

Internship Report on
“Enterprise Solutions & Service at Banglalink Digital Communications Ltd”



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)
ORGANISATION OF ISLAMIC COOPERATION (OIC)



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 Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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

Letter of Transmittal

Dr. Mohammad Shamsu Uddin

Assistant Professor

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Gazipur.

Subject: Submission of “**Internship Report on Enterprise Solutions & Service at Banglalink Digital Communications Ltd.**”

Dear Sir,

I hereby submit the internship report for the "**Internship Report on Enterprise Solutions & Service at Banglalink Digital Communications Ltd**" that is a part of the internship program. Being able to work directly under your direction was a major accomplishment for me.

While writing this report, I did my best to portray the state of the business and to think back on my own experiences working there. The chance to work with Banglalink has created a wealth of opportunities for growth both professionally and personally. Working there and writing this report under your direction was a wonderful experience.

If you would please accept my report and offer me any type of professional advice or feedback you may have, I would be eternally grateful.

Sincerely yours,

Md. Abtab Karim Kabbo

ID: 180061132

Declaration

I, Md. Abtab Karim Kabbo of the Business and Technology Management (BTM) department at the Islamic University of Technology, hereby certify that the report titled "Internship Report on Enterprise Solutions & Service at Banglalink Digital Communications Ltd" was written by me independently and under the guidance of Dr. Mohammad Shamsu Uddin, an assistant professor in the BTM department at the Islamic University of Technology. This paper complies entirely with the Islamic University of Technology's policies against plagiarism and collusion and was not submitted to any other institution (school, college, or university) for any academic credit.

Kind regards,



Name: Md. Abtab Karim Kabbo

ID:180061132

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Acknowledgement

This report is the culmination of the dedicated efforts and support of many individuals, and I am grateful to each and every one of them for their contributions in helping me complete it. Firstly, I want to express my appreciation to Allah for granting me the ability, patience, and resilience to fulfill my responsibilities as an intern at Banglalink Digital Communication Ltd, which is the focal point of this report.

Second, I want to express my thanks to Dr. Mohammad Shamsu Uddin, Assistant Professor, who has served as my distinguished adviser throughout the process. My line manager at Banglalink Digital Communication Ltd, S M Iftekharul Islam, deserves my thanks for her steadfast leadership and support throughout my internship. Without their help, this report would not have been possible.

The entire BTM department deserves praise for their persistent work in making sure that the internship program for me and my classmates is a success. They were instrumental in combining theoretical knowledge with hands-on corporate experience.

Lastly, I wish to thank my family for their support in keeping me strong and healthy throughout the entire period. I also want to express my gratitude to my coworkers for providing me with helpful recommendations and guidance, as well as for motivating me. I must emphasize the welcoming and supportive environment, which helped me overcome numerous challenges.

Executive Summary

This report aims to summarize my three-month internship program, which was designed to provide me with practical professional experience. It outlines my internship experience at the Enterprise Solutions & Service Department of Banglalink Digital Communication Ltd.

Banglalink Digital Communications Ltd is a subsidiary of VEON Ltd, a multinational with a portfolio of digital and communication services, having operations in various countries around the world. In the world of telecommunications, Banglalink is one of the leading telecom companies in Bangladesh. Banglalink has always been active in bringing innovative and affordable products and services to satisfy customers. For compliance and governance, they have set a benchmark for others, and they are known for creating leaders who lead both domestic and global organizations.

The Enterprise Solutions and Service (ESS) department of Banglalink Digital Communications Ltd is a specialized department that focuses on providing digital solutions and services to businesses and enterprises in Bangladesh. The ESS department offers a range of services and solutions, including internet and data connectivity, cloud services, cybersecurity solutions, asset management, and more. As an intern, I closely monitored how the department runs, and I had the opportunity to work on many important projects like SCCM (Microsoft System Center Configuration Manager), Employee dashboard upgrade, Asset database analysis and SCM of asset budgeting, under the supervision of ESS Manager, S M Iftekharul Islam bhai.

Through my internship, I was able to spend three months immersed in the company culture. It expanded my knowledge of what it was like to work in a corporate setting, fostering both my professional and personal development. This has significantly affected my professional goals by highlighting areas where I can grow, learn, and contribute.

The report starts with an overview of the company, company analysis, industry analysis, and my roles and responsibilities as an intern. I also provided an analysis at different levels, including company, market, and professional. Finally, I gave my recommendations on the scopes of improvement both in Banglalink Digital Communications Ltd and our courses of BTM.

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Chapter 1: Introduction

1 Introduction

This report serves as an essential component of my 8th-semester course, Internship 4800. With the objective of sharing my experiences gained while working at Banglalink Digital Communication Ltd, a telecommunication company, I present this report. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is mandatory for me and plays a vital role in my graduation. I completed a 3-month internship in the Enterprise Solutions & Service department of Banglalink Digital Communication Ltd, which is a part of the multinational company VEON Group.

In today's world, internships have become increasingly vital to supplement our education and secure future employment. It provides valuable insights into the workings of an industry, necessary skills, and helps demonstrate our potential as productive employees. The internship was a life-changing experience for me, and in this report, I will cover its purpose and scope.

I will analyze and evaluate how the organization operates, its management, marketing, and financial practices to the best of my knowledge. This internship provided me with a chance to understand the inner workings of the telecommunications and digital entertainment sector, gaining insights into daily practices unique to each position. I had the opportunity to observe and learn from experienced professionals, try out the jobs myself, and gain hands-on experience.

This report focuses on the Enterprise Solutions & Service department where I worked, my roles and responsibilities, and an analysis of lessons learned during the internship. The program proved to be immensely beneficial to me, introducing me to the corporate world, and serving as a foundation for my growth and learning. I believe this experience will serve as a stepping stone for me in the corporate world, and for my department mates who will follow me, it will be an excellent opportunity to learn practically and prepare for a career in the corporate world.

1.1 Background of the Report

One of Bangladesh's biggest telecom service providers is Banglalink Digital Communications Limited. It is a division of the international telecoms giant VEON. Since its establishment in Bangladesh in 2005, Banglalink has served millions of clients there by offering mobile phone, high-speed internet, and other digital services. In addition to mobile and internet services, Banglalink offers its customers a wide range of digital services, such as music streaming, mobile financial services, and other value-added services. In addition, the company has launched several initiatives to widen digital inclusion and reduce the digital divide in Bangladesh. I will discuss my three-month internship with Banglalink's Enterprise Service and

Solution division in this report, specifically my experiences working with the Claim Project Management team. I'll give a brief summary of the worthwhile things I discovered there and how this experience will help me achieve my long-term professional goals.

1.2 Origin of the Report

For students in the Islamic University of Technology's Business and Technology Management department, this report is an essential part of their internship program. The curriculum is created to give students the real-world knowledge and experience they need to excel in the workplace. I participated in a 3-month internship program at Banglalink Digital Communications Ltd.'s Enterprise Solutions & Service as a student in the department of Business and Technology Management's final semester. This research attempts to shed light on Banglalink and its offerings while also educating readers about the market it competes in. By taking part in this internship program, I was able to develop my professional network and apply the theoretical ideas I had learnt in the classroom to actual work settings. This paper gives a thorough study of the department's operations and policies while also outlining my experiences and observations during the program.

1.3 Main Purpose of the Internship Program

I will talk about the main goal of the internship program in this section. I outline the primary goals below:

- Amass experience in a genuine corporate environment.
- The job market should be introduced to students.
- Relate theory to practice.
- Compile thorough information regarding the job description.
- Fulfillment of criteria for the BBA program.
- Give students the chance to connect with and be mentored by specialists in the field to learn about the job market and possible career options.

The report was created in compliance with the University's requirements for the Business and Technology Department during a three-month internship at Banglalink Digital Communications Ltd. It includes details about the business and its offerings as well as details about the sector in which the business works.

1.4 Objective of the Report

Throughout my three-month internship at Banglalink Digital Communications Ltd, my main objective was to gain a comprehensive understanding of the operations of the Enterprise Solutions & Service department and how they work towards achieving their goals. This report aims to demonstrate my understanding of the work completed and the experience gained during the internship program.

The report will cover the following points:

- An overview of my three-month internship experience at Banglalink Digital Communications Ltd.
- An outline of my duties and responsibilities as an intern.
- A depiction of the overall condition and status of the company in both domestic and international markets.
- A discussion of how my academic learning has been related to my practical experience at the company.

By highlighting my internship experience and the knowledge I have gained, this report aims to provide valuable insights into the workings of Banglalink Digital Communications Ltd and the telecom industry as a whole.

1.5 Methodology Used

While writing this paper, I acquired facts and opinions from both primary and secondary sources. Below, we include the primary and secondary sources of information.

Primary Source:

The majority of the information in this paper was gleaned from primary research.

- The company's employees have been the main sources of information.
- My journal and notes from the duration of my internship.

Secondary Source:

Although primary research accounts for the majority of this report, secondary sources provided a sizable portion of the data that was included in the report.

- Banglalink's annual reports
- Research papers

- Reports from prior internships
- Google search engine
- Banglalink's website and app.

1.6 Significance

This study gives a clear and analytical overview of the company, Banglalink Digital Communications Ltd.'s Enterprise Solutions & Service division, and the sector in which it competes. It gives particular facts regarding the company's performance in the regional marketplaces and largely concentrates on the viewpoint of the employees. Readers will learn about the operational and analytical operations of the Bangladeshi telecommunications industry from this research. This report is a crucial component of the BTM department students' knowledge development. It will act as a guide to assist you comprehend the possibilities of having industrial experience.

1.7 Scope of the Research

This paper provides a general overview of Banglalink Digital Communications Ltd., in particular its Enterprise Solutions & Service division. The reader will be able to learn about the organization's general purpose, working conditions, and contribution to the local and global markets. Additionally, it offers insight into the broader telecommunications sector. Last but not least, it will give a general idea of my complete internship term, learnings, and recommendations.

1.8 Limitations

The following restrictions were encountered whilst this report was being written.

- **Secrecy:** Gathering information and safeguarding the secrecy of the data gathered was the biggest obstacle in the preparation of this report. Information collection has been challenging due to the very confidential nature of this profession.
- **Time constraint:** For the corporation to get all of its expertise and insight, three months was a relatively short period of time. Despite this restriction, I have tried to maximize this opportunity.



Chapter 2: Company Analysis

2 Company Analysis

Banglalink, a major telecom operator in Bangladesh, provides a comprehensive range of services to millions of subscribers across the country, including mobile voice, data, and digital services. With a vision to connect Bangladesh digitally, the company aims to empower its customers with customized solutions that meet their diverse communication needs.

Banglalink's mission is to improve the lives of people in Bangladesh by enhancing connectivity, promoting digital inclusion, and providing access to the digital world. The company's robust network infrastructure covers nearly the entire population of Bangladesh, and it continually invests in modernization to ensure that its customers receive high-quality services.

Apart from its primary telecommunications services, Banglalink also offers a variety of value-added services such as mobile banking, entertainment, and lifestyle services, enriching its customers' lives and contributing to the development of the digital ecosystem in Bangladesh.

2.1 Mother Company “VEON”

Veon is an international provider of telecommunications services with operations in 9 different nations. The business was established in 1992, and its main office is in Amsterdam, Netherlands. Veon serves more than 210 million consumers globally with a variety of services, including phone, message, data, and digital services. About 40,000 people work for the company, which will bring in \$8.6 billion in revenue in 2020. The NASDAQ and Euronext Amsterdam stock markets both list Veon. In both emerging and mature areas, the company's purpose is to connect people by offering innovative and reasonably priced telecommunications products. Over 210 million customers are served by the company across a number of countries, including Russia, Italy, Algeria, Pakistan, Ukraine, Uzbekistan, Kazakhstan, Kyrgyzstan, and Bangladesh. Veon has a significant presence in emerging regions and maintains its corporate headquarters in Amsterdam, the Netherlands. Veon keeps growing its offerings and adjusting to the shifting telecommunications landscape by putting a strong emphasis on digital transformation and innovation.



Figure 1: VEON's Brands

Through its subsidiaries and brands, such as Beeline, Kyivstar, Jazz, Banglalink, Toffee and Djezzy, the company offers voice, data, and digital services to its clients. Veon specializes on providing cutting-edge services to its clients, including m-commerce, digital advertising, and mobile banking services. In order to improve its offers and develop new revenue sources, the corporation has also been growing its alliances with international technology companies.

Veon has persevered and expanded its business in spite of difficulties like regulatory hurdles and fierce competition. The business is dedicated to generating value for all of its stakeholders and making investments in cutting-edge technology to enhance the clientele's experience.

2.2 Brief History of Banglalink Digital Communications Ltd

One of the top telecom firms in Bangladesh, Banglalink, got its start in 2004 when Egypt-based Orascom Telecom Holdings bought the majority of Sheba Telecom, which had been in business since 1998. After that, the business changed its name to Banglalink, ushering in a new era in Bangladesh's telecom industry. In an effort to close the digital divide in the nation, Banglalink has pledged to provide its consumers with cutting-edge and reasonably priced telecommunications services since the company's start.

When VimpelCom (now VEON) purchased Orascom Telecom Holdings in 2011, Banglalink became a member of the VEON organization. This acquisition improved Banglalink's competitive position and gave them access to a vast network of resources and industry knowledge.

Banglalink has developed tremendously over time, broadening its network footprint and service offerings to meet the changing demands of the market. The business has led the way in embracing new technology, introducing 3G services in 2013 and being among the first operators to provide 4G services in 2018. The clientele of Banglalink has also expanded quickly. One of Bangladesh's leading mobile operators, Banglalink announced in 2023 that it had amassed 40 million users nationwide.

2.3 Mission, Vision & Objective of Banglalink Digital Communications Ltd

Mission: Banglalink's success was founded on a straightforward mission: "Making mobile telephony accessible to everyone." The basis of its plan was this. With this objective in hand, Banglalink transformed the status of mobile phones from a luxury to a need and brought them to Bangladesh's general populace, earning a place in their hearts. In Bangladesh, the cellphone has come to represent the country's progress.

Vision: Banglalink is committed to delivering cutting-edge, client-focused products and setting the standard for outstanding customer service.

Objective: Through diversified telecommunications activities and the implementation of cutting-edge concepts, it seeks to achieve client pleasure.

2.4 Efforts & Values of Banglalink Digital Communications Ltd

Efforts: Through a highly motivated, focused, and dedicated workforce, the objective will be accomplished.

- Commitment to the client
- Prompt and accurate response to the client's needs
- Sharing of the client's values and beliefs
- Offer top-notch solutions to client problems and challenges
- Offer goods and services at reasonable prices
- Expand along with the needs of our customers
- Build enduring relationships based on mutual respect and trust
- Offer services with a high level of professionalism, and make use of cutting-edge technology.

Values: To better understand people's needs and create useful communication services, Banglalink aspires to simplify and improve people's lives. They have defined a few values for themselves in order to make sure their vision is realized. They aim to be:

- **Customer Obsessed:** Customer obsession is at the heart of everything Banglalink does. The company is committed to understanding and meeting the diverse needs of its customers by providing them with personalized solutions and exceptional service.
- **Entrepreneurial:** Entrepreneurship is another key value of Banglalink. The company encourages its employees to take ownership of their work and to think creatively and ambitiously, always looking for new opportunities to grow and develop.
- **Innovative:** Innovation is also central to Banglalink's identity. The company is constantly exploring new technologies and approaches to improve its products and services, and to create new value for its customers.

- **Collaborative:** Collaboration is another important value of Banglalink. The company recognizes that working together with its employees, partners, and customers is essential to achieving its goals and delivering the best possible outcomes.



Figure 2: Banglalink Values

- **Truthful:** Truthfulness is a fundamental value that underpins all of Banglalink's actions and decisions. The company is committed to being transparent and honest in its dealings, and to upholding the highest ethical standards in all aspects of its business.

2.5 Banglalink Slogan “Start Something New”

Banglalink's brand tagline, "start something new," expresses the company's dedication to offering cutting-edge solutions that enable its clients to embrace change and explore new avenues. The phrase encapsulates Banglalink's purpose to be a catalyst for Bangladesh's development and transformation by providing cutting-edge services and technology that empower people and organizations to start new endeavors and realize their objectives.

The motto also reflects the company's commitment on digital inclusivity and efforts to reduce the digital divide in Bangladesh. Banglalink is empowering its consumers to enter the digital world and take advantage of the opportunities that come with it by pushing them to "start something new."



Figure 3: Logo and Tagline of Banglalink

The tagline "start something new" sums up Banglalink's dedication to giving its clients the instruments and resources they require to prosper and thrive in a constantly shifting environment.

2.6 Competitors

The highly competitive telecommunications industry in Bangladesh presents Banglalink with severe competition from other significant companies. Its principal rivals include:

- **Grameenphone:** Bangladesh's largest mobile operator, Grameenphone, a unit of the Telenor Group, today serves millions of subscribers with a wide range of voice, data, and digital services. Grameenphone has had a huge influence on the industry thanks to its extensive network coverage, reasonable rates, and focus on customer pleasure. Subscribers to Grameenphone total 7.34 crore.
- **Robi Axiata Limited:** Robi is a major rival in the Bangladeshi telecommunications sector and is a joint venture between Axiata Group Berhad and Bharti Airtel Limited. A full range of mobile services from Robi are available, including voice, data, and value-added services. For the purpose of improving its service offerings and preserving a competitive edge, the corporation has been making significant investments in network expansion and technology upgrades. It is Bangladesh's second-largest telecom provider with 5.44 crore subscribers.
- **Teletalk Bangladesh Limited:** Teletalk is the sole state-owned mobile operator in Bangladesh, owned and run by the government. Due to its government support and dedication to offering Bangladeshi consumers accessible mobile services, Teletalk maintains its competitive edge despite having a smaller market share (6.67 million subscribers) than the other operators.

2.7 Departments

Banglalink Digital Communications Ltd. has ten departments, each with its own set of duties. I worked as an intern for the Technology division's Enterprise Solutions and Service department.



Figure 4: Banglalink's Department

2.8 Organizational Chart of Banglalink

Tiger's Den, House 4 (SWH), Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka 1212, Bangladesh, is home to Banglalink's main office, sometimes referred to as its headquarters. The top decision-makers and numerous departments in charge of the company's efficient operations, strategic growth, and general business management are located in this central hub. The main office is essential to managing the business' operations and promoting market expansion in the telecoms sector. Over 3,000 people are employed by Banglalink, and they are spread out among several offices and departments.



Figure 5: Organization Chart

2.9 Organogram of Technology Division

Several departments make up each division. I once served as an intern with Enterprise Solutions and Services, which is a sub department of Business Service Management. The technology division's organizational chart is shown below:

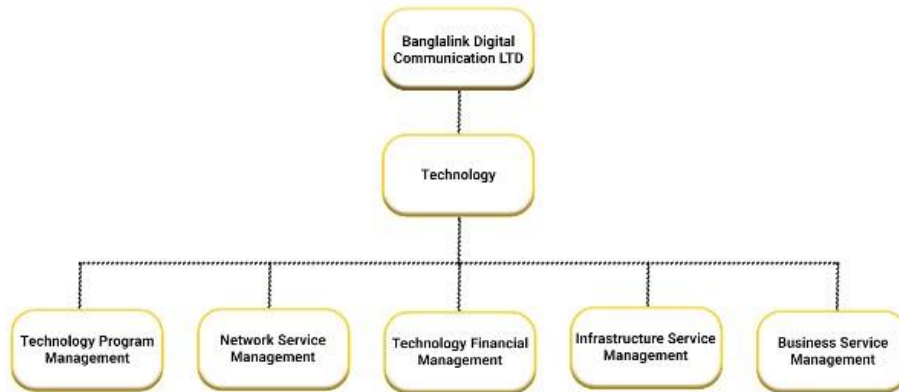


Figure 6: Organogram of Technology Division

2.10 Organizational Hierarchy

Banglalink Digital Communications Ltd. has a flat organizational hierarchy. The Director and Deputy Director oversee each department under the direction of the CXO. Mid-Level management is related to heads of departments. Almost every department has a Manager, Assistant Manager, Officer, or Specialist who reports to the Head of Department. This chain of command is depicted in the diagram below.

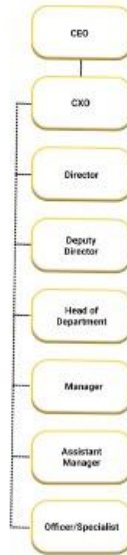


Figure 7: Organizational Hierarchy

2.11 SWOT Analysis

An abbreviation for a company's internal strengths and weaknesses as well as the environmental Opportunities and Threats it faces is SWOT. Therefore, the scenario will be as follows if we consider Banglalink to be a business entity and examine its strength, weakness, opportunity, and threat:

Strength:

- Powerful client relationships
- Better brand's perception among customers
- Provide better services.
- Convenient call rate
- A productive and motivated staff
- The fastest network services
- Robust network
- Skilled personnel

Weakness:

- A rural location with a weak network.
- Poor training of unskilled workers.
- A lack of novel products.
- The lack of effective marketing initiatives.
- Laggard.

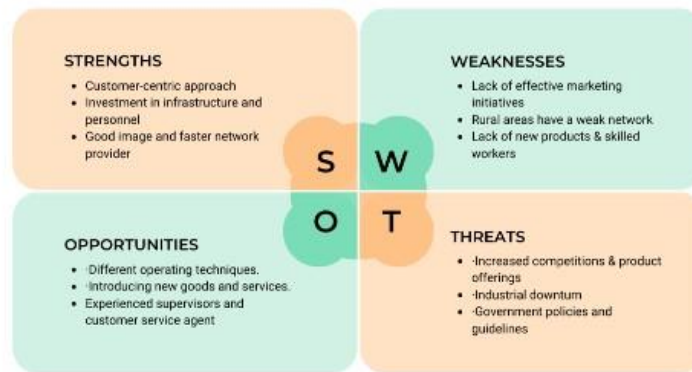


Figure 8: SWOT Analysis

Opportunities:

- Different operating techniques.
- Introducing new goods and services.
- Experienced supervisors and customer service agents.

Threats:

- Increased competition from other telecom companies in the market.
- Other telecom companies offer comparable products.
- Industrial downturn brought on by failure to win customers from other businesses.
- Government policies and guidelines.

2.12 Porter's Five Forces

The five forces that form each industry are found and examined using Porter's Five Factors, which also aids in determining the industry's strengths and weaknesses. Companies use these forces to develop strategies by figuring out the structure of an industry. The Porter's Five Forces analysis for Banglalink Digital Communications LTD is presented below.

Threat of new entrants

The telecommunications industry in Bangladesh has a relatively low barrier to entry, which makes the threat of new entrants high. However, the market is already dominated by established players, which means that new entrants will have to compete with these players, which may prove to be challenging.

Factors contributing to the threat of new entrants:

- Entry obstacles are minimal.
- Firm competitors with a substantial market share.
- A large amount of capital is needed to set up a communications network.

Bargaining power of suppliers

In Bangladesh's telecommunications sector, suppliers have virtually little negotiating strength. This is because there are many providers on the market, giving operators like Banglalink a wider range of possibilities. By using their size and purchasing power, operators can also bargain advantageous pricing with suppliers.

The following variables affect suppliers' negotiating position:

- Large number of suppliers in the market.
- Operators can leverage their size and bargaining power.
- Supplier Concentration.
- Switching Costs for the Company.



Figure 9: Porter's Five Forces

Bargaining power of buyers

Buyers have some negotiation leverage in the telecom industry in Bangladesh. Customers have many options and can quickly move between providers, which is why this is the case. Companies like Banglalink must continually offer customers enticing prices and features in order to retain them because switching providers is not particularly expensive.

The following elements influence buyers' negotiating power:

- A wide range of customer alternatives.
- Low switching costs for consumers.
- Buyer's price sensitivity.
- Buyer's information about the market and the product.

Threat of substitutes

In Bangladesh's telecommunications sector, the threat of replacements is moderate. While there are alternatives available, such as landlines and internet-based communication tools, mobile phone usage remains the most popular form of communication in the country.

Factors contributing to the threat of substitutes:

- Availability of alternatives, such as landlines and internet-based communication tools.
- Mobile phone usage is the most popular form of communication in Bangladesh.

Intensity of competitive rivalry

The competitive rivalry in the telecommunications industry in Bangladesh is high. There are several established players in the market, including Grameenphone and Robi, that compete fiercely for market share. This competition puts pressure on companies like Banglalink to continually innovate and improve their services to stay ahead of the competition.

Competitor rivalry's intensity is influenced by the following factors:

- Several established players in the market.
- High competition for market share.
- Need for continual innovation and improvement of services to stay ahead of the competition.

Overall, Banglalink has intense competition in the market, which requires it to constantly develop and enhance its offerings in order to be competitive. While there are several factors that contribute to the competitiveness of the industry, the low barriers to entry and the high bargaining power of buyers are particularly significant challenges for Banglalink.

2.13 PESTEL Analysis

PESTEL analysis, which divides the external environment of a firm into Political, Economic, Social, Technological, Environmental, and Legal elements, aids in evaluating that environment. It is a useful

framework for developing company strategy and aids in identifying the business's possibilities and risks. A picture was used to illustrate the PESTEL analysis of Banglalink Digital Communications LTD, and a description followed.

Political:

- The government of Bangladesh regulates the telecommunications sector through the Bangladesh Telecommunication Regulatory Commission (BTRC).
- The government has introduced various policies to encourage foreign investment in the sector, which has led to the entry of international players like Grameenphone and Robi.
- Political instability and corruption can create challenges for businesses operating in Bangladesh.

Economic:

- With a sizable and expanding middle class, Bangladesh has one of the fastest-growing economies in the world.
- The telecommunications industry has been a key factor in the expansion of the economic growth of Bangladesh.
- The financial performance of telecommunications companies can be impacted by inflation and currency changes.

Social:

- The demand for digital services, such as mobile data and the internet, is rising in Bangladesh due to its size, growth, and high number of young people.
- The kinds of goods and services that are popular in Bangladesh can vary depending on social and cultural standards.

Technological:

- Rapid advancements in technology have led to increased competition in the telecommunications sector.
- Banglalink needs to continually invest in its network infrastructure to remain competitive.
- The adoption of new technologies, such as 5G, can provide opportunities for Banglalink to offer new and innovative services.

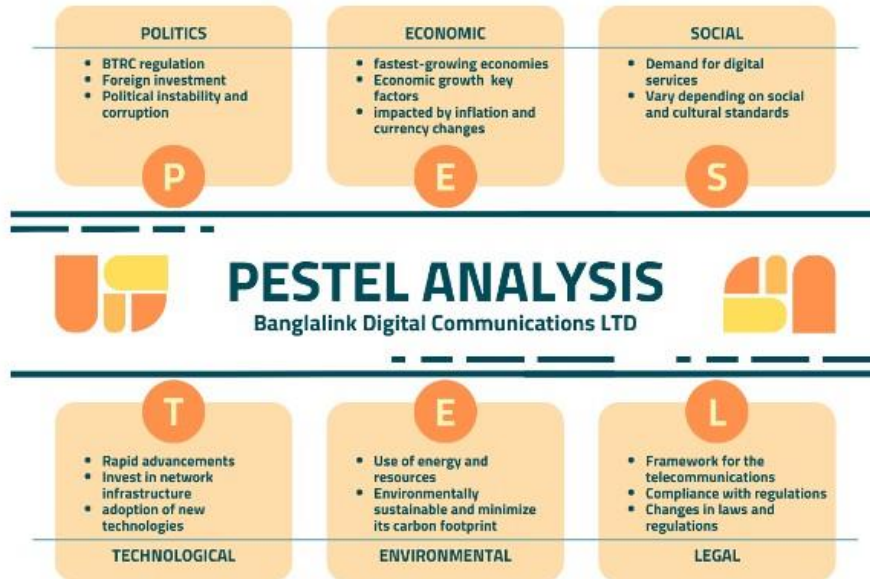


Figure 10: PESTEL Analysis

Environmental:

- The telecommunications sector can have a significant impact on the environment through the use of energy and resources.
- Banglalink needs to ensure that its operations are environmentally sustainable and minimize its carbon footprint.

Legal:

- The legal framework for the telecommunications sector is governed by the BTRC.
- Compliance with regulations is essential for Banglalink to avoid penalties and maintain its license to operate.
- Changes in laws and regulations can impact the operations of telecommunications companies.



Chapter 3: Industry Analysis

3 Industry Analysis

This chapter covers every aspect of the telecommunications industry, such as its size, growth patterns, maturity, seasonality, etc. Banglalink Digital Communications LTD's competitors and competitive advantages have been covered in this chapter.

3.1 Industry size

The global telecommunications market is estimated to be valued USD 1.74 trillion as of 2021, and it is anticipated to expand to USD 2.2 trillion by 2026, with a CAGR of 4.8% over the forecast period (2021-2026). The sector includes a number of subsectors, including producers of equipment, internet services, satellite communications, fixed and mobile networks, and internet services.

Over the past ten years, Bangladesh's telecommunications sector has seen rapid expansion. The total revenue of the business was BDT 555.5 billion (USD 6.6 billion) in the fiscal year 2019–20, up 12.3% from the previous year, according to a study by the Bangladesh Telecommunication Regulatory Commission (BTRC). With a contribution of about 98% of the total revenue, the mobile segment had the biggest revenue share.

Over 171 million people in Bangladesh had mobile phones as of January 2021, and the number of mobile subscribers has also been steadily rising. Additionally increasing, the country's internet penetration rate increased from 13.5% in 2014 to 51.7% as of July 2021. The rising affordability of smartphones and the spread of 4G and 3G networks have been the main drivers of this rise.

The government of Bangladesh has been aggressively encouraging the growth of the telecommunications industry in the nation. To encourage the development of network infrastructure and the uptake of new technologies, the government has introduced a number of initiatives and policies. For instance, the government has been taking steps to reach its aim of having 100% of the nation's population have access to broadband internet by 2025.

In general, Bangladesh's telecom sector is expanding quickly and continues to offer promising opportunities for investors and companies wishing to increase their operations there.

3.2 Growth trends

Bangladesh's economy has grown rapidly in recent years, averaging over 6% annual growth during the past ten years. The country's telecommunications industry has been significantly impacted by the rise in internet and mobile phone use. Some observable growth trends in Bangladesh's telecoms industry include the following:

- **Rising Mobile Phone Penetration:** With over 90% of the Bangladeshi population now possessing a mobile phone, mobile phone usage has dramatically increased in Bangladesh. Demand for mobile services, including voice and internet, has increased as a result.

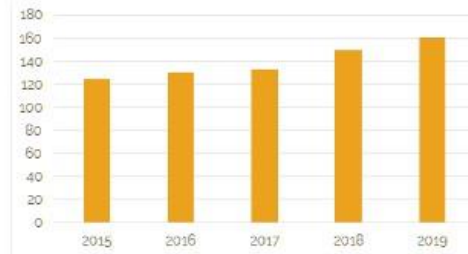


Figure 11: Total Number (million) of Subscribers in BD (2015-2019)

- **Tremendous Internet Growth:** Over the last five years, there has been a tremendous rise in internet usage in Bangladesh, with a 50% increase in users. This expansion has been fueled by the rising affordability of smartphones and mobile data plans.

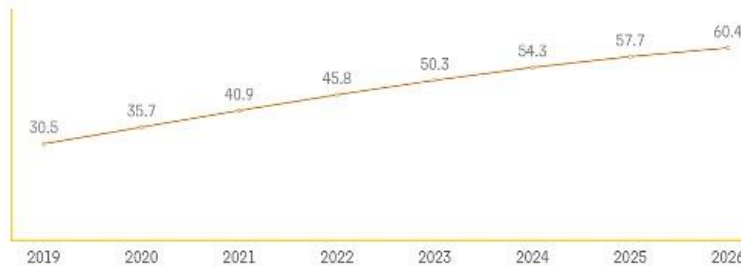


Figure 12: Internet Penetration (million) in Bangladesh (2019-2026)

- **Expansion of Network Infrastructure:** Telecommunications companies in Bangladesh have been investing heavily in network expansion and modernization to meet the growing demand for mobile services. This has led to increased coverage and improved network quality.
- **Emergence of Digital Services:** The growth of mobile and internet usage in Bangladesh has created opportunities for the development of new digital services, such as mobile banking, e-commerce, and digital entertainment.

3.3 The Target Market of Bangladesh Telecommunication Industry

The target market for the Bangladeshi telecommunications industry is big and diverse, and it consists of both urban and rural residents. With a population of over 165 million, Bangladesh is one of the most densely inhabited countries in the world and also has a high mobile phone usage rate.

The sector's primary target market includes the following demographic groups:

- **Young adults and working professionals:** This demographic make up a sizable portion of the market due to their heavy reliance on mobile phones for social networking, communication, and work-related tasks.
- **Business owners and entrepreneurs:** Since it is so critical for facilitating communication and business transactions, the telecommunications industry is a key target market for mobile providers.
- **Rural populations:** Since a large portion of Bangladesh's population lives in rural regions, mobile carriers have a great opportunity to connect with this demographic and provide them with services that are both convenient and inexpensive.
- **Low-income households:** Due to Bangladesh's high percentage of poverty, low-income households require affordable and accessible telecommunications services.

The target market for the Bangladeshi telecommunications industry includes people of all ages. But different age groups use telecommunication services at different rates. These include:

- **Youth and Young Adults:** In Bangladesh, the telecommunications sector's primary target market is young people (aged 15 to 34). This generation is very technologically adept and primarily relies on mobile phones and other digital gadgets for communication, entertainment, and other uses.

- **Middle-aged individuals:** The Bangladeshi telecommunications sector has identified middle-aged individuals (aged 35 to 54) as a key target market. Additionally, this group is heavily reliant on mobile phones for communication and is using them more frequently for work and other purposes.
- **Seniors:** Although the target market for seniors (those 55 and older) is smaller than it is for younger age groups, they are still a crucial segment of the Bangladeshi telecommunications market. The use of mobile phones and other digital devices by this demographic to remain in touch with loved ones, access information, and find entertainment is on the rise.

The industry has also focused on niche markets recently, such as streaming services, gamers, and content creators. Because mobile gaming and online entertainment are becoming more and more popular, mobile operators now have a fantastic opportunity to provide specialized services and satisfy the changing needs of their customers.

3.4 Regional Perspectives

From a regional standpoint, the telecommunications sector differs greatly between various parts of the world. Here are some significant findings:

Asia-Pacific: The Asia-Pacific area has the world's largest and fastest-growing telecom market, which is primarily fueled by the region's dense population and rising demand for mobile services. Recent years have seen a dramatic increase in the number of mobile customers in nations like China, India, and Indonesia.

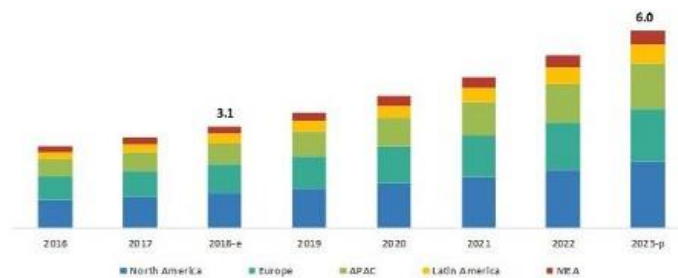


Figure 13: Telecom Analytics Market, USD Billion (2016-2023)

North America: Major companies including AT&T, Verizon, and T-Mobile dominate the North American telecom industry. Due to the market's relative maturity, innovation and technological breakthroughs rather than a growing client base are what fuel growth.

Europe: A significant number of players compete in a highly fragmented market that makes up the European telecom industry. The industry is comparatively developed, with adoption of new technologies like 5G and the demand for high-speed data services being the main drivers of growth.

Middle East and Africa: Many nations in the Middle East and Africa have low rates of mobile penetration, and the region's telecom market is still in its early stages of development. The market has recently seen a substantial rebound despite prior modest growth. The development of network infrastructure and a growth in the use of mobile services have contributed to this.

Latin America: Brazil and Mexico are the two largest players in the region's telecoms industry. The market is characterized by a small number of dominating firms, with pricing and service quality being the main areas of rivalry.

3.5 Impact of Covid 19

The COVID-19 pandemic has had a large impact on Bangladesh's telecoms sector, both positively and negatively. Some of the effects are as follows:

Positive Impacts:

- **Increased demand for data services:** With many people working from home and relying on online communication, the demand for data services has increased significantly, leading to a boost in revenue for telecom companies.
- **Shift toward digital services:** As a result of mobility restrictions and laws that distance people from one another on a social level, there has been a significant shift toward digital services like mobile banking, e-commerce, and telemedicine. Telecom firms have benefited from this development by offering more digital services to their customers.
- **Increased network infrastructure investment:** Telecom companies had to boost their network infrastructure investments to keep up with the rising demand for data services, which improved customer connectivity and service quality.

Negative Impacts:

- **Lower revenue from traditional services:** Due to the unstable economy and lower consumer spending, the revenue of traditional telecom services, such as voice calls and SMS, has fallen.
- **Disruption of the supply chain:** The global supply chain has been disrupted by the pandemic, which has caused challenges for telecom companies in importing necessary equipment and technology for network expansion and modernization.
- **Payment issues from consumers:** Telecom companies have faced difficulties obtaining payments from customers due to the widespread financial impact of the pandemic.

For Bangladesh's telecommunications industry, the pandemic has usually posed some challenges, but as the industry adapts to the new normal, it has also given opportunities for expansion and innovation.

3.6 Telecommunications Market Segmentation

The following list represents possible market segmentation for the telecommunications sector:

- **Demographic segmentation:** This is determined by factors such as age, gender, income, education, and other demographics. A telecoms provider might, for instance, target the teenage market with particular data plans and mobile devices while providing elderly with various options.
- **Geographic segmentation:** This is based on geographic variables such as region, city size, or climate. For example, a telecommunications company may target customers living in rural areas with affordable plans and improved network coverage.
- **Psychographic segmentation:** This is determined by a person's personality, values, and way of life. For instance, a telecoms provider might offer eco-friendly cell plans and gadgets to clients who care about the environment.
- **Behavioral segmentation:** This is based on consumer behavior, including usage frequency, fidelity, and purchase propensity. For instance, a telecommunications provider might offer limitless data plans or loyalty programs to heavy data users.
- **Segmentation based on occasions:** This is based on particular occasions, such as holidays or events. For the holiday season, a telecommunications company might, as an example, offer special discounts and promotions.

- **Segmentation by benefits:** This is based on what customers want from a product or service. For instance, a telecommunications provider might provide plans and equipment that are tailored to various need, like business or entertainment.
- **Usage-based segmentation:** This is determined by the way that customers utilize the good or service. For customers that use their phones primarily for calling, texting, or internet browsing, a telecoms provider could provide various plans and gadgets.
- **Customer's price sensitivity:** A telecoms provider might provide various pricing tiers for customers with various income levels or give customers with long-term contracts discounts.
- **Device-based segmentation:** A telecommunications provider might provide packages and services that are tailored for particular gadgets like laptops, tablets, and smartphones.
- **Service-based segmentation:** Based on the kinds of services that customers require, this is done. For instance, a telecom provider might provide business clients with specific services like VoIP, video conferencing, or cloud storage.

3.7 Competitive Landscape

Three large corporations control the majority of the highly consolidated market. It is more challenging for new entrants to enter and stay in the market since existing competitors have established distribution networks with wide reach and solid reputations. As a result of the absence of competition, consumers could experience fewer alternatives and increased pricing. The dominant players could also have a lot of negotiating influence with suppliers, which could result in unethical actions like price fixing or exclusive contracts. To encourage fair competition and safeguard the interests of consumers, regulatory agencies must thus keep an eye on and take action in heavily concentrated markets. Banglalink's main competitors are:

- Grameenphone
- Robi
- Teletalk

3.8 Competitors of Banglalink Digital Communications LTD

In Bangladesh, the top four telecom providers are Grameenphone, Banglalink, Robi, and Teletalk. Here is a closer look at how they are competing:

- **Market Share:** As of January 2022, Grameenphone had the biggest market share (43.5%), followed by Robi (28.4%), Banglalink (24.1%), and Teletalk (4%), according to the Bangladesh Telecommunication Regulatory Commission (BTRC).

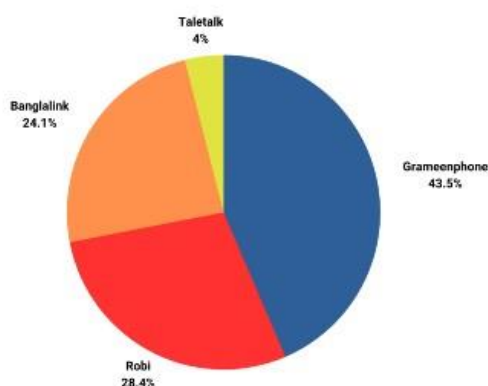


Figure 14: Telecom Companies Market Share in Bangladesh

- **Revenue:** Grameenphone is the market leader in terms of revenue with a total of BDT 310.6 billion in 2020. Robi is second with BDT 157.5 billion, Banglalink is third with BDT 105.2 billion, and Teletalk is fourth with BDT 10.5 billion.
- **Network Coverage:** With more than 16,000 2G, 3G, and 4G sites nationwide, Grameenphone offers the best network coverage. While Banglalink has more than 10,000 sites, Robi has over 13,000 sites. The network size of Teletalk is modest, with little over 4,000 locations.
- **Customer Base:** With more than 81 million customers, Grameenphone has Bangladesh's largest customer base. While Banglalink has over 41 million subscribers, Robi has over 53 million. Just over 6 million people subscribe to Teletalk.
- **Products and Services:** All four carriers offer a range of voice, data, and digital services to their customers, including mobile banking, entertainment, and lifestyle services. Additionally, new markets like IoT and electronic payments are being pursued by Robi and Grameenphone. Banglalink has started a variety of programs to improve digital inclusion in Bangladesh, placing a strong emphasis on digital services. Teletalk concentrates on providing affordable cellular services to Bangladeshis.

- **Marketing and Promotions:** All four operators make significant marketing and promotional efforts to entice and retain customers. The pricey advertising campaigns and celebrity sponsorships of Robi and Grameenphone are well-known. By utilizing social media advertising and storytelling, Banglalink aims to establish emotional ties with its audience. Teletalk has little marketing initiatives and is primarily dependent on government funding.

Overall, there is fierce competition among Grameenphone, Robi, Banglalink, and Teletalk, with each operator vying for market share and differentiating itself. While Grameenphone currently dominates the market and generates the most revenue, the other operators are catching up and making significant investments in network growth, technological advancements, and new product introductions.

3.9 Competitive Advantages

Banglalink Digital Communications Ltd. has several competitive advantages that help it to stand out in the highly competitive telecommunications market in Bangladesh. Some of its key competitive advantages are:

- **Strong Brand Image:** Banglalink has a strong brand image in the market, which is reflected in its market share and customer loyalty. The company's commitment to providing innovative and customer-centric services has helped it to build a strong reputation among consumers.
- **Extensive Network Coverage:** Banglalink has an extensive network infrastructure that covers nearly the entire population of Bangladesh. The company has invested heavily in network expansion and modernization, which has enabled it to provide high-quality services to its customers.
- **Advanced Technology:** Banglalink has adopted advanced technologies and solutions to enhance its service offerings and stay ahead of the competition. The company has implemented 4G/LTE technology and has also launched several digital services and solutions.
- **Customer-Centric Approach:** Banglalink focuses on providing customized solutions that cater to the diverse communication needs of its customers. The company has a strong customer service team that is dedicated to ensuring customer satisfaction.
- **Value-Added Services:** In addition to its core telecommunications services, Banglalink also offers a wide array of value-added services, such as mobile banking, entertainment, and lifestyle services. These services have helped the company to differentiate itself from its competitors and provide additional value to its customers.

At the end of 2022, Grameenphone had 42 lakh fewer customers, for a total of 7.34 crore. In December of previous year, Robi Axiata's client base climbed by 8 lakh, to 5.44 crore, year over year. where third-placed operator Banglalink, which increased its customer base by 26 lakh to 4.18 crore in 2022, emerged as the top gainer. Its subscriber base increased by about 7%. In the fourth quarter of 2022, Banglalink had the fastest average download speed among the major local mobile network operators, according to Ookla's Speedtest Intelligence report, with 19 Mbps.



Figure 15: Ookla Speedtest Intelligence Award

3.10 Contribution of Banglalink in Telecommunication Industry in Bangladesh

Banglalink has played a significant role in shaping the telecommunications industry in Bangladesh since its inception in 2005. The company has been a key driver of innovation and growth in the sector, contributing to the development of the digital ecosystem in the country. Here are some specific ways that Banglalink has helped the Bangladeshi telecom sector:

- **Network expansion and modernization:** In order to give its customers improved coverage, quality, and capacity, Banglalink has substantially invested in network growth and modernization.

Nearly 99% of Bangladesh's population was serviced by the company's over 11,000 4G and over 28,000 3G sites as of 2021.

- **Digital inclusion:** Banglalink is dedicated to fostering this trend and making sure that every Bangladeshi may reap the rewards of connectivity. In addition to other digital efforts and services, the company has introduced mobile banking services, e-commerce, digital education, and health services.
- **Customer-centric approach:** Banglalink has consistently prioritized its clients and been committed to enhancing their lives through cutting-edge, specialized solutions. For excellent customer service, the business has received various honors, including the "Best Customer Service Award" at the Bangladesh Brand Forum Awards.
- **Corporate social responsibility:** Banglalink has also taken an active role in a number of social responsibility activities, including those related to environmental preservation, healthcare, disaster assistance, and education. For example, the company has partnered with UNICEF to launch the "Safe Internet for Children" campaign to raise awareness about online safety for children.
- **Contribution to the economy:** As one of the largest telecommunications companies in Bangladesh, Banglalink has also made significant contributions to the economy, creating job opportunities, generating revenue, and driving economic growth. In 2020, the company contributed around BDT 80 billion in taxes and other fees to the government of Bangladesh.



Chapter 4: Description of Duties

4 Description of Duties

This chapter focuses on my duties and responsibilities as an intern at Banglalink Digital Communications LTD. This will give an understanding about my contribution to the company for 3 months and my scope of learning.

4.1 Position and Department

I was an Intern at the Enterprise Solutions and Service (ESS) for 3 months at Banglalink Digital Communications LTD. The Enterprise Solutions and Service (ESS) department of Banglalink Digital Communications Ltd is a specialized department that focuses on providing digital solutions and services to businesses and enterprises in Bangladesh.

4.2 Tasks Completed During the Internship

I have worked on several projects during my internship period. Description of my projects that I completed and my learnings:

SCCM project:

Banglalink, one of the leading telecommunications companies in Bangladesh, has recently embarked on an ambitious project to implement a new system that will revolutionize the way it manages its data. Microsoft System Center Configuration Manager (SCCM) is being implemented by Banglalink for efficiency. This technology enables effective device and application control and security throughout the whole business. SCCM is frequently used for endpoint security, patch management, and software distribution.

Banglalink will be able to centralize its data management procedures with the help of SCCM, giving systems and operations more visibility and control. This solution enhances operational effectiveness and productivity by enabling the monitoring and administration of various systems, devices, and applications from a single, unified console.

Additionally, Banglalink will be able to prevent potential problems before they develop into more serious ones thanks to SCCM's real-time insights into the state of its IT systems. As a result, Banglalink customers will experience higher service levels, less downtime, and increased uptime.

The implementation of SCCM will also enable Banglalink to streamline its software update process, ensuring that its systems and applications are always up-to-date and secure. This will further enhance the company's ability to provide high-quality services to its customers and improve its overall competitiveness in the market.

The implementation of SCCM is a strategic move by Banglalink to ensure that it stays ahead of the curve in an increasingly competitive telecommunications industry. With this new system in place, Banglalink is well-positioned to drive greater efficiencies, enhance its service offerings, and continue to deliver exceptional value to its customers.

I was involved in this project. We collected data of outsources or intern asset's information from their asset custodians to upgrade SCCM properly. In the future, we can provide any IT-related support efficiently & fluently. I talked with 160 asset custodians on the phone call to know if they needed help providing the required information. When they provided their data, I collected and sorted them for future purposes.

The way this SCCM project will help Banglalink-

- **Discovery:** SCCM can discover hardware and software assets on the network, including servers, desktops, laptops, and mobile devices.
- **Inventory:** SCCM can gather detailed information about hardware and software assets, such as hardware specifications, installed software, and license keys.
- **Monitoring:** SCCM can monitor the status of hardware and software assets, such as checking for updates, ensuring the antivirus is up to date, and identifying security vulnerabilities.
- **Reporting:** SCCM can generate reports that provide insights into asset utilization, performance, and compliance.
- **Deployment:** SCCM can deploy software and updates to devices on the network, making it easier to manage and maintain the assets.

By providing these capabilities, SCCM can help organizations streamline their asset management processes, reduce costs, and improve security and compliance.

It took me 21 working days to collect 6420 asset information (asset hostname, serial number, asset location, owner details, phone number, mail, etc.). Then I worked with two IT Lead Specialists to develop the SCCM dashboard properly. It took 10 working days to establish the SCCM dashboard properly. SCCM was totally functional and touched our goal.

Budgeting and Supply Chain Management for Asset Acquisition in the Asset Management Department:

I was directly involved summer 2023 quarter asset budgeting process. I was involved and learned how budgeting and asset acquisition supply chain works in such a big organization. Explaining the whole process-

- **Budgeting:** When acquiring new assets, business requirements (Asset's intended use, specifications, quality, maintenance needs, etc.) are collected. IT & TFM (Technology Fund Management) departments reviewed all the requirements. Once the requirements have been defined, a proposal is sent to IC (Investment Committee) for approval. The committee measures all the parameters of Banglalink's policy, procedure & allocated budget for the department. They give feedback if any changes are needed, or else funds are earmarked for the project. Through these steps, the organization can acquire new assets that meet its needs while maintaining proper financial and operational controls.
- **RFI (Request for Information):** The procurement process begins with the identification of a need for goods or services. The first step is to issue an RFI to potential vendors, seeking information about their capabilities and experience in providing the required goods or services. The purpose of the RFI is to gather information that will help in the development of a more detailed Request for Proposal (RFP).
- **RFP (Request for Proposal):** Based on the information gathered in the RFI, the procurement team prepares an RFP, which outlines the specific requirements for the goods or services. The RFP includes detailed instructions for vendors to submit proposals that address the requirements outlined in the RFP.
- **Vendor Proposal:** Vendors respond to the RFP by submitting proposals that outline how they will meet the requirements outlined in the RFP. Proposals typically include information about the vendor's approach, experience, and capabilities, as well as pricing and other relevant details.
- **Technical Evaluation:** Once vendor proposals have been received, the procurement team conducts a technical evaluation to determine which proposals meet the requirements outlined in the RFP. This may involve reviewing technical specifications, conducting site visits, and evaluating vendor references.
- **Budgeting Negotiation:** After the technical evaluation is complete, the procurement team enters into negotiations with the selected vendor(s) to finalize the pricing and other terms of the agreement. This may involve negotiating discounts, delivery schedules, and other details.

- **Final Offer:** Once negotiations are complete, the vendor(s) submit a final offer that reflects the agreed-upon pricing and terms of the agreement.
- **POC (Proof of Concept - Technical):** Before entering into a formal agreement, the procurement team may request a proof of concept (POC) from the vendor to ensure that the proposed solution meets the technical requirements outlined in the RFP. This may involve a pilot project or other testing to validate the vendor's capabilities.
- **PR (Purchase Requisition):** Once the POC is complete and the procurement team is satisfied with the vendor's capabilities, a purchase requisition (PR) is issued to initiate the purchase process.
- **PO (Purchase Order):** A purchase order (PO), which contains all the elements of the agreement, including payment conditions, a delivery timetable, and other pertinent information, is issued to the selected suppliers after a purchase request (PR) has been granted.
- **GRN (Goods Receipt Note):** The procurement team provides a goods receipt note (GRN) to acknowledge receipt of the goods or services after delivery.
- **Invoice Payment:** Once the goods are delivered, the vendor sends a bill for payment. The procurement team then closely reviews the invoice to ensure it meets the purchase order requirements and verifies that the products or services were delivered as agreed upon. If the invoice is accepted, the payment procedure, which might involve sending a check by mail or using an electronic funds transfer, starts. The payment is typically made in accordance with the payment terms agreed upon in the purchase order, which may include payment on receipt, net 30, net 60, or other terms. The procurement team maintains records of all invoices and payments to ensure that they are in compliance with accounting and regulatory requirements. Additionally, any discrepancies or disputes regarding invoices are addressed and resolved by the procurement team in consultation with the vendor.

Overall, the procurement process involves careful planning, negotiation, and evaluation to ensure that the goods or services acquired meet the needs of the organization while staying within budget and complying with all relevant regulations and policies.

My Contribution in this Project:

- Did market research and provided business-required asset information (Laptop specification, budget, requirements).
- Did market research about vendors who have goodwill in the market.
- Helped them to make the budget.
- I compared RFI with the vendor's proposal.
- Involved in technical evaluation.

Other works I have Pursued in My Internship Period:

- I submitted last 6 months long asset management department data (Asset receiving, asset disposal & termination) analysis project by using power bi and gave presentation of it.
- I revised new vendor budget proposal and provided a new complete one.
- I improved and upgraded Banglalink's own employee portal 'Vlounge.'

4.3 Working Conditions and Functions

From Sunday through Thursday, Banglalink Digital Communications LTD is open from 9 am to 5 pm or 10 am to 6 pm. Due to the pressure of the job, permanent staff frequently stay considerably later, but as an intern, I was able to conclude my work by six most days. However, on occasion I had to stay a little bit later to finish my task because of a meeting or submission. Two days a week can be spent working from home in accordance with departmental policy. Additionally, I am allowed to take 5 paid holidays during my internship.

4.4 Difficulties and challenges

It was undoubtedly challenging at first to adjust to the corporate atmosphere as an intern. However, the challenges abated after a few days. IT and engineering are heavily emphasized in the department I was assigned to, Enterprise solutions and service. I had to talk to the IT team and the finance team. There were instances when communication was challenging. I had issues with transportation. I worked at Gulshan and I reside in Dhanmondi, and there are no convenient public transportation options. Therefore, traveling was difficult for me. Additionally, the company, which is a private corporation, does not intend to provide much information, including its financial statements, project specifics, and other information. This prevented the report from including a full analysis of Banglalink's financial situation. This forced me to write my internship report with the limited information they gave me about the company, which put me in a difficult situation. However, I think that because I'm a BTM student, it was a lot easier for me than it would have been for a core BBA student.

4.5 Mode of Interaction

Outlook and Microsoft Teams are the primary communication tools used there. Most of the time, I received any duties from the Teams and then used to speak with them in person for any clarifications. I used Teams

for meetings when working on tasks with other departments. I had the honor of speaking face-to-face with the department head to share my ideas and observations on the entire internship time.

4.6 Working Tools

I had the chance to work with licensed software products, including Microsoft Power Platform- Power Apps, and Power Bi. I was able to participate in sessions on how to use them and put them to use in my job. I also used Microsoft SCCM, Excel, Word, and PowerPoint, among other things. I had the good fortune to work with some of Banglalink's own platforms, like WIMS and Vlounge.

4.7 Overall Experience

My purpose, I suppose, is to serve as a link between businesspeople and engineers as a student of business and technology management. I think I completed this task throughout my internship satisfactorily.

I had the chance to work with both the business and IT sides in the Enterprise Solutions and Service department and could provide some beneficial results. Another excellent thing I saw about Banglalink was that I wasn't assigned menial intern jobs like data entry or other monotonous ones. Instead, I was a part of many initiatives that everyone was working on. I was able to pick up some incredible abilities and software that will come in handy for my future endeavors.



Chapter 5: Analysis

5 Analysis

This chapter will compare the theories I've studied with the actions or observations I've made in the workplace. Three levels of analysis will be conducted: company, market, and professional. This chapter will also include the obstacles I had as a Banglalink Digital Communications Limited intern.

5.1 Company Level Analysis

During my internship period, I found some efficient and inefficient process. Mentioning those below.

Efficient processes:

The Enterprise Solutions and Service division was primarily established to address business-related issues. As a result, I had the chance to see several really effective procedures that have the potential to raise the bar on routine corporate operations.

- **Employee Skill Development Program (ESDP):** The ESDP is one such initiative taken by ESS to change the life of every employee in the organization. All employees were given the opportunity to learn about the Microsoft Power Platform like power BI, Power app through this program and also give them proper training how efficiently they can use Microsoft Excel and Outlook to do their day-to-day work very easily which could replace any kind of inefficient repetitive works. They also provide training to new joiners about how to use Banglalink own platforms - Vlounge, WIMS etc.
- **Automatic Asset Tracking:** Banglalink is now using SCCM to manage its IT infrastructure and maintain its Windows-based devices. SCCM helps with tasks such as: deploying operating system images to new devices or reinstalling operating systems on existing devices, managing software updates to ensure that devices have the latest security patches and feature updates, installing and configuring software applications on devices, collecting inventory data about devices and their configurations, monitoring devices for compliance with organizational policies and security standards. SCCM helps streamline IT operations and reduce the time and effort required to manage a large number of devices. It provides greater visibility into the state of devices and helps ensure that they are up-to-date and secure.

Overall, Banglalink made a wise decision by using SCCM, which would improve their IT infrastructure management and security procedures. They may improve device management, maintain compliance with company rules and security standards, and reduce the risks of security breaches or downtime by making

use of SCCM's features. Banglalink may concentrate on providing better services to their consumers and fostering business growth thanks to the enhanced efficiency and effectiveness of their IT operations.

Inefficient processes:

The approval process's delay, in my opinion, was the sole inefficiency I noticed. This process took longer than expected, which led to further inefficiencies.

5.2 Market Level Analysis

Banglalink had an advantage over rival companies thanks to its larger personnel and authoritative culture. The staff members here put a lot of effort into coming up with fresh ideas and cutting-edge strategies to achieve long-term success. Overall, they are improving upon their current situation. The most varied brand portfolio is that of Banglalink. They have a history of making a number of advancements. They are knowledgeable and experienced in trade marketing initiatives. And it was because of these actions that Banglalink was able to compete effectively in this field.

- **Data Analysis:** As an intern, I had the opportunity to watch them play data every day to extract the greatest possibilities. They adhere carefully to the adage "great data comes great responsibilities." They conduct data analysis and provide fresh, high-demand products for the consumer.
- **Ecommerce Platforms:** Marketing in a competitive market is challenging, leading companies to continually generate new marketing ideas. Banglalink utilizes a variety of platforms, including an app, website, social media, and Toffee, to engage with consumers. During my internship, I experienced the launch of E-sim and a celebration for acquiring 4 crore customers.
- **Events for crowd:** During my internship, I observed that they organize various events for different consumer groups that cater to their preferences and choices. These events can include tours, picnics, and concerts tailored to specific target markets. Some examples of these events were the Women's Day Womentor program, the Campus Ambassador program, and the Pohela Boishakh program.

5.3 Professional Level Analysis

From a professional standpoint, my internship experience has improved the way I have planned my career. Below, I go into detail about it.

- **Impact on future career plan:** As an ESS department intern, I had the chance to work with some amazing licensed software, like SCCM and Microsoft Power Platform. We rely heavily on data in this digital age, but it is useless unless a business can extract insights and meaning from it. Therefore, having knowledge of power platforms, particularly power Bi, will be beneficial to me in the long run. Additionally, I had Excel tasks that required in-depth knowledge. As a result, I was able to brush up on my Excel skills from the past and discover numerous new functions. Again, I had the chance to see how projects are managed and implemented because I was involved in a variety of projects. I had to write emails to suppliers and other departments, make charts, and write reports. All of them undoubtedly enhanced my interpersonal and communication abilities.
- **Correlation with University Knowledge:** During my internship in the Enterprise Solutions and Service department, I was able to effectively communicate with both IT and business professionals. As a student of Business and Technology Management, I strive to bridge the gap between businessmen and engineers. I successfully fulfilled this role during my internship, resulting in positive outcomes. Additionally, I was able to apply practical knowledge gained from my courses in project management, finance, and computer science engineering to my work. These courses provided me with a better understanding of project management terminologies, effective budgeting in business, and improved communication with IT professionals.
- **Challenges and difficulties:** One of the biggest challenges I encountered was my limited knowledge of the software and related topics. I had to familiarize myself with various software programs and gain a deeper understanding of IT to effectively implement on Enterprise Solutions and Service department. I think I could have contributed more and had fewer problems if I had taken more IT classes and worked with software in the real world.



Chapter 6: Conclusion and Recommendation

6 Conclusion & Recommendations

A summary of my analysis, my hopes, and my actual experiences will be given in this chapter. It will also contain a few recommendations that are solely based on my knowledge and discretion.

6.1 Conclusion

In Bangladesh, Banglalink is a well-known mobile phone provider with over 41 million users as of 2023. The business has made a name for itself as an innovative and dependable competitor in the market by offering a variety of voice and data services at competitive costs. In this research, we will look at Banglalink's success in the market from both a positive and a negative perspective, as well as the difficulties it is now dealing with, such as client loyalty.

By offering a wide range of services, including voice, text, internet, and value-added services, Banglalink has found success in the telecom sector. By offering reasonable service packages, the company has been able to meet the needs of numerous client segments. Through a variety of channels, including a contact center, live chat, mobile app, user-friendly website, and social media platforms, Banglalink is renowned for providing excellent customer service. The business has also established loyalty programs that provide a variety of rewards in an effort to keep its current clients.

Banglalink's market share is seriously threatened by fierce rivalry from other Bangladeshi telecom firms including Grameenphone, Robi, and Taletalk. Banglalink must implement cutting-edge tactics that provide value-added services, reasonable pricing options, and exceptional customer service in order to remain competitive.

Additionally, traditional voice and messaging services are becoming less relevant due to the proliferation of internet-based communication channels, which may have an effect on Banglalink's revenue sources. To stay up with clients' evolving needs, the business must innovate.

In a market with so many mobile phone operators, Banglalink continues to face substantial challenges with regard to customer loyalty. To keep its current clients and draw in new ones, the business must always provide alluring incentives. It would also be necessary to make large expenditures and form partnerships with local governments and groups if network infrastructure were to be expanded to increase coverage and internet speeds in rural areas.

All things considered, Banglalink has thrived in the telecom sector because to innovation, reasonable prices, excellent customer service, and loyalty programs. To fulfill the shifting needs of clients and be competitive in a market that is continually changing, the business must, however, continue to innovate and adapt.

During my 3-month internship at Banglalink Digital Communications LTD's Enterprise Solutions and Service Department, I gained valuable insight into the organization's functions, work environment, and contributions to Bangladesh's telecommunications industry. My experience is summarized in this report, which includes details about my internship period, duties, and learnings. Being a part of this leading multinational company allowed me to enhance my competence and experience the best corporate culture. Witnessing the digital solutions implemented by the Enterprise Solutions and Service Department aligned perfectly with the organization's goals. Overall, this internship was a life-changing experience that will help me flourish in my career.

6.2 Recommendation

Banglalink Digital Communications Ltd, without a doubt, has the best corporate culture and the most effective procedures for all of the functions. However, having spent three months working closely with the team and being a part of the organization, I believe I have made some important observations and can offer some recommendations that the organization might find helpful.

- I observed various departmental communication breakdowns that caused delays in operations. Even when everyone works at their own pace and practically all assignments are done on time, closing the communication gap could increase productivity. The approval process is cumbersome, which significantly slows down tasks.
- Despite efforts to modernize the approval process, it is now entirely dependent on paper documents and email basis.
- Despite constant motivation and a strong sense of teamwork, there is an absurd amount of work pressure. Fortunately, because I was an intern, I never experienced that pressure and my issues were always taken into consideration.
- In order to precisely and more effectively manage the Hub Sites and Data Centers, Banglalink may try to teach the vendor staff members. Greater efficiency and even some cost reduction will follow from this. The operations of the Hub Sites will be improved with adequate maintenance, resulting in a wider reach for Banglalink overall.

- During my three-month internship, I observed a dearth of employee training initiatives. Through training and development initiatives, Banglalink should maintain its investment in its workforce. The business may make sure that its staff have the abilities and knowledge needed to adjust to the shifting requirements of the telecoms sector by developing a culture of continuous learning and growth.

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Appendix 1: Weekly Report

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 16th January 2023 to 27th January 2023

List of activities:

1. Attended orientation session on the starting history of Banglalink and Veon by Banglalink.
2. The company took us around the office and gave us a briefing about each department and their work.
3. Received insights about the Enterprise Solutions & Service Department from my company line manager.
4. Had a small session on team directory and department works.
5. Learned how WIMS (Web-based Information Management System) works.
6. Learned how to track different official assets (Laptop, desktops).
7. Learned how to solve any device operating system problem remotely by using VNC system.
8. Helping the asset management team on keeping records of Banglalink's official devices.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

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

List of activities:

- **Asset management report ready:**

We are now collecting data of outsources or intern asset's information from their asset custodians to upgrade *SCCM* properly. In the future, we can provide any IT-related support efficiently & fluently. I talked with 160 asset custodians on phone call to know if they are facing any problems providing the required information. When they provide their data, I collect them and sort them according to future purposes.

A Windows program called **Microsoft System Center Configuration Manager (SCCM)** makes it possible to manage, deploy, and secure devices and applications across an entire organization. Administrators will frequently utilize *SCCM* for software distribution, patch management, and endpoint protection, among other potential purposes.

- **Actively participated as a volunteer to organize Banglalink Carnival 2023.**



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

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

List of activities:

- **Getting knowledge about WIMS & how it helping Banglalink in asset management**

WIMS, which stands for Warehouse Inventory Management System, can work in asset management by providing a way to track, monitor, and manage assets using wireless technology. Here are a few examples of how WIMS works in asset management:

1. **Asset tracking:** With WIMS, assets can be tagged with wireless sensors, allowing the system to track their location, movement, and status in real-time.
2. **Inventory management:** WIMS can automate the inventory management process by using sensors to automatically update the asset inventory when assets are moved or used.
3. **Maintenance management:** WIMS can schedule maintenance activities for assets, such as equipment calibration, based on usage data and performance metrics collected by the sensors.

By using WIMS in asset management, organizations can improve efficiency, reduce costs, and increase asset uptime while enhancing security and compliance.

- **Understanding how SCCM helps an organization's asset management**

Microsoft System Center Configuration Manager (SCCM) can help in asset management in several ways:

1. **Discovery:** SCCM can discover hardware and software assets on the network, including servers, desktops, laptops, and mobile devices.
2. **Inventory:** SCCM can gather detailed information about hardware and software assets, such as hardware specifications, installed software, and license keys.
3. **Monitoring:** SCCM can monitor the status of hardware and software assets, such as checking for updates, ensuring antivirus is up to date, and identifying security vulnerabilities.
4. **Reporting:** SCCM can generate reports that provide insights into asset utilization, performance, and compliance.
5. **Deployment:** SCCM can deploy software and updates to devices on the network, making it easier to manage and maintain the assets.

By providing these capabilities, SCCM can help organizations streamline their asset management processes, reduce costs, and improve security and compliance.

- Working with this SCCM project, collecting every asset's serial number & host name and recheck it several times to provide correct data in SCCM. It will be a very long project.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

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

List of activities:


- **Understanding what Banglalink Enterprises Solutions & Service department does?**

Banglalink, being a telecommunications company in Bangladesh, likely engages in asset management to ensure that its assets (such as network infrastructure, equipment, and property) are used efficiently and effectively to support its business operations and generate returns for its shareholders. This may involve various activities, such as monitoring asset performance, optimizing asset utilization, conducting maintenance and repairs, and identifying opportunities for investment in new assets or divestment of underperforming assets.

- **Getting knowledge about how wireframe brainstorming is needed for Banglalink MyBL app development?**

Wireframe can help Banglalink's MyBL app development by providing a visual representation of the app's user interface and user experience (UI/UX) design. Wireframes are simplified layouts that show the structure and content of the app without the distraction of visual design elements. By creating wireframes, the app development team can:

1. Define the app's content hierarchy and organization, ensuring that important features are easily accessible to users. Plan the app's navigation flow and user interactions, making sure that users can accomplish their tasks efficiently.
2. Test and iterate on the app's design before investing time and resources in development, allowing the team to identify and address potential usability issues early on.



02/01/2023

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: From 19th February 2023 to 23th February 2023

List of activities:

- **Getting higher level knowledge of WIMS beneficiary**

WIMS, or Warehouse Inventory Management System, can help in asset management by tracking, monitoring, and managing assets through the use of wireless sensors. WIMS allows for real-time tracking of assets, automates inventory management, and schedules maintenance based on usage and performance metrics. The use of WIMS can improve efficiency, reduce costs, increase asset uptime, and enhance security and compliance. Banglalink can benefit from using WIMS in their asset management efforts.

- **Working with SCCM project which involves gathering the serial numbers and host names of all assets, and ensuring that the data is accurate by verifying it multiple times. This is expected to be a lengthy undertaking.**

- **Gained knowledge how permanent employees and outsource employees requested for new laptop or assets.**

Only permanent employees can access Vloung (Asset or document request & information portal for Banglalink employees). Outsource employees request their laptops through their LM. Their request goes through the head of that department, and Md. Ashrafuzzaman (Enterprise Solution & Service Specialist Engineer). When they both give permission, then, Asrafuzzaman assigns one engineer with whom permanent employees or outsources collect their assets.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

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

List of activities:

- **Getting higher level knowledge of budgeting in asset management**

When acquiring new assets, business requirements (Asset's intended use, specifications, quality, maintenance needs, etc.) are collected. IT & TFM (Technology Fund Management) departments reviewed all the requirements. Once the requirements have been defined, a proposal is sent to IC (Investment Committee) for approval. The committee measures all the parameters of Banglalink's policy, procedure & allocated budget for the department. They give feedback if any changes are needed or else funds are earmarked for the project. Through these steps, the organization can acquire new assets that meet its needs while maintaining proper financial and operational controls.

- **Working with SCCM project which involves gathering the serial numbers and host names of all assets, and ensuring that the data is accurate by verifying it multiple times. This is expected to be a lengthy undertaking.**



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

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

List of activities:

- **Getting higher level knowledge of Supply chain management from RFI to Invoice payment**
1. **RFI (Request for Information):** The procurement process begins with the identification of a need for goods or services. The first step is to issue an RFI to potential vendors, seeking information about their capabilities and experience in providing the required goods or services. The purpose of the RFI is to gather information that will help in the development of a more detailed Request for Proposal (RFP).
 2. **RFP (Request for Proposal):** Based on the information gathered in the RFI, the procurement team prepares an RFP, which outlines the specific requirements for the goods or services. The RFP includes detailed instructions for vendors to submit proposals that address the requirements outlined in the RFP.
 3. **Vendor Proposal:** Vendors respond to the RFP by submitting proposals that outline how they will meet the requirements outlined in the RFP. Proposals typically include information about the vendor's approach, experience, and capabilities, as well as pricing and other relevant details.
 4. **Technical Evaluation:** Once vendor proposals have been received, the procurement team conducts a technical evaluation to determine which proposals meet the requirements outlined in the RFP. This may involve reviewing technical specifications, conducting site visits, and evaluating vendor references.
 5. **Budgeting Negotiation:** After the technical evaluation is complete, the procurement team enters into negotiations with the selected vendor(s) to finalize the pricing and other terms of the agreement. This may involve negotiating discounts, delivery schedules, and other details.
 6. **Final Offer:** Once negotiations are complete, the vendor(s) submit a final offer that reflects the agreed-upon pricing and terms of the agreement.
 7. **POC (Proof of Concept - Technical):** Before entering into a formal agreement, the procurement team may request a proof of concept (POC) from the vendor to ensure that the proposed solution meets the technical requirements outlined in the RFP. This may involve a pilot project or other testing to validate the vendor's capabilities.
 8. **PR (Purchase Requisition):** Once the POC is complete and the procurement team is satisfied with the vendor's capabilities, a purchase requisition (PR) is issued to initiate the purchase process.
 9. **PO (Purchase Order):** Based on the PR, a purchase order (PO) is issued to the selected vendor(s), outlining the details of the agreement, including pricing, delivery schedules, and other terms.

10. **GRN (Goods Receipt Note):** Upon delivery of the goods or completion of the services, the procurement team issues a goods receipt note (GRN) to confirm receipt of the goods or services.
11. **Invoice Payment:** Upon delivery of the goods or completion of the services, the vendor submits an invoice for payment. The procurement team reviews the invoice to ensure that it matches the terms of the purchase order and confirms that the goods or services were delivered as per the agreement. Once the invoice has been verified, the payment process begins. This may involve issuing payment via electronic funds transfer, mailing a check, or other agreed-upon method. The payment is typically made in accordance with the payment terms agreed upon in the purchase order, which may include payment on receipt, net 30, net 60, or other terms. The procurement team maintains records of all invoices and payments to ensure that they are in compliance with accounting and regulatory requirements. Additionally, any discrepancies or disputes regarding invoices are addressed and resolved by the procurement team in consultation with the vendor.

Overall, the procurement process involves careful planning, negotiation, and evaluation to ensure that the goods or services acquired meet the needs of the organization while staying within budget and complying with all relevant regulations and policies.

- **Working with SCCM project which involves gathering the serial numbers and host names of all assets, and ensuring that the data is accurate by verifying it multiple times. This is expected to be a lengthy undertaking.**



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

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

List of activities:

- **Learned how the printing system operation works across the organization.**
There is a platform called secure print, where we can find out which printer is online or facing any kind of problem, and also permitting employees to print documents only using an organization id card. We will also get the different printing data usage reports (employee usage, print volume, printer status, ink or toner level, etc.)
- **Learning Power BI software to operate reports, analyze data & creating infographics (charts, graphs, etc.)**
- **Working with SCCM project which involves gathering the serial numbers and host names of all assets, and ensuring that the data is accurate by verifying it multiple times. This is expected to be a lengthy undertaking.**



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: From 19th March 2023 to 23th March 2023

List of activities:

- **Learning Power BI software for asset management.**
Power BI is used in asset management for analyzing and visualizing data related to assets, such as equipment, facilities, and infrastructure. Here are some ways, Banglalink asset management team is using Power BI tool:
 1. **Asset tracking:** Asset Management team is using Power BI to track the location, usage, and condition of assets. By integrating data from sensors, IoT devices, and other sources, Power BI provides real-time visibility into asset performance and helps identify potential issues before they become problems.
 2. **Maintenance scheduling:** Power BI can help schedule maintenance activities based on asset usage and condition data. This reduces downtime and extend asset life, ultimately improving asset performance and reducing maintenance costs.
 3. **Cost analysis:** Power BI is used to analyze asset costs over time, including maintenance, repair, and replacement costs. This helps identify cost-saving opportunities and optimize asset utilization.
 4. **Predictive analytics:** Power BI is used for predictive maintenance, using machine learning algorithms to analyze asset data and predict potential failures before they occur. This helps prevent downtime and reduce maintenance costs.
 5. **Dashboard reporting:** Power BI is used to create customized dashboards and reports to provide a clear view of asset performance and key performance indicators (KPIs). This helps managers make informed decisions about asset management and improve overall business performance.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

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

List of activities:

- **Learning Power BI software for asset management.**
Power BI is used in asset management for analyzing and visualizing data related to assets, such as equipment, facilities, and infrastructure. Here are some ways, Banglalink asset management team is using Power BI tool: **Asset tracking, Maintenance scheduling, Cost analysis, Predictive analytics, Dashboard reporting.**
- **Learned how the printing system operation works across the organization.**
- **Working with SCCM project which involves gathering the serial numbers and host names of all assets, and ensuring that the data is accurate by verifying it multiple times. This is expected to be a lengthy undertaking.**
- **Getting higher level knowledge of budgeting in asset management**



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: From 2nd April 2023 to 6th April 2023

List of activities:

- Understanding typical process which are designed & implemented for any asset management program.
 - Asset receiving process
 - Asset check out process
 - Asset check in process
 - Install, move, add, change(IMAC) process
 - Asset audit process
 - Asset reconciliation process
 - Lost or stolen asset process
 - Employee termination process
 - Team RACI
 - Asset disposal process

- Did market research and gave presentation to IT & investment committee regarding new assets (Laptop, printer) purchase.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: From 9th April 2023 to 13th April 2023

List of activities:

- Completed the SCCM project and submitted project file to my line manager.
- Submitted last 6 months long asset management department data (Asset receiving, asset disposal & termination) analysis by using power bi.
- New vendor budget revision and made a suitable proposal for SCM.
- Short interview about my 3 months long internship program. Interview was taken by my line manager & department head.



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Appendix 2: Turnitin Report

PAPER NAME	AUTHOR
180061132- Internship Report on Bangla ink.docx	Md. Abtab Karim Kabbo

WORD COUNT	CHARACTER COUNT
11893 Words	69881 Characters

PAGE COUNT	FILE SIZE
75 Pages	3.8MB

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