

Report On
The transformation of Communication and Media in Digital Era

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of
Bachelors

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Syeda Afia Khanam

15104049

Ms.Fabiha Enam

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Fabiha Enam

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: *Submission of Internship Report, Summer 2019*

Dear Madam,

This is my pleasure to inform that I have completed my three months of internship under the supervision of Mr. Mohammad Eunos Daud in Robi Axiata Ltd. Here by I submit my internship report on “ **The transformation of communication and media in digital era**” and have attempted my best to get as much information as I could while working in the department of digital services to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I hope that the report will meet the desires.

Sincerely yours,

Syeda Afia Khanam

15104049

BRAC Business School

BRAC University

Date: August, 2019

Non-Disclosure Agreement

This page is for Non-Disclosure Agreement between the Company, Robi Axiata Limited and the student, Syeda Afia Khanam.

This agreement is made and entered into by and between Robi Axiata Limited and the undersigned student at BRAC University.....

Acknowledgement

To start, I am grateful to almighty Allah for giving me the ability, strength and courage to complete my internship report within the allocated time despite having some complications. I would like to thank few people who have helped me through the process in various ways it was possible. Firstly, I would like to show regard to my internship supervisor Ms.Fabiha Enam for her guidance and feedback which helped me to finish my report on time as she gave me a breakdown of date submission which ensured that I completed each stage of my report properly. Furthermore, I want to show respect to my of Robi Axiata Ltd Mr. Mohammad Eunos Daud who willingly took a lot of time to share his experience and to give me the proper data in order to write the report out of his extreme busy schedule. I would like to show my sincere gratitude towards all the employees of Digital Services Department of Robi Axiata Ltd who made this experience even more fruitful.

Executive Summary

Robi Axiata Ltd is one of the growing telecommunications company in Bangladesh .The organization is coming up with new digital ideas in order to give the best solution to their customers. In this report, an in-depth analysis of robishop has been done which includes market segmentation, market positioning to marketing mix and how they are utilizing the marketing funnel. Moreover, it also includes the analysis of robishop's market position using Porters five forces and the factors which affect them positively and vice versa. As the industry is moving towards digitalization it was important for a telecommunication company to introduce digital services to cope up with the trends of the market. Furthermore, the communication media platform is also changing along with it so the report explained the types of communication which are mostly used and how a campaign takes place; the evaluation of the campaigns launched by Robi Axiata Limited has also been explained.

Keywords: robishop; digitalization; market position; communication; campaign

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List of Acronyms

Ltd	Limited
BTTB	Bangladesh Telegraph and Telephone board
GSM	Global System for Mobile
VAS	Value added service
DSL	Digital Subscriber Line
IPTV	Internet Protocol Television
DTH	Direct to home
W-CDMA	Wideband Code Division Multiple Access
FOMA	Freedom of Mobile Multimedia Access
EDGE	Enhanced data rate
GPRS	General packet radio service
UMTS	Universal Mobile Telecommunication System
HSDPA	High Speed Downlink Packet Access
HSUPA	High Speed Uplink Packet Access
HSPA	High Speed Packet Access
HSPA+	Evolved High Speed Packet Access
FDD-LTE	Frequency Division Duplex long term evaluation
LTE-A	Long Term Evaluation Advanced
VOLTE	Voice over long term evolution
UI-EP	Exceptional Performance and uncompromising Integrity
GPS	Global Positioning System
APIs	Application Program Interface
VTS	Vessel Traffic Service

SEO	Search Engine Optimization
SEM	Search Engine Marketing
ODA	Online Display Ads
MarComm	Marketing Communication
ADA	Analytics Data Advertising
CPR	Cost per rating
CPLPV	Cost per landing page view

Chapter 1 Introduction

1.1 Background of the study

Internship is a program through which all the university students get the opportunity of experiencing themselves in the corporate world. All the students of BRAC Business School need to go through this process in order to complete their Bachelor's degree. The program is normally for three months however it depends on the organization whether to extend it to four months or not. This is a great opportunity for us, the students to implement their skills and the knowledge that we have acquired into the corporate world. Moreover, it helps to gain and brush up our skills and knowledge which is going to help us in the future. At the end of three months we have to submit a report on specific organization assigned by our respective supervisor as it is a part of the course BUS-400. The topic that I have chosen is transformation of communication and media in the digital era. I have done the internship program in Robi Axiata Limited under the guidance of my supervisor, Mohammad Eunus Daud in the department of digital services. My faculty Ms. Fabiha Enam, Senior Lecturer of BRAC Business School has also approved the topic and permitted me to prepare the report in order to complete my undergraduate degree.

1.2 Objective

General Objective

The general objective is to fulfill the degree requirements of BRAC Business School under the supervision of a faculty and to gain knowledge's and practice skills about the digital services of the organization, Robi Axiata Ltd.

Specific Objective

- Identifying the different types of digital services provided by Robi Axiata Ltd.
- To analyze the performance of Robi Axiata Digital Campaigns
- The impact of digital media on the organization.
- To evaluate the market position of Robi Axiata Ltd in this digital era.

1.3 Methodology

In order to make this report collecting correct information was necessary. Therefore, both primary and secondary data have been used to get vast amount of data.

Primary sources

- Practical deskwork
- Personal observations and experiences
- Meetings I had to attend during my internship program in Robi Axiata Ltd.
- Communicating with the advertising agencies

Secondary Resources

- Information provided by my supervisor
- Official Robi Axiata Limited website
- Other websites, articles, reports and other sources

1.4 Scope

The report will tell how the consumers now days are preferring things which are digitalized. It will help us to know the ways in which Robi Axiata Ltd is expanding their business to many digital services and learn the procedures of launching a digital campaign. Moreover to know about overall performance of their services in the market.

1.5 Limitations

There were a lot of limitations while making this report. The major issue was with the availability of information because most of them were verbal and confidential. Moreover, there was not have enough time to get the all the information in order to make the report as there were too many campaigns going on all together from different service sectors and events that are still going on.

Chapter 2 The Organization

Robi Axiata Limited



জ্বলে উঠুন আপনার শক্তিতে

2.1 Telecommunication in Bangladesh

The advancement of Bangladesh's media communications area started in 1989 with the issuance of a permit to a private administrator for the arrangement of cell portable administrations to contend with the past restraining infrastructure supplier of broadcast communications benefits the Bangladesh Telegraph and Telephone Board (BTTB). Noteworthy changes in the quantity of fixed and versatile administrations sent in Bangladesh happened in the late 1990s and the quantity of administrations in task has in this way developed exponentially in the previous five years. The motivating forces both from government and open areas have developed this division. It is currently one of the greatest divisions of Bangladesh. As a crowded nation, its enormous market has pulled in numerous remote financial specialists to put resources into this area. Moreover, numerous remote financial specialists are presently intrigued to work together in telecom area in Bangladesh which uncovers that Bangladesh has turned into a noteworthy center point for telecoms.

The campaign towards the vision 'Digital Bangladesh' has brought excellent growth in the telecommunication industry and information technology sector. Currently, There six mobile operators in Bangladesh and they are:

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

1989 : License issued to Bangladesh Telecom Limited (CDMA) and Sheba Telecom
1996 :License issued to Telecom Malaysia International Bangladesh and Grameenphone
Bangladesh Telecom Limited rebranded to Pacific Bangladesh and Citycell brand
launched

1997: Launch of Grameenphone, Aktel and Sheba
2002: 1 million connections
2004: Launch of TeleTalk
2005: Oroscom acquires Sheba Telecom. Sheba rebranded to Banglalink •10 million connections
2007: Launch of Warid
2010: Bharti Airtel acquires Warid Aktel rebranded as Robi
2012: Teletalk launches first 3G network
2013: Grameenphone, Airtel, Banglalink and Robi launch 3G networks 100 million connections
2016: Merger of Robi and Airtel creates number two operator by number of connections • Introduction of biometric SIM registration
2017: Subscriber penetration surpasses 50% of the population
2018: Spectrum auction • 4G services launched

Table 1 Roadmap of Bangladesh Telecom

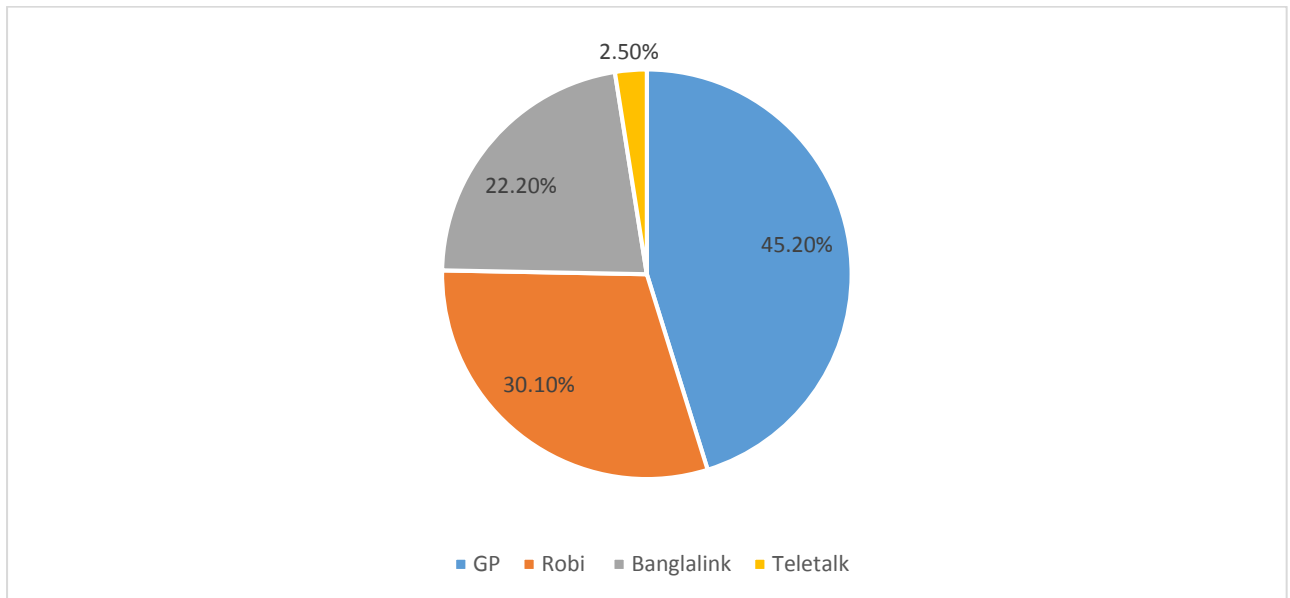


Figure 1 Market Share of Telecom Industry in Bangladesh

Robi Axiata Limited is a joint venture organization between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. It was previously known as Telecom Malaysia International (Bangladesh) which started activities in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the administration name was rebranded as 'Robi' and the organization came to be known as Robi Axiata Limited. Robi is really a people-situated brand of Bangladesh. Robi, the general population's victor, is there for the general population of Bangladesh, where they need and the manner in which they need. Having the neighborhood custom at its center, Robi walks ahead with development and inventiveness.

To guarantee driving edge innovation, Robi draws from the global mastery of Axiata and NTT DOCOMO INC. It supports 2G voice, CAMEL Phase II and III and GPRS/EDGE administration with rapid internet connectivity. Its GSM administration depends on a hearty system design and front line innovation, for example, Intelligent Network (IN), which gives genuine feelings of serenity arrangements regarding voice lucidity, broad across the country organize inclusion and numerous worldwide accomplices for universal wandering. It has the greatest International Roaming inclusion in Bangladesh interfacing 600 administrators crosswise over in excess of 200 nations. Its client driven arrangement incorporates worth included administrations (VAS), quality client care, simple access call focuses, advanced system security and adaptable levy rates. Robi is a client centered Information

Communications Company, therefore trusts in giving better administration that leads to great business and great advancement in the general public. Robi believe that quality is nonstop and endless adventure. Thus, Robi is taking steps to update and grow their system for better and increasingly effective administrations to customers.

Moreover knowing that it is a joint venture between Axiata Group Berhad of Malaysia, Bharti Airtel Limited of India and NTT DoCoMo Inc. of Japan. Axiata holds 68.7% controlling stake in the entity, Bharti holds 25% while the remaining 6.3% is held by NTT DOCOMO of Japan.

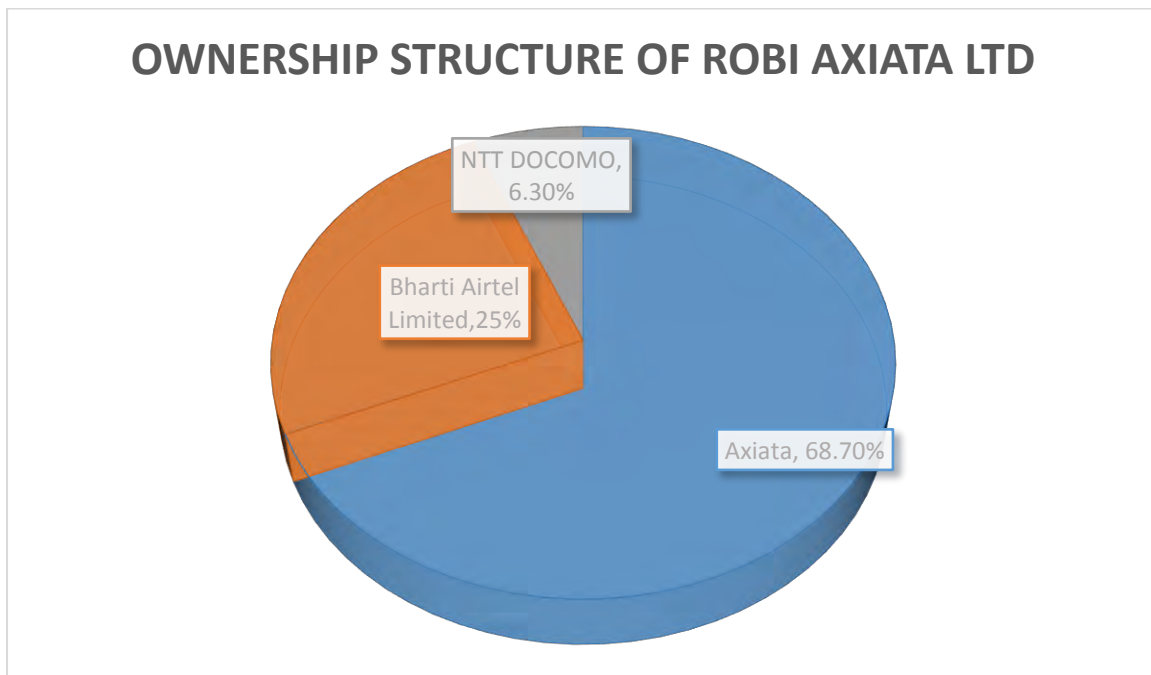


Figure 2 Market Share of Robi Axiata Ltd

Axiata Group Berhad

Axiata is a developing chief in Asian media communications with a critical nearness in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. Moreover, the Malaysian developed holding organization has key portable and non-versatile media communications tasks and interests in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its auxiliaries and partners, has around 120 million versatile supporters in Asia and is recorded on Malaysia's stock trade (Bursa Malaysia).

Bharti Airtel of India

Bharti Airtel Limited is a main worldwide media communications organization with tasks in 20 nations crosswise over Asia and Africa. Headquartered in New Delhi, India, the organization positions among the main 4 portable specialist co-ops all around regarding supporters. In India, the organization's item contributions incorporate 2G, 3G and 4G remote administrations, portable business, fixed line administrations, fast DSL broadband, IPTV, DTH, venture administrations including national and worldwide long separation administrations to bearers. In the remainder of the topographies, it offers 2G, 3G remote administrations and versatile trade. Bharti Airtel had more than 307 million clients over its activities toward the finish of November 2014

NTT DOCOMO, INC

NTT DOCOMO, INC. is the world's driving versatile correspondences organization and the biggest portable interchanges organization in Japan. DOCOMO serves more than 56 million clients, including 44 million individuals buying in to FOMA™, propelled as the world's first 3G versatile administration dependent on W-CDMA in 2001. DOCOMO additionally offers a wide assortment of driving edge versatile interactive media administrations, including I-mode™, the world's most prevalent portable email/Internet administration, utilized by 48 million individuals. With the expansion of charge card and other e-wallet capacities, DOCOMO cell phones have turned out to be exceptionally flexible devices for everyday life

2.3 Company Profile

Type:	Subsidiary
Industry:	Telecommunications
Predecessor :	Telekom Malaysia International Bangladesh Airtel Bangladesh Limited,2016
Founded:	1997
Headquarters:	Robi Corporate Office ,53 Gulshan South Avenue,

	Gulshan 1,Dhaka,Bangladesh
Area served:	Bangladesh
Key People:	Mahtab Uddin Ahmed,(MD & CEO)
Products:	Mobile ,Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE, LTE-A, VoLTE
Revenue:	52.68 Million (2016)
Parent:	Axiata Group (68.7%) Bharti Airtel (25.0%) NTT DoCoMo (6.3%)

Table 2 Company Profile

2.4 Vision, Mission and Principles

Vision

The core vision of Robi Axiata Ltd is to enable digital life for a better future. Now they are mainly focusing on how to digitalize Bangladesh through their valuable digital services and become the “next generation” digital company.

Mission:

"Robi aims to achieve its vision thorough being one not only in terms of market share, but also for the betterment of their clients and the country. Robi “Tripe Core Strategy” comprises strategic pillars with strong and growing product led portfolio to propel growth. They are taking various steps in order to digitalize the era for a betterment of the future to be called the next generation digital company.

Principles

At Robi, they work with a strong duty of Exceptional Performance and Uncompromising Integrity (UI-EP) to guarantee formation of significant worth, putting the Customer at the Center. Keeping pace with the developing advanced scene of the nation, we intend to build up ourselves as pioneer in giving client driven information and computerized administrations with our four Guiding Principles and they are:

- Be agile
- Inspire to Innovate
- Collaborate to Deliver
- Do Digital

2.5 Organization Organogram:



Figure 3 Robi Axiata Ltd Organogram

2.6 Division

There are mainly 10 divisions at Robi Axiata Limited

1. Corporate Strategy
2. People & Corporate
3. Digital Services
4. Infrastructure
5. Internal Audit
6. Ethics Office
7. Market Operations
8. Finance
9. Technology
10. Enterprise Program & Management

2.7 Products and Services

Robi offers a variety of bundles. Robi has the most stretched out International Roaming inclusion among every one of the administrators in Bangladesh. Robi for the most part offer two sorts of item dependent on the membership class for general endorsers:

- Pre-paid :

Robi Pre-paid is persistently offering new highlights and plans to give supreme opportunity to the client. Robi offers a solitary Pre-paid bundle with various levy intends to meet various sorts of requirements moment.

- Post-paid:

Robi offers couple of worthwhile Post-paid Packages named Simple plans, Normal plans, and Robi Corporate. These packages can be effectively viewed from the website page: www.robi.com.bd.

- Internet

In the wake of verifying business sector initiative in 4.5G system with 7,300 locals everywhere throughout the nation, Robi has now altogether improved its 3.5G indoor inclusion, speed and availability. Robi is the main administrator in the nation that has

overhauled 4,300 3.5G destinations up to significantly increase bearer from regular two transporter innovation in first stage. Following the way of its constant improvement activity, the biggest 4.5G system supplier in the nation (7,300 4.5G locales in 538 out of 544 thanas) is utilizing 900 MHz range for both 4.5G and 3.5G which is a lot more grounded and increasingly powerful for information inclusion. Robi is giving the opportunity to their clients to use internet at their convenience in various packages starting from volume packs to social streaming packs etc.

Value Added Services:

SMS & messaging	Mobile Assistance
Entertainment	Education and Career
Downloads	Lifestyle
Internet and Data Service	BIMA Life insurance
Community and Chat	Train Tracker
Information Service	Balance Transfer
Call Management etc.	Call Block
Missed Call Alert	Phone Backup
Robi Radio	Locator

Table 3 Value Added Services of Robi Axiata Ltd

2.8 Digital Services

Robi Digital Service Divisions	
Name of the service	Logo
bdapps	

robishop	
Robi Tracker	
mife	
Robi Cash	
adaReach	
DigiRed	
bdtickets	
Recharge Plus	
WiNiT	

Table 4 Digital Services in Robi Axiata Ltd

Bdapps

Bdapps is the biggest versatile application platform that serves both, Robi endorsers and the young application engineers of the country. Using the Telco APIs accessible on the platform, the tech-enthusiastic youthful application designers have made various imaginative applications; the revenue sharing model utilized in the platform enables the designers to seek after business enterprise apart from exhibiting their creativity.

Robishop

It is a web based business commercial center for advanced items that provides the clients to buy the latest computerized devices in a convenient way in the market. Robishop has a wide assortment of items beginning from smartphones, accessories to even gadgets machines.

Robi Tracker

Robi Tracker is very own IOT-based vehicle tracking and monitoring solution of Robi Axiata Ltd. The arrangement utilizes GPS innovation to get details of the vehicle's location, which is then plotted and pinpointed on Google Maps. The vehicle can be followed through the Robi Tracker Web Portal, Mobile App or by means of SMS. It gives the best solution for its clients to avert vehicle burglary occurrences.

Mife

mife is a computerized network stage which empowers businesses to create administrations using direct administrator billing, messaging, location, date and a large group of other brilliant APIs through consistent onboarding and hassle free coordination process; at a similar time it has boundlessly truncated the go to market stage for the business visionaries.

Robi Cash

Robi Cash is an electronic platform that empowers portable clients to play out a wide scope of installment exchanges (utility bill, train ticketing, purchase, prepaid vending, VTS installment repayment etc.) using their cell phone anytime, anywhere. By refilling our Robi Cash Point or from online platform, the clients would be able to do the exchanges.

adaReach

adaReach is smart data driven Ad stage where Telco investigation is applied into advertising. It gives the business the best method for contacting the correct audience for their items or administrations which utilize various client profiling parameters. AdaReach not only ensure that our advertisement cash is very much well spent but additionally has six sigma level client care that guarantees the clients to get the best help.

DigiRed

DigiRed is the first historically assisted e-commerce platform of Bangladesh that empowers the provincial retailers to change into being the assisted touch purposes of internet business to

serve their clients digitally. This platform altogether extends the space of e-commerce advertise in Bangladesh by bringing the individuals living even at the profound country, thana level under its administration coverage. Through DigiRed, they are focusing on the rural and profound rural markets to give wide scope of items and top tier administrations for our rural clients.

Bdtickets

Bdtickets is a premium internet booking entryway which enables us to buy tickets for different bus services, launch services, air services, movies and occasions across the nation. It likewise gives you a chance to buy travel tickets in the least complex, simplest, sharpest and most advantageous way. Bdtickets empowers customers to buy tickets from any area whenever, just by utilizing the customers cell phone. A client can buy tickets through the Website and Mobile App and a SMS will be sent to the client once the buy is affirmed which has the reference number alongside other ticket related data.


Recharge Plus

Recharge Plus was propelled as an optional digital platform to encourage recharge of airtime and buy of data products. The Recharge Plus platform gives users the choice to effectively top up their portable mobile balance utilizing on the web recharge,app and m-wallet recharge.

WiNiT

WiNiT is a quiz application created here in Bangladesh, directed towards every one of the individuals who like to learn and win rewards. It is the game for learning searchers and people who like to participate in question answer contests. Quizzes include attractive live sessions by celebrity along with daily, weekly challenges.

2.9 Brand Elements of Robi Axiata Ltd

Logo	The new logo is called the heart of the new brand. It is the icon for balance, movement and change.	
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Brand Alpona	The alpona is a unique expression of Bengali graphic arts. Robi's Alpona is beautifully creatively created.	 Alpona
Slogan		
Operator Number	Starts with 018	

Table 5 Brand Element of Robi Axiata Ltd

2.10 Corporate Social Responsibility

Robi Axiata Limited fulfills their responsibility to the citizen of our country. These are the following services that they have been providing etc.

- Robi-10 Minute School
- Internet4U
- Safe drinking water for railway passengers
- Robi Internet Corner
- e-Library
- Robi Internet Corner

Chapter 3 Transformation to digitalization

3.1 Digital Communication

The communication and media is constantly changing meaning it's getting more advanced day by day. Previously, people did not even know what communication and media was, however, they use to speak with one another, read newspaper, watched Television and listened to radio, etc. The area of communication and media is quite progressive with dynamic technology development which impacted the social change and transformed the

communication landscape in this world. According to my survey, internet has taken over all the other medias people used back few years ago.

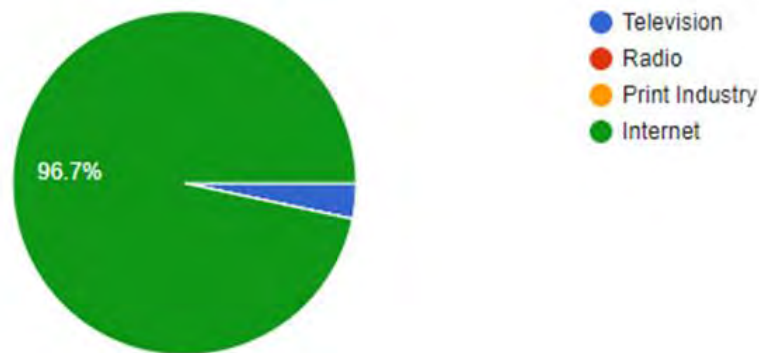


Figure 4 Survey Result showing Internet is popular

The internet enables society to speak with individuals of all nationality and ages from each nation. Anybody with the abilities can post any data on the web, individuals who post data and utilize the web do not even need to bother with licenses or consent, that is the main reason which explains such development of internet comprehensively and eventually millions of people now rely on the source of entertainment, information, and communication. It is currently regular for TV to be on the web. We presently have our preferred shows and news posted on the web, moreover if we miss a scene while watching something we can generally find that online with additional items. This has expanded the measure of web clients as it is very advantageous. The web not only effects the way we communicate with each other on daily basis but also has a huge impact on the consumer buyer preferences.

3.2 Impact on Consumer Purchase Decision

First Moment of Truth

Previously whenever we use to buy a product we use to go to a store for example to buy a mobile phone we used to go to an electronics shop. Consumer had to make a tough decision which headphones to buy as there were various types of model available with different features. Initially, consumer had to make a decision by looking at the packaging, design of the labels and detailed explanation on the box. The decision is known as ‘First Moment of

Truth”. The "First Moment of Truth” model is one of the most praised advertising systems since it so precisely catches the client's choice procedure when purchasing an item (First Moment), encountering an item (Second Moment of Truth), and in the end getting to be faithful to the brand.

Zero Moment of Truth + Customer Decision Journey

Presently, a client will have adequate access to cell phones and the web to go past the rack when assessing the item. Indeed, customers probably won't be at the physical store at all since internet business stores like Amazon and Walmart.com have likewise turned out to be essentially progressively prevalent, filling in as feasible options in contrast to the physical retail location. Moreover, when people need something like a cleanser, they are probably not going to go straight forwardly to the store to buy, but instead go online to look through something like "the best cleanser on the planet" and that is the Zero Moment of Truth.

3.3 Social Media changing the face of Communication

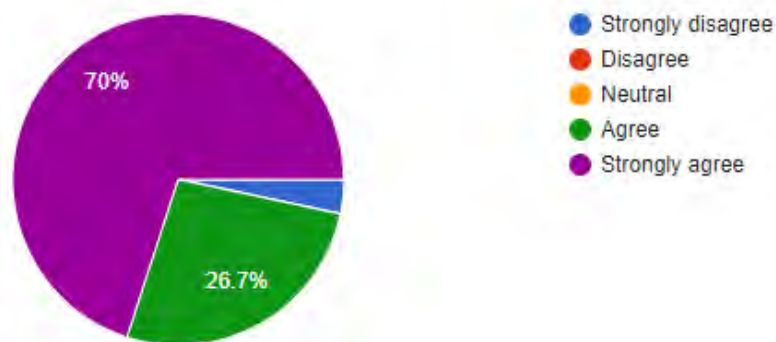


Figure 5 Survey Result of social media changing the face of communication

According to my survey, 70% respondent strongly agreed where 26.7% just agreed on the fact that social media is changing the face of communications. In this generation of digital consumers, Facebook and other social media platforms have become the most primary communication media. The affordable web has enabled the multimedia devices, sites and services hence the advertisers and the companies are using the social media to reach their customers, build brand loyalty. The social media sites like Facebook etc. have become the platform for integrated communications

bringing together the social networking. As a matter of fact they are drawing away the attention from the traditional Telco Companies as people are biased towards the social media therefore for a Telco Company Robi Axiata Limited, it was very important to move towards digitalization.

3.4 Importance of Robi Axiata Ltd moving towards Digitalization

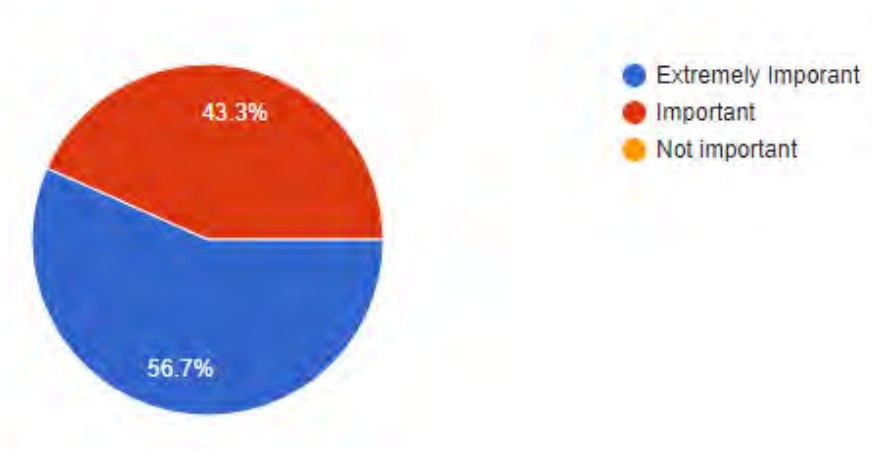


Figure 6 Survey Result showing the importance of Robi to move towards digitalization

On the basis of the survey, 43.3% respondents said it is important however 56.7% of the respondent said it was extremely important for the Telco Company like Robi Axiata Ltd to move towards digitalization mostly in order to increase their revenue in this digital generation. Previously, people use to communicate over the phone and text messages but in this digital generation they are mostly using applications that does a lot services altogether through internet. The Telco Companies needed to expand their digital services like platforms or applications to provide online services to their customers.

3.5 Impact of New Media Technology

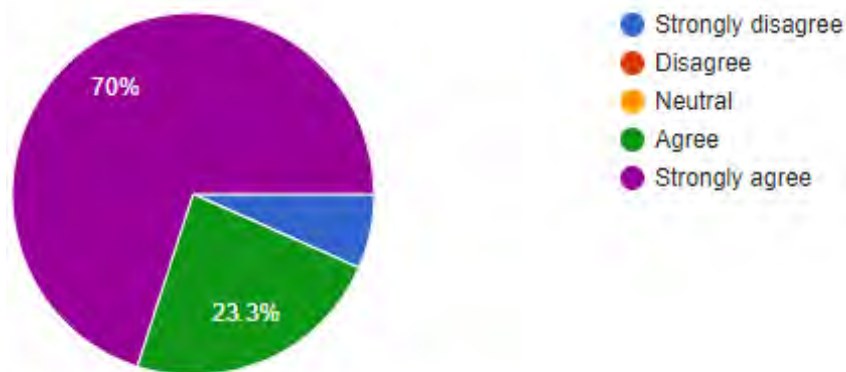


Figure 7 Survey Result showing the impact of New Media Technology

As shown above, 70% of the respondent strongly agreed and 23.3% agreed that there is a huge impact in the new technology due to the digitalization. Computers and therefore the WorldWide net have actually modified the method in several domains. Individuals search online, trade stocks on-line, get their news on-line, initiate friendships on-line, and then forth. Kids playtime taking part in the most recent pc games therefore the use of digital media technologies like PCs, the web, pc games, mobile telephones, etc., became a traditional facet.

3.6 Business outcomes influenced by a digital approach

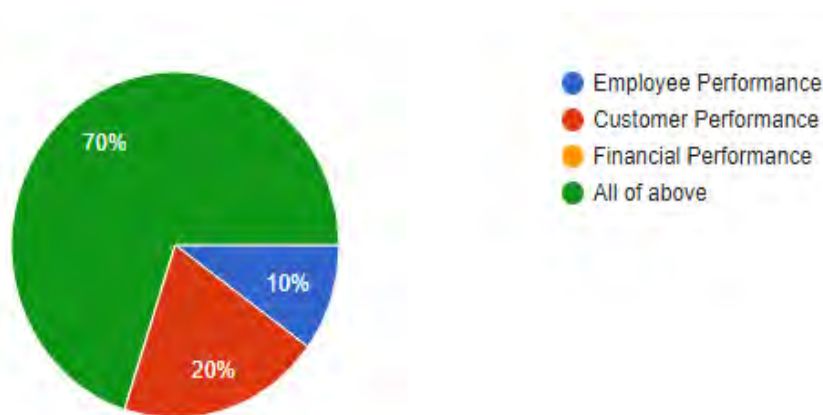


Figure 8 Survey Result on Outcomes of Digitalization

According to the survey, 70% respondent said that employee performance, customer performance along with financial performance is influenced by digitalization of an organization.

Employee experience: The organization Robi Axiata Ltd, has introduced vast amount of digital services which includes special commission or discounts for their internal employees therefore making the employees feel more connected to their workplace.

Customer experience: Digitalization has made it easy for the customers to buy the products and services. Moreover, when there is an issue, quite quickly they can reach the right people to resolve the problem through the best communication route like using What Sapp. In order to maintain a good reputation which is going to matter the most in the long run improving the customer experience is very crucial.

Financial Experience: There are a lot of online based organizations nowadays especially financially related ones e.g. bkash. Robi Axiata limited has been achieving its profitability even on their digital sectors through their digital services e.g. Robishop, bdtickets, Robi Tracker etc. by improving their financial experience for digitalization with their customers. Moreover, they are affiliating themselves with other digital services e.g. Payment through bkash which becomes very convenient for their clients to make the payment which would eventually increase their customer base and profitability.

3.7 Advantage and Disadvantage of Robi Axiata Ltd moving towards digitalization

Previously Telco Companies use to get huge amount of revenue from phone calls, MS however, as we have seen with time people have stopped to text or call someone organically and had started to use internet. Robi Axiata had made a lot of network revenue but they were falling due to the usage of data consumption by their clients. Therefore they decided to come up with different various services they could provide to their clients to make the organization sustainable and gain revenue from their data as their voice business was falling at a high rate in the digital era. The advantage for Robi Axiata Ltd to move towards digitization and launching ten digital services was to gain

vast amount of revenue. However, in this digital platform the internet has a lot of power to control the digital services as the services are mostly communicated with the customers using social media platform if there is any issue with any of the social media platform the business would be in trouble. For example Facebook blocked for few days in Bangladesh.

3.8 Digital Marketing Communication Channels

Apart from the traditional marketing, digital services of Robi Axiata Ltd carried out its marketing activity online called the digital marketing. The growth of digital market or industry is vast mainly because of the internet and hence the effectiveness of the digital marketing channels is generating profitability.

1. SEO(Search Engine Optimization)

Search Engine Optimization is the method which influences the visibility of a site or a page. SEO has the ability of targeting various types of search which includes image search, video search etc. SEO is one of the web marketing strategies which tell us what people search, not only that we can target the audience according to our needs. The agency of Robi has the ability to analyze the market through the search engine optimization data.

2. SEM(Search Engine Marketing)

Search Engine marketing is a common web marketing which is mainly used in order to promote a web page or site by increasing the visibility in search engines pages where they change and update the website content in order to achieve a higher rank in search engine result pages. The brand campaign of robishop stating “robishop manei original “is being promoted in web page or site.

3. Social Media Marketing

Social Media marketing is the method of gaining website traffic or in other words attention through social media platforms. This is the marketing process where attractive contents are being promoted which has encouraged the readers to be worthy of sharing it across the social

media. The word of mouth can also be electrical, meaning if someone refers other people about the product or services by seeing the content through internet. Therefore, people get to know about your products/services through a third party who has the potential of becoming loyal to the brand.

4. Engagement

In the platform of social media everyone has the power to share their thoughts and opinions to the market. As one customer is participating in writing a review about the brand the other customers also have the permission to view the comment and even to give reply to that therefore the process of engagement is very important to have successful social media marketing.

5. Other online Marketing

The content that organization makes must be attractive and should be relevant to their audience as this is a platform where the content will get spread out really quickly and easily. The content can be an organic post is shared mostly because of the attractiveness of the content. Instagram and Snapchat are quite similar to Facebook however here people boost the stories; create advertisements in between the stories of one another. Moreover, this program allows us to use filters and to post pictures in the feed and sites. Furthermore, Google+ is not only a social networking platform it also has its own features that people can use to communicate with each other like Gmail, YouTube comments and etc. Moreover there is also YouTube where people can easily watch videos and listen to music can rate the contents and share in the social media sites without any hassle.

6. ODA(Online Display Ads)

Contents are also posted in various different websites as an advertisement display in different forms like web banner, banner ad etc.

7. Mobile Marketing

Mobile marketing is a smart phone marketing which uses the customer's personal information, locations and time in order to pop up the ad in their phone.

8. Email Marketing

Email marketing is such where emails are send in form of ads, business offers, sales etc. to build brand awareness, gain trust and loyalty. In Robi Axiata Limited email marketing is mostly used for the internal employees. For Example a content in the form of emailed is made and the offer is spread amongst the office that if any employee use robi tracker will get 5% commission.

3.9 Market Segmentation of Robishop

Market division is a procedure that involves division of clients into various gatherings that have extraordinary qualities. It is done to distinguish the markets so the organization can structure and create different promoting projects to fulfill the market objective. Robishop additionally fragments the general market into different sub divisions with the goal that it can recognize the best showcasing procedures for various markets. It utilizes various factors to portion its business sectors which are as per the following:

Demographic Segmentation

It arranges its customers as indicated by the different qualities which incorporate gender, age, salary and educational background. In terms of age they are predominantly concentrating on the youthful age individuals to sell the electronics. Additionally as this youthful age individuals are aware of design and devices they are in concentrate now. As far as family and salary they want to pick all sorts of individuals. As it sells all sort of items from moderate spending plan to exceptionally high financial limit in this manner it tends to be said that it need to reach to all the family from higher white collar class till high class individuals. In particular, it needs to reach to them who can in any event bear the cost of web association and approach the online entry.

Geographical Segmentation

Initially, Robishop segmented their market with the nation, and then expanded into the country, Bangladesh. They tried to concentrate on the entire market and wished to grab the main part of the market however; they segmented the market district wise in order to make their operation smooth. They mainly emphasized on Dhaka, Chittagong, Rajshahi, Comilla and other divisional provinces.

Psychographic Segmentation

This procedure centers around the client's social class, lifestyle, personality and looks at how these factors influence the acquiring judgment of the customers. Robishop for the most part focused on Tech-Savvy clients to expand on their high bin esteem. It sells premium brands with the goal that it can draw in individuals carrying on with a respectably high class people. However, they are also focusing on the middle class people as electronics are a common need for everybody from high class to low class people.

Behavioral Segmentation

Robishop concentrates for the most part on event variable under behavioral division. Purchasers can be recognized by events when they create need, buy an item or utilize an item. During event, for example, Eid –Ul Fitr and Eid Ul Adha, robishop is making arrangements for "Eid Mega Sale" as individuals will in general purchase new products during this time. So additionally it monitors individuals who consistently utilize the web in order to recognize its potential customers.

3.10 Target Market of Robishop

Targeting is the way toward choosing business sector fragments that will end up being the focal point of the association's advertising programs. Targeting has empowered robishop to channel its assets and exercises to the most alluring business sector fragments. There are three types of targeting strategy which entails undifferentiated strategy, differentiated strategy and concentrated strategy. Robishop has utilized separated methodology which implies that it offers various items for various markets. For instance it offers electronics home appliances' for the household people and also offers different electronic devices for adolescent and youth for which it falls under undifferentiated strategy.

3.11 Market Positioning of Robishop

It is very important for any brand to create a positive brand image in the mind of their customers. Robishop tried to reposition its brand or product meaning changing its position to attract more

clients and increase their revenue. Robishop has rebranded itself by saying “Robishop manei original” which means that robishop is a genuine e-commerce platform where people can buy original electronics moreover portraying to the customers that they only sell original products and want to remove any trust issue while purchasing a product from them. They have started to use their new slogan in each of their marketing content to spread out the word nationwide starting from all social media platforms

3.12 Marketing Mix of robishop:

Robishop is the premier e-commerce marketplace that helps the customers to purchase the last digital gadgets in a convenient way. It offers the most flexible purchase options in the form of payment through online/ cash.

Product or Service

E-commerce platform through which the customers can purchase any digital gadgets in a convenient way. The products include the brands affiliated with Robi such as Huawei and many more.

Price

In terms of pricing, robishop has used a competitive pricing strategy however robishop needs to be created in the mind of the consumers in terms of pricing when they are competitors like pikaboo.com and daraz.com.bd. The cost of the services of robishop relies on different qualities. It is not the customer who pays the cost however it is the vendor of the items who is responsible for the cost of robishop products. Moreover robishop keeps running on commissions on a very basic level. At whatever point there is a deal, robishop gets it from its dealer as robishop is the mediator between the vendor and the buyer.

Place

Robishop is an online business, so essentially the principle spot of business for robishop is the virtual spot which is www.robishop.com.bd; where clients are purchasing their ideal

items. Furthermore, robishop core market is in Bangladesh. Its ecommerce platform provides the international brands access to Bangladesh citizens.

Promotion

Robishop ordinarily is an online based business. Thus, the center focal point of the robishop is their website. To arrive at its objective gathering it has put its reality to all conceivable online segments. From Google web indexes to online networking systems, robishop is all over. Robishop has increased its promotional route on Facebook, because of the powerful utilization of Facebook (Social Network) locally. Other than Facebook, robishop is also keeping up it nearness on YouTube and on Instagram. They are additionally utilizing individual email database to reach just about a million clients. Moreover they are also utilizing the telecom networks by sending SMS advancements to pick up its potential deals conceivable outcomes.

Advertising

Promoting is utilized by the organization to speak with the geographically scattered purchasers. There are different types of promotions out of which some are very costly. It is fundamentally done to make brand mindfulness or to instruct individuals about the brand and in the events of robishop. The objective of current advertisement is informative where we want to spread out the word to the customer saying that robishop only sells original product. It has rebranded its marketing position by stating they are selling 100% original products in order to increase its sales. The organization has built up the promoting programs by distinguishing the objective market and purchaser motive and came up with 5 noteworthy choices, called "the 5M's" which are appeared in the figure underneath.

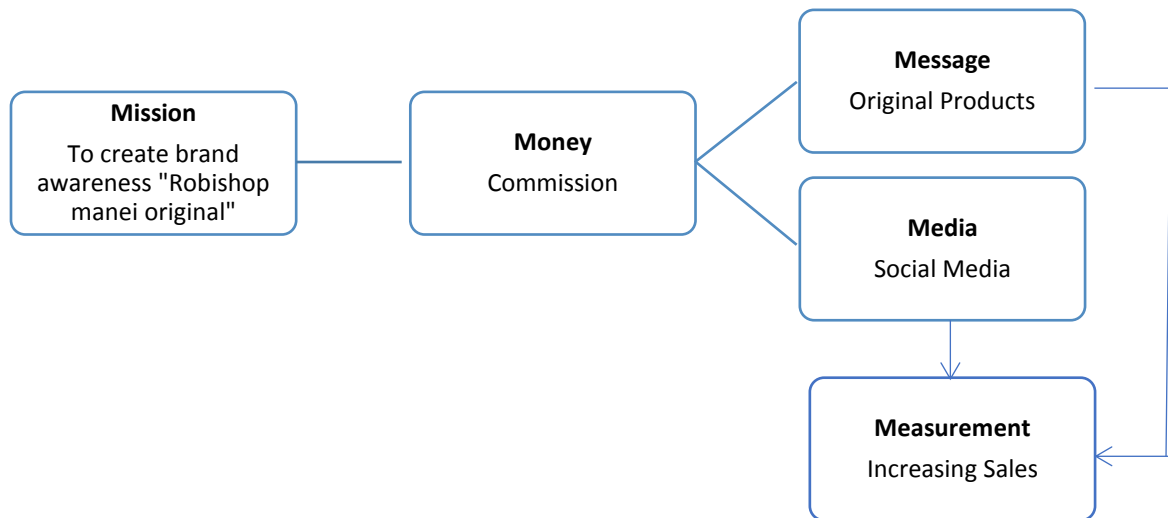


Figure 9 5Ms of advertisement

Mission

A definitive mission of robishop is to upgrade its sales. Be that as it may, the ongoing mission of robishop is to mindful its clients about the rebranding of “Robishop Manei Original”.

Money

Robishop has a good client base however they are focusing on how to upgrade their clients even more. So as to keep up its development and separate itself from its rivals, it has been experiencing forceful advancement procedures. They are contributing a tremendous sum on promoting which they bring about by means of commissions.

Message

The message that robishop needs to convey to its client is that they give 100% original products meaning they do not compromise with the quality of their products.

Media

They have chosen distinctive medias to stream the messages however widely used one is the Social Media Platform. They promote their content which includes the product description and price across Instagram stories, Facebook post, YouTube and even as banners in different types of web page as ad.

Measurement

The effect of all the above expressed 4Ms is estimated through the sales. The expansion in the sales will express that the above taken choices are adequately done. In the event that not, at that point the choices should be revised.

So as to make its clients obvious about the rebranding, Robishop has been spending a decent sum in its advertising. It is active in social media, for example, Facebook, Instagram, Google Display Network etc.

3.13 Marketing Funnel of Robishop

The model AIDA is the field of promoting and publicizing to distinguish and portray the arrangement of occasions or stages that happen from when a buyer (or client) first becomes aware of the presence of a specific item/administration to when the client chooses to make a buy of that item/administration.

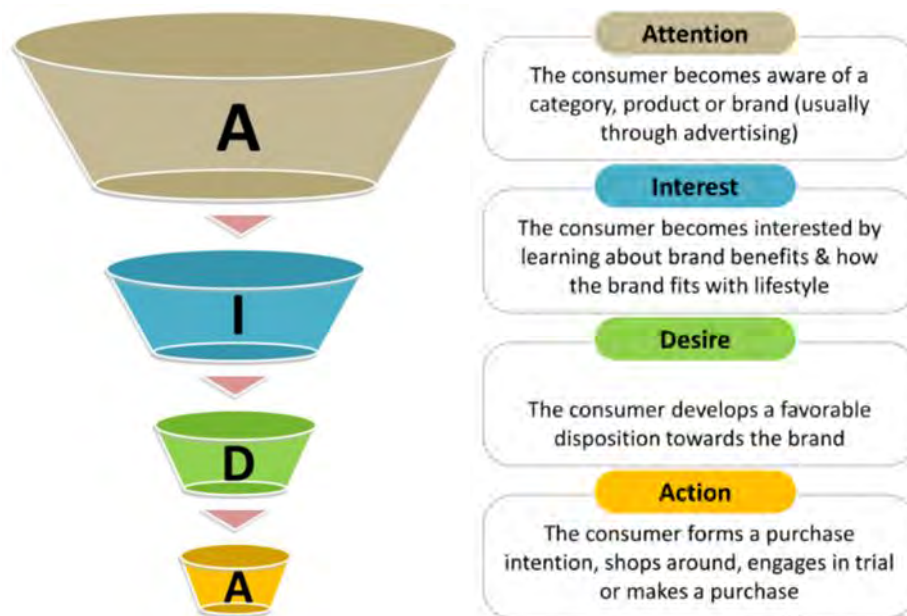


Figure 10 Marketing Funnel of Robishop

Awareness: The Marketing Funnel begins off with the awareness also called Attention. The most important part is to create brand image in the mind of the consumers. Mindfulness can be made through advertisements. Moreover, they want to establish in the mind of the clients that Robishop always sells authentic original products for which they are making contents and continuously promoting in the social media platform.

Interest: The objective of this stage is to indicate the company identity and what the brand image depends on. All through this stage potential clients start to create attitudes, assessments and ideally enthusiasm for organization. Content creation is regularly utilized for this stage. Robishop launched brand campaigns specifically targeting those customers who want that independent brand. For example, Discount on all Samsung Products.

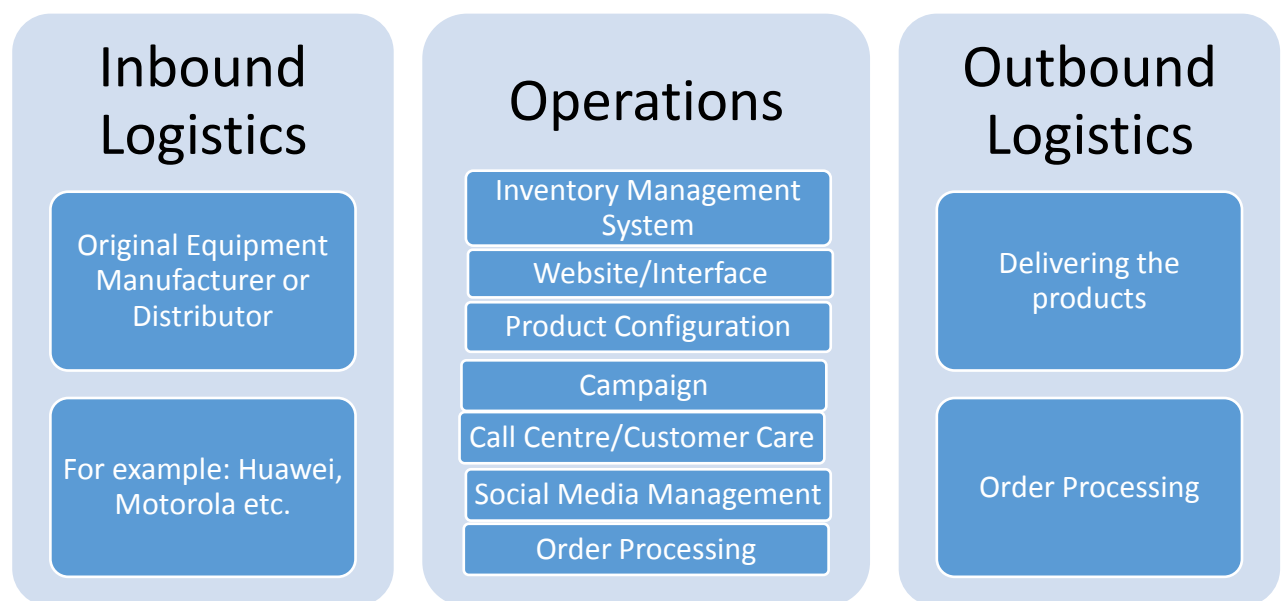
Desire: When the client's enthusiasm for the organization has developed, they may be eager to think about acquiring the items or services also. So as to build up that, we initially need to help them understand that our item is addressing a need or want that they may have. This stage is about situating and flaunting your unique selling points. Robishop in every occasion is giving huge discounts even more than 50% most of the time. For example, Mega Eid Sale. However, even when there is not any specific occasion they launch discount campaign on a

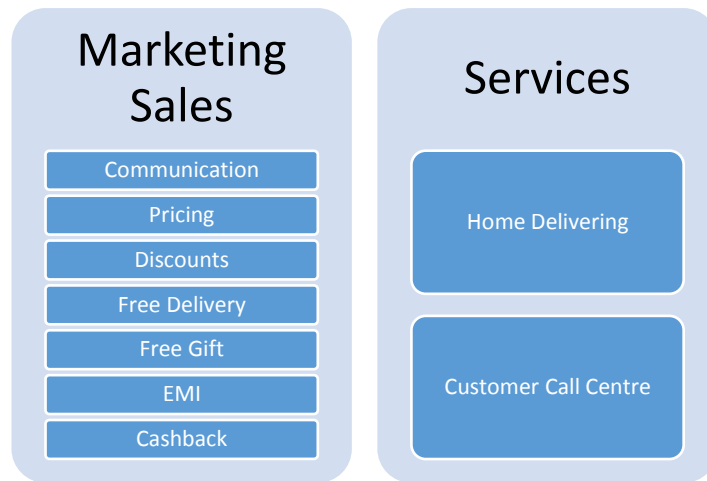
lot of their products for which people can acquire the products at a less price in Robishop. Recently, robishop has also been affiliated with Bkash that if anyone does the payment through bkaash they are going to get 15% cash back. Moreover, a lot of new offers are coming in along with 10% discount if payments made through Dhaka Bank Credit cards etc. for which the people should be attracted enough and move to the next stage of buying the product from robishop.

Action: After making the purchase decision it is crucial to take the stages of purchase into consideration. It should be easy enough for the customers to purchase the item as easily as they can. Therefore, if it is a website we need to make sure the payment method is convenient for the customers like in robishop customers can buy products through credit cards and bkaash payments. The customers who will repeat the product are the organizations loyal clients or have liked the service that has been provided to them or the organization was successful enough to deliver the brand in the customer’s mindset. Once the customer will like the item and the service they will spread positive word of mouth to everyone hence increasing the number of customers and making more profit.

3.14 Business Value Chain of Digital Service Robishop:

Primary Activities





Supportive Activities

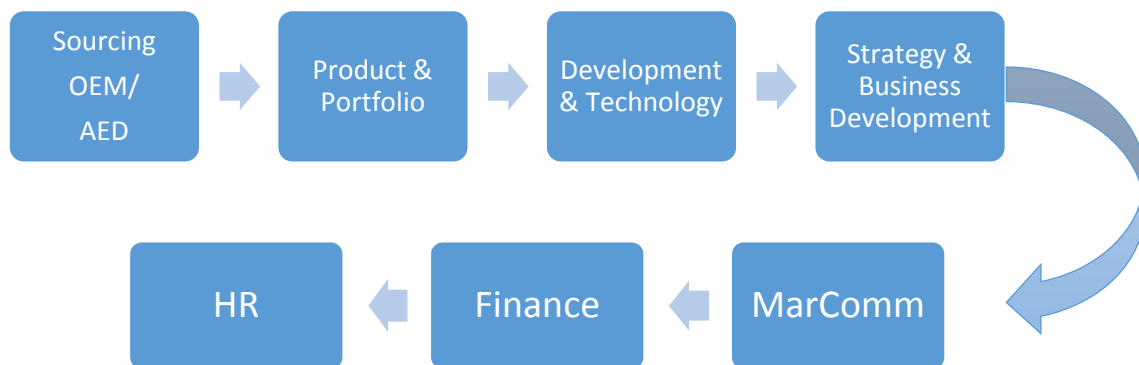


Figure 11 Business Value Chain of Robishop

3.15 Microenvironment and Macro environment

The microenvironment forces of robishop consist of the factors within the organization which affects the market of robishop. The factors are most of them controlled by the organization.

Microenvironment Factors:

a) Customers:

The center mission of robishop is to serve its clients and offer an incentive in their service. Robishop needs to keep check of what client needs and whether they are conveying the value their clients for keeping their activity effective. The changing need of client can be managed more item offering, esteem expansion and further market analysis.

b) Employees

The individuals inside the organization must be appropriately prepared and inspired to guarantee profitability. Moreover, the workers are not all around prepared and are discontent with their activity, it results slacking in the administration and could result improper conveyance of value to the clients.

c) Suppliers

Robishop does not produce its own product for which the credibility of their service mostly depends on the quality of the product demanded by the clients or not. Therefore, if the quality of the product does not match with the demand of the clients than robishop will lose its position in the market and people will start questioning about the integrity of their service.

d) Competitors

There are many e-commerce platforms just like robishop which can be a threat to them. Pickaboo.com is the one of competitors of robishop and hence they always keep track of what pickaboo is really doing. If the competitor comes up with new offerings in order to create more value to their clients then robishop will lose its sales therefore robishop needs to stay one step ahead and offer attractive value to its clients to outsmart their competitors.

e) Marketing Intermediaries

Marketing needs to be done on the correct place and right time hence robishop is associated with vast social media platforms in order to advertise and promote its service. Robishop needs to understand through which platform or intermediaries they can reach their clients and through which medium they can do so which will have a direct impact on the perception of their brand robishop.

Macro Environment Factors:

a) Demographic Environment

Population:

We know that the population of Bangladesh is increasing day by day, the rural people is moving to the capital city Dhaka. The customer base of robishop is mainly in Dhaka City therefore this increases the number of clients. Moreover, there is also an increase in the upper

middle class people as they migrated to build a career thus the target group of robishop extends even more.

Population Age Mix

According to the recent statistics of 2019 the average age of the population in Bangladesh is 26 years old which pretty much is an advantage as the target group of people fall under the age of 26 years old.

Education

Bangladesh is not the best country for educational development however it is developing a lot which again is an advantage for robishop as they appeal to the educated people more who could use internet and websites.

b) Economic Environment

Income Distribution

Bangladesh mostly comprises of low level and middle level income people. We can predict that more number of middle class people are increasing who can afford to buy electronics which are normally are little pricey through robishop service.

Interest Rate

The interest rate has direct impact on the money flow as people will be able to afford products if they save up and then decide to invest.

c) Socio-Cultural Environment

Robishop is targeting the whole country Bangladesh where most of the people are Bengali with similar cultures and religion hence there is not deny cultural difference amongst the people to have a negative impact on the service.

d) Natural Environment

Robishop does not have their own product therefore they does not need to worry about the availability of the raw materials however if the suppliers cannot deliver the products on time to their website when there is a demand by the clients that will directly have an impact on their platform. Therefore unavailability of natural resources can affect the integrity of robishop. Moreover, the ecological changes, the structural change in land forms; natural calamities can also have an impact on the operation of robishop. Robishop can have

difficulties in acquiring the products from one country to another and this will create a negative impact on the business.

e) Technological Environment

The technology industry is advancing day by day for example An online site was not booming back few years ago, now everyone has a smartphone hence the usage of the mobile applications has increased a lot. Therefore, robishop need to update itself to the technological change. For example Robishop need to open an app from where people can purchase their products

f) Political-Legal Environment

Bangladesh having a non-stable political situation has a huge impact on the operations of the robishop due to strikes, blockades and other political disturbance

3.16 Porter Five Forces

i. Threat of new entrants

The threat of new entrants mainly depends on the barriers of that particular industry. The more the number of barriers to enter the lesser threat for the existing company. Robishop does not have that much of a barrier as they are still struggling to build the brand and to create awareness about robishop in the mind of their customers hence clients are not loyal for this existing brand. However, as robishop is ahead of the new comers in the market, so the time estimated to reach at the position robishop for a new entrant is high. Therefore, the threat of new entrants for robishop is medium to high.

ii. Bargaining power of suppliers

The power of suppliers is very important for an e-commerce platform based business like robishop as they have the capability to lower an industry's profitability potential. The suppliers of electronics are quite less in Bangladesh as there is some authorized distributor already in the market. Moreover, the suppliers which are available in the market provides most of their products to other dealers meaning to the competitors of robishop therefore the bargaining power of suppliers is high.

iii. Bargaining power of buyers

In order for a business to sustain in the future having bargaining power of buyers low is very essential. However, for Robishop the bargaining power of buyers is high as customers have many options to choose from when buying electronics. Therefore, it is very easy for the clients to switch from one company to another. Moreover, customers can easily compare the prices online, get information about various types of products and get offers from other companies because of the internet

iv. Threat of substitute products

There is more e-commerce platform who is also selling the same product and if they are offering it at a lower price than Robishop the clients would not hesitate to switch from Robishop to other platforms which will have a direct impact on their profitability. Moreover, there are retail stores from where people can buy the same electronics products where they can even bargain regarding the price therefore the threat of substitute is high for Robishop.

v. Rivalry among existing competitors

Rivalry among competitors is a very strong factor which can push a company to alter its strategy in order to stabilize or increase their profitability. Robishop faces severe competition from its rivals. eg Pickaboo.com and Daraz.com.bd is the two most popular competitors of Robishop. According to similar web data we have seen that pickaboo.com and daraz.com.bd is a lot ahead of Robishop regarding total visits to their platform. Moreover, engagement is almost double in pickaboo from Robishop which explains that Robishop has huge rivalry in the

market.

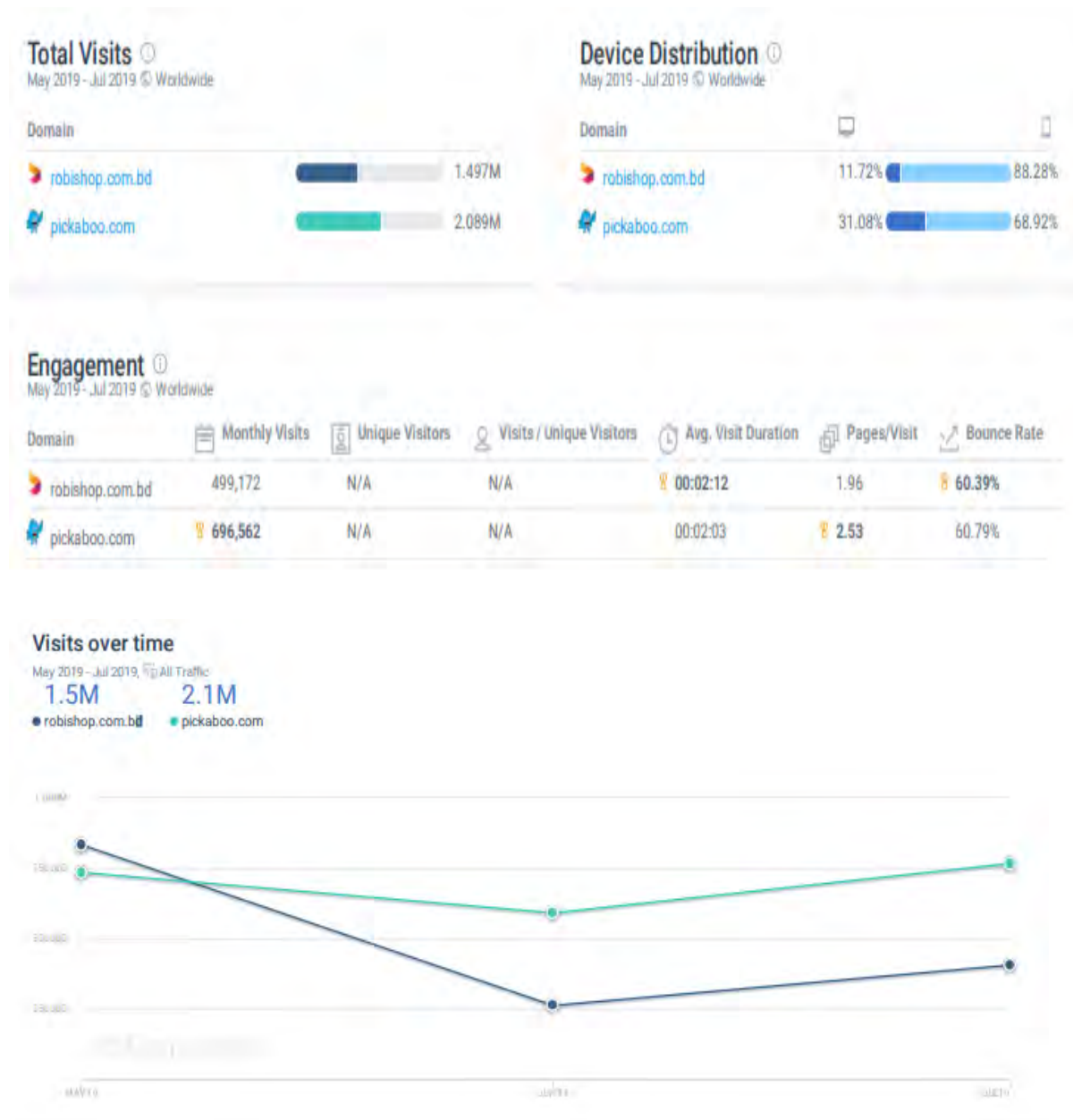


Figure 12 Website Audience comparisons with pickaboo.com



Figure 13 Website Audience comparison with daraz.com.bd

Chapter 4

4.1 Job Overview

I was assigned as an intern in the Digital Services of Robi Axiata Limited under the project Marcomm. The primary objective of MarComm is to take care of brand & communication of

all the digital services robi is offering. Under Brand and Market. Communication project there is few things which are responsible for all the actions taking place and they are:

1. Creative Media Plan
2. Performance Management Team
3. Media Buying
4. Social Media

4.2 Core Responsibility:

As Robi Axiata Limited is growing more towards being digitalized, a vigorous amount of pressure has always been in the digital service department. There are a lot of campaigns to launch almost every single day. Initially my core task was to control the day to day operations of Marcom DS. There are many digital services provided by robi and each and every services were linked with our team as we were the one providing them with content to publish and use in all social Medias platforms. I had to communicate everyday with the agencies of Robi Axiata Limited. ADA and Golpo Communications are the two agency who are responsible of making creative contents and also launching any campaign in social media platforms. One of the major task was to brainstorm ideas regarding the creative content which would attract the customers and briefing the two agencies about it .Before launching a campaign there are two main approvals which are necessary and the agency are obliged to follow. The budget would be given for launching the campaign but before that the creative should be approved by any member of my team including myself. Moreover, we had to make sure that the content does not have any color which directs the competitors like Grameenphone and Banglalink. Proudly, I can mention that I have helped in launching more than 50 campaigns from rob shop platform moreover, the biggest robi corporate responsibility campaign r-ventures has been launched recently.

Before launching any campaign or before doing any task my supervisor always gave me briefs and explained me the background story which helped me to understand and perform effectively and efficiently. I got the opportunity to learn how to create a platform in Trello where I use to manage all the tasks which were given to me and passed to the agencies. There has always been an issue regarding time management therefore I always use to push the agencies to provide me the contents as soon as possible within a specific time frame. One of my core job was related with robishop, bdtickets, bdapps and r-ventures. Moreover, taking

part in press conference and to take care of the brand and communication segment of launching an event for example bdapps developer's summit was one the huge project I had to do. Furthermore, I always took part in meetings to understand how each of the services works and also shared my point of view of how to build the brands more into the customers and ways to overcome the competitors. I had the opportunity to even go to both of the agencies office to in depth understand how the things are working in the background. There are few types of creative that we use in social media platforms which I had to give brief to the agency are:

- Master KV
- Static
- GIF
- Teaser

In view of my perception the Social Media Team centers on various objectives, for example,

1. Expanding site traffic

In order for the customers to land on their website more number of times.

2. Boosting pages posts and perspectives

Clients would have the opportunity to view the products of Robishop in social media platform. E.g. Customers are scrolling down their Facebook news feed and come across a mobile phone carousel campaign.

3. Building transformations

Robishop is currently focus on stating that they sell original products hence to make this transformation in the mind of the customers. Therefore, to make a brand character and positive brand affiliation.

For setting up these objectives they measure their internet based on return on investment. The Social Media Team vigorously relies upon huge stages like;

- i. Facebook
- ii. YouTube
- iii. Instagram
- iv. Google

v. Twitter

We have concentrated on using these huge stages in a very practical and canny approach to reach beyond what many would consider possible to the delicate leads. Here is the rundown of the essential rules that we pursued to make a post, video and substance connect beyond what many would consider possible:

- **Planning:** As referenced already, we assemble an online life advertising plan and consider catchphrase research and conceptualize content thoughts which are important to the occasional crusades that would be an enthusiasm to our arrangement of objective group of spectators.
- **Interactive Visual Posts:** I have seen that Post with important intuitive pictures get more likes and will in general be friendly exchanges. This is one section which is paid generally consideration.
- **Buzzing Content:** No post is finished without an appealing Title which stands out among the rest. As web based life intellectual's state, "Quality written substance makes all the difference". We most likely take as much time as necessary to put the correct substance at the opportune time for viable Return on Investment.

4.3 Steps of launching a campaign

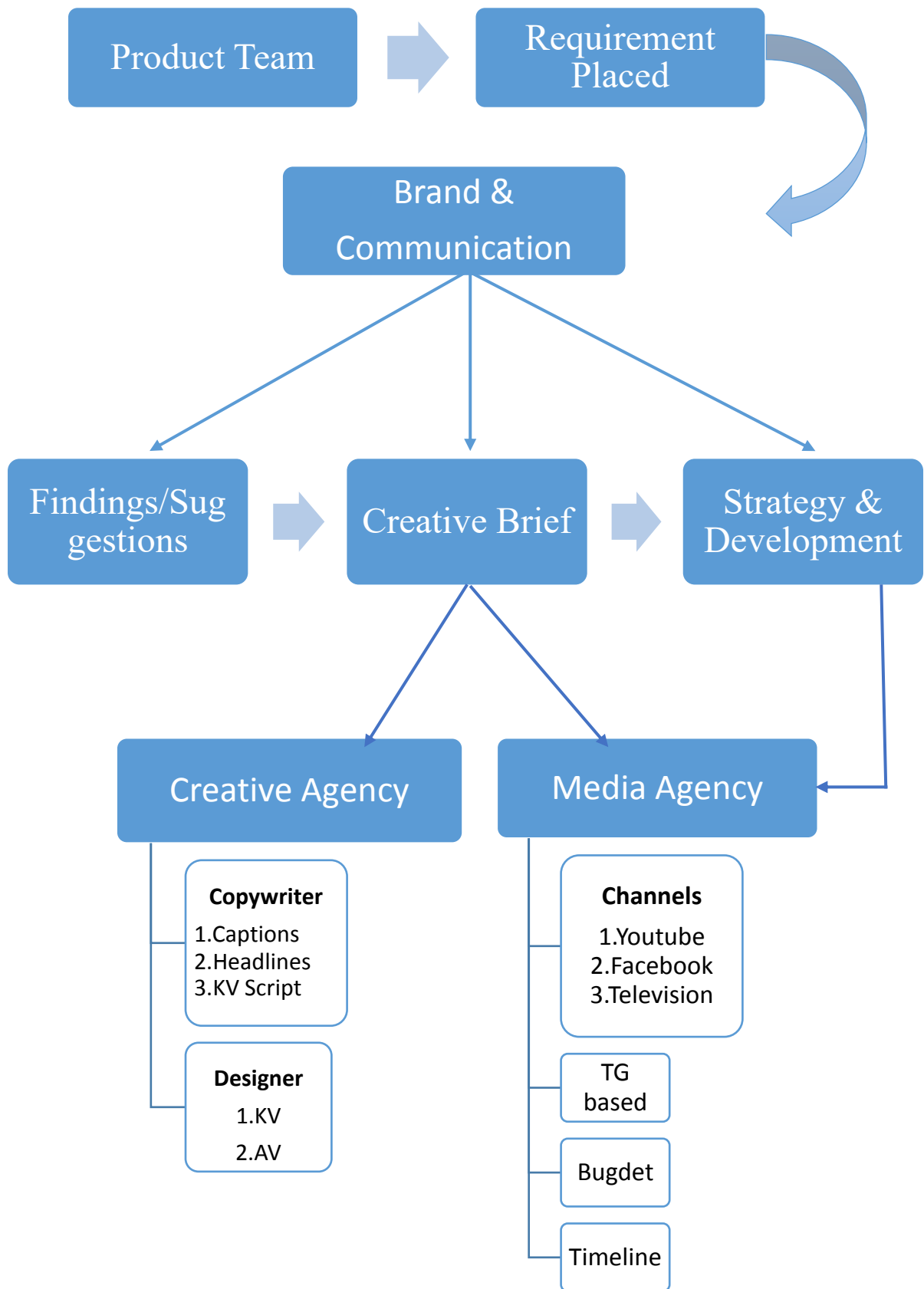


Figure 14 Steps of launching a campaign

The product team place the requirements of the products that needs to be communicated with the people or will let us know about the need to launch a new product. Then comes the MarComm Team dealing with Brand & Communication which will brain storm ideas and suggest of how to communicate with the clients regarding the requirements. As being one of the member in this team, the creative brief was given by me to the agency, creative agency which is GOLPO Communication. We have segmented the creative agency into two category as the copywriter will provide us with attractive captions and headlines while the designer will make the content. MarComm has the responsibility of giving the approval of the creative moreover, strategy & development to decide and choose the best plan for the campaign. Lastly, we contact the media agency ADA to know about the target groups(audience),budget and timeline to launch the campaign in various social media platforms.

4.4 Evaluating the campaign performance of robishop

During my internship I have helped to launch a lot of campaigns and most of them were of robishop. Robishop has been focusing on positioning their brand to state that they only original products. We can see at the figures down below to know about the overall performance of robishop within three months May to July 2019. There is always an objective behind the campaigns and according to that, the performance of robishop indicates that in the month of May they spend vast amount of money in traffic meaning that people were invited to see the robishop website however this is not wise as customers can just come to the website not leave before even making any purchases hence in June we can see in the figure down below the budget for awareness increased more than spend on traffic and on July fully on traffic. Hence, we can say that the budget split based on objective is very low and inconsistent.

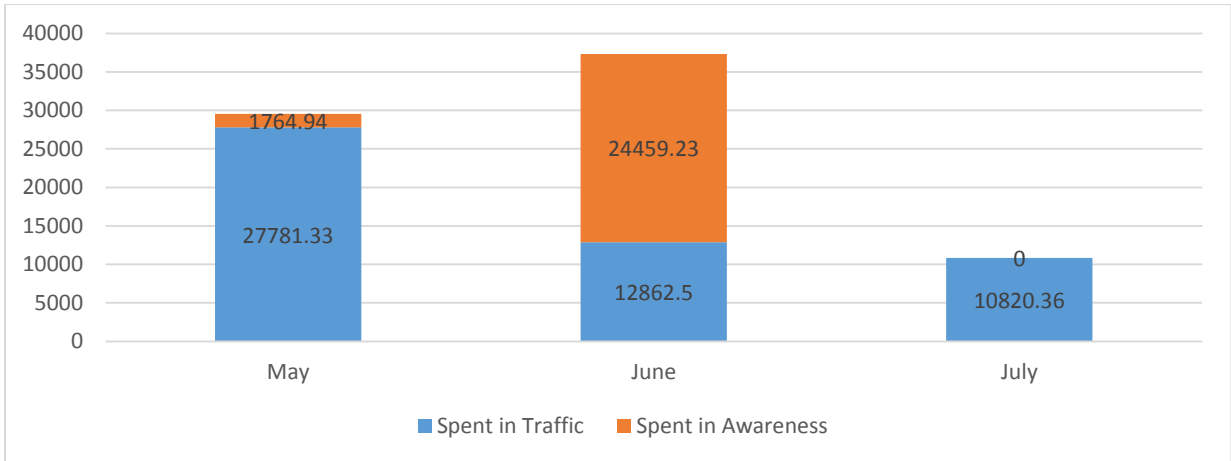


Figure 15 Objective wise Monthly Spent on Robishop Platform

Moreover, the amount we have spent compared to that the landing on the website has significantly dropped in the month of June. The Cost per landing page view has decreased because of segmentation approach and brand campaign as they are trying to destabilize their brand and still did not reach to maturity level.

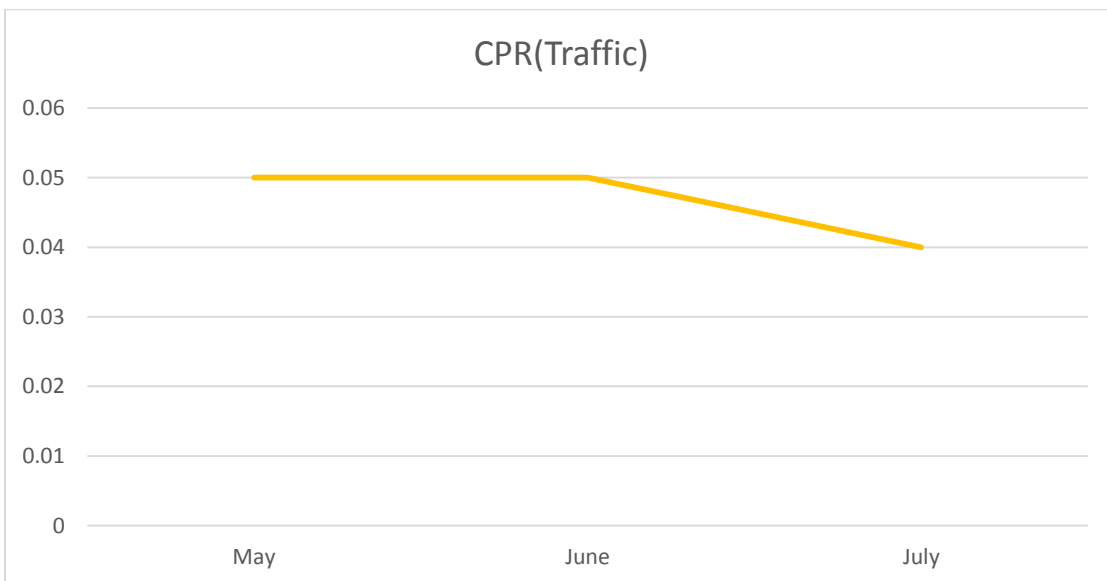


Figure 16 Cost Per landing

May Traffic				June Traffic				July Traffic			
Total Spend	Total Clicks	CPR	CPLPV	Total Spend	Total Clicks	CPR	CPLPV	Total Spend	Total Clicks	CPR	CPLPV
27781.33	1445464	0.02	0.05	12862.5	454657	0.02	0.05	10820.36	661667	0.02	0.04
May Reach				June Reach/Impressions							
Total Spend	Total Clicks	CPR		Total Spend	Total Clicks	CPR					
1764.94	4781776			24459.23	16360227						

Table 6 Monthly Performance

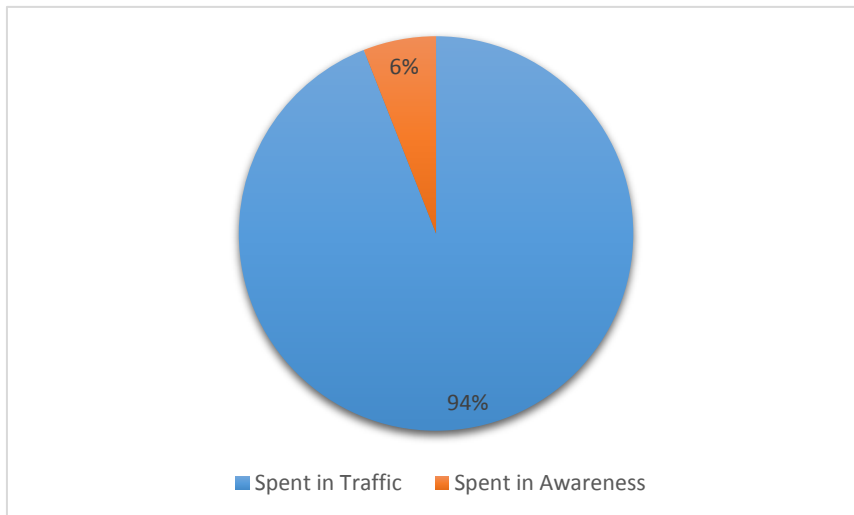


Figure 17 Budget Distribution in May

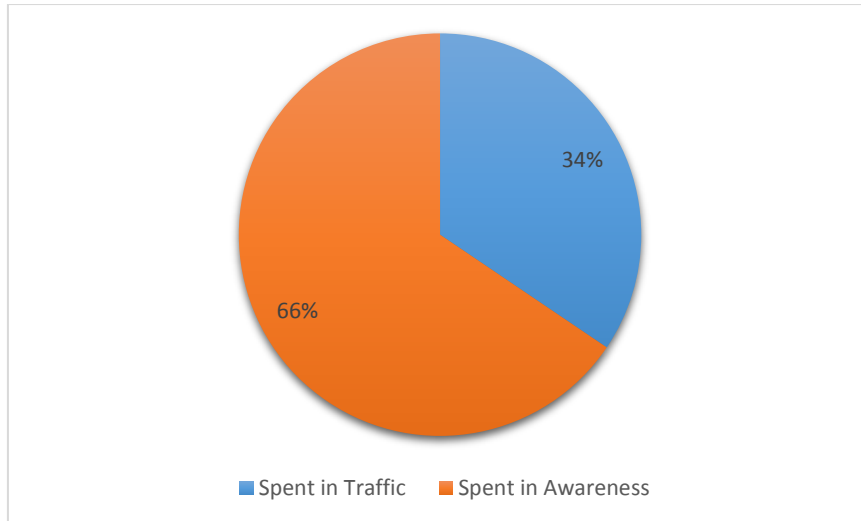


Figure 18 Budget Distribution in June

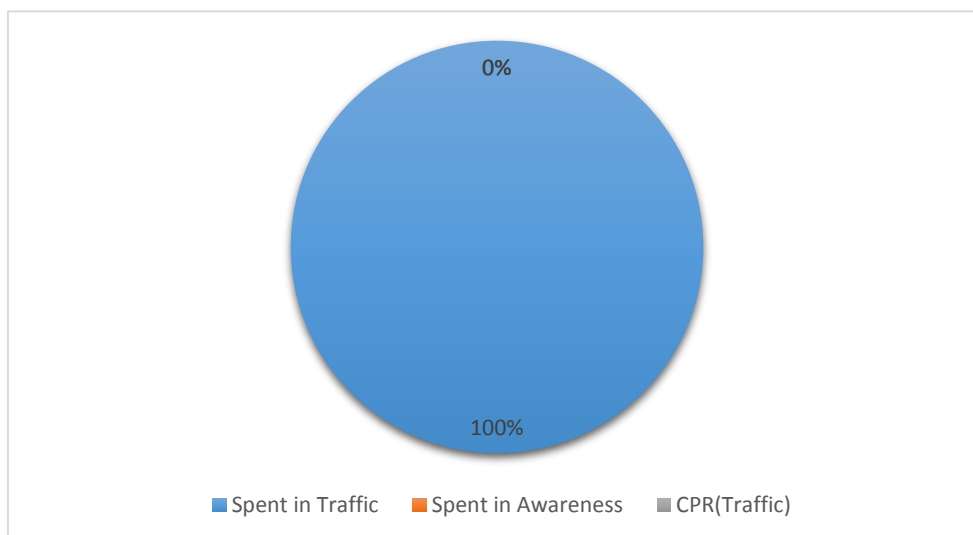


Figure 19 Budget Distribution in July

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The generation is moving towards internet in this digital generation so it is very important for the companies to also move towards digitalization in order to cope up with the challenges in the market. The route of communication with the people is also altering as before people used

mobile phone to call someone using network and watched Television and Internet however in this generation they are more spending time on social media platforms by the help of data. Robi Axiata Limited future vision is to help people of Bangladesh with their digital services and want to expand this sector a lot as their revenue portfolio for voice/network is not that great.

5.2 Recommendation

- Before communicating on broad communications like TV, radio and paper Robi can make a preliminary form on their online social channel to see the reaction of Robi's claim clients and furthermore others. In this way they will be more connected with their customers as they are looking into their preferences.
- Various groups of the employees and agencies need to sit and talk face to face for making a legitimate promoting brief, spending plan, fixing the time stage and allot the work among the representatives. By this way there would be less communication gap and the output will be much more fruitful.
- In this day and age, the facts demonstrate that a viable Facebook page is important to make an advanced nearness. Yet, Facebook isn't the main advanced stage out there. YouTube channels, Twitter and Instagram, Snapchat these are the trendy social media platforms along with Facebook and so altogether expected to make a general impact on the customer's psyche if each digital service own an account in all other social media platforms and not only focus on ad.
- Robishop should make a proper plan by maintaining the timeline and also to analyze properly beforehand for a year to not have an unstable performance after spending so much.
- Robi Axiata Limited has a lot of events all the time hence I would suggest that they should have a different department who will handle those other than the brand & communication team (MarComm) as launching event and managing other tasks in the office becomes very challenging.

- Robi Axiata Limited should offer more entry level positions so that the fresh graduates get the opportunity to work there moreover as an intern they should also get special recognition.
- Most of my work required internet and it was very difficult for me as I had to use my own mobile data whenever I had to open something in google drive as I did not have the permission and was restricted from the site which I found very unnecessary.
- Robi Axiata Limited should not narrow down their agencies should try out different agencies to make the creative content for the digital services as the outcomes of using the same agency over and over become very monotonous.

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Appendix

I am Syeda Afia Khanam, ID 15104049, student of BRAC University from Spring'15 batch. This survey has been done to have a better understanding regarding the transformation of communication and media in this digital era and how people are adapting to it.

1. Gender
 - Female
 - Male
 - Prefer not to say
2. Age
 - 18-25
 - 26-35
 - 36-45
 - 46+
3. Employment Status
 - Employed
 - Self-Employed
 - Part-Time
 - Student
4. Income Range
 - 0-10,000
 - 11,000-20,000
 - 21,000-30,000
 - 31,000-40,000
 - Above 50,000
5. According to you, which type of communication media was popular ten years ago?
 - Television
 - Radio
 - Print Industry
 - All of above
6. Which one do you think is the most popular now days?
 - Television
 - Radio

- Print Industry
 - Internet
7. The transformation of communication media has enhanced relationships in your personal life.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
8. According to you, how did the change in communication platform effect political, economic and cultural parties?
- Positively
 - Negatively
 - Both
 - No Change
9. "Social Media is changing the face of communication"
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
10. "There is a huge impact in new media technology due to digitalization"
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
11. How important was for Robi Axiata Ltd to move towards the concept of digitalization?
- Extremely Important
 - Important
 - Not important

12. According to you which factor has brought positive changes in Robi Axiata Ltd due to digitalization?

- Employee Performance
- Customer Performance
- Financial Performance
- All of above

13. Mention the downside of moving towards digitalization