



Inspiring Excellence

**INTERNSHIP REPORT
ON**

**Administrational Operational Expense of Banglalink Digital
Communications Limited**

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Date of Submission

2nd April, 2016

Letter of transmittal

April 2nd, 2017

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Subject: Internship report for spring'17

Sir,

I am Farzana Noor Nipa, ID- 13104158; I have completed my internship under your supervision. I have done double major in Human Resource Management (HRM) and Marketing and I was appointed as an intern at Banglalink Digital Communications Ltd at their headquarter Tiger's Den. I started my internship from January 29th, 2017 and ending on 29th of April, 2017. With your guidance and Brac Business School internship report module I am submitting my internship report to you. This report will give you idea of what I have experienced and learned, the environment, the people and what knowledge I gathered while working there as well. With this report, I hope that you will find the information that my training as an intern was quite satisfactory and helpful.

Thank You for all the ideas and the guidance you provided during this internship period.

Sincerely yours

Farzana Noor Nipa

ID no: 13104158

Brac Business School

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Acknowledgement

At first I would like to express my gratitude to Almighty Allah for giving me the opportunity and strength to complete my BBA courses and prepare the internship report within the schedule time.

During my internship period I have received endless support from many people around me, which I would like to mention here with deep pleasure and gratitude.

First and foremost, I am grateful to my adviser, Feihan Ahsan, Faculty of Brac Business School. His endless support throughout my internship period motivated me to keep going when I was facing difficulties to meet the deadline since I am presenting my report earlier. He motivated me and guided me the right path so that I do not fail to meet the deadline. Moreover, he continuously answered all my queries without any annoys. I have no hesitation to mention that without his endless support I would probably fail to complete my report complete the work within deadline.

I am preparing the report 'Administrational Operational Expense of Banglalink Digital Communications Limited'. I am very grateful to HR & Admin department to help to make this report by providing me enough information and support. As I was selected as an intern in this department, I am grateful for that and for their precious cooperation.

I am also thankful to my supervisor Sohidul Islam for his support by providing me all the information and data so that I can make my report better. He helped me a lot to carry out this job perfectly.

Farzana Noor Nipa

Executive Summary

Undoubtedly it was a great opportunity for me to work as an intern in HR Admin of Banglalink. One really needs to get exposed to the actual corporate world to learn and adopt with the working environment and also to know the real games played at the corporate level. My internship program really helped me a lot to learn those things to make myself stronger for this field.

My internship period was full of learning issues. Since I worked on admin operational expense, I got to know that how the admin department make the budget, recording process of all the expenses, the analysis to find out if there are any extra expenses and what are the steps of minimizing expenses. Moreover, I worked on Monobrand project which is a very important part of digital transformation of Banglalink by be a part of admin team. There, I got the opportunity to handle the project. I looked after four Monobrand outlet renovation project by scheduling and following up. I also learned how the team worked on budgeting and expected revenue. So, by working on this I understood that how the admin department helps the company to minimize operational cost and also contribute in generating revenue by handling Monobrand project.

At last it can be said that within a short time Banglalink has achieved a good position in market. Their passion and working environment are the reasons behind this achievement. It also should me mentioned that HR and Admin department plays a great role behind the company's goal and achievement.

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Chapter 1.0 Introduction

Introduction

In today's competitive market, it is important for any organization to manage its Human Resource effectively and efficiently. Investments in human assets are generally riskier than investments in physical assets because human assets are not owned by the organization. But if the organization can invest in its human assets in true sense, the value they bring to the organization are much more than the physical assets. Physical assets in an organization can be easily imitated or cloned by the competitors but the knowledge and skills that the employees bring can give the organization a competitive advantage. Managing Human Resource in an organization is one of the critical tasks. All organizations do not value their Human Resource equally. Each organization has its own structure and culture hence the Human Resource management has to be integrated with the organization's structure and culture. Also have to make sure that the right people are working in the right place which makes them to achieve the goals and objectives of the organization.

Banglalink is now one of the leading multinational companies in Bangladesh. It was able to gain the second position in telecommunication industry within two years of its operation in Bangladesh and also it is known as the as the fastest growing mobile operator in the telecommunication industry of Bangladesh. One of the main reasons behind this massive success is the way they manage their Human Resource. Banglalink want their employees to get involve with the organization. They believe in the valuation of human assets. They want their employees to be the long term assets of the organization. As a result, they keep on offering attractive packages for retaining their potential employees. Rather than creating pressure on the employees, they want their employees to have a good work-life balance which motivates the employees more and their productivity increases which brings more value to the organization. The HR department of Banglalink always tries to give the best to their employees so that they do not feel ignored and can easily get involved with the organization. All these things enabled them to be the employer of choice.

1.1 Origin of Topic

The report is made to see how one of the largest telecom operators, Banglalink Human resource and Admin operates. Moreover how Admin is dealing with the digital transformation of Banglalink by handling the project of Monobrand.

1.2 Objective of the Study

The objective is of this report is to know how Admin make budget of their operational expense, how they analyze the expense and take steps for cost minimization. The other objective is to know about the strategy of establishing the Monobrand in Bnagladesh and also the progress of this project

1.3 Data Types

Since there were so many restrictions I had to collect information from both primary and secondary sources.

1.4 Limitation of the study

I had to face difficulties in collecting the information. Since I am working on expense of admin operational cost and showing the data analysis, my line manager did not permit me to show the whole analysis in my report because of some restrictions. In case of Monobrand project, I faced the same difficulties. Because, Monobrand is a recent digital transformation and all the information regarding this are very confidential. I did not get the freedom of presenting all the details about this

1.5 SWOT Analysis of Banglalink

Strengths:

Rapidly increasing market share and attracting customer are some strengths of Banglalink. Large network coverage, strong financial back up and adequate human resource are also some source of strength.

Weakness:

Like other telecommunication companies, it has also some weakness by which its performance hampered. Network quality, ownership level of employees is not up to expected

Opportunities:

Though Banglalink is not in number one position but still it has various opportunities .Proper utilization of these opportunities can make them to do more well in the industry. Increasing number of internet users, large number of customer and growing economy are some opportunities.

Threats:

Merging of Robi and Airtel is a threat for Banglalink. It has made the market more competitive for Banglalink. Moreover political instability, alternate channels of communication through internet is also some threats.

So these are some strengths, weakness, opportunities and threats of Banglalink.

Part 1

The Company Profile



start something new

Chapter 2. Different Aspects of Banglalink

Overview of Banglalink

Banglalink Digital Communications Limited is fully owned by Telecom Ventures Ltd of Malta. Telecom Ventures Ltd of Malta is a fully owned subsidiary of Global Telecom Holding which was previously known as Orascom Telecom Holding. It was established in 1998 and the basis of Orascom is in Egypt. It is today the largest capitalized company on the Cairo & Alexandria Stock Exchanges with over 11 million subscribers worldwide. It has operations in 11 countries worldwide. Orascom has grown to be one of the largest and most diversified GSM network operators in the Middle East, Africa and Asia and is also known as one of the most dynamic telecommunications powerhouses in the world. In 1989, Sheba Telecom (Pvt.) Ltd. secured license to operate in the rural areas of 199 upazilas. In 1996 it got the GSM license to extend its business in the areas of cellular mobile and radio telephone services. It started its operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture. Orascom telecom Bangladesh limited ("Banglalink") is fully owned by Orascom telecom Holding Egypt, the ultimate parent company of the group is Vimpelcom, the 6th largest mobile phone operator in the world. All the shares of Sheba Telecom (Pvt.) Limited ("Sheba") was purchased by Orascom Telecom Holdings in September 2004. In September 2004, the acquisition of Sheba Telecom (Pvt.) Limited was done with a cost of US\$60m as declared by Naguib Sawiris, Chairman and CEO of OTH. Sheba Telecom was the worst performing network operator in the industry as the company. It had only a base of 59,000 users, of whom 49,000 were regular when it was sold. To overcome this situation in February 10, 2005 after a complete overhaul and the deployment of a new GSM network, its telecommunication services were re-branded and relaunched under the brand name of Banglalink to give it a completely new image. In March, 2008, Sheba Telecom (Pvt.) Limited changed its name as Orascom Telecom Bangladesh Limited, matching its parent company name. For the second time it changed the name to Banglalink Digital Communications Ltd in July 2013, following the ownership restructuring in the parent company. Banglalink is the latest addition to the GSM family of Orascom Telecom Holding. The operation in Bangladesh will further enhance Orascom Telecom's growth and leadership in mobile services. OTH intends to remain the leading emerging markets mobile services operator with a primary focus on investing in and developing core GSM operations in Algeria, Bangladesh, Egypt, and Iraq.

Banglalink has the largest Foreign Direct Investment worth \$700 million in network development in the country

Banglalink made it to the 1 million subscribers within December 2005 and 3 million subscribers within October 2006. By December 2007, Banglalink overtook Aktel (currently known as Robi) to become the second largest operator in Bangladesh with more than 7.1 million customers. It currently has 31.9 million subscribers as of February 2016, boasting a market share of 24.4%. It is the 2nd largest mobile operator in Bangladesh in terms of coverage, subscriber base and revenue.

Banglalink is youthful, fun loving, down-to-earth, enterprising and very much Bangladeshi brand. The brand value has an emotional essence also. The products and services are innovative which the reason behind Banglalink's growth and success is. Their target is to grab different market segments. Also very good improvement of network quality and dedicated customer care, creating an vast distribution network across the country, and establishing a brand that connects emotionally to customers with Banglalink made them to achieve their goals and objectives.

In February 10, 2005, after the launch of Banglalink the perspective of people towards telecommunication industry changed very fast. Mobile phones usually used to be a luxury for the people of Bangladesh and few upper class people could afford it, became a necessity for the people. It became an affordable option for customers across a wide range of market segments. Banglalink thought about those people who live in the rural of Bangladesh. It is not possible for them to afford a high price which was the previous scenario of the telecommunication industry of Bangladesh but Banglalink came, the scenario changed vastly. They focused their success on the mission which is "Bringing mobile telephony to the masses" by bringing mobile phones to the general/mass people of Bangladesh. This initiative made a special place in the hearts of the people by making mobile phones affordable and available.

"Dinbodol" or "making a difference" is the slogan of Banglalink. Making a difference has it own meaning. It is not related to making a difference in the telecommunication industry of Bangladesh only. Their motive is to make a difference in the lives of the Bangladeshi people. A positive change they want to bring in the lives of the people through its products and services (like mobile remittance and agriculture helpline), by improving the lives of its customers. This

concept of "making a difference" has been showed in everything that Banglalink does. The new slogan of Banglalink is “start something new” or “notun kichu koro”. Basically the slogan comes from Banglalink’s promise of empowering people with affordable communication opportunity. They believe that if the communication process is easy or improved, people can give life to their initiatives in life. It is also believed by Banglalink that these new initiatives will bring a change for the overall betterment of the whole nation, which will bring progress.

| Banglalink Digital Communications Limited | |
|--|--|
| Type | Subsidiary |
| Industry | Telecommunication |
| Launch Date | February 10, 2005 |
| Areas served | 64 Districts and 504 Thanas |
| Parent | Global Telecom Holding |
| Products | Telephony, 3G |
| Slogan | Start Something New |
| Vision | To understand people’s needs and develop appropriate communication services to improve people’s lives and make it simple. |
| Mission | <ul style="list-style-type: none"> • Segmented approach in terms of products and services • Delivery of superior benefits in every step of customer experience (before, during and after sales) • To create optimum shareholder value |
| Core Values | <ul style="list-style-type: none"> • Innovative • Straightforward • Reliable • Passionate • Truthfulness • Loyalty |
| Strategies | Functional Level Strategy: efficiency, quality, innovation and customer responsiveness Business Level Strategy: Cost Leadership and Differentiation |

2.1 Products of Banglalink

Prepaid Packages

Desh and Banglalink Play are the two main prepaid packages of Banglalink. There are also other packages which are- Desh hello, Desh 7 FNF, Desh 10 FNF. These are basically extended versions with of Banglalink Desh.

Postpaid Packages

Banglalink understand the uniqueness of the needs and patterns of their customer. They do not want to offer the same solution to every customer. Instead of this, they want to provide facilities by which their customers can pick their options as per their need. So the postpaid packages are designed in such a way that has been explained. The recent two postpaid plans are Banglalink Inspire and Banglalink SME.

Banglalink 3G

Through innovative products, Banglalink always tries to improve the lifestyle of their customers. Their fiber optic network and the fastest 3G service network are great examples of their commitment which is throughout the nation. The third generation of mobile telecommunications technology is 3G. The 3G users of Banglalink can enjoy the fastest speed of internet with the superior HSPA+ connection. This 3G service make the internet experience a lively one in mobile devices. It allows the customers to enjoy superior video streaming, download experiences, enhanced video calling, high-speed data transmission and accessing innovative 3G services on the mobile phones by which customer can experience smarter, exciting and efficient lifestyle. Banglalink is declared as a third generation data service as the fastest in the country in 2014 by Bangladesh Telecommunication Regulatory Commission. Not only Bnaglalink provides fastest 3G network but also this is the only second telecom operators in Bangladesh that covers 64 district headquarters.

Services offered

Banglalink is in the lead whenever it comes to introduce any state-of-the-art communication solutions for its customers. They focus on improvement and always try to do some extra in their Value Added services so that they can make their customers lives little bit better for their convenience. The Value Added Services make the customers familiar with versatile benefits which will make their lives easier. This will also make their mobile using experience more exciting and enjoyable. Banglalink offer Value added services to meet the customers' need are given in the following Table:

2.2 Banglalink's network coverage map

At the beginning it was in 9 Districts

Now covering:

- 64 Districts
- 504 Thanas

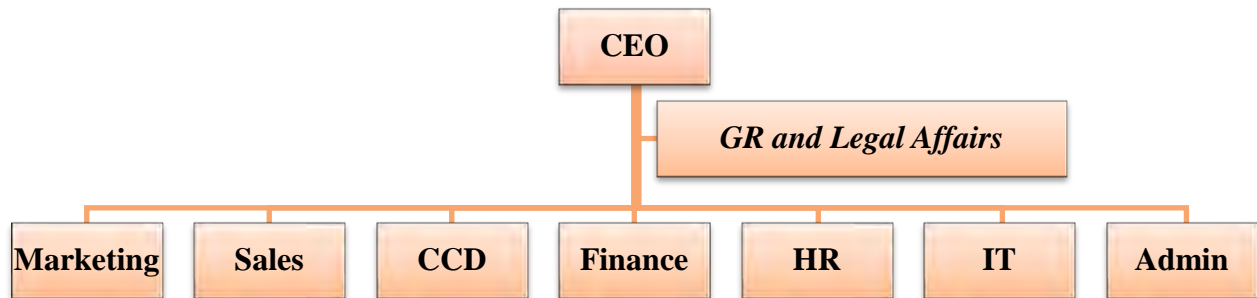


2.3 Organizational Structure of Banglalink

Banglalink management - top, middle and first level

The seven major departments are shown in the chart below. They have around 1600 employees in total.

Banglalink Organization Chart



Since Banglalink is going through restructuring so they have changed their previous structure. They have come up with a new structure of twelve departments. Previously they had six different departments which had long hierarchy of eighteen levels. The main reason of this restructure is to minimize its management levels and transform to a flatter hierarchy so that the organization get into a horizontal hierarchy rather than the vertical one. The new departmental structure consists of Customer Care, Marketing, Sales, Technical Programs & Network Quality, Infrastructure & planning, Operations & Maintenance, Accounting & Finance, Network Deployment, Human Resources & Administration, Information Technology, Regulatory & Legal Affairs, and Strategy & Business Planning.

Banglalink considers every division as a team or unit. The head of the division is liable for all the duties and responsibilities. All the team members in a division are required to report to the unit head and the unit head is required to report to the Chief of the HR and Admin.

2.4 Human Resource Policy of Banglalink

Equal Employment Opportunity:

Banglalink strictly follows equal employment rule in their organization. All decisions are taken without being biased with the employees. Any influence of race, color, religion, gender, age, national origin, disability, military status, genetic information, etc are kept aside while taking any employment decisions. What matters are individual's education, experience, skills and abilities, as well as demonstrated job performance.

Consequence of False Information/Forged Documents:

The Human Resource department of Banglalink keeps every right to terminate any employee who has been found guilty for submitting false Curriculum Vitae or any false information in the Curriculum Vitae while taking job in the organization. The employee will be terminated immediately as soon as he/she is proven guilty without any prior notice, reward or compensation.

Probationary Period:

From the joining date in Banglalink, an employee will be in probationary period for the first 90 days. This probationary period can be extended for further 90 days only. The employee will get the notice at least before 7 days that whether she/he will continue job or will have to leave the organization.

Internal Job Placement Policy:

Banglalink value its existing employees more than finding potential external employees. So whenever there is a vacancy in the organization they post an advertisement internally. They want their existing employees to apply if they are interested and qualified for the job. They give a deadline of 10 days for submitting their Curriculum Vitae after the publication of the advertisement.

Performance Management:

Banglalink arrange a performance management program. Here, they examine it whether the employees have met their previously set goals or not. After evaluation, feedback is also given on performance improvement. This is applicable for all permanent, confirmed employees of Banglalink who has joined on or before July 31 of the performance year.

Working Hour:

The standard working hour is 9 hours a day. This is 9:30am to 6:30pm. The working days are from Sunday to Thursday. The employees also have the freedom of choosing flexible timing except for shift employees. They are expected to come at the office within the scheduled time. If needed, the employees have to work for additional office hours which are applicable for all employees. Each department has the freedom of choosing their time table as per their need.

Payment of Salary:

Banglalink does not pay in cash, it transfers the salary of their employees in their bank accounts by following the rules of the organization. New employees are asked to open accounts in specified banks followed by the company so that their salary can be transferred at the end of the month. When an employee resigns, the organization clears the dues through their bank accounts or cheque.

Promotion:

Promotion is given based on different categories. Promotion is given on the basis of talent, one year is eligible for having it. Otherwise the employee has to serve the minimum number of years at the previous grade at the date the promotion is effective from. There is other which is employee has to achieve at least ME (Meet Expectation) in competency rating and accomplish 100% in objective in the last year. Manager's consent is very necessary and important in case of promotion.

Transfer:

Transfer is generally made by the organization. Because, Banglalink wants its employees to explore new opportunities. They want them to work and have a 360-degree idea of the organization. Transfer can take place due to two reasons: one is due to manager's consent or need and second one is due to the personal request of the employees. Transfer request can be done by the employees, which is usually due to personal circumstance or interest. The request of the employees is only granted when there are enough opportunities and also the management approval. The transfer decisions taken by the organization is usually due to the business needs.

Overtime:

Hours of work which is more than the scheduled employment hours is overtime. All employees including permanent and temporary can receive overtime up to the Deputy Manager level. Manager and above will not receive any overtime payment. The application for the overtime is usually done through HRIS. The line manger decides whether to approve or reject the application. The payment of overtime is paid with the monthly salary.

Code of Conduct:

Banglalink's code of conduct is very well defined. The code of conduct sets a standard for the rules and procedures. It directs how to deal with its agents, customers, suppliers, political entities & others. It also provides guidance regarding the policies which are integral parts of Banglalink business philosophy.

Whistle Blowing:

Banglalink promises to have an open, dynamic and responsible culture in their organization. In their business operations, they do the same. If any questionable accounting or auditing matters and illegal or unethical behavior is found, employees are allowed to complain through an online access form. In case of this the identity of the complaint is kept confidential. Vimpelcom audit will look after this. The committee will review all the complaints and will take necessary steps. Transparency should be maintained by all the employees so that they can stay away from any allegation

Part 2

My duties and responsibilities in Banglalink



start something new

Chapter 3: Job Description

3.1 Monobrand

Monobrand is an initiative taken by Banglalink to rollout exclusive retail outlets across the nation. The key difference between a Monobrand outlet and any other general retail outlet is that, these are exclusive to Banglalink only. No product or service of other operators is sold through these outlets. In this endeavor Banglalink is closing down customer care centers and transforming them into flagship Monobrand outlets.

Objective:

- Transform the flagship stores from cost centers to revenue generating profitable outlets
- Reposition the brand as a digital one
- Drive smart phone penetration
- Drive data monetization
- Provide quality service

Strategy:

- Close down customer care centers and transform them into flagship mono brand outlets. These outlets provide most of the services provided by customer care centers. But these outlets aren't only focused on providing service. Rather, the key objective of these outlets is to generate revenue through up selling.

Monobrand Category:

Monobrand stores are categorized based on their sizes. They are:

Small (10 Square Meter) – [Top-left]

Medium (20 Square Meter)– [Top right]

Large (40 Square Meter) – [Bottom left]

Tiger's Den – Flagship store – [Bottom right]

Monobrand Sections:

Different sections of a Monobrand stores have different components designed to serve different purposes. For example the Tiger's Den flagship Monobrand store has 10 distinct sections. These are as following:

1. **Jargon buster:**

A display board that shows the definition and elaboration of many smart phone/mobile related issues.

2. **Tariff menu:**

Another display board with all the current ongoing Banglalink data offers

3. **Device display:**

All the current Banglalink device bundles are showcased here in their packaging

4. **Service screen:**

A TV screen or in some Monobrand a static display board, with the most recent Banglalink offer

5. **Sitting area:**

A sitting arrangement for customers

6. **Counter:**

The counter with device a device shelf

7. **Accessories section:**

A display of all the accessories currently available at the Monobrand outlet

8. **Experience zone:**

Customers can experience the latest banglalink partnered smartphones in this section.

9. **Special experience booth:**

Customers can experience the latest technological innovation in the smartphone industry here. i.e. Virtual Reality Gear.

10. **Hello wall:**

A static wall greeting the customer when he enters

Current status:

Currently Banglalink is researching on the name of the Monobrand outlets. Since the name Monobrand is not catchy enough to be used with general public, Banglalink came up with the following two routes in terms of what to call the Monobrand.

Going digital - The name should connote with our vision of pioneering digital life

One stop solution - for new device and internet need, best value delivery

- Banglalink Smart store
- Banglalink Smart stop
- Banglalink Digital Café
- Banglalink Digital hub

- Banglalink Xperience point
- Banglalink Xperience center
- Banglalink World
- Banglalink Tiger Point

Initial roll out plan was to achieve 190 outlets by the end of 2016 and 340 by the end of 2017. But due to challenges like change in group guideline, resource shortage after VSS (voluntary separation scheme) & inadequate vendor pool the actual number achieved by the end of 2016 is 94 and the revised plan for end of 2017 is 260.

3.2 HR & Admin

Corporate administration is a field that incorporates a wide variety of management positions. From large corporations to start ups, all operation needs skilled administrators. This is mainly a support function that takes care of tasks & jobs that will make others' lives easier

Administration Job Responsibility:

Manage office assets:

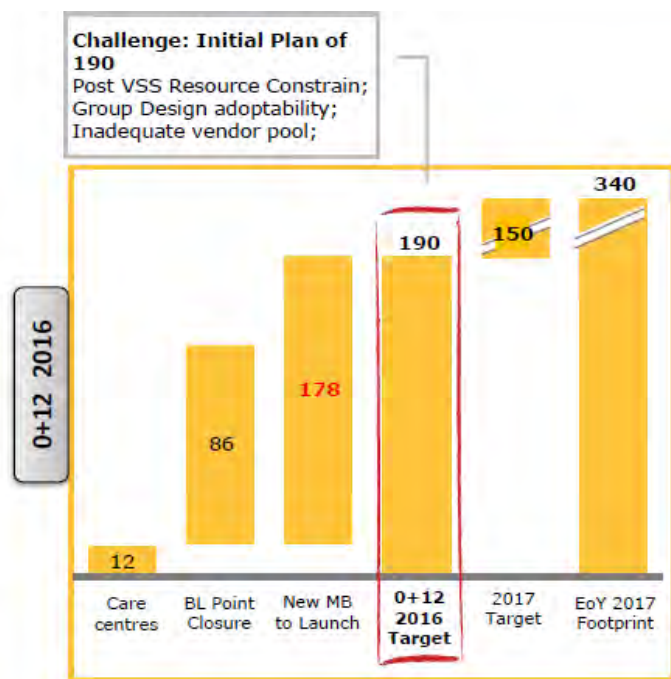
Admin looks after the office infrastructure and assets of the organization. From distributing cabinets to managing office furniture all major and minor office asset is under the jurisdiction of admin.

Executing internal events:

If there is any internal event to be taken place in the office, admin is the one who has to execute the installation of the whole setup.

Executing internal communication:

It usually falls under admin's job responsibility to executing any and all internal communication materials like stand banners, X-stand and any other merchandising materials.



Manage cafeteria:

If an office has its own cafeteria, then it falls under admins' job responsibility to manage it. Usually it is executed through a vendor which has to be managed by admin on behalf other organization.

Office maintenance:

Keeping the office space tidy is the responsibility of every employee. But there are certain level of maintenance required to keep an office space functioning that requires specialization in certain field. For example, if the organization's physical office space is large and then cleaning up after employees becomes a huge task. These are usually taken care of by admin. Admin usually enlists the help of a vendor to maintain the office space.

Office supplies:

Admin has to procure and keep track of all office supplies like stapler, tissue box, printing paper etc. Basic beverages like tea bags & coffee beans are also included in office supplies.

Manage customer care points/stores:

If the organization is service driven then it most probably will have customer care points. On the other hand product driven organization may have company owned outlets. In both cases, it is the admin who has to roll out, maintain and refurbish the whole operation.

Manage vendors:

As can be seen from the above list, a good deal of admins' work is outsourced to a third party. In doing so, the organization achieves efficiency. But this adds more responsibility to admins' already long list of tasks. Managing vendor is admins' one of the most important responsibility, as much of admins' KPI is executed through them.

Manage the budget:

Due to the wide variety of responsibility and cost intensive tasks that are required of the admin, they usually have a massive budget to take care of. They themselves have to plan, forecast, maintain, adjust & reconcile this budget.

My internship duties were as follows:

- Work on the budgeting of admin operational expense
- Input data regarding all the admin operational data
- Follow up to the supervisor regarding the amount of data entry and make the correction of the errors
- Match the excel file with the bills
- Analyze the data based on the excel file
- Work on the cost minimization process
- Scheduling the Monobrand project
- Follow up to the supervisor about the progress of the project
- Maintain proper communication with the project manager and the vendors
- Inform the responsible stakeholders about the problems based on ticket raised

Apart from this I have also contributed my thoughts and ideas in making HR policies with my supervisor. I gave my idea to my supervisor what can be added in the policy and learned a lot how to make policies properly.

My Project
Administrational Operational
Expense of Banglalink



start something new

Chapter 4: My Project

4.1 Administrative operational expense

Work responsibilities regarding admin-

Here I had to update the admin operational expense file regularly and follow up supervisor. I had to match the bills so that no errors incur. After the whole file got ready, I and my supervisor worked on this to analyze the data. There, we had to find out the expenses which exceeded budget and also took proper steps for cost minimization.

OPEX reporting:

I have prepared the admin OPEX report for admin function. While preparing I had to input data and make necessary corrections and adjustments. This was a very important task and I learned a lot regarding intricate financial reports and how to prepare them.

Analysis:

In working with such important financial number I had the opportunity to analyze different variants that impacts the OPEX. While analyzing these variants I found some very interesting patterns and insights that I had shared with my supervisor.

Expense rate:

One of the key admin responsibilities is to monitor if any particular expense is overshooting its budget. If one of the main cost head overshoots its budget it could have some serious implication for the overall budget. While I was working on the OPEX report, I found out some of the overshooting cost heads for this quarter.

Cost minimization:

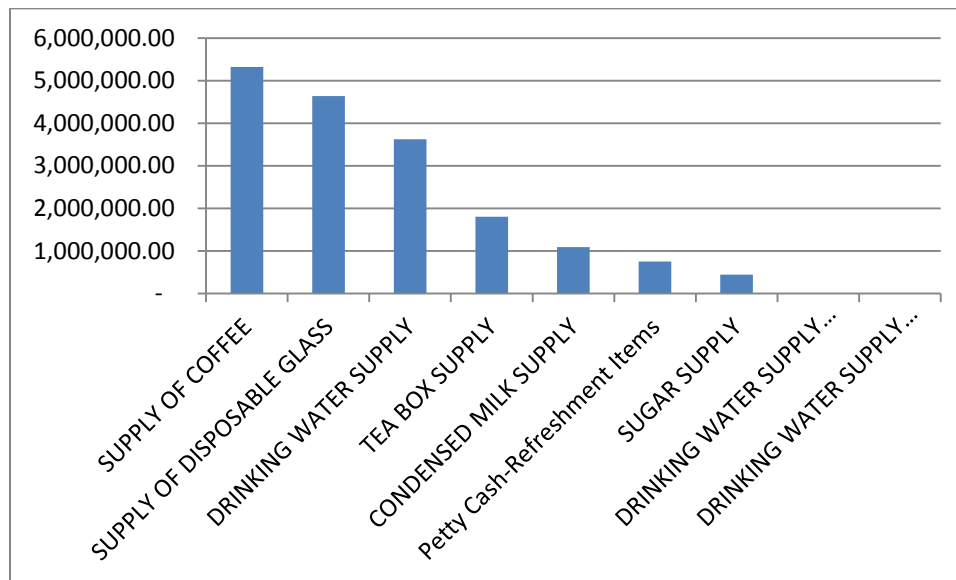
Cost minimization is an important KPI of admin. While I was working on the OPEX report I tasked with analyzing the cost heads and find out if any cost minimization is possible.

During my analysis I did find out that it was possible to minimize cost in office supplies through strategic implementation of cost inducing office assets.

Here are some examples of expense of admin operation of **2016**

Expense of Refreshment 2016

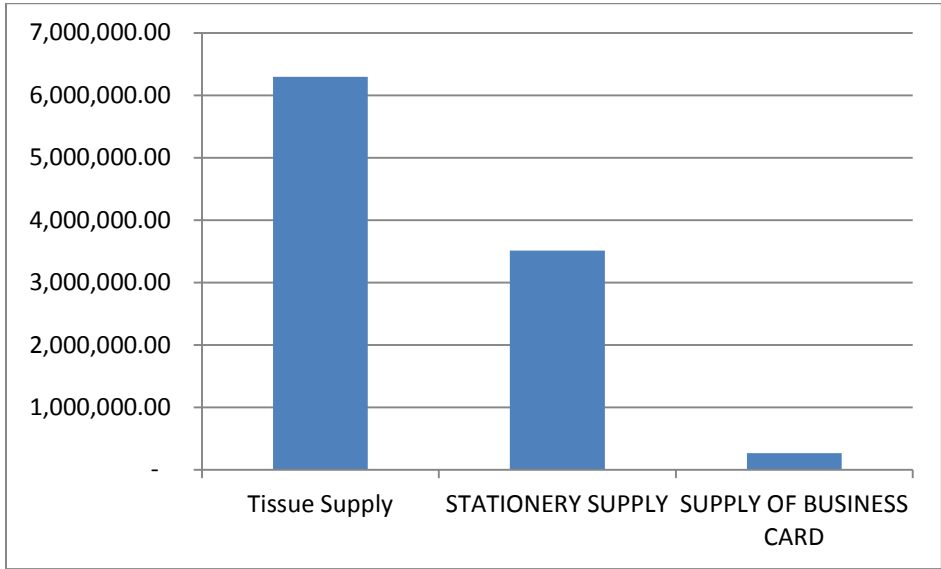
| Row Labels | Sum of total |
|------------------------------|----------------------|
| SUPPLY OF COFFEE | 5,316,840.00 |
| SUPPLY OF DISPOSABLE GLASS | 4,639,008.00 |
| DRINKING WATER SUPPLY | 3,622,566.20 |
| TEA BOX SUPPLY | 1,800,582.00 |
| CONDENSED MILK SUPPLY | 1,089,709.63 |
| Petty Cash-Refreshment Items | 749,959.25 |
| SUGAR SUPPLY | 441,566.50 |
| DRINKING WATER SUPPLY 500ml | 8,460.00 |
| DRINKING WATER SUPPLY 250ml | 4,680.00 |
| Grand Total | 17,673,371.58 |



Total expense for refreshment is more than BDT 17 million. Here, in this graph we can see that the highest expense is more than 5 million that occurs for supply of coffee which is 30% of the total refreshment expenses. The next top two expense generating items are Supply of disposable glass & Drinking water supply. Each takes up 26% and 20% of the total refreshment expense

Expense of Stationary 2016

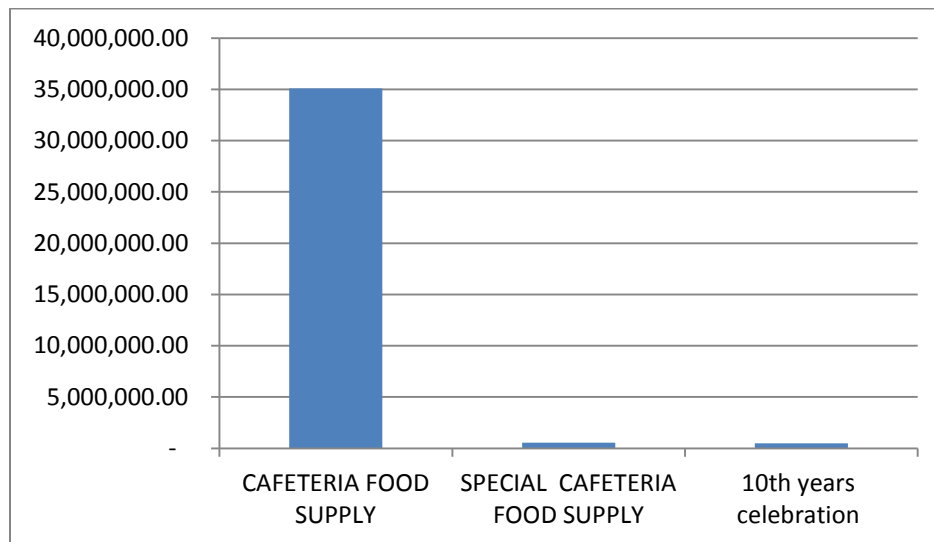
| Row Labels | Sum of total |
|-------------------------|----------------------|
| Tissue Supply | 6,294,112.82 |
| STATIONERY SUPPLY | 3,509,126.78 |
| SUPPLY OF BUSINESS CARD | 265,410.00 |
| Grand Total | 10,068,649.60 |



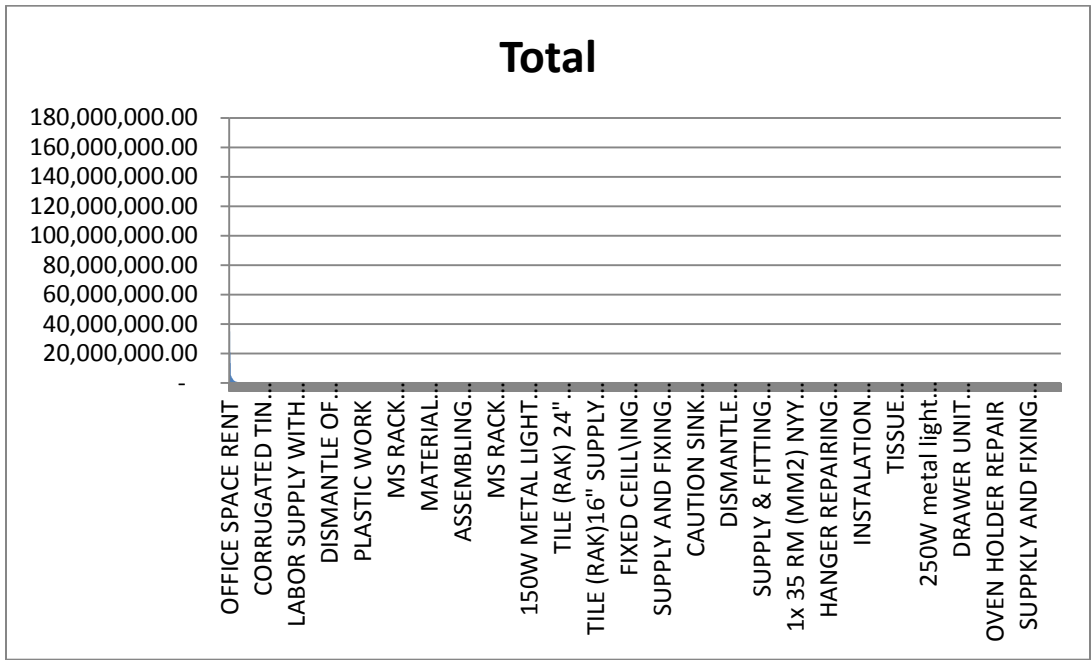
Total expense for stationary is more than BDT 10 million. In this graph we can see that the highest expense goes for tissue supply and then stationary supply. Tissue supply accounts for more than 62% of the total stationary expense, while stationary supply accounts for 34% of the total cost. Expense for supply of business card is lowest in stationary expense

Expense of Cafeteria 2016

| Row Labels | Sum of total |
|-------------------------------|----------------------|
| CAFETERIA FOOD SUPPLY | 35,072,568.55 |
| SPECIAL CAFETERIA FOOD SUPPLY | 549,750.00 |
| 10th years celebration | 495,400.00 |
| Grand Total | 36,117,718.55 |



In cafeteria expense the highest amount goes for cafeteria food supply which includes lunch and snacks. This is actually the main expense in this category as the other expenses are occasion based. Food supply accounts for 97% of the total expense. Rest of the expense goes for food supply for celebrations that take place yearly for example- Pahela Boishakh, Women's Day etc.



Since the total admin operational expense file is huge that is why I have given a portion of it.

This excel file has been attached in presentation for details. There we can see each and every expense of admin operation.

4.2 Monobrand

My project was to look after the renovation of four Monobrand outlets and follow up to my supervisor regarding this. I had to keep proper communication with the vendor so that they do not miss the deadlines. I had to keep asking the updates and asked the vendors to email me the updates.

Responsibilities related to Monobrand:

As per company objective we are rolling out new Monobrand outlets year round. During my internship period, I personally oversaw launch of 4 Monobrand shops. These shops are –

- a. Narayanganj– 20 sqm
- b. Phirojpur – 20 sqm
- c. Patuakhali – 20 sqm
- d. Shariotpur – 40 sqm

Following were my responsibilities related to Monobrand operations:

Understanding the objective of Monobrand operations:

Core responsibility regarding this job was to coordinate and direct the vendor to proper execution in line with company objective. As there are many aspects to launching a Monobrand execution, it is imperative that a representative of Banglalink who is aware of the guiding policy of the initiative coordinate with the ones who will execute it. I played this vital role and took the role with extreme sincerity. I went through the guiding policy set by Vimpelcom first to gain insight about this operation and only then I started collaborating & coordinating with the vendor.

Vendor briefing:

I sat down with the vendor multiple times to brief them about what we want out of this execution. I understood the value of a clear and direct brief and as such involved my supervisor in this as well. I discussed how I wanted to brief the vendor first with my supervisor and later briefed the vendor in detail in the presence of my supervisor.

Scheduling:

One key aspect of the Monobrand launch execution is to schedule each task. I gained valuable insight by observing previous Monobrand launch operations and understood that there is a pattern of execution that needs to be followed to gain maximum efficiency. For example, procuring the POSM display boards like jargon buster & tariff menu doesn't take a lot of time as such these tasks can be scheduled at the later portion of the launch operation, while procuring experience zone merchandise & store fascia takes comparatively more time and as such needs to be scheduled at the early part of the launch operation.

Follow up:

After a thorough brief and scheduling the tasks, my secondary job was to follow up in a timely manner. Through scheduling I had set up a time frame for the vendor to follow regarding what is to be executed at what time. After this, I needed to follow up religiously to ensure that they were following the time frame and would execute in time.

Monobrand finance:

I also had the good fortune to learn about the finances involved in the whole Monobrand operation. I had the opportunity to work on the budgeting of the operation including making reports on actual cost incurred against the budgeted amount and actual revenue generated against the forecasted one.

There are some pictures of the four Monobrand outlets that I have worked on

Monobrand outlets of Narayanganj and Shariatpur



Narayangan



Shariyatpur

Here, we can see the Monobrand outlets of Narayanganj and Shariyatpur. Work is almost done but operation has not been started yet.

Monobrand outlets of Patuakhali and Phirojpur



Patuakhali



Phirojpur

Here is another two outlets of Monobrand that I have worked on. Very soon the operation will be started.

Chapter 5: Strategic impact of my internship

Organized Briefing:

Previously vendors were briefed through mail or over phone. This created a lot of confusion and resulted in poor communication of objectives & goals. When I arrived, this was one of the first changes that I made to the way my team operated. I started to organize in person briefing, where I invited the vendors to Baglalink's office and properly explained the objectives & goal of each of the executions. This resulted in better communication & clearer instruction for the vendors to follow. They were able to ask questions to clear up any confusion that they had regarding the way of work.

Timely follow up:

Previously there was no timeline for follow up. Admin followed up on vendor's progress whenever they felt like it. This is something I felt like should be changed. After briefing the vendors, I set up a timeline for the vendors to follow regarding execution. I would agree to follow up with them on previously agreed upon dates and they would prepare their status update in an organized fashion.

Faster execution:

Previously it used to take up a substantial amount of time to launch and execute one single Monobrand stores. This was mainly due to lack of coordination with vendor. But after my arrival, I was able to create a better communication atmosphere between Baglalink and the vendors that resulted in faster communication & execution.

Simultaneous execution of Monobrand stores:

Previously Monobrand stores were executed on one by one basis. Vendors used to execute one Monobrand store after execution the previous one. But due to my coordination I was able to launch 4 Monobrand stores simultaneously without compromising quality in any of the cases.

New ideas for Monobrand:

Admin mainly executed the Monobrand stores and had very little to do with the initial idea generation phase of the initiatives. The department added very little value in terms of the whole operation. It mainly focused on execution. But while working here, I saw opportunities to innovate and introduce new ideas. One of my proposed ideas was to promote Banglalink's digital services in the Monobrand shops to align with the organization's greater vision and objective.

Proper reporting:

Admin department has to go through a lot of reporting. Previously due to lack of human resources, there was a distinct lack of organized reporting format & record keeping. And some of the reports being generated had incorrect data as well. After my arrival I made significant changes to the reporting formats and organized all the reports according to different categories.

Analysis and Recommendation



Chapter 6: Analysis and recommendation

During my working period I have observed faced so many things. So here are some analysis and recommendation given below

Focus on company vision:

Banglalink's company vision is "going digital". With such a clearly defined vision, one would think that the organization would already be quite a way ahead in achieving that goal. But that would be a wrong assumption. Banglalink is still viewed as a Value for Money telephony business rather than a digital communications organization. For example, the Monobrand initiatives was undertaken to increase smart phone penetration and also help position Banglalink as a digital brand. Despite this, the stores themselves have very little presence of digitization.

Digital POSMs at Monobrand stores:

The Monobrand shops should have digital POSMs or designs that are interactive and provides greater value to customers. Currently, there are only static layouts in the Monobrand shops. A few shops have LED display. But in all cases the communication is one way. There should be interactive promotional materials for two way effective communication.

Promotion of Monobrand stores on ATL:

Banglalink is quite ahead in terms of such initiatives. Grameenphone has its own retail outlets but they are either retailer owned or service oriented. Banglalink Monobrand stores are quite different in this regard. They are owned by Banglalink and is sales oriented. But these stores are not being promoted through ATL or social media. This is leading to lack of awareness among customers and as such leading to the initiative not realizing its full potential.

Vendor training:

There is a distinct lack of capable vendors in the country who can handle Monobrand executions. They are not capable enough to execute all the Monobrand shops nationwide. As a matter of fact, this was also one of the reasons for not being able to achieve the rollout target.

Banglalink has changed the vendors a few times already, and each time valuable time was spent getting the new vendors on boarded. So, vendors' selection process should be improved.

Efficiency:

Banglalink need to be more efficient in terms of execution and Go To Market. Currently the complicated internal process of the company makes it difficult for fast execution of any campaign and initiatives. For example, Banglalink failed to achieve its Monoband rollout plan but quite a margin. It couldn't achieve the number of Monobrand it set out to roll out.

Making operational expense bills:

Operational bills should have been made more carefully in an organized way. Bills are not organized properly which create problem in data entry.

Vendors should also be directed to make bills in organized way. The name of the cost according to GL number differs sometimes which creates difficulties after. It leads to waste of time because of these errors.

Chapter 7: Conclusion

In the conclusion we can say that Banglalink is doing well and it is a very well maintained company. Their passion made them to be in a good position in the market. Banglalink has earned the second position in telecommunication industry which is a big success. Their revenue is also going up every year which means their progress is impressive. The one thing that must be mentioned that they treat their employees fairly. From salary to promotion everything is done by the policies. No unfair judgment is tolerated here. The policies and the work environment make the company unique and a proper place to work. Behind this progress or success HR and Admin department plays a great role. This department maintains all the operational problems or needs so that the employees of Banglalink can do their work smoothly. They also help to minimize cost which helps the company to save their money. This department helps the company to generate revenue indirectly. Moreover, the digital transformation of Banglalink is a huge project and Monobrand is a big focus of it. Because this is a sales point also. In the Monobrand outlets different brand mobile phones, mobile accessories are sold along with the customer care. So it is more than a customer care center. From these outlets Banglalink earns a good amount of revenue which is making the company more to grow.

References

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<https://www.banglalink.net/en/taxonomy/term/167>