "The youth who are now in schools and universities will be graduating and getting into jobs and lead more technology fond lifestyles. And that generation of users will be much more than just voice focused, which will ultimately make the mobile their identity.

There is a common understanding that Youth is the most flexible segment of all and usually depict higher adaptability and acceptability to change and innovation and thus are the easiest pull for new trials. This makes them the most relishing target consumer for any marketer willing to gain some short run points. As the world of youth says now "We are cool when the stuffs are cool". Therefore, to keep business / products /services within their range of cool items it is unavoidable to develop a clear understanding of their culture and trend both generally and in terms of product under consideration.

In Bangladesh, about 35-40% of Mobile users are from the segment of youth. Thus it is the biggest consumer segment in the telecom sector. So, Robi Axiata Limited is very keen to get closer to this youth segment and thus initiate a research study to understand their mobile culture. This research will be very much helpful for the employers, management practitioners and other stakeholders' n large. As youth are the biggest target markets for any telecom company.

Methodology
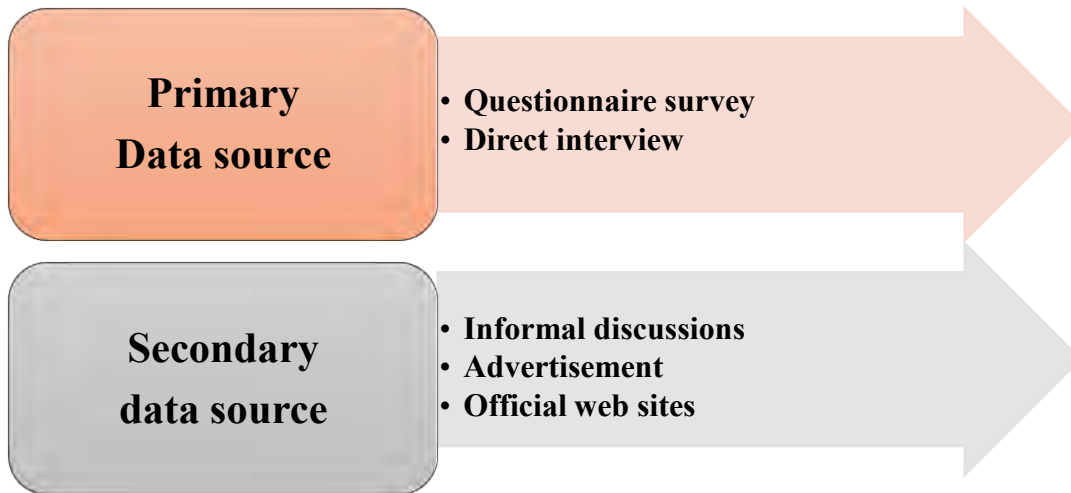
The study was conducted as a descriptive study which includes the aspects of co-relational research methodology. The thorough methodology of my research work includes:

Questionnaire and Sample Size

The questionnaire is considered as the most important thing in a survey operation. Hence, it should be carefully constructed. All questions were the mixed of close ended and open ended. Sample size consists of 100 students from North South University (NSU), BRAC, AIUB, IUB, Dhaka University and BUET. The sample is taken because these institutions are considered as providing the top-ranked youth in the country.

Primary Data collection: Survey and Interview

As mentioned earlier, the survey questionnaire was on 100 students divided equally in male and female. Interviews were taken based on predefined questionnaire and the obtained data was analyzed to find a possible correlation with the survey.

Secondary: Internet, Advertisements

The relevant information was obtained from the Internet and the advertisement. Besides, Robi Axiata Limited provided me some of their documents as secondary data.

The primary data were put in spreadsheet software (Ms Excel) for analyzing purpose. From each question, the responses were illustrated by graphs and charts and interpreted accordingly by using Pivot Table. Based on the interpretations, the findings were summarized and further recommendations were provided at the end to work out the problem.
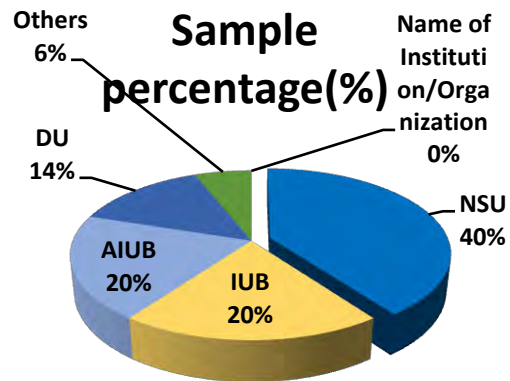
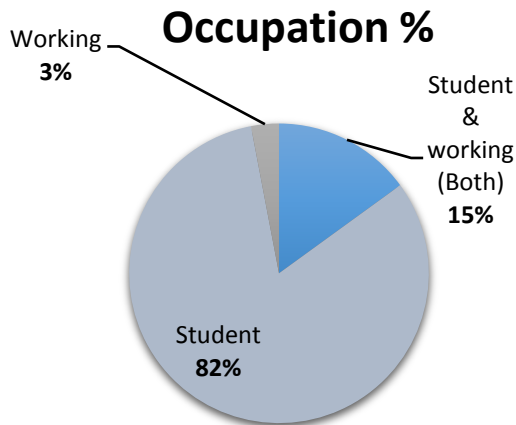## The demographic Survey:

In my survey the sample size was 100 where I categorized the age in three (3) groups.

1. Age group 1:**19- 21** years of age

2. Age group 2: **24- 26** years of age

3. Age group 3: **17- 20** years of age
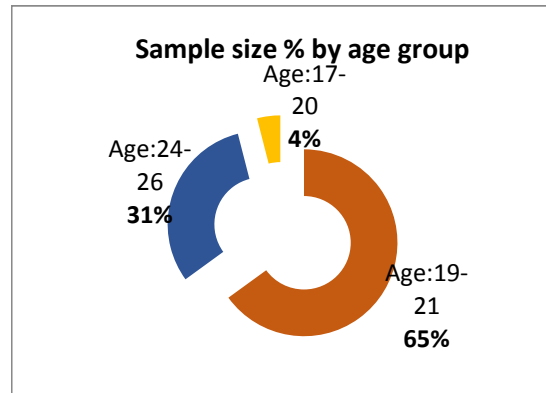
Age group 1 was the major respondent which is 65% of the total sample. Age group 2 has 32% of respondent of the total sample and Age group 3 has the lowest percentage

Occupation %

Working
3%

Student & working (Both)
15%

Student
82%

Sample percentage(%)

Others
6%

DU
14%

AIUB
20%

IUB
20%

Name of Instituti on/Orga nization
0%

NSU
40%

Results and implications

1. Top of mind awareness

Youth is the biggest and the most flexible segment in term of choosing mobile operator. They are highly adoptive and for the youth segment, Grameenphone, Airtel and Robi have launched individual packages to capture this market. Grameenphone provide "Bondhu", Airtel has their youth package named "Adda" and "Dolbol" and Robi has launched "Goti prepaid package." But among these packages Grameenphone has been the most successful in capturing the youth segment. The reason behind it is that Grameenphone successfully able to reach the mind of people through performance and communication ideas. After doing this survey I found out that, they are at the top among all the operators and Robi has failed to create the top of mind awareness in this segment.

29

Response of Top of Mind Awareness

Top of Mind Operator
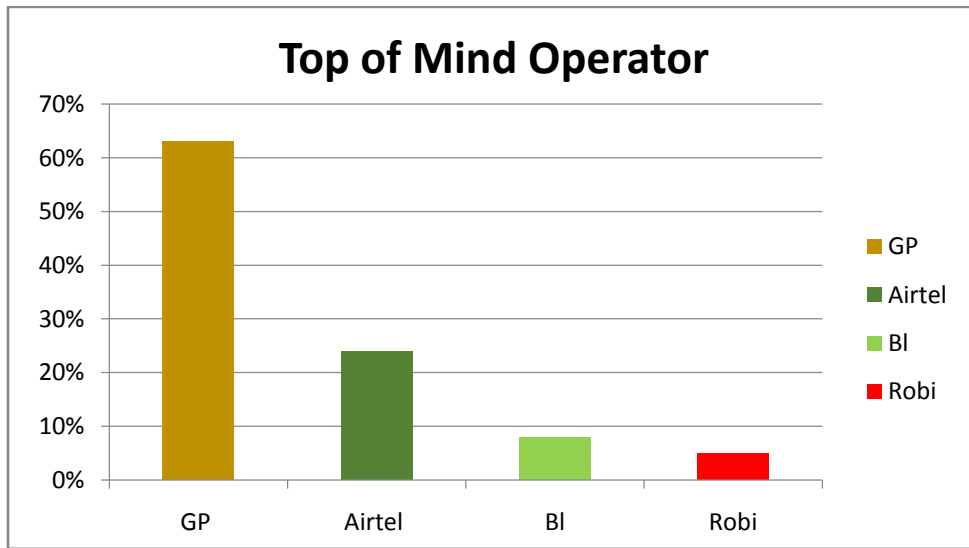
2. **Important factors in choosing operators**

In term of priorities of mobile operators among youth, mobile network is the first choice for them. The second option is internet service of mobile operators among youth. Based on this scenario, Grameenphone meet high quality mobile network, internet service and customer service as well. A huge number of people work in the Call centre of Grameenphone to solve any related problems of their customers. Grameenphone also offers different types of attractive internet package to grab youth segment. For example, Bondhu package of Grameenphone fully hit among the youth segment. The call rate is 5 cents per 10 Seconds for recharging 27 Taka. However, Robi seems to have some problem attracting the youth. Though Robi offers cheap call rate, but due to lack of awareness among youth, Robi has fallen behind to capture the most of this youth market.

<u>Percentage of important factors in choosing operators</u>
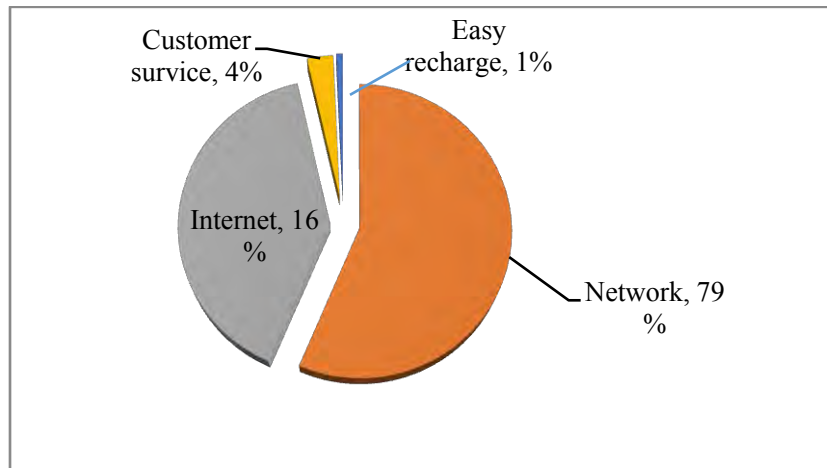
3. <u>Multiple Sim Users</u>

Youth segments are always attracted towards lower price, new entrants in the market, reduced price of handsets and better bonus facilities. So, among them there is always a tendency for switching mobile connections. Their consumption pattern is not steady and this market is not easy to retain. They have been changed operators frequently and try out whatever new is available. As they are always running out of money hence a basic requirement is low call rate which is followed by Airtel. On the other hand, Banglink is quiet off focused from its popularity among youth segment. According to the survey, young people who are using Robi for their

primary connection prefer Grameenphone as their secondary connection (80%) for better network coverage.

Again, youth mostly liked to talk in the nightmare. Robi Axiata Limited can use this advantage to get closer towards this segment and thus initiate a research study to understand their culture of likability and acceptability. Otherwise, they would not be able to compete with the market leaders in telecom industry.

Percentage of Multiple Sim Users

Primary Connection	Secondary Connection			
	GP	BL	ROBI	AIRTEL
AIRTEL	33%	44%	23%	0%
BL	50%	0%	0%	50%
GP	4%	11%	21%	64%
ROBI	80%	0%	0%	20%
Grand Total	28%	28%	20%	25%

There is always a sense of discomfort associated with multi-sim usage because it increased communication cost and maintaining two handsets is much difficult. When the respondents were asked whether they want to settle down to a single connection, almost all of them responded affirmatively. They consciously have been compromising with hassles of swapping SIMs or using poor quality dual sim handsets or handling multiple handsets and hence they expect a single sim, offering all round experience. So, keeping it in mind Robi can come out with a special package for the youth segment providing all the facilities.

Moreover, according to the survey, youth segment consider an offer as an idol one, if the package consists of the following characteristics,

➢ Over all low call rate

➢ Better network coverage

➢ More number of fnf

➢ 1 Sec pulse

➢ Special number with less call rate

➢ Affordable but speedy internet service

➢ Flexibility in changing package

➢ Bonus on incoming/outgoing

➢ Instant cash back

4. **Brand Recommendation**

Whenever people what to choose any mobile phone operator, they consider some factors and according to the survey, network quality and attractive bonus packages comes first in the consumers' mind. This also impacts when they are going to recommend others about mobile connections. After the survey, I found out that, Grameenphone is again at the top followed by Airtel in case of brand recommendation. The reason behind it is that Airtel won "world communication best brand award". Moreover, Airtel won Asia communication Award 2015 in "Customer experience initiative" category for "Online Airtel Experience Centre". On the basis of it, we can assume that Grameenphone would like recommend Airtel in order to grab the youth target market.

5. <u>Promotion</u>

In order to increase the percentage of brand recommendation, advertisement recall is one of the basic trigger in order create the awareness. After doing the survey, the advertisement "Banglalink Desh" is at the top advertisement among the mobile phone operators for creating more attention. So, they must conduct a research in order to find out the reason behind it. Moreover, they also need to focus on their advertisement timing and also the channels where the ads' will be forecasted.

However, youth are mainly motivated by the media while purchasing any product. According to the survey, Banglink and Grameenphone are at the top of the industry in case of media coverage and other activities, where Robi could find a better response from the youth segment despite of investing the huge amount.

While making the advertisement time schedule, Robi should give importance towards some specific television channels and FM Radio stations which are popular among the youth. Besides, they can telecast their advertisements in between the programs which are mostly viewed by them. For example- Channel I, NTV, RTV, Radio Furti, ABC Radio are the most preferred

television channel and radio stations among the youth. Targeting these for broadcasting advertisement can help Robi to increase the percentage of brand recall and they have also started to work on these which are a positive sign for the company.

Promotional Recall

Age group	BL	GP	Airtel	Robi	Citycell	Teletalk
19-20	25%	35%	17%	20%	2%	2%
24-26	55%	30%	0%	15%	0%	0%
17-21	32%	16%	24%	20%	4%	4%
Grand Total	**38%**	**31%**	**19%**	**16%**	**2%**	**2%**

6. **Monthly recharge of Youth Segment**

Then comes the point of revenue, how much a company is earning from its customers. If the customers are not satisfied with the easy recharge benefit, they are not going to use that operator. Unsatisfied customers will try to switch and look for secondary connections. The basic revenue comes from the monthly recharge of the users. After the survey, we could see that, Airtel and Robi users are very frequently recharge their balance. On the other hand, the recharge frequency rate of GP is much lower. So, Robi need to focus these points to get over Airtel, as recharge frequency can create a huge opportunity for the growth of the company.

Moreover, frequency of recharge highly depends on bonus packages. Among the youth, instant bonus and cash back facilities are more popular than any other offers. That can be a positive thing for Robi as recently they are offering the instant bonus by giving 2 taka back if one talk for five taka. As youth segment are always running out of money, Airtel's new offer "Incoming bonus" has gained the highest acceptability among this segment and this has also increased the monthly recharge frequency rate of Airtel. Besides, recently Airtel has offered "Free Movie Show at Cineplex" based on the recharge for their youth subscribers. This offer increased their instant popularity and to grasp that opportunity immediately most of the people reactivated their Airtel connection. So, Robi should think this sort of offers that hits the consumer's mind instantly.

Monthly Recharge of Youth Segment

Primary Connection	Taka Range						
	50-100	101-500	301-500	501-700	701-1000	1001-1200	1201-1500
AIRTEL	2%	8%	17%	21%	22%	10%	20%
BL	1%	50%	2%	2%	14%	29%	2%
GP	3%	34%	3%	40%	8%	7%	5%
ROBI	30%	50%	5%	6%	4%	2%	3%

7. **Internet**

Besides, internet has become one of the important aspects for today's advanced life style. In order to capture the youth segment, easy access and speed will act as triggers for any mobile phone operators. After the survey, we found out that, young people spend around 4-8 hours using internet in a day. Robi is way behind from its competitors because of the poor speed and better connectivity. Even the employees of Robi cannot use internet without obstacles of browsing in the office. Though, Robi offers cheapest internet package, it fails to grab their target customers in the market due to poor internet service package.

| Category | MB | Grameenphone | | Airtel | | Banglalink | | Robi | |
		Price	Validity (Day)	Price	Validity (Day)	Price	Validity (Day)	Price	Validity (Day)
internet	1gb	275	28	199	30	250	30	183	28
internet	2gb	350	28	350	30	350	30	301	28

8. Overall Satisfaction

Finally, in the case of Overall satisfaction, Grameenphone is standing at the top where Robi is standing at forth position. In order to create more customer satisfaction, Robi should focus on better network coverage. Besides, they need to reshape their packages which are made for the youth segment. Moreover, Airtel is gaining much popularity because of their lower price and attractive packages like- "Adda", "Dolbol", "My Airtel my offer" which are specially offered to the youth and Banglalink's better network and "7 FNF" package are increasing the satisfaction level of the customers.

Overall Satisfaction
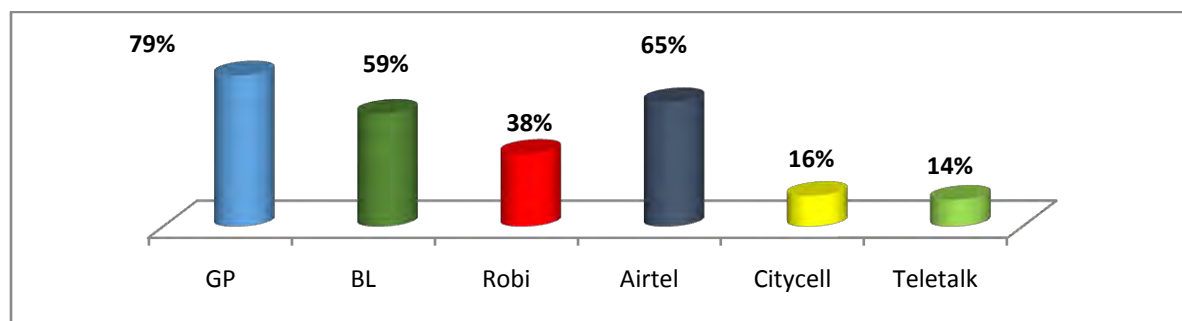
Moreover, there are some certain factors which are acting as prominent triggers and prominent barriers for the telecom companies in order to capture the youth segment. After doing the survey, we figure out that, Grameenphone has made strong network coverage where Airtel has placed themselves as the low cost provider. So if Robi want to capture the youth people they should upgrade their network and reshape their packages so that, it can easily hit the consumers mind.

Moreover, they have to create the proper awareness in order to be at the top of consumers' preferences.

Operators	Prominent Triggers	Prominent Barriers
Grameen phone	• Network is the biggest strength • Satisfactory Customer service	• Very high call rate • Ineffective call rate
Banglalink	• Flexible number of fnf up to 7 • Affordable call rate • Free talk time &fnf	• Network quality
Airtel	• Least call rate • More number of fnf • Instant cash back •	• Network coverage
Robi	• Less call rate • Flat rate in calling other operators	• Network coverage & quality is not good enough • Packages are complex • Dissatisfactory customer service • Unable to reach target customers

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As a whole picture in Summary
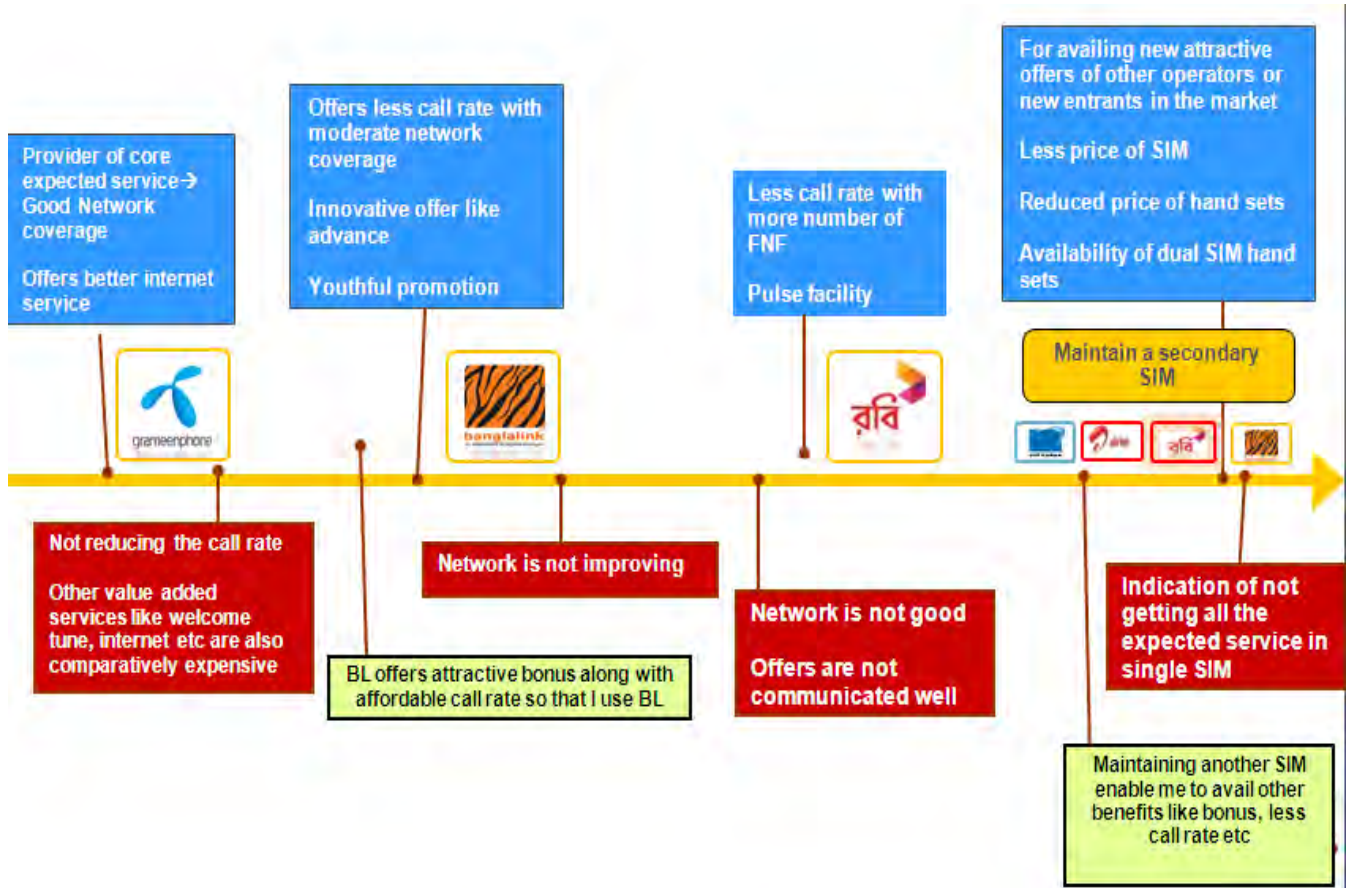
Chapter 5
Conclusion

Conclusion

Finally, it may be possible to keep modifying the packages of Robi and achieve larger network coverage to create higher brand awareness and more acceptability among the youth segment. A dynamic strategy is required in order to take a company to the top. For the given organization, the study was found a very significant relationship in certain areas while others not. In order to sustain customer satisfaction and performance of the employees, the organizations should underscore internal variables like leadership, strategic alignment, service guarantee, customer relationship and management of customers.

Again, best cost provider strategy is the best tool, if they can deliver superior value by meeting or exceeding buyer expectations on product attributes and beating their price expectations and also they will be the low-cost provider of a product with good-to-excellent product attributes, then use cost advantage to underpriced comparable brands. This will also help Robi to achieve a higher position in the customers' minds as well as higher share in the telecom industry.

41

Chapter 6
Recommendation

Recommendation

In order to capture the youth market share, Robi can adopt **"Defensive strategy".** According to this strategy, Robi Axiata Limited should avoid attacking a leader head-on with an imitative strategy; they can follow some factors in order to establish the strategy,

- They can come up with innovative ways to drive down costs to win customers from higher-priced rivals.
- Be first-to-market with new or better products and build reputation for product leadership among youth.

Besides following this strategy, Robi can come up with some monthly or day to day activities such as-

Managing Customers:

Interim period based survey systems should be introduced to collect reaction/opinions of customers to improve the quality of the service wherever necessary. The company should prepare and supply annual report with actual facts and factors to motivate customers to understand the company's real status.

Customer Satisfaction:

Satisfying a customer is the most difficult part. No matter how big or small the business is customer satisfaction will be one of company's top priorities. To achieve customer satisfaction the company has to do so many things. One of the most important things is to have a very good customer service and fulfill the basic requirements what customers expect- like good network coverage and attractive packages.

Strategic Alignment:

Personnel should be assigned to collect updated information regarding Government policy and instruction about the telecom industry and information about the other competitors. The

company should take effective measures to capture the youth segment as they are the biggest segment that are using mobile phones in our country to expand its arena as well as its capital.

Other recommendations-

➢ They need to keep in mind that competitor's weakness is usually more profitable than competitor's strength. Robi should always be aware that aggressive strategic moves to wrest crucial market share from rivals.

➢ They should not underestimate the reactions and the commitment of rival operators.

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