

**Internship Report**  
**On**  
**Analysis of Digital Business at Banglalink Digital**  
**Communications Limited**

**An internship report submitted to the Department of Business and Technology Management in partial fulfillment of the requirements for the degree of BBA in Business and Technology Management**

**By**  
**Ishrak Wasif Uday**  
**180061125**



**Department of Business & Technology Management**  
**Islamic University of Technology**

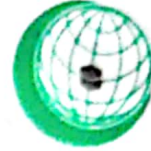
**May, 2023**

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**Internship Report on Analysis of Digital Business at Banglalink Digital  
Communications Limited**



**الجامعة الإسلامية للتكنولوجيا**  
**UNIVERSITE ISLAMIQUE DE TECHNOLOGIE**  
**ISLAMIC UNIVERSITY OF TECHNOLOGY**  
**DHAKA, BANGLADESH**  
**ORGANISATION OF ISLAMIC COOPERATION**



**Submitted to**

**Islamic University of Technology**

**In partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)**

**Submitted by:**

I Understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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**ID: 180061125**

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**Islamic University of Technology**

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**Assistant Professor**

**Department of Business and Technology Management**

**Islamic University of Technology**



banglalink

VEON

My internship report is submitted to the Department of Business and Technology Management (BTM) at Islamic University of Technology (IUT) for the course BTM 4800.



## Table of Contents

<b>Letter of Transmittal</b> .....	
<b>Declaration</b> .....	
<b>Supervisor Certificate of Acceptance</b> .....	
<b>Internship Certificate of Completion</b> .....	
<b>Acknowledgement</b> .....	
<b>Executive Summary</b> .....	
<b>1.0 Introduction:</b> .....	<b>2</b>
1.1 Background of the Report: .....	2
1.2 Origin of the report:.....	3
1.3 Main Purpose of the Internship Report: .....	3
1.4 Objective of the Internship Report: .....	3
1.5 Methodology Used and Data Source:.....	4
1.6 Significance:.....	4
1.7 Limitations: .....	4
<b>2.0 Company Overview:</b> .....	<b>6</b>
2.1 Introduction to Banglalink: .....	6
2.2 Brief History of Banglalink.....	7
2.3 Mission and Vision of Banglalink: .....	7
2.3.1 Mission:.....	7
2.3.2 Vision: .....	8
2.4 Values of Banglalink:.....	8
2.5 Policy of Banglalink Communications Limited.....	9
2.6 Competitors in the Industry.....	10
2.7 Position by Subscriber Base .....	12
2.8 Position by Market Share .....	13
2.9 Management .....	13
2.9.1 Organizational Structure of Banglalink.....	13
2.9.2 Organizational Hierarchy Chart .....	14
2.9.3 Number of Employees.....	15



2.9.4 Main Offices.....	15
2.9.5 Organizational Divisions of Banglalink .....	15
2.9.6 Internal Functions.....	16
2.9.6.1 Technology:.....	17
2.9.6.2 Commercial: .....	17
2.9.6.3 Enablers:.....	18
2.9.7 Organizational Leadership Style .....	19
2.9.8 HR Management Practices .....	20
2.9.9 Organizational Development and Employer Branding .....	21
2.9.10 Products and Services Offered by Banglalink.....	23
2.9.11 Customers of Banglalink Digital Communications Ltd. ....	24
2.9.12 Business Operations of Banglalink. ....	24
2.9.13 Company Summary of Banglalink Digital Communications Ltd.....	24
2.9.14 Company Analysis .....	25
2.9.15 Porter’s Five Forces Analysis of Banglalink.....	26
2.9.16 SWOT Analysis of Banglalink.....	28
2.9.17 PESTEL Analysis of Banglalink.....	29
2.9.18 VIRO Analysis of Banglalink .....	31
<b>3.0 Industry Analysis .....</b>	<b>34</b>
3.1 Telecommunications Industry: Global .....	34
3.2 Telecommunications Industry: Bangladesh .....	36
3.3 Maturity of The Industry .....	38
3.4 External Economic Factors and Their Effect on the Industry .....	38
3.5 Seasonality .....	39
3.6 Technological Factors .....	40
3.7 Regulatory, Political and Legal Concerns .....	41
3.7.1 Regulatory concerns:.....	41
3.7.2 Political concerns: .....	41
3.7.3 Legal concerns: .....	42
3.8 Competitive Environment and Changes in the Competitive Environment.....	42
3.9 Future of Telecommunications Industry in Bangladesh .....	43

<b>4.0 Description of Internship Duties and Responsibilities .....</b>	<b>45</b>
4.1 Internship Information.....	45
4.2 Period, Company, Department and Business .....	45
4.3 Department of Digital Business .....	45
4.4 Interaction with Company's Employees .....	46
4.5 Job Description.....	46
4.6 Job Responsibilities:.....	47
4.7 What Experiences I have Gained .....	47
4.8 Tools Used.....	50
4.8 Difficulties and Challenges Faced During Internship .....	50
<b>5.0 Analysis .....</b>	<b>52</b>
5.1 Company Level Analysis .....	52
5.2 Market Level Analysis .....	52
5.3 Professional Level Analysis .....	53
<b>6.0 Conclusion and Recommendation .....</b>	<b>56</b>
6.1 Conclusion.....	56
6.2 Recommendations .....	57
<b>References .....</b>	<b>58</b>
<b>Appendix.....</b>	<b>61</b>

## **Letter of Transmittal**

S.M. Rakibul Anwar  
Assistant Professor  
Department of Business and Technology Management  
Islamic University of Technology

**Subject:** Submission of "Internship Report on Analysis of Digital Business at Banglalink Digital Communications Limited"

Dear Sir,

I hereby submit the Internship report titled "Internship Report on Analysis of Digital Business at Banglalink Digital Communications Limited" which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While preparing this report, I have tried my best to portray the condition of the company and reflect on my personal experience at the organization. The opportunity to work at Banglalink has opened a door of huge possibility of learning about the corporate world and growing personally. It was a great experience working there and preparing this report under your supervision.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgment or feedback you may have.

Sincerely,

Ishrak Wasif Uday



ID: 180061125



**Declaration:**

I, Ishrak Wasif Udoy, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared this report on Banglalink Digital Communications Limited by myself with the guidance provided by my supervisor Mr. S. M. Rakibul Anwar, Assistant Professor, BTM. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of certificate.



**Student's Full Name and Signature**

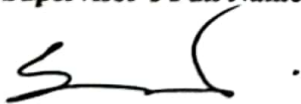
Ishrak Wasif Udoy

ID: 180061125

Department of Business and Technology Management

Islamic University of Technology

**Supervisor's Full Name and Signature**



S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

## **Supervisor Certificate of Acceptance**

**Ishrak Wasif Udoy, ID: 180061125** has accomplished an internship from **16 January, 2023** to **15 April, 2023** according to the regulations for internship for the degree program BBA in Technology Management under the Department of Business and Technology Management of Islamic University of Technology.

**Supervisor's Full Name & Signature:**



**S.M. Rakibul Anwar**

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

## Internship Certificate of Completion



**Ref:** HR/TM/INT-EL/AIP 2301-06

**Date:** May 10, 2023

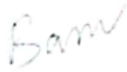
### **TO WHOM IT MAY CONCERN**

This is to inform all concerned that **Ishrak Wasif Udoy** has successfully completed internship in **Digital Business** department of Banglalink Digital Communications Limited from **January 16, 2023 to April 15, 2023**.

**Ishrak Wasif Udoy** has demonstrated excellent performance and a very good level of commitment during the internship period at Banglalink.

We wish the incumbent success in future endeavors.

With Regards,

A handwritten signature in blue ink, appearing to read "Baru".

---

**Baru Tahsin**  
Talent Acquisition Lead Specialist  
Human Resources & Administration  
baru.tahsin@banglalink.net

*Copy to: Personal file*



## **Acknowledgement**

Firstly, I would like to express my sincere gratitude towards my advisor, S.M. Rakibul Anwar, Assistant Professor, Islamic University of Technology for providing me guidance constantly throughout my internship tenure.

My line manager Abdullah Hill Nahian, Digital Gamification and Engagement Manager, Digital Business at Banglalink Digital Communications Limited, deserves the utmost gratitude for giving me in-depth knowledge, advice, and guidance about the routine tasks of a telecommunications company. In addition, I want to thank the employees and all the other seniors for giving the company essential support. Since the first day I started working there, both my line manager and the other team members have been incredibly kind, understanding, and supportive to me.

I consider myself fortunate for the support of these amazing people and enjoyed their company thoroughly while working on the report.

## **Executive Summary**

Globalization and expansion in the telecoms sector have had a huge impact on our nation. The rapid growth of Bangladesh's telecom industry over the past 10 years has been facilitated by significant technological advancements including 3G and 4G networks. Without a doubt, the implementation of Vision 2021 of Digital Bangladesh has boosted technical innovation in the country, resulting in a large uptake and expansion in the telecom sector.

This report contains the company overview and market analysis of Banglalink Digital Communications Limited in the telecommunication industry of Bangladesh. And the experience I gained during my three-month internship in the technology division is discussed here. With the help of this opportunity, I was able to expand my knowledge and skills while also getting first-hand experience in both the corporate world and the telecommunications sector.

The in-depth examination of the activities outlines the duties and obligations I had throughout the internship, as well as the challenges I faced and how my academic background aided me in overcoming them.

In addition to giving me the opportunity to gain experience, this internship course gave me a terrific chance to show off my abilities and develop my skills. This experience will help me advance professionally and upgrade my abilities in order to achieve the career of my dreams.

# **Chapter One: Introduction**



## **1.0 Introduction:**

Recent modifications to the telecommunications industry in Bangladesh have had a significant impact on the development and expansion of the country's economy. Bangladesh, home to more than 160 million people, is a big and expanding market for telecommunications services, providing both domestic and foreign companies with a range of options.

By the conclusion of the next ten years, there will be more than 160 million mobile phone users in the US, up from slightly more than 1 million in 2005. This increase has been facilitated by the rollout of 4G networks, the declining cost of mobile phones and data services, and the increased focus on digital transformation across all economic sectors.

Grameenphone, Robi Axiata, and Banglalink have invested heavily in network infrastructure and marketing in an effort to dominate the Bangladeshi telecommunications industry and grow their market share. The sector is still growing despite the intense competition because a variety of new services and technologies are being developed to satisfy the increased demand of businesses and consumers. Because of this, Bangladesh's telecom industry is still flourishing and growing quickly, providing a range of chances for cooperation, innovation, and investment.

## **1.1 Background of the Report:**

The "Internship Report on Analysis of Digital Business at Banglalink Digital Communications Limited" has covered the current aspects of mobile communication services provided by Banglalink Digital, as well as other non-communication services currently provided by Banglalink through MyBL, and its future expansion of services in order to align with its latent goal of becoming the first-ever Super App in Bangladesh. In this paper, I have discussed the qualitative analysis of Banglalink's possibilities for digitization as well as the difficulties it is currently and will face in the integration process, as well as the opportunities to take advantage of in order to become a Super App. In this report, I've also evaluated the gaps between Banglalink and the other participants in Bangladesh's telecom industry and focused on the non-communication services they offer. This report will be qualitative in nature and will examine Banglalink's potential.

## **1.2 Origin of the report:**

The report titled "Capitalization of the Prospects of Super App Integration in Banglalink Digital" has been created as part of the required internship component of the Bachelor of Business Administration (BBA) in Technology Management program offered by Islamic University of Technology (IUT). During an organizational attachment, I spent a total of twelve weeks (from January 16, 2023, to April 16, 2023) working for Banglalink Digital Communications Ltd., which I used to compile this report. Mr. S.M. Rakibul Anwar, assistant professor in the business and technology management department at the Islamic University of Technology, oversaw the accomplishment of the objectives, development of the methodology, and production of the report that had to be delivered.

## **1.3 Main Purpose of the Internship Report:**

With a focus on Banglalink in particular, this report intends to explore and evaluate the corporate workplace in Bangladesh and identify ways to gain advantage from it. Another goal was to apply theory to real-world situations. Additionally, submission of this report is required to meet BBA program requirements.

## **1.4 Objective of the Internship Report:**

The specific objectives consist of:

- Demonstrate the state of the telecom industry in Bangladesh today and the need for a digitization program in a corporate setting.
- Analyze how effective the applications of the Banglalink's digital service are at promoting the development in the serviceable obtainable market in the telecommunications sector.
- Analyze the effect of the end to end digital service on the expansion and development of the Bangladeshi telecom sector as a whole.
- Find out the capitalizable prospects for Banglalink's MyBL app in order to emerge as a super app.

### **1.5 Methodology Used and Data Source:**

The primary data included in this study was gathered through in-person interviews and meetings with corporate personnel. The secondary data for this research was gathered from a variety of sources, including the company website, publications, studies, journal papers, and internet news stories.

### **1.6 Significance:**

Due to rising competition and a need to keep on top of trends, Bangladesh's telecom sector is rapidly growing and innovating. Innovation and entrepreneurship are therefore more crucial than ever. The adoption of digitization initiatives in corporate offices is one tactic for promoting this progress. This study's focus will be on digital business analysis. According to the research, which also makes recommendations for enhancing MyBL's efficiency, Banglalink has been successful in supporting the growth and development of businesses and creative ideas in the telecommunications sector and capitalizing on the prospects of these concepts.

### **1.7 Limitations:**

Despite a few limitations, I have done my best to make the most of this experience. Limitations include:

- Three months was comparatively short for achieving all of the company's knowledge and insight.
- Some projects were long term, so those were not completed while I finished the internship.
- Due to NDAs (Non-disclosure agreements), lots of company data and facts could not be shared in this internship report.

# **Chapter Two: Company Overview**



## **2.0 Company Overview:**

In this chapter the entire ins and outs of Banglalink Digital Communications Ltd. is described.

### **2.1 Introduction to Banglalink:**

Leading digital communication service provider in Bangladesh is Banglalink Digital Communications Ltd. Since the beginning of its operations in 2005, the company has served millions of customers nationwide by offering digital communication services. Banglalink offers voice, data, internet, as well as a number of value-added services. The business is dedicated to provide its clients top-notch services at fair prices. To provide the greatest possible client experience, Banglalink places a heavy emphasis on network growth and technological innovation. Banglalink, Bangladesh's second-largest telecommunications carrier network, with over 4 crore subscribers as of January 2023. n.d. (Banglalink Digital)

In Bangladesh, a company called Banglalink offers digital communication services. It is a subsidiary of VEON Ltd, a major international provider of connectivity and internet services, and the third-largest mobile network operator in the nation. The business began operating in 2005 and has since developed into one of Bangladesh's top telecom service providers. n.d. (Banglalink Digital)

Voice calls, SMS, mobile internet, and value-added services like music, video, and gaming are just a few of the goods and services Banglalink provides. The business has been actively investing in extending its 4G network across the nation and placing a major emphasis on data offerings. n.d. (Banglalink Digital)

Banglalink has received praise recently for its attempts to give its clients high-quality digital services. For its innovation and customer service, it has received numerous honors, including the Best Telecommunications Company prize at the Bangladesh Business Awards in 2018. 2022 (Business)

The business also has a strong commitment to CSR and has taken part in a number of projects to help community development, healthcare, and education in Bangladesh. n.d. (Banglalink Digital)

## **2.2 Brief History of Banglalink**

In 1989[5], Sheba Telecom (Pvt.) Ltd. was granted permission to operate in 199 upazilas' rural areas. The company then bought a 15-year GSM license for the whole nation in November 1996 to broaden its activities to include radiotelephone services for mobile phones. It was a joint venture between Malaysia and Bangladesh that got going in the last three months of 1997. 2012 (Islam & Jamal).

100% of the shares of Sheba Telecom (Pvt.) Limited were purchased by Orascom Telecom Holdings in September 2004. It cost US\$60 million to buy it. When it was sold, Sheba had a user base of 59,000, of which 49,000 were regular users. On 10 February 2005, it was rebranded and its services were introduced under the "Banglalink" name. (Wayback Machine, The Internet Archive, 2004) Sheba Telecom (Pvt.) Limited changed its name to Orascom Telecom Bangladesh Limited in March 2008 to correspond with the name of its parent business.

The firm name changed for the second time to Banglalink Digital Communications Ltd. in July 2013, following the ownership restructuring in the parent company in 2011 (Comms Update, 2011).

## **2.3 Mission and Vision of Banglalink:**

Mission and vision are the very fundamental parts of a company. Long term success is dependent on the mission and vision that set before running operation.

### **2.3.1 Mission:**

The company Banglalink upholds its tagline in every move they take to improve the lives of Bangladeshis. The company's tagline is "Start something new," and it aims to improve people's quality of life by making it simpler and more comfortable for them to do so.

In conclusion, Banglalink's goals are to maximize shareholder value, follow market segmentation for products and services, and assure customer benefits at each stage of the service (before, during, and after-sales).

### **2.3.2 Vision:**

By providing top-notch service, Banglalink Digital Communications Ltd. hopes to lead the industry. The company's main goal is to connect and knit together Bangladesh's sizable population. Additionally, their vision calls for digitizing the nation in order to create new opportunities and better the lives of its citizens.

### **2.4 Values of Banglalink:**

In their functional activities, Banglalink Digital Communications Ltd. adheres to five core values. These values are intertwined with the company's vision and mission and drive it forward. The following are the values:

#### Customer-Obsessed

- Putting the needs of the consumer first in all brand activities.
- Making certain that each choice increases customer interest.
- Not letting the focus on rivals distract from the priority on customers.
- Utilizing digital innovation to satisfy all of the customers' needs.

#### Innovative

- Being alert to fresh, digitally disruptive concepts.
- Searching for fresh digital environments to explore
- Considering brand-new digital products that could more effectively and efficiently meet customer needs.

#### Entrepreneurial

- Assuming responsibility for business operations.
- A propensity to push boundaries and pursue seemingly impossible avenues.
- Setting an example for others to follow.
- While taking risks, keep the interests of the customers in mind.

## Collaborative

- A shared enthusiasm for consumers We work with each other, and we respect the time of others.
- Respecting each other's time and convenience while working together.
- Actively collaborating with all stakeholders to get better outcomes.
- Assuming responsibility and putting more of an emphasis on finding a solution than on assigning blame.

## Truthful

- Preserving integrity and honesty in all of one's dealings.
- Making every effort to keep the commitments made.
- Being unafraid to acknowledge errors.
- Ensuring compliance with the law and the highest ethical standards.

## **2.5 Policy of Banglalink Communications Limited**

Bangladesh-based Banglalink Digital Communication Ltd. is a telecom provider. The firm has put in place a number of rules to make sure that it complies with legal requirements, safeguards the interests of its clients, and upholds high ethical standards. Several of these regulations include:

**2.5.1 Corporate Social Responsibility Policy:** Banglalink has put policies in place to support the communities in which it operates as part of its commitment to conducting business in a socially responsible manner. Programs for disaster assistance, healthcare, and education are all part of the company's CSR operations.

**2.5.2 Information Security Policy:** An information security policy has been put in place by Banglalink to safeguard the availability, confidentiality, and integrity of its information assets. The policy covers the obligations of staff members, independent contractors, and third-party service providers with regard to information security.

**2.5.3 Anti-Corruption Policy:** Banglalink has put in place procedures to stop bribery and corruption in its operations and has a zero-tolerance policy toward it. A whistleblower policy has



also been created by the business to encourage staff members to disclose any suspected instances of corruption.

**2.5.4 Privacy Policy:** In its Privacy Policy, Banglalink describes how it gathers, uses, and safeguards the personal data of its users. The policy conforms with regional data protection laws and ensures that customer information is only used for the purposes for which it was received.

**2.5.5 Environmental Policy:** According to its environmental policy, Banglalink is dedicated to minimizing its negative environmental effects. Waste management, energy conservation, and the use of ecologically friendly items are all addressed under the approach.

**2.5.6 Health and Safety Policy:** Banglalink is committed to safeguarding the health and safety of all of its stakeholders, including its customers, suppliers, and employees. The company has put in place a health and safety policy that spells out everyone's responsibilities for maintaining a safe and healthy workplace.

## 2.6 Competitors in the Industry

Oligopolistic with 4 major players	Grameenphone
	Robi
	Banglalink
	Teletalk

Table: Competitive Landscape of Telecommunications Industry

Two major developments in Bangladesh's telecom sector in recent years are the 2016 merger of Robi and Airtel and Citycell's withdrawal as the nation's first mobile network operator (MNO). One of the largest mobile network providers in the nation was created as a result of the Robi and Airtel merger, a pivotal turning point for the telecom sector. The merger was designed to improve network coverage and service quality while also encouraging sector innovation and investment.



One of the challenges the merger faced was the need to integrate multiple systems and cultures, as well as the possibility of increased competition from other operators.

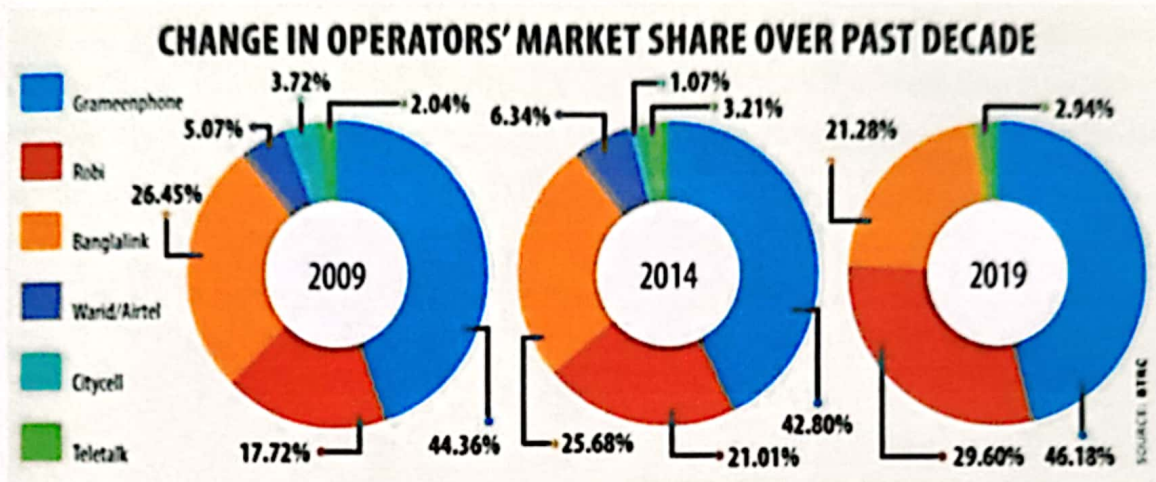


Figure: Change in Telecom Operators' Market Share Over Past Decade (Source: tbsnews.net)

On the other hand, Bangladesh's telecom industry suffered greatly from Citycell's exit. After being deemed insolvent, Citycell was obliged to withdraw from the competition. As a result of its departure, the number of mobile network carriers fell, and the rivalry among the surviving companies rose. Despite its initial success as the country's first MNO, Citycell struggled to keep up with changing market dynamics and increasing competition from other operators.

The telecom industry in Bangladesh has generally experienced both accomplishments and losses in recent years. Citycell's exit from the market has created a hole, despite the fact that the merger of Robi and Airtel has enhanced its position in the industry. As the sector continues to grow and adapt to altering market dynamics, players will need to make investments in innovation, improve network coverage and service quality, and concentrate on answering changing consumer needs.

## 2.7 Position by Subscriber Base

As of January 2023, Grameenphone is still the industry leader in Bangladesh's telecom sector in terms of profitability and customer numbers. With 99% network coverage and 46% of the market, Grameenphone is still the market leader. After the merger with Airtel, which saw an 8.2 million customer increase, Robi secured second place in the sector with a market share of roughly 30%. Banglalink, on the other hand, fell to third place with a 21% market share. The three private telecom companies Grameenphone, Robi, and Banglalink control 98% of the market, with Teletalk controlling the final 2%. (AMTOB, 2023).

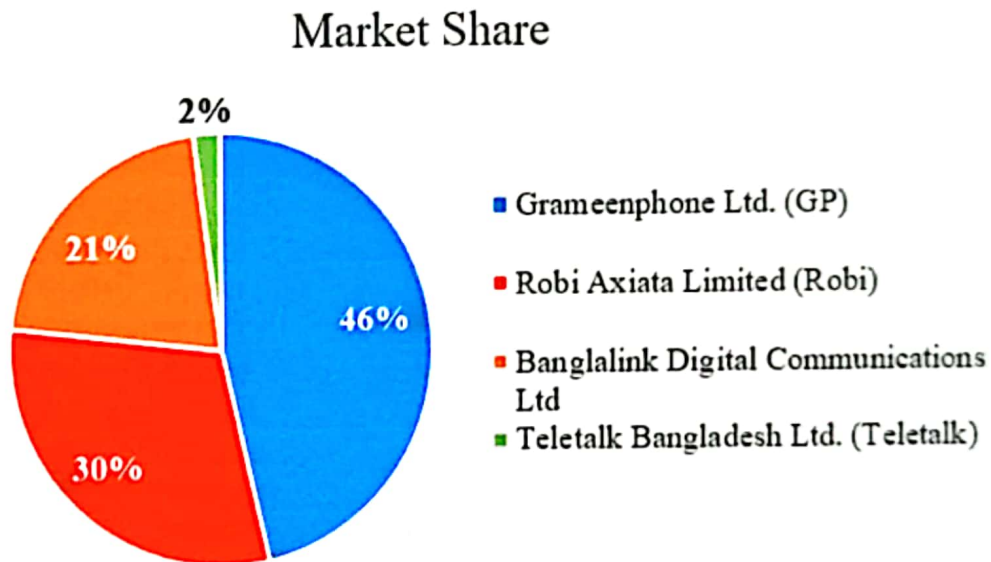


Figure: Current Telco Position by Market Share (Source: amtob.org.bd)

## **2.8 Position by Market Share**

Grameenphone not only has the biggest subscriber base, but also the most market share of EBITDA. The aforementioned figure indicates that Grameenphone has a 71% market share. In comparison to its rivals, Grameenphone has a comparatively high profitability level; in 2018, it recorded its highest-ever record profit of BDT 3250 crore (Islam M. Z., 2019). This profit was boosted by an 11.3% subscriber base growth and a 3.4% increase in revenue. With a net profit of roughly BDT 215 crore in 2018, Robi, the second-largest participant, saw profitability for the first time since the merger (NEWAGE Business, 2019). Development in the enterprise sector, aggressive investment in 4.5G, and a new market for digital services were the main drivers of the company's success. Banglalink's revenue fell by 6.46% in 2018, despite the two major participants celebrating their financial success. Banglalink's revenue has, regrettably, decreased since 2015. One of the main reasons for this dropping revenue, however, could be linked to the substantial investment of 3525 crore BDT in the expansion of 3G and 4G networks (BTRC, 2021). In reality, the company's revenue increased by 3.7% in 2019, which was a positive indicator. Robi and Banglalink are evenly matched in terms of EBITDA market share, with Robi taking the lead by a small margin. Contrarily, the government-owned Teletalk has continually lost money over the years, with a reported loss of BDT 278 crore in 2018 (Islam M. Z., 2019). In conclusion, Grameenphone is the market leader in terms of revenue and subscriber count. First mobile operator to be listed on the Dhaka Stock Exchange (DSE), it was. Robi pursued the study in Grameenphone in the year 2020. (BTRC, 2021)

## **2.9 Management**

The management of Banglalink follows a specific organogram and it is run by specific organizational management outline.

### **2.9.1 Organizational Structure of Banglalink**

A classic hierarchical structure with a distinct chain of command underlies the organizational structure of Banglalink Digital Communication Ltd. The Board of Directors, which is in charge of determining the organization's overarching direction and strategy, sits at the top of the hierarchy.



The CEO is in charge of carrying out the business's strategy and attaining its objectives. A group of top executives that oversee various divisions, including Finance, Marketing, Sales, Customer Service, and Operations, provide support to the CEO.

The departments are further broken down into numerous functional units, and each unit has a leader who is in charge of overseeing the daily activities of the team. For instance, the Sales division is split into Business Sales, Retail Sales, and SME Sales, with a Senior Manager in charge of each division who answers to the Head of Sales.

Additionally, a centralized human resources division oversees hiring, development, and other matters pertaining to personnel. The organization's technical infrastructure, including hardware, software, and network systems, are also managed by a distinct IT department.

The overall goal of Banglalink's organizational structure is to establish a clear line of command and make sure that all of the company's departments work together to meet its strategic goals.

### 2.9.2 Organizational Hierarchy Chart

Chief Executive Officer (CEO)	Erik Aas
Chief Commercial Officer (CCO)	Upanga Dutta
Chief Financial Officer (CFO)	Cem Velipasaoglu
Chief Technology & Information Officer (CTIO)	Hüseyin Türker
Chief Legal Officer (CLO)	Jahrat Adib Chowdhury
Chief Corporate and Regulatory Affairs Officer (CCRAO)	Taimur Rahman
Chief Ethics & Compliance Officer (CECO)	Muniruzzaman Sheikh

Chief Human Resources & Administration Officer (CHRAO)	Monzula Morshed
---	-----------------

Table: Banglalink's Management Committee (Source: banglalink.net)

### 2.9.3 Number of Employees

According to the company's website, Banglalink employs a diverse workforce of over 2,500 employees who work towards achieving the company's goals and objectives.

### 2.9.4 Main Offices

1. Head Office: Tiger's Den, House # SW(G) 3, Bir Uttam Mir Shawkat Sarak, Gulshan 1, Dhaka 1212
2. Regional Office (Chittagong): Shafi Bhaban, 2nd & 3rd Floor, 106, Agrabad Commercial Area, Chittagong
3. Regional Office (Sylhet): Amberkhana Point, 2nd Floor, Mazid Tower, Sylhet
4. Regional Office (Khulna): Hazi Mohasin Market, 2nd Floor, Plot No. 1-2, KDA Avenue, Khulna
5. Regional Office (Rajshahi): Zerin Mansion, 2nd Floor, Horogram, Rajshahi
6. Regional Office (Barishal): Shan Tower, 1st Floor, Nizam Road, Barishal
7. Regional Office (Rangpur): Ahmed Mansion, 3rd Floor, Holding No. 564-565, Station Road, Rangpur

### 2.9.5 Organizational Divisions of Banglalink

1. Customer Care
2. Finance



3. Human Resources
4. Legal and Regulatory Affairs
5. Marketing
6. Network and Information Technology
7. Product and Service Management
8. Sales and Distribution
9. Strategy and Corporate Affairs
10. Supply Chain Management
11. Value-Added Services (VAS)
12. Enterprise Business Unit
13. International Business Unit

#### **2.9.6 Internal Functions**

A priceless window into an organization's culture and structure can be found by understanding how it functions internally. At Banglalink Digital, the organizational structure is comparatively flat. The three main organizational divisions are Technical, Commercial, and Enablers, each of which has a unique departmental structure.

The technology function is in charge of creating and maintaining the organization's technological infrastructure, which includes its network, hardware, and software systems. The divisions for testing, quality control, and research & development are also included in this function.

The commercial function's primary areas of focus are business activities like sales, marketing, and customer service. This job description also mentions creating and implementing strategic business plans as well as managing interactions and partnerships with external stakeholders.

The enablers function assists the other two roles, such as the departments in charge of human resources, finance, legal, and administrative activities. These divisions ensure that the company runs efficiently, allowing the other functions to concentrate on their main duties.

The organizational structure of Banglalink Digital overall suggests a well-balanced approach to handling its administrative, business, and technological requirements.

#### **2.9.6.1 Technology:**

Banglalink Digital's Technology section has made significant contributions that enable customers all throughout the country to take advantage of the company's dependable network coverage and other services. This position is in charge of ensuring the dependability and effectiveness of the company's data and mobile services. To do this, it collaborates across a number of departments.

The Technology function is also in charge of developing and managing all of Banglalink's digital services, value-added services, network software, and hardware. (VAS). The company's thorough approach to network administration is one method it makes sure it will be able to offer top-notch service to its customers.

Banglalink's customers benefit from the Technology department's tight collaboration with other organizational units in providing services that are standardized and smoothly integrated. The commitment and competence of the Technology function, in general, are a critical component of the company's success in the intensely competitive telecommunications sector. The industries driving forces are innovation and client service.

#### **2.9.6.2 Commercial:**

The commercial department of Banglalink Digital is primarily in charge of creating business plans that would guarantee the company's overall success. Creating strategies and activities to help clients understand the company's offerings is one way to ensure high levels of client satisfaction. This step also includes developing plans and initiatives.

Additionally, the Commercial function is in charge of locating clients for fresh products, services, or software created especially to satisfy clients' changing needs. This entails keeping a careful

watch on market trends as well as the preferences of the target audience in order to stay ahead of the competition and promote business growth.

The company's commercial activities are primarily driven by the Commercial department, which offers strategic direction and insight into the demands and preferences of Banglalink's consumers. This function assists in ensuring the company's continued success in a market that is constantly shifting by concentrating on providing the company's customers with excellent experiences and identifying new prospects for growth.

#### **2.9.6.3 Enablers:**

The Enablers section of Banglalink Digital is in responsible of providing critical support to the other business units to maintain smooth operations. The primary responsibilities of this position are to secure what is needed, bargain with the government, and establish and uphold a positive working culture. It also emphasizes choosing the best applicants, producing the paperwork needed for different activities, managing the paperwork and compliance frameworks, and producing the paperwork needed for different jobs. Every operation, in a sense, revolves around the Enablers function. It collaborates closely with a number of other divisions to guarantee they have the resources required to carry out their responsibilities effectively and efficiently. The performance of the organization is ultimately aided by this role because it frees up other functions to focus on their core responsibilities. It accomplishes this by offering crucial support services.

Understanding of the organizational structure of the company could be vivid by viewing the table below, which lists the three main functions of Banglalink Digital as well as the departments that fall under each function.

<b>Technology</b>	<b>Commercial</b>	<b>Enablers</b>
- Network Service Management	- Digital Business	- Legal Affairs & Company Secretariat
- Business Service Management	- Enterprise Business	- Corporate & Regulatory Affairs
- Technology Financial Management	- B2C Sales & Distribution	- Compliance
- Service Assurance Management	- Customer Experience & Service	- Human Resources and Administration
- Infrastructure Services Management	- Commercial Strategy & Planning	- Finance
- Technology Governance & Cyber Security Management	- Marketing	
- Technology Program Management		

Table: Departments Under Functions (Source: banglalink.net)

### 2.9.7 Organizational Leadership Style

A participative leadership approach is used by Banglalink. An encouraging work environment exists. Employees of this company are able to offer opinions, which are carefully considered by the top managers. In order for the employees to be able to decide on their own work, the organization gives them the maximum amount of job flexibility possible. Their ability to succeed quickly and in Bangladesh's fiercely competitive telecom market is largely due to this leadership style.



The mental and emotional involvement of individuals in group settings that motivates them to contribute to and share responsibility for group goals is referred to as participation. Three crucial concepts are included in this definition:

- Involvement
- Contribution
- Responsibility

Participating managers consult with their staff, involving them in decisions and challenges so they may solve them as a team. Both the managers and the managers who forego their management duties are not autocrats. Participative managers have learnt to delegate operating responsibility to individuals who really do the work, yet they still have ultimate accountability for the operation of their units. Employees consequently get a sense of involvement in organizational goals.

### **2.9.8 HR Management Practices**

One of the top telecom firms in Bangladesh is Banglalink Telecommunications Limited. To attract, keep, and develop its staff, the organization places a high priority on HR management methods. The following are a few of Banglalink Telecommunications Limited's essential HR management procedures:

**2.9.8.1 Recruitment and Selection:** Banglalink has a thorough hiring and selection procedure to guarantee that the best candidate is chosen for each open position. In order to analyze candidates' knowledge, skills, and competencies, the organization uses a number of assessment methods and a merit-based selection procedure.

**2.9.8.2 Performance Management:** A clear performance management system at Banglalink gives staff members regular feedback on their work. The method comprises creating objectives and goals, conducting routine performance reviews, and rewarding and recognizing top performers.

**2.9.8.3 Training and Development:** A variety of training and development programs are available to Banglalink staff. The organization has a dedicated Learning & Development team that determines training needs and creates programs to advance the expertise of personnel.



**2.9.8.4 Compensation and Benefits:** Employees at Banglalink receive attractive pay and benefits packages. To ensure that they are still reasonable and competitive, the corporation examines its compensation plans on a regular basis.

**2.9.8.5 Employee Engagement:** Banglalink prioritizes employee engagement highly. The business carries out frequent staff surveys to get their opinion and responds to their complaints. The business also plans team-building exercises and social gatherings to encourage staff involvement.

**2.9.8.6 Diversity and Inclusion:** Banglalink encourages inclusiveness and diversity at work. The business has a policy on diversity and inclusion and takes measures to guarantee that each employee is treated with respect and decency.

All things considered, Banglalink Telecommunications Limited places a high priority on HR management techniques that support luring, keeping, and developing its staff. The company's HR management procedures support a supportive workplace environment and aid in business performance.

## **2.9.9 Organizational Development and Employer Branding**

To ensure organizational development and enhance effectiveness and efficiency, Banglalink Telecommunications has implemented a number of actions. Some of these actions consist of:

**2.9.9.1 Leadership Development:** To improve the competencies and skills of its managers and leaders, Banglalink has invested in leadership development programs. These initiatives aid in enhancing internal collaboration, communication, and decision-making.

**2.9.9.2 Employee Engagement:** Banglalink places a strong priority on employee engagement and has put in place a number of initiatives and programs to boost staff morale. For instance, the business regularly conducts employee surveys to gather feedback and make improvements in response to their recommendations.

**2.9.9.3 Performance Administration:** To assess staff performance and offer feedback, Banglalink has built up a performance management system. Employees can use this strategy to enhance their aptitudes and competencies while also identifying areas that need improvement.

**2.9.9.4 Transformation Management:** In order to provide smooth transitions during organizational changes, Banglalink has developed a change management approach. This method aids in ensuring that staff members are informed of and involved in the change process, hence lowering resistance and raising acceptance.

The measures taken by Banglalink to guarantee organizational development are just a few of them. Banglalink may maintain organizational effectiveness and remain competitive in the telecom sector by investing in its employees, offering learning opportunities, and putting in place effective performance management and change management procedures.

Banglalink employs a range of tactics to maintain employer branding, which is crucial for drawing in and keeping outstanding workers. Banglalink advertises employer branding in the manner listed below:

**2.9.9.5 Creating a positive work culture:** Building a welcoming working culture that values diversity and encourages collaboration is a priority for Banglalink. This attracts excellent candidates and helps to build a favorable employer brand.

**2.9.9.6 Employee engagement:** Banglalink focuses on boosting staff engagement through a range of activities, including employee recognition programs, professional development possibilities, and employee feedback methods. This promotes the company's employer brand and generates a strong sense of loyalty among the workers.

**2.9.9.7 Competitive compensation and benefits:** Banglalink offers its personnel competitive pay and benefits packages in addition to retirement plans, health insurance, and other perks. Because of this, top talent is sought and kept.

**2.9.9.8 Employer branding campaigns:** Banglalink often engages in employer branding initiatives to promote the company's workplace, culture, and values. These programs are designed to attract the best candidates and build a positive employer brand.

**2.9.9.9 Partnerships with universities:** Banglalink works with major universities in Bangladesh to attract young, talented graduates. This promotes a positive employer brand and helps the company grow its talent pipeline.

Banglalink Telecommunications guarantees employer branding by putting these strategies into action, which is necessary for drawing and retaining top staff in Bangladesh's brutally competitive telecom market.

### **2.9.10 Products and Services Offered by Banglalink**

Customers can choose from a variety of goods and services from Banglalink. Here are some of the main goods and services Banglalink provides:

- 1. Voice Services:** Customers of Banglalink can choose from a variety of voice products, such as postpaid and prepaid plans, call management services, and international roaming services.
- 2. Data Services:** Customers of Banglalink can choose between 4G/LTE and 3G data bundles when it comes to high-speed mobile internet services.
- 3. Value-Added Services:** A variety of value-added services are available from Banglalink, including Caller Ring Back Tone (CRBT), Missed Call Alert (MCA), and others.
- 4. International Roaming:** Customers of Banglalink can use their mobile phones overseas thanks to international roaming services offered by the company.
- 5. Handset and Device Bundles:** Customers of Banglalink can get the most recent smartphones and other devices at discount pricing by choosing from one of the company's handset and device packages.
- 6. Enterprise Services:** A variety of business services are provided by Banglalink, such as managed services, cloud computing, and more.
- 7. Digital Solutions:** Banglalink offers a variety of digital services, like as mobile banking and music streaming.



**8. SIM Solutions:** The company offers a range of SIM products, including prepaid, postpaid, and data-only SIMs.

**9. Recharge and Bill Submission Services:** Banglalink offers its customers a useful recharge and bill payment service through a number of channels, including the internet, a mobile app, and physical storefronts.

**10. User Services:** Banglalink provides customer support through a variety of channels in addition to call centers, social media, and physical storefronts.

### **2.9.11 Customers of Banglalink Digital Communications Ltd.**

Banglalink mostly caters to the mass people of Bangladesh who are aged over 18. In this target group, they have sub groups who are in corporate world, who are involved in SMEs (Small Medium Enterprise) and who are using Banglalink for their personal use case. Banglalink provides various offers and customized services according to the specific needs of these customers.

### **2.9.12 Business Operations of Banglalink.**

VEON operates in 7 countries worldwide in different names. Those 7 countries are Bangladesh, Kazakhstan, Kyrgyzstan, Pakistan, Russia, Ukraine and Uzbekistan. Banglalink is a subsidiary company of VEON, and Banglalink only operates in Bangladesh.

### **2.9.13 Company Summary of Banglalink Digital Communications Ltd.**

Company Name	Banglalink Digital Communications Limited
Company Type	Subsidiary
Industry Type	Telecommunication
Founded	1996



Started as Banglalink	10th February, 2005
Headquarters	Tiger's Den, House #04, Bir Uttam Mir Shawkat Sarak, Gulshan-1, Dhaka, Bangladesh
Subscriber Base	41.7 million (as of February 2023)
Revenue in 2022	6743 Cr BDT
Country Served	Bangladesh
CEO	Erik Aas
Products	Cellular Network Services, 2G, 3G, 4G, GSM, UTMS
Parent Company	VEON Limited
Website	<a href="http://www.banglalink.net">www.banglalink.net</a>

Table: Banglalink Digital's Summary (Source: banglalink.net)

#### 2.9.14 Company Analysis

Company analysis is extremely important before execution comes into play. Different kinds of analysis based on practical factors are given in this section.

## 2.9.15 Porter's Five Forces Analysis of Banglalink

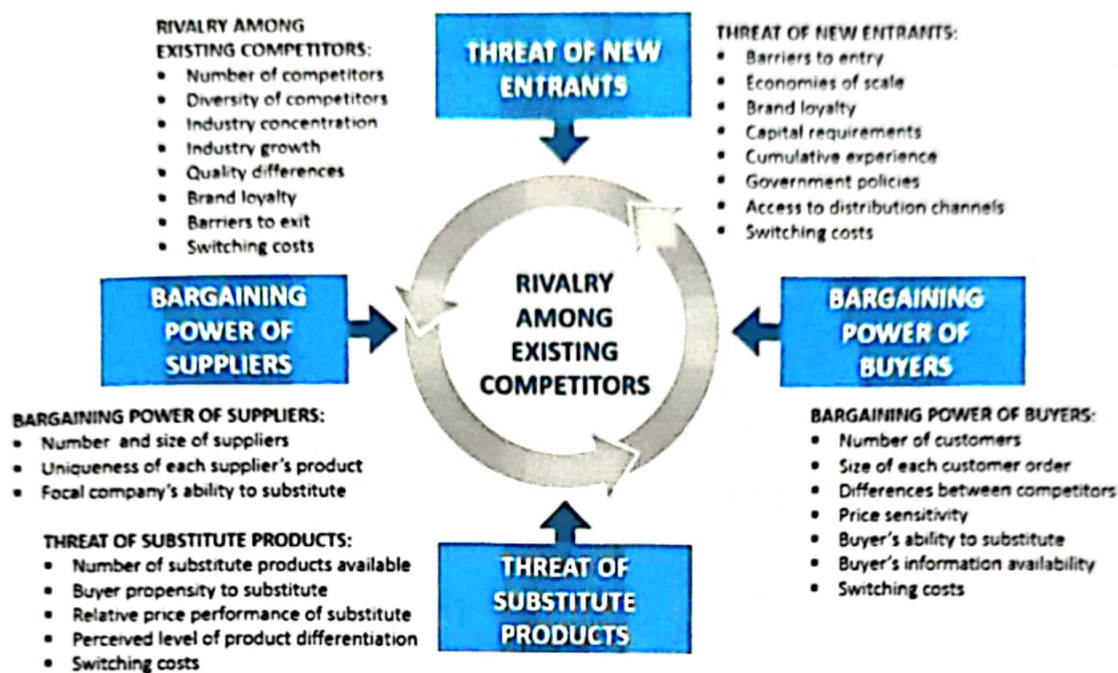


Figure: Porter's Five Forces

Porter's Five Forces study is an excellent place to start when estimating an industry's level of competitiveness and a company's profitability. In this study, I've made an effort to focus on the problems affecting Banglalink:

### 2.9.15.1 Threat of New Entrants:

Bangladesh's telecom sector is heavily controlled, and the government there has made it difficult for outside participation. New competitors find it difficult to get traction in the market as a result. Banglalink Telecommunications already controls a considerable piece of the market thanks to the incumbent carriers' significant investments that have raised entry hurdles for the nation. As a result, the threat posed by fresh competitors is minimal.

#### **2.9.15.2 Bargaining Power of Suppliers:**

Banglalink Telecommunications depends on vendors for a range of goods and services, including as cell towers, network hardware, and IT systems. As a result of having to compete with one another for contracts, the numerous suppliers in the Bangladeshi telecoms sector have minimal negotiating power. The size and position of Banglalink Telecommunications on the market give it significant negotiation strength. Consequently, suppliers' ability to negotiate is constrained.

#### **2.9.15.3 Bargaining Power of Buyers:**

In Bangladesh's telecommunications sector, buyers have a fair amount of negotiating power. If customers are dissatisfied with Banglalink Telecommunications' services, they have many options and can swiftly switch to another operator. Customers may easily obtain information and contrast the costs and services provided by various operators. To keep clients, Banglalink Telecommunications must constantly innovate and enhance its offerings.

#### **2.9.15.4 Threat of Substitutes:**

In Bangladesh's telecommunications sector, the threat of alternatives is comparatively strong. Customers can use less expensive or even free contact channels like social media, email, or other messaging apps. In addition, the advent of new technologies, like 5G, may result in the development of new substitutes, raising the threat of substitutes. To lessen the threat of replacements, Banglalink Telecommunications must consistently innovate and offer value-added services.

#### **2.9.15.5 Competitive Rivalry:**

Multiple operators are vying for market share in Bangladesh's fiercely competitive telecommunications sector. Other significant firms like Grameenphone, Robi Axiata, and Teletalk fiercely compete with Banglalink Telecommunications. These operators compete fiercely since they provide comparable services and rates. Banglalink Telecommunications must therefore stand out from the competition by offering special services and employing cutting-edge marketing techniques.

## **2.9.16 SWOT Analysis of Banglalink**

SWOT analysis helps identifying the overall position of a business in the heavily competitive market.

### **2.9.16.1 Strengths:**

**2.9.16.1.1 Strong Market Position:** One of the top telecom service providers in Bangladesh is Banglalink as it has the 3<sup>rd</sup> largest market share for its huge number of towers.

**2.9.16.1.2 Innovative Products:** A number of cutting-edge goods and services, including a 4G network, unlimited data plans, and reasonably priced international call rates, have been launched to the market by Banglalink.

**2.9.16.1.3 Wide Network Coverage:** With a presence in each of Bangladesh's 64 districts, Banglalink has a vast network reach.

**2.9.16.1.4 Strong Brand Image:** Banglalink is renowned for its potent brand identity and client-centered philosophy as customer obsession is one of its core values.

**2.9.16.1.5 Experienced Management:** A group of seasoned and capable management professionals around the world supports Banglalink.

### **2.9.16.2 Weaknesses:**

**2.9.16.2.1 Limited Resources:** Banglalink's limited financial resources may prevent it from expanding its network infrastructure or putting money into research and development.

**2.9.16.2.2 Low Profit Margins:** Banglalink's profit margins are under strain due to the intense competition in the market in which it operates.

**2.9.16.2.3 Limited International Presence:** Due to its poor market penetration abroad, Banglalink may have fewer prospects for expansion.



### **2.9.16.3 Opportunities:**

**2.9.16.3.1 Increasing Demand for Data Services:** Banglalink has the chance to broaden its selection and increase its market share thanks to the rising demand for data services.

**2.9.16.3.2 Growing Population:** Banglalink offers a substantial market opportunity thanks to Bangladesh's big and expanding population.

**2.9.16.3.3 Expansion into Rural Areas:** By extending its network coverage, Banglalink can access a sizable untapped market in rural areas.

**2.9.16.3.4 Strategic Partnerships:** To diversify its portfolio of goods and services and strengthen its position in the market, Banglalink can look into strategic alliances with other businesses.

### **2.9.16.4 Threats:**

**2.9.16.4.1 Intense Competition:** Banglalink's market share may be threatened by Bangladesh's extremely competitive telecommunications sector, which has a number of well-established firms.

**2.9.16.4.2 Regulatory Challenges:** The frequently changing norms and regulations in Bangladesh's regulatory environment can be difficult for businesses like Banglalink.

**2.9.16.4.3 Economic Instability:** Bangladesh's economic vulnerability could have an effect on consumer spending and the overall demand for telecommunications services.

**2.9.16.4.4 Technological Advancements:** Banglalink's current infrastructure may become outdated due to industry technological improvements, necessitating expensive network upgrades.

### **2.9.17 PESTEL Analysis of Banglalink**

PESTEL analysis gives the contextual information about the business direction.

#### **2.9.17.1 Political:**

- Bangladesh's political landscape is relatively stable.
- The government has encouraged growth and development in the telecommunications sector by putting policies in place.

Government involvement in the business, particularly with regard to regulation and licensing, is causing some anxiety.

#### **2.9.17.2 Economic:**

- The economy of Bangladesh has been expanding substantially in recent years.
- A considerable portion of this expansion has been attributed to the telecommunications sector, which has made significant investments in services and infrastructure.

However, there are still issues with poverty and income inequality, which can limit some populations' access to and affordability of telecommunications services.

#### **2.9.17.3 Social:**

- Bangladesh has a sizable and expanding population, with a sizable proportion of youth.
- Social behavior and communication styles have changed as a result of the growing use of mobile devices and the internet.

The digital gap, which still prevents some sections of the population from having access to new technologies, is a matter of concern.

#### **2.9.17.4 Technological:**

- The advent of 4G and 5G networks has led to considerable technological breakthroughs in Bangladesh's telecommunications sector recently.
- As the business focuses more on digital transformation and new approaches, companies like Banglalink are investing a lot of money in cutting-edge technology and services.

The availability of these technologies may be constrained in some regions of the country due to connectivity and infrastructure issues.

#### **2.9.17.5 Environmental:**

- The telecommunications sector may have both beneficial and detrimental effects on the environment.

- Positively, the industry may promote more environmentally friendly practices by utilizing innovations like smart grids and remote monitoring.
- On the downside, the industry's energy use and trash production might increase carbon emissions.

To lessen its impact, Banglalink has implemented a number of environmental efforts, such as lowering energy use and garbage.

#### **2.9.17.6 Legal:**

- The telecommunications sector is governed by a number of laws and rules in Bangladesh.
- Regulations governing price and competition are also included, as are licensing requirements and data protection legislation.

Businesses like Banglalink must adhere to these rules in order to avoid legal issues and maintain their reputation.

#### **2.9.18 VIRO Analysis of Banglalink**

The benefits and assets that offer a company a competitive edge are identified with the aid of VIRO analysis.

##### **2.9.18.1 Value:**

The Bangladeshi telecom market features Banglalink as a major player. Text messaging, data, and voice calls are just a few of the cheaply cost services it offers. To enhance its services, the company has invested in cutting-edge technology and has a wide coverage network across the country. Banglalink has an advantage over rivals in the industry as a result.

##### **2.9.18.2 Imitability:**

Bangladesh's telecommunications sector is very competitive, and new businesses can enter it quite easily. The robust brand recognition and network reach of Banglalink, however, make it difficult for new competitors to duplicate its success. The corporation has also made significant investments in technology, which may make it challenging for competitors to match.

### **2.9.18.3 Rarity:**

In Bangladesh, Banglalink holds a large market share. It is one among the top telecommunications providers in the nation and enjoys a positive brand reputation. The company stands out from its rivals due to its emphasis on innovation and customer-centric attitude.

### **2.9.18.4 Organization:**

The team at Banglalink is knowledgeable and committed to offering its customers top-notch services. A capable management team that prioritizes development and innovation leads the business. Additionally, Banglalink has an effective CSR program that aids in establishing a favorable reputation in the neighborhood.



# **Chapter Three:**

# **Industry Analysis**

### **3.0 Industry Analysis**

Industry analysis helps understand the current scene of a specific industry and lets forecast whether the industry is favorable to run a business.

#### **3.1 Telecommunications Industry: Global**

Going into 2023, telecom companies should be encouraged by the collective resiliency they have shown in the face of recent geopolitical and economic upheaval. Because of a combination of price increases, M&A agreements, and government engagement, the share values of the global telecoms sector have largely recovered from the pandemic lows they reached during the preceding two years, even though the recovery has been gradual and erratic. Telecoms are currently revising their strategies to deal with a challenging operational environment. Their digital transformation activities are expanding in reach and increasing in ambition. Additionally, they place a strong emphasis on sustainability, work to improve workplace inclusion and diversity, and recruit new employees.

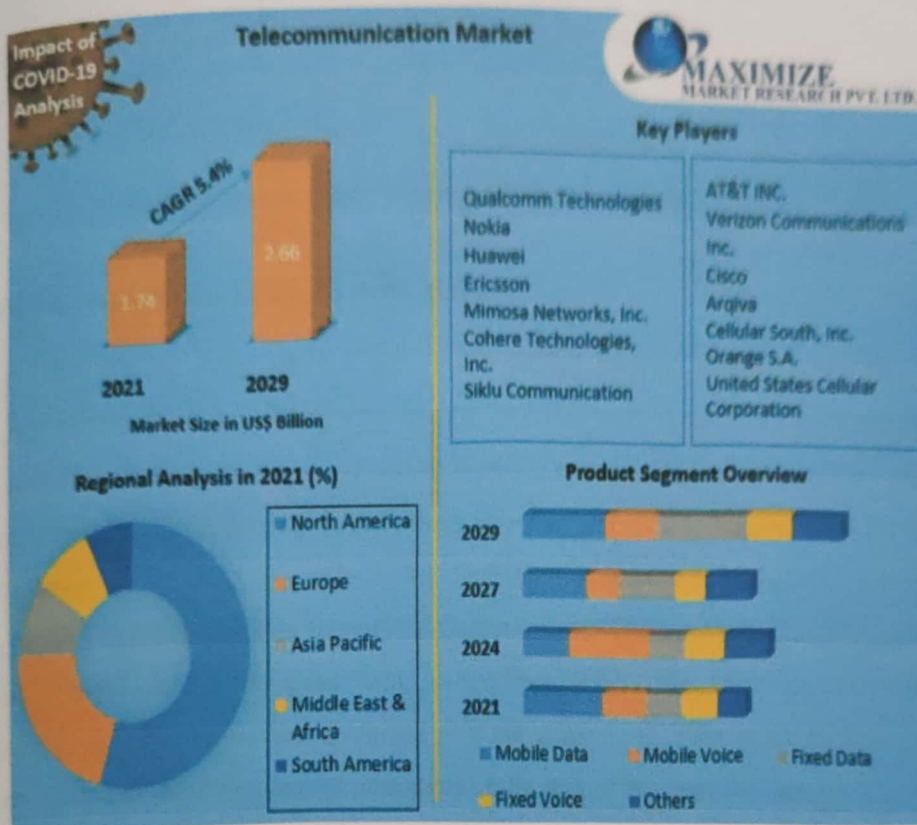


Figure: Global Telco Market Forecast (Source: maximizemarketresearch.com)

As a result of rising inflation, which is increasing operational costs, telcos are dealing with a number of urgent and diverse issues. These dangers include limitations on consumer living standards, evolving security requirements, and shifting perspectives on working cultures. For the global telecommunications sector, there are ten global risk factors. (Loozen and Baschnonga, 2022)

- During the crisis, poor customer service was brought on by increased living expenses.
- Underestimating the evolution of security and trust requirements.
- Failure to alter the workforce's culture and working patterns.
- The sustainability agenda is ineffectively run.
- Inability to increase efficiency through digitization.
- Lack of infrastructure's reach and dependability.

- Inability to apply contemporary business models.
- Infrastructure assets' worth isn't being utilized.
- Insufficient communication with external ecosystems.
- Not being able to adapt to the regulatory environment.

### 3.2 Telecommunications Industry: Bangladesh

Bangladesh's telecom sector saw a mixed year in 2022, with some positive events like the 5G spectrum auction and disappointing ones like the limitation on SIM sales for GrameenPhone, the largest mobile service in the nation. Thanks to the 5G spectrum auction that the country's telecom regulator held for mobile phone providers, three operators successfully completed the 5G trial run by December 31 in 2022. The sale of the 190MHz 5G spectrums on March 30 netted the Bangladesh Telecommunication Regulatory Commission (BTRC) roughly Tk10,645 crore. The number of mobile subscribers is decreasing, according to BTRC data. According to the report, as the number of mobile subscribers decreased over the course of the year, so did local demand for phones. With 180.78 million mobile customers at the start of the year, that number increased to 184.43 million in June, but has since been declining.

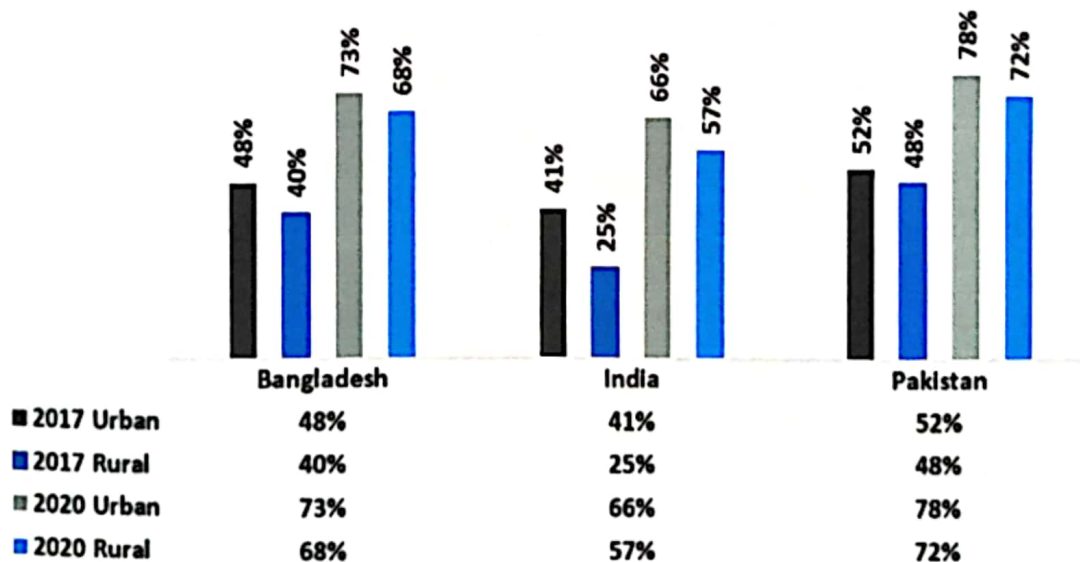


Figure: Bangladesh Telecom Sector Outlook in the Fresh Decade (Source: ucaml.com)



There were 181.67 million mobile phone users in the country as of October 2022. Insiders predict that by January 2022, there may be even fewer mobile subscribers in the country than there are now. They claimed that the sole cause of the fall in mobile customers was the regulator's ban on the sale of Grameenphone SIM cards. The sale of new Grameenphone SIM cards was permanently prohibited on June 29, 2022, by the BTRC due to the operator's "failure to deliver quality service."



Figure: Mobile Coverage Evolution in Bangladesh (Source: amtob.org.bd)

The local companies' manufacturing of handsets fell by more than half in 2022. 4.14 million phones were created in January compared to 1.72 million in November, according to BTRC data up to November of this year. The import of phones decreased over the course of the time period from 61,891 to just 2,500, according to BTRC data. However, both for mobile and broadband, the number of internet users will increase in 2023.

In October, there were 126.18 million internet users, up from 121.87 million in January, according to BTRC statistics. An industry forecast predicts that in 2022, mobile data usage would increase dramatically. In a crucial regulatory action (SMP), the BTRC determined that Edotco Bangladesh, a mobile tower business, had a significant amount of market power. A prohibition on leasing, selling, and rolling back more than 25% of the necessary towers each year is one of the new restrictions placed on Edotco. The BTRC issued four licenses for subsea cables to the commercial sector in 2022. (Bangladesh Tribune, 2023)

### 3.3 Maturity of The Industry

The telecommunications sector in Bangladesh has grown significantly in recent years. The telecommunications industry was a state-owned monopoly until the late 1990s, when it underwent reform to become a free market. More than 181 million people now subscribe to mobile services, indicating a sharp growth in mobile phone penetration. The nation has also seen the internet and broadband sector grow quickly thanks to large investments in network infrastructure and technology. Although the industry has expanded, it continues to face problems like poor network quality, low ARPU (average revenue per user), and fierce competition.

The telecom sector is seen as a mature market on a global scale. While developed country growth rates have slowed, emerging market growth remains significant. With the arrival of cutting-edge technologies like 5G, the Internet of Things (IoT), and cloud computing, the sector has been going through a digital revolution. Demand for digital connectivity has surged as a result of the COVID-19 pandemic, and this industry has played a crucial role in ensuring that people have access to it during the crisis. To accept new technology, the industry must invest significantly in infrastructure, deal with regulatory constraints, intense competition, and other problems. The telecommunications industry, as a whole, plays a critical role in enabling both economic growth and social advancement, and it will continue to grow and adapt in response to the changing needs of both consumers and businesses.

### 3.4 External Economic Factors and Their Effect on the Industry

Several external economic factors have an impact on the Bangladeshi telecommunications industry. These components include:

**3.4.1 Economic Growth:** Economic expansion is one of the main factors affecting Bangladesh's telecommunications industry. As the economy grows, there is a greater demand for telecom services, such as internet, mobile, and broadband services.

**3.4.2 Foreign Direct Investment:** Foreign direct investment has become increasingly significant in Bangladesh's telecommunications industry in recent years. Increased network coverage, improved telecom service quality, and more provider competition have all been made possible by this investment.

**3.4.3 Government Rules:** The telecommunications sector in Bangladesh is significantly impacted by government rules. How profitable and successful a telecom provider can be can be greatly influenced by the regulations that restrict their licensing and the cost of their services.

**3.4.4 Inflation:** The ability of people to purchase goods and services is impacted by inflation, a significant economic element. There may be a drop in demand if certain customers find it harder to pay for communication services as inflation increases.

**3.4.5 Rates of Exchange:** The value of the Bangladeshi Taka in respect to other currencies may have an impact on the telecom sector. The price of imported equipment and technology could increase as a result of a weak taka for telecom companies.

### **3.5 Seasonality**

Over the course of a year, the telecommunications sector frequently experiences changes in both demand and revenue, which can be attributed to a number of variables including holidays, significant events, and general economic conditions. The following factors may affect the telecom sector's seasonality:

**3.5.1 The holidays and festivals:** There are many major holidays in Bangladesh. People may have more free time during these times to use their phones or other telecommunications devices, which could result in a rise in demand for telecom services.

**3.5.2 Climate:** Bangladesh experiences distinct wet and dry seasons due to its tropical environment. More power outages or disruptions to telecom infrastructure during the rainy season may have an effect on demand and revenue.

**3.5.3 Economic Conditions:** The general state of the economy has an effect on various businesses, including the telecommunications sector in Bangladesh. Consumers may have greater disposable income to spend on telecom services during periods of economic expansion, but they may reduce non-essential spending during periods of economic contraction.



Overall, it's critical to remember that the telecommunications sector's seasonality can vary depending on a wide range of circumstances, and it's crucial to evaluate data particular to Bangladesh to gain a more precise picture of trends and patterns.

### **3.6 Technological Factors**

The success of the sector depends on a number of technological aspects. Among these elements are:

**3.6.1 Network Infrastructure:** The construction and upkeep of network infrastructure, such as fiber-optic cables, wireless towers, and other transmission tools, requires significant investment from telecommunications corporations. High-speed data connectivity and the ability to handle a variety of communication services are requirements for the infrastructure.

**3.6.2 5G Technology:** The next generation of wireless network technology, known as 5G, offers more capacity, lower latency, and quicker data transfer rates. To address the rising need for data-intensive applications like video streaming, cloud computing, and the Internet of Things (IoT), the telecommunications sector is heavily investing in 5G technology.

**3.6.3 Cloud Computing:** By allowing businesses to store and process data remotely rather than depending on local storage and processing capabilities, cloud computing has transformed the telecommunications sector. For telecom businesses, managing their network infrastructure and introducing new services has become simpler and more cost-effective thanks to technology.

**3.6.4 Artificial Intelligence (AI) and Machine Learning (ML):** In the telecommunications sector, AI and ML are playing a bigger role as businesses look to automate operations, boost network performance, and provide clients individualized services. AI and ML can be used to forecast network faults, improve network performance, and offer real-time customer support.

**3.6.5 Virtual Reality (VR) and Augmented Reality (AR):** In the telecommunications sector, VR and AR are becoming more common, especially in the gaming and entertainment sectors. In order to provide immersive experiences for clients and to meet the rising demand for these technologies, telecom firms are investing in VR and AR technology.



In general, the telecommunications sector is a quickly developing subject where firms must keep on the cutting edge of technological breakthroughs in order to satisfy the expanding demands of customers and enterprises.

### **3.7 Regulatory, Political and Legal Concerns**

The industry is impacted by a number of legal, political, and regulatory issues. The operations, expansion, and profitability of telecommunications companies, as well as the standard and accessibility of telecommunications services for customers, can all be significantly impacted by these worries.

#### **3.7.1 Regulatory concerns:**

The telecommunications sector is highly regulated, and a number of regulatory issues may have an impact.

**3.7.1.1 Freedom of Internet:** All the internet service providers should treat the online data with the same level of priority. There should not be any injustice.

**3.7.1.2 Consumer Protection:** The main authority is protecting the customers from various scams and data related security as well as privacy and billing process.

#### **3.7.2 Political concerns:**

There are some concerns regarding the political spectrum.

**3.7.2.1 International Trade:** The telecommunications industry is inter connected. Policies of international trade and various tariffs as well as agreements may affect this very industry's businesses to operate globally.

**3.7.2.2 Security of the Nation:** Telecommunications industry is all about data. Since government has very sensitive and confidential information, the usage of modern technology within the industry might get restrictions for the sake of national security.

### **3.7.3 Legal concerns:**

There are some legal issues that need be considered.

**3.7.3.1 Antitrust Regulations:** Due to the industry's high level of concentration, there may be worries about dominating businesses engaging in anticompetitive behavior.

**3.7.3.2 Intellectual Property:** Patents and copyrights are two forms of intellectual property that are frequently used in the telecommunications sector. Intellectual property litigation can have a considerable effect on the sector.

**3.7.3.3 Contract Disputes:** The telecommunications industry relies on complex contracts between various parties, including equipment suppliers, service providers, and customers. Disputes over contracts can lead to costly legal battles and can impact the ability of companies to operate and grow.

## **3.8 Competitive Environment and Changes in the Competitive Environment**

A small number of dominant businesses dominate Bangladesh's fiercely competitive telecommunications market. In Bangladesh, the top four telecom providers are Grameenphone, Robi Axiata, Banglalink, and Teletalk. Each of these companies consistently innovates and improves its goods and services to stay ahead of the competition. These companies compete ferociously for market share in the sector.

One significant change in the competitive environment of Bangladesh's telecom sector is the growing adoption of 4G and 5G technology. Businesses are making large expenditures to improve their infrastructure as a result of the surge in demand for high-speed internet and data services. A range of mobile payment options are now being offered to clients by businesses, which has boosted competition in the market for mobile financial services. This is due to the expansion of digitalization and e-commerce.

The importance of the customer experience is rising, indicating a change in focus. Businesses are spending money to upgrade their customer service and support systems in an effort to retain consumers and offer better customer experiences. By offering free or affordable messaging and

voice services, Over-The-Top (OTT) services like WhatsApp, Viber, and Skype are also putting conventional telecoms companies under pressure.

In conclusion, the Bangladeshi telecommunications sector is extremely competitive, with businesses expanding into new markets like mobile financial services, investing in cutting-edge technology, and enhancing consumer satisfaction. The industry's competitive landscape has changed significantly as a result of the rising popularity of OTT services and the introduction of 4G and 5G technology.

### **3.9 Future of Telecommunications Industry in Bangladesh**

With an annual growth rate of 6.8% during the previous ten years, Bangladesh's economy is one of the fastest-growing in the world, and increasing digitalization has been a major contributor. Since 2016, the number of mobile subscriptions has nearly doubled, and mobile technology and services now account for more than 5% of the GDP of the nation. The primary engine of future growth is anticipated to be the accessibility of digital services via high-speed networks. Digital services succeed when they offer free, simple-to-use, and culturally appropriate apps. One such example is the user-generated content platform Toffee, which has held the top spot in Bangladesh's Google Play entertainment category for two years. Although only about 50% of people have smartphones, operators have made the tactical decision to build ultra-fast guaranteed coverage in densely populated areas. Despite difficulties, such as legal restrictions on mobile banking, Bangladesh's digital operators have a very promising future. (Erik, 2022)

According to figures from the Bangladesh Telecommunication Regulatory Commission, the number of mobile subscribers in Bangladesh increased marginally in January, with Banglalink accounting for 55% of the overall growth. Robi Axiata's subscriber count increased by 200,000 to reach 54.6 million, while Banglalink added 330,000 users, bringing its total to 41.4 million. Grameenphone only added 70,000 new customers. With 120 million unique users, there were 180.8 million subscribers overall, an increase of 7.86% from the previous year. With 26 million additional customers, Banglalink rose to the top of the market in 2022. (Hasan, 2023)

# **Chapter Four:**

## **Description of the**

### **Main Duties**



#### **4.0 Description of Internship Duties and Responsibilities**

This chapter focuses on relevant information related to my three-month internship and the overall experience.

#### **4.1 Internship Information**

This chapter mostly concentrates on pertinent data pertaining to my internship at Banglalink. I sought to draw attention to the time frame, business, department information, employment duties, and given tasks.

#### **4.2 Period, Company, Department and Business**

I secured the chance to complete my internship at Banglalink. A telecommunications company called Banglalink helped Bangladesh transition to a digital lifestyle and a new generation of communications. Banglalink offers a wide variety of digital services across the nation and promises the Fastest 4G network. Information on the time period and working circumstances is as follows:

The period of my internship is three months that started from 16th January, 2023, and concluded on 16th April, 2023.

- My working hours were 8 hours, starting from 9 a.m. in the morning to 5 p.m. in the afternoon. I did not have to do overtime as I always used to finish my tasks on time.
- I worked 5 days a week. Fridays and Saturdays were day offs.
- My internship workplace is situated at Tiger's Den at Gulshan 1, Dhaka 1212, Bangladesh

#### **4.3 Department of Digital Business**

The Department of Digital Business was the division under which I completed my internship. The creation and administration of the business's digital services are the responsibility of Banglalink Digital Communications Ltd.'s Department of Digital Business. The department has multiple functional teams, including those for product development, digital marketing, customer experience, and data analytics, and is led by a Chief Digital Officer.

#### **4.4 Interaction with Company's Employees**

A key aspect of my work experience at Banglalink was interacting with the staff. The crew taught me a lot. I shall attempt to describe in full the manner of communication, the frequency of interaction, and my relationship with Banglalink staff.

- My internship is under the supervision of Mr. Abdullah Hill Nahian, Digital Gamification and Engagement Manager. He is focused more on inventing and managing digital products on MyBL. Eventually, making it SuperApp with the vision of 1440 minutes (24 times 60 minus a day).
- I was also working under the assistance of Mohit Kapoor, Digital Business Director at Banglalink. His role is ensuring the digital business of Banglalink at the visionary scale.
- I communicated with the entire digital business team every now and then. We brainstormed various ideas for ensuing the 1440 vision of Banglalink.
- I also spent quality time with the team members of B2B Commercial, IT and Marketing.
- Our main mode of communication was frequent face to face interaction as well as Outlook.

#### **4.5 Job Description**

I have been collaborating closely with a skilled team of digital business professionals as a department intern for digital business to support the creation and implementation of numerous digital business initiatives. My entire day was focused on the Banglalink MyBL App. I worked in creating, outlining, and phasing a few significant features for the Banglalink HQ and MyBL App. They are:

1. Digital@Core
2. VR Zone at Tiger's Den (Banglalink HQ)
3. User Case Management of Banglalink
4. Artificial Intelligence Project
5. MyBL Trivia

#### **4.6 Job Responsibilities:**

The key responsibilities that I was assigned with were as following:

- Assist in creating digital business strategies and plans to accomplish the goals of the company.
- Determine consumer trends and demands, conduct market research.
- Develop and implement digital marketing programs, including social media, email, and search engine marketing, in collaboration with cross-functional teams.
- Assist in managing digital platforms, such as mobile apps, social media, and websites.
- Support the launch and promotion of digital products.
- Create and investigate the potential for digitizing the workplace, and give the team regular reporting.
- Assist the group in managing alliances with outside vendors and agencies.
- Carry out additional tasks as directed by my supervisor.

#### **4.7 What Experiences I have Gained**

##### **4.7.1 Digital@Core**

###### **4.7.1.1 The Brief of Digital@Core**

Banglalink is a digital company. The biggest challenge of running a digital company is to have its employees up to date with the world and how it is evolving. That is why Banglalink introduced Digital@Core in Facebook Workplace where all kinds of recent trendy news of the digital world is shared on a daily basis. The agenda is to stay a step ahead than competitors.

###### **4.7.1.2 Challenges of Digital@Core**

The main challenges of Digital@Core are the following:

- While the latest news were updated and published every now and then, all of the employees did not seem to get interested in reading news in detail.

- Since a lot of news was selected, many were the same news, but different publishers.

#### **4.7.2 VR Zone at Tiger's Den**

##### **4.7.2.2 The Brief of VR Zone at Tiger's Den**

Every major digital company in the world has its own Virtual Reality zone inside their office. The agenda is to increase the brand image, educate the employees about the emerging power of VR and elevate the impression of the stakeholders.

##### **4.7.2.3 The Challenges of VR Zone are the following:**

- The head office is big, but there are a huge number of employees. So, finding a big open space is very difficult.
- As we are in the middle of a bad economy, many employees at Banglalink considered this costly project unpleasant.

#### **4.7.3 User Case Management of Banglalink**

##### **4.7.3.1 The Brief of User Case Management of Banglalink**

Lacs of Banglalink users buy internet, voice and bundle packs everyday by using the sim. Sometimes, they don't receive what they ask for due to technical glitches. This is where the user case management comes into play. Customers complain on Customer Care and Customer Care sends it to the Central Monitoring System (CMS). From the CMS, each complaint by customer is checked and resolved by the User Case Management team.

##### **4.7.3.2 The Challenges of User Case Management**

- Sometimes customers complain about false issues which wastes a lot of time to verify
- This is a time-consuming process.



#### **4.7.4 Artificial Intelligence (AI) Project**

##### **4.7.4.1 The Brief of AI project**

AI is the next big revolution in the world. Every major company is trying to use the potential of the use cases of AI. It can not only cut costs on an astronomical amount, but also it can make things work much faster. That is why, the digital business team is heavily involved in utilizing the power of AI in all parts of the business.

##### **4.7.4.2 The Challenges of AI Project**

- Most of the renowned AI companies are from abroad. Fixing a time to set a meeting with them is difficult due to the time zone barrier.
- Getting internal data of the client is necessary for AI companies to unlock the true potential AI. And, a company like Banglalink is not comfortable with sharing sensitive information with them.

#### **4.7.5 MyBL Trivia**

##### **4.7.5.1 The Brief of MyBL trivia**

An actual Banglalink feature called trivia is now available in the MyBL app at the time this research is being done. which my line manager and my assistant came up with during the course of my internship and carried out. The purpose of this function is to connect Banglalink users to the MyBL App and expose them to the new features made possible by the incorporation of the Super App into MyBL. MyBL users receive a notification asking them to respond to a few short questions so they can check out the new features. Over time, the questions change, and the live leaderboard lists the audiences with the most correct answers.

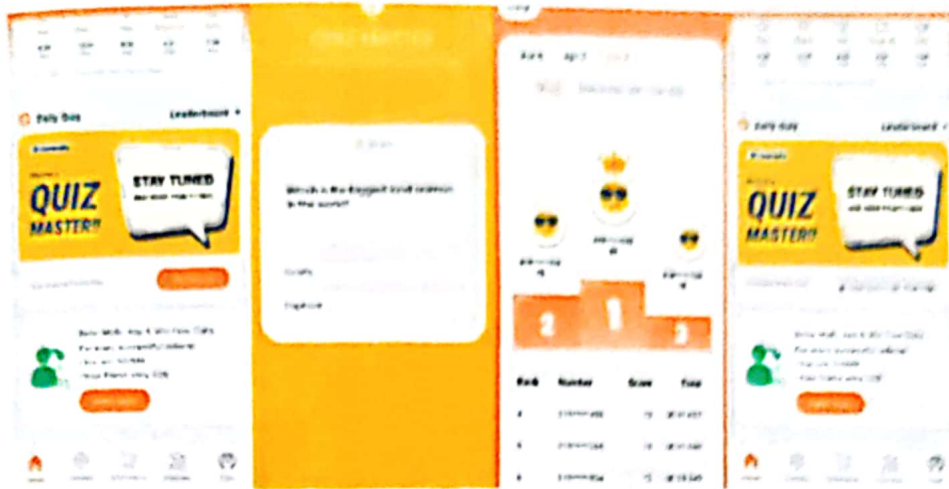


Figure: Trivia Feature

#### 4.7.5.2 The Challenges of MyBL Trivia

- Only a small portion of the audience who uses the MyBL App actually takes the quiz.
- For an audience to attempt the next question, there are relatively few retention tendencies.

#### 4.8 Tools Used

I used various important tools on my assigned tasks. For instance, I had to use Canva and MS PowerPoint for creating pitch decks and small data visualization. Moreover, I used MS Excel for updating data of Digital@Core on a monthly basis. Additionally, I had to use Outlook for communication and MS Word for documentation.

#### 4.8 Difficulties and Challenges Faced During Internship

During the internship, I faced some problems at some point. These are the following:

- The monthly remuneration for the internship was a bit delayed which created a negative impression.
- As a private organization, Banglalink does not share all kinds of information. For this reason, while brainstorming for new ideas, some ideas can not be processed further due to lack of information.

# Chapter Five:

# Analysis

## **5.0 Analysis**

In this section company level, market level and professional level analysis of Banglalink is described.

### **5.1 Company Level Analysis**

The third-largest mobile network provider in Bangladesh, Banglalink, has a solid corporate structure and culture. The separation of work across the departments allows for the centralization of all tasks and operations. Each division and department independently monitor some duties and organizational components under full central surveillance.

As a Digital Business Division intern, I properly monitored daily duties after the weekly Town Hall Meeting, which highlights the organization's predetermined aims and objectives. When the central rules and objectives are followed, this produces the most precise results from the divided tasks.

A significant portion of the activities and responsibilities were completed online thanks to the availability of a weekly home office day. This might have distanced the organization from its upward trend and slowed its progress. However, despite the new challenge, the company was able to complete all of its tasks flawlessly and in accordance with necessity.

### **5.2 Market Level Analysis**

Any telecom company's core competency is network stability. A very sophisticated Technology Division of Banglalink monitors network reliability across the entire nation. For this task, it has both active and passive components. The network's active function is to offer stability. And for the passive component, there are ongoing plans for a stable power backup to the network through various equipment and maintenance.

In order to maintain the operations in the passive portion of the network, Banglalink is assisted by a number of different vendors. By conducting proper surveillance in a timely manner, they contribute to the provision of equipment and support at the Hub Sites. They can achieve better



results in the maintenance by delegating duties in the Hub Sites while adhering to centralized guidelines.

Banglalink has taken steps to transform its MyBL app into the first-ever comprehensive superapp in the nation, dubbed MyBL SuperApp with 1440 vision. Its goal is to transform Banglalink into a full-service provider of digital lifestyle services that can meet all the needs of mobile users. It gives Banglalink a significant competitive advantage to draw in new clients and transform the telecom market. Banglalink will undoubtedly experience the most increase among its rivals in 2023.

### **5.3 Professional Level Analysis**

This internship has had a significant influence on how I view my future career. As a BTM student, it is my goal to develop my leadership skills and go into a management position in the business sector.

I would be able to explore the telecommunications sector firsthand and learn in-depth information about it. Additionally, this internship gave me the chance to improve my management and leadership abilities. I had the opportunity to take the lead and was given the freedom to act in the group's best interest.

The pre-established idea that enabled me to analyze the tasks and circumstances and make the best choice in light of the challenges and scenarios that arose was my academic knowledge. I was able to exhibit a strong skill set in the real world because of the skills I learned about in the academic program.

Additionally, I am in a better position to deal with the technical part and its management and comprehend the technology and its requirements thanks to the technical knowledge I acquired from the engineering courses in the BTM curriculum.

My theoretical understanding of management enabled me to make choices and demonstrate effective leadership. I was able to examine the situation and look for development chances thanks to the knowledge that served as the foundation for the development of my talents.

Theoretical knowledge allowed me to demonstrate my abilities while also updating my skills, which helped me keep up with the demands of the job and keep up with activities. However, the main challenge I challenge I faced was that most of the technical work are still done by the traditional engineers even if a business grad has the same level of expertise. So, I had to step up and put more effort to get the credibility of being able to handle technical work.

# **Chapter Six: Conclusion and Recommendations**

## 6.0 Conclusion and Recommendation

I have tried to briefly depict my final thoughts as per to this report as well as internship experience at Banglalink.

### 6.1 Conclusion

The development of digitization initiatives has been significantly influenced by the telecommunications industry from their inception. One of the main reasons Banglalink chose to enter this market is the fact that these programs encourage growth while also encouraging innovation and a sense of progress. The figures make it clear why digitalization within the Bangladeshi telecoms business needs more time to develop into a proper stage, yet the current situation is still quite astounding. Future digitization initiatives, which need not be restricted to the telco workspace, can build on the success factors to boost the economy. The possibilities in the telecommunications industry is enormous, so Banglalink must keep funding innovation initiatives for the benefit of the local population.

Banglalink benefits greatly from MyBL because it offers a convenient platform for account management and producing extra income. The application is a crucial part of Banglalink's digital strategy due to its competitive advantage, client engagement, and income generation possibilities.

A key element of Banglalink's market expansion strategy is the MyBL SuperApp. The application gives Banglalink a platform to attract new clients, keep hold of current ones, and boost sales through tailored promotions and enhanced services. Banglalink is establishing itself as a digital market leader in Bangladesh's telecoms industry by utilizing the possibilities of MyBL.

The main objective of Banglalink's strategy is to comprehend the demands and preferences of its target market in order to position itself as an inexpensive, premium mobile network provider that can meet the needs of households with low to middle incomes and younger consumers. The company's segmentation and targeting methods assist it in efficiently reaching its target market, and its positioning strategy aids it in standing out from rivals and forging a strong brand identity.

The MyBL app has a number of potential uses for Banglalink. Some of the application's key prospects are improved customer experiences, better revenue creation, client retention, digital



transformation, and competitive advantage. Future prospects for the MyBL app are expected to improve due to the rising use of mobile devices and the trend toward digitization.

There are many ways to profit from Banglalink app in Bangladesh. Some of the important potential that its app can take advantage of include increased smartphone penetration, expanding demand for digital services, targeting young and tech-savvy customers, utilizing big data analytics, and providing value-added services. Banglalink can improve client satisfaction and loyalty by concentrating on these chances, which could result in more sales and greater profitability for the business.

## **6.2 Recommendations**

Digital programs frequently confront a variety of difficulties, and Banglalink's programs are no exception. Following are my recommendations based on my experience at Banglalink and discussions with stakeholders:

**6.2.1 Implement Robust Legal Framework for Individual Projects:** With a solid legal foundation in place, companies like Banglalink can better negotiate the regulatory environment and safeguard their intellectual property, lowering the risk of legal issues that could obstruct their development and success. The issue with AI projects can be simply resolved by doing this.

**6.2.2 Implement Flexible & Adaptable Programming:** Companies need to be flexible and quick to react to changing market conditions and client needs in the quick-paced technological world. This fixes the issues with reorganizing Digital@Core and MyBL Trivia..

**6.2.3 Implement Contextual Structured Plans:** In light of this, a complete, structured plan must be created because every idea has a certain path to be taken in order to be executed in a real-life setting. In order to produce the most output, projects must abandon their on-the-go mentality and adopt a proper framework for each particular product. If a specific industry is the focus, a broad strategy can be helpful. Contextual planning is crucial, though, given the wide portfolio that must be managed.

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Ishrak Wasif Uday: 180061125

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 1<sup>st</sup> Week**

**Date: From 16<sup>th</sup> January, 2023 to 19<sup>th</sup> January, 2023**

**List of activities with brief description:**

1. Attended orientation session on the starting history of Banglalink and Veon
2. The company took us around the office and gave a briefing about each department and their work
3. Received insights about Digital Business Department from my company line manager
4. Participated in planning of Digital@Core project



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Academic Supervisor  
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Assistant Professor  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 2nd Week**

**Date: From 22<sup>nd</sup> January, 2023 to 26<sup>th</sup> January, 2023**

**List of activities with brief description:**

1. Researched for compatible and trendy news sources on digital landscape as a part of a project
2. Created a list of news contents accordingly
3. Got assigned to making a plan of a Virtual Reality Zone inside the corporate office of Banglalink
4. Learned the user case management of Banglalink



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 3rd Week**

**Date: From 29th January, 2023 to 2nd February, 2023**

**List of activities with brief description:**

1. Looked into the user case management of Banglalink
2. Researched on artificial tool usage for future projects
3. Researched and created Pitch Deck for VR Zone inside the office space
4. Participated in various events of family carnival of Banglalink



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**Assistant Professor**

**Business and Technology Management**

**Islamic University of Technology**

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 4th Week**

**Date: From 5th February, 2023 to 9th February, 2023**

**List of activities with brief description:**

1. Looked into the user case management of Banglalink
  - It included the CMS
  - It showed customer complaints
  - Participated in validating the complaints and reverting back to them via proper channel
2. Researched on artificial tool usage for future projects
  - Image generating tools
  - Text to speech tools
  - Content making tools
3. Booked meeting with AI tool platforms for business purpose
  - Online meeting as per convenience
4. Researched and created pitch deck for VR Zone inside the office space
  - Planned on procurement of Oculus Quest 2
  - Divided the usage of VR into three different categories (initial stage)
  - Looked into how the organization could get benefitted for the VR zone



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

Date: From 12th February, 2023 to 16th February, 2023

List of activities with brief description:

1. Looked into the user case management of Banglalink
  - It Included the CMS
  - It showed customer complaints
  - Participated in validating the complaints and reverting back to them via proper channel
2. Researched on artificial intelligence tool usage for future projects
  - Advertising tools
  - Chatbot tools
  - E-commerce tools
  - 360° marketing tools
3. Joined a meeting with the founder of Markopolo.ai
  - Checked their enterprise dashboard
  - Learned about campaign and ad tech
  - Discussed about sales conversion drive in digital space for business
4. Researched and created pitch deck for VR Zone inside the office space
  - Joined a follow up meeting for feedback of the project



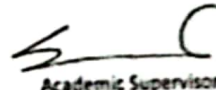
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 6th Week**

**Date: From 19th February, 2023 to 23rd February, 2023**

**List of activities with brief description:**

1. Looked into the user case management of Banglalink
  - It included the CMS
  - It showed customer complaints
  - Participated in validating the complaints and reverting back to them via proper channel
2. Researched on artificial tool usage for future integration in MyBL App
  - Art generating tools
  - Data extracting tools
  - Content generating tools
3. Joined in a meeting with the Digital Business Team
  - Discussed how we could generate a UGC (user generated content) group on social medias
  - Predicted the pros and cons of the project
  - Discussed how to make the social media groups more self-fueled
  - Cross checked the ways we could get more insights from the social medias



Company Supervisor

**Abdullah Hill Nahian**

Digital Gamification & Engagement Manager

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Banglalink Digital Communication Ltd.



Academic Supervisor

**S.M Rakibul Anwar**

Assistant Professor

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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 7th Week**

**Date: From 26th February, 2023 to 2nd March, 2023**

**List of activities with brief description:**

1. Looked into the user case management of Banglalink
  - It Included the CMS
  - It showed customer complaints
  - Participated in validating the complaints and reverting back to them via proper channel
2. Researched on artificial tool usage for future integration in MyBL App
  - Chatbot tools
  - E commerce tools
  - SEO tools
3. Researched on World Mobile Congress 2023
  - Looked into trending technologies
  - Researched on Artificial Intelligence exhibitors
  - Looked into featured booths of the events

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 8th Week**

**Date: From 5th March, 2023 to 9th March, 2023**

**List of activities with brief description:**

1. Looked into trendy digital news for Digital@Core
  - Researched for news that generated talkability
  - Shortlisting two news for every week
  - Got deadline for picking 8 top featured news for the month of March
2. Researched on artificial tool usage for future integration in MyBL App
  - Speech auto clarity tools
  - 3D modeling tools
  - Consolidated tracker tools
3. Researched on World Mobile Congress 2023
  - Looked into trending technologies
  - Researched on Artificial Intelligence exhibitors
  - Looked into featured booths of the events



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 9th Week**

**Date: From 12th March, 2023 to 16th March, 2023**

**List of activities with brief description:**

1. Looked into trivia games for MyBL Super App
  - Researched for latest trivia games
  - Discussed about social engagement it might bring
  - Cross checked on how it could be monetized
2. Researched on artificial tool usage for future integration in MyBL App
  - AI assistant tools
  - 3D modeling tools
  - Marketing tools
3. Researched on World Mobile Congress 2023
  - Looked into trending technologies
  - Researched on Artificial Intelligence exhibitors
  - Looked into featured booths of the events



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 10th Week**

**Date: From 19th March, 2023 to 23rd March, 2023**

**List of activities with brief description:**

1. Looked into trivia games for MyBL Super App
  - Researched for latest trivia games
  - Selected 200 images and 200 questions for the app
  - Selected 150 video clips and 150 questions for the app
2. Meeting with Digital Business Director for AI project
  - Discussed how AI could be capitalized not only on BL, but also in GDP
  - Making a plan of cutting off baseline employees for cost reduction
  - Gave brief of top AI trends by tech giants
3. Researched on potential ad clients for MyBL
  - Listed out top companies in Dhaka and Chittagong
  - Listed out large footprints in Dhaka and Chittagong
  - Listed out geographic coordinates of the listed locations



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 11th Week**

**Date: From 26th March, 2023 to 30th March, 2023**

**List of activities with brief description:**

1. Looked into trivia games for MyBL Super App
  - Researched for trivia games question
  - Focused on questions that can influence users to buy data packs
  - Made a database of image and text based questions for the trivia game
2. Meeting with Digital Business Director for AI project
  - Discussed how AI could be capitalized not only on BL, but also in GDP
  - Making a plan of cutting off baseline employees for cost reduction
  - Gave brief of top AI trends by tech giants
3. Researched on potential ad clients for MyBL
  - Made a list of potential brand partners
  - Gathered point of contacts of the representatives
  - Listed out geographic coordinates of the listed locations



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Date: From 2<sup>nd</sup> April, 2023 to 6<sup>th</sup> April, 2023

List of activities with brief description:

1. Prepared pitch deck for the long term BC plan for Banglalink Selfcare SuperApp
  - Showed the user experience journey
  - Created digital operator strategy framework
  - Researched about fast evolving regulatory environment for current players
2. Meeting with Gamification Team for trivia game in MyBL app
  - Prepared 3 types of categories of quizzes
  - Made mock questionnaire
  - Discussed about types of incentives to pull customers in the app
3. Researched on potential ad clients for MyBL
  - Made a list of potential brand partners
  - Gathered point of contacts of the representatives
  - Listed out geographic coordinates of the listed locations



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