

Internship Report

On

**Postpaid Product and Customer Value Management in the Commercial Department of
Banglalink Digital Communications Ltd.**



Submitted To:

Islamic University of Technology

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

Submitted By:

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

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Letter of Transmittal

May 13, 2024

Rasheda Akter Rupa

Lecturer

Department of Business and Technology Management (BTM)

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Subject: Submission of Internship Report at Banglalink Digital Limited

Dear Madam,

It is my honor to submit my report on my internship for your approval. I'm writing to humbly ask for your permission to submit my internship report, which I have finished as a requirement for my academic program. The report includes a thorough evaluation of my internship experience and highlights the useful information and abilities I have gained during the program.

The title of my report is "Postpaid Product and Customer Value Management in The Commercial Department at Banglalink Digital Communications Ltd." This report primarily focuses on my daily tasks and activities during my internship in the Commercial department of Banglalink Digital Limited. The report also portrays an in-depth analysis of the company and the department which provides an overview of how the said department functions. This 3-month program was filled with learning opportunities and experiences that will work as a stepping stone in the professional world.

I would be delighted to hear your feedback about this report anytime in the future.

Kind regards,

Tanjim Istiaque Chowdhury

ID: 190061111

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Declaration

I, Tanjim Istiaque Chowdhury, a student of the Business and Technology Management (BTM) department at Islamic University of Technology, hereby declare that the report titled "Postpaid Product and Customer Value Management in The Commercial Department at Banglalink Digital Communications Ltd." is an original piece of an article composed by myself under the supervision of Rasheda Akter Rupa, Lecturer, Business and Technology Management (BTM) department at Islamic University of Technology. This report was not submitted to any other institution (school/college/university) for any academic qualification and it fully satisfies the rules and regulations of the Islamic University of Technology regarding plagiarism and collusion.

Kind regards,

Tanjim Istiaque Chowdhury

ID: 190061111

Department of Business and Technology Management

Islamic University of Technology

Postpaid Product and Customer Value Management
In
Commercial Department
At
Banglalink Digital Communications Ltd.



banglalink

Acknowledgment

Being an intern at Banglalink Digital Communications Ltd. provided me with a platform to develop my professional skills and growth. I am eternally grateful to the Almighty for giving me this opportunity at such an early stage of my career. I am also grateful for the chance to meet so many talented individuals who led me during my internship period.

Secondly, I would like to convey my heartfelt appreciation to my academic supervisor, Rasheda Akter Rupa, Lecturer, Business and Technology Management (BTM) department who guided me throughout my journey with expert advice and support. She was nothing short of a counselor to me for the completion of this academic report. Her meticulous feedback has been instrumental in shaping this report, and I am truly grateful for his patience and understanding.

I would also like to use this opportunity to express my deepest gratitude to my corporate line manager, Dina Tanzina Rahman, and my mentor, Mobassir Ahmed Darpon, who helped me every step of the way during my time in the Postpaid Product and CVM Team, despite being extremely busy with their day-to-day tasks. My knowledge and abilities in the field of sales have significantly improved thanks to their advice and experience. I am really appreciative of their continuous support and their essential contributions to the development of this report.

Last but not least, I would like to mention my family. Without their constant support, care, and affection, I would never become the person that I am at this moment. They are my safety net every step of the way, and I would like to make them proud by being a good person, both in my personal and professional world.

Executive Summary

This internship report 'Postpaid Product and CVM in Commercial Department at Banglalink Digital Communications Ltd' is prepared based on three months of working experience from the Department of Enterprise Business of Banglalink Digital Communications Ltd.

This internship report has a total of seven chapters. Starting with the Introduction of the report that focuses on the overall aspects of the internship report like objectives, methodology, and limitations. Then the Company overview focuses on Banglalink Digital Communications Ltd., its Historical Background, Departments, Company Organogram, Services and Products Offered, Customers, different Analyses and the introduction of the Postpaid team, the Organogram, Units under the Department, the offering they have for the customers.

A brief analysis of the industry comes next that focuses on the size, trends, maturity, and other crucial factors that affect the telecommunication industry of Bangladesh. The next chapter focuses on my key responsibilities as an intern in the Postpaid Product Team of Banglalink and the skills applied and learned throughout my internship period.

Then in the next chapter, some recommendations are given for the respective findings and the conclusion part provides an overview of the Postpaid Team of Banglalink. Then the reference part holds all the possible data sources that were used and taken under consideration.

Throughout my internship, I gained practical experience working under pressure and learned that having a solid strategy, an entrepreneurial mindset, and a focus on innovation are essential for success in the business world.

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Chapter 1

Introduction

Introduction

The Postpaid Product and Customer Value Management team in the Commercial Department of Banglalink Digital Communications Ltd. has a crucial role in developing the company's products and improving customer satisfaction. By utilizing market intelligence and creative tactics, the team takes the lead in creating postpaid goods and services that are specifically designed to satisfy the changing demands of consumers. Further, through the implementation of careful customer value management strategies, they guarantee long-term happiness and loyalty, which enhances Banglalink's competitive advantage in the telecom industry.

This report holds significant importance within the Internship 4800 program, mandatory for all final semester students in the Department of Business and Technology Management. Within this report, I will detail my tenure at Banglalink Digital Ltd, a telecommunications corporation, sharing insights gained during my internship. This internship, spanning three months and carrying a weight of 9 credits, was completed within Banglalink Digital Ltd.'s Postpaid Product and CVM Team as stipulated by the program requirements. Successfully concluding this internship is imperative for securing my graduation.

Commencing in February 2024, I embarked on the year's first batch of Digitalyst Internships at Banglalink. Assigned to The Postpaid Product and CVM (Customer Value Management) team at Banglalink, I could oversee various crucial functions to enhance customer experience and maximize value. This team is responsible for developing and managing subscription plans, pricing structures, and promotional campaigns for postpaid mobile services that cater to diverse customer needs. They aim to implement customer-centric strategies that improve customer retention, loyalty, and satisfaction. They achieve this by utilizing data analytics and segmentation techniques to effectively identify and target specific customer segments. In summary, the team is pivotal in driving business growth, fostering customer relationships, and delivering innovative solutions in the ever-evolving telecom landscape.

This report presents a detailed analysis of my activities during my internship, highlighting how my academic background helped me navigate my tasks and responsibilities while enabling me to grow professionally and personally in a corporate environment. My internship was not just about fulfilling academic requirements but a valuable opportunity to apply my theoretical knowledge in practical settings and gain insights into the telecommunications industry. It also exposed me to corporate dynamics, which taught me essential lessons about interacting formally, taking responsibility, and improving my skills. This internship has been a transformative experience, bridging the gap between academic learning and real-world application while laying the foundation for continued growth in the professional arena.

1.1 Background

I have conducted this report as a part of my internship at the Department of Business and Technology Management, Islamic University of Technology. I completed my internship at the Postpaid Product and CVM Team under the Commercial Department at one of the top telecommunications companies of Bangladesh, Banglalink Digital Communications Ltd.

The telecommunications industry has undergone significant development and evolution in the past few decades. Businesses in this region are facing a number of challenges due to the growing need for reliable and cost-effective connections. These challenges include maintaining financial stability, facing severe competition, and keeping up with rapidly changing technology. Banglalink, a leading telecommunications company in Bangladesh, has been developing creative solutions to these difficulties while striving to provide the best services to its clients.

1.2 Origin of the Report

Students pursuing an undergraduate degree in the Business and Technology Management Department at The Islamic University of Technology are required to participate in the internship program to fulfill the graduation requirements. The primary objective of this program is to provide BTM students with practical exposure to the professional world and to help them explore career opportunities in their field of study.

1.3 Purpose of the Internship Program

In this part, the primary goal of the internship program is outlined. The internship program serves several key purposes, including:

- **Practical Application of Classroom Learning:** One can apply theoretical knowledge from class to real-world situations in their field.
- **Professional Development:** It can offer the opportunity to develop essential professional skills such as communication, teamwork, problem-solving, and time management in a professional work environment.
- **Industry Exposure:** One can gain firsthand exposure to the industry that would allow to understand industry trends, practices, and expectations.
- **Networking Opportunities:** This internship allows one to connect with professionals in different fields, opening doors for future job opportunities and mentorship.
- **Resume Building:** This experience can improve one's resume, making it more competitive in the job market.
- **Exploration of Career Paths:** It gives insights into various career paths within different fields, enabling one to make informed decisions regarding future career goals.
- **Contribution to Organizational Goals:** Interns assist with projects, providing fresh perspectives and gaining hands-on experience.

- **Evaluation of Personal Skills and Interests:** During the internship, one can be able to assess strengths, weaknesses, interests, and career preferences, which helps with professional development and career planning.

This report results from a three-month internship program completed at Banglalink by the University's Business and Technology Department's Internship Policy. It contains information about the company, its products, and the industry it operates.

1.4 Objective of the Internship Report

The primary objective of my internship report regarding my internship at Banglalink Digital is to provide a comprehensive overview of my experiences, learnings, and contributions throughout my tenure at the company. This will include detailing my tasks, projects, and responsibilities within the Postpaid Product and CVM team.

The secondary objectives of my internship report include -

- Evaluating how my contributions have impacted the team's objectives and overall organizational goals.
- Assessing how my insights and recommendations can enhance Banglalink's postpaid product offerings and customer value management strategies.
- Providing actionable recommendations for improving future internship experiences within the company. This includes identifying areas for process enhancement, skill development, and cross-functional collaboration.
- The internship report serves as a reflective tool for personal and organizational development, facilitating continuous improvement and knowledge transfer within the company.

1.5 Methodology Used and Data Source

This report's notion and execution utilized secondary and primary data to provide a comprehensive and informative study of Banglalink. So, the sources are -

Primary Sources:

A significant portion of the report is dedicated to describing the data collected through primary research conducted through face-to-face interviews with the company's employees and workers, which provided the majority of key insights and highlighted components.

- Official employees of the company.
- The notes I maintained throughout the internship period.
- The observation while working with colleagues, coworkers, superiors, & supervisors at Banglalink.
- The discussions with my colleagues and other Banglalink employees.

Secondary Sources:

Although primary research was the main data source for this report, secondary sources also contributed significantly to the information provided.

- **Internet research:**
I gathered information from various online sources, such as reports and relevant details on Banglalink, to comprehensively understand its operations.
- **Website:**
I collected many details from the company website as there are many details about the company activities and journey so far.
- **Report:**
I collected some data from the latest annual report of the company after collecting it from my team.

1.6 Significance of the Report

This report presents a thorough analysis of the Postpaid Product and Customer Value Management department of Banglalink, along with the sector in which the company operates. It provides detailed information about the company's operations and focuses on the perspectives of its employees. The report primarily covers the pre-sales and post-sales operations of the telecom industry in Bangladesh. This report is an essential part of the knowledge development of the BTM department students. Its guidance will make understanding the potential benefits of industry experience easier.

1.7 Limitations

Despite facing several limitations, I persevered in my efforts to make the most of my internship experience. However, some of the limitations include-

- **Time Limitation:** The condensed timeframe of three months posed a challenge in fully comprehending the breadth of the company's knowledge and operations.
- **Confidentiality Agreements:** Confidentiality agreements prevented the disclosure of extensive company data in this report.
- **Strict Protocols:** The confidentiality protocols restricted the exploration of specific active projects, limiting the ability to analyze Banglalink's future competitive positioning.
- **Logistical Challenge:** Logistical challenges posed by limited access to specific departments and personnel, as well as the need to balance internship responsibilities with academic commitments, added complexity to the experience.

Despite these hurdles, I endeavored to make the most of the opportunity, leveraging available resources and focusing on areas where I could contribute effectively and gain valuable insights.

Chapter 2

Company Overview

2.1 About Banglalink Digital

Banglalink, officially Banglalink Digital Communications Ltd, is a Bangladeshi telecommunications company established in 2005. Initially known as Sheba Telecom, it quickly gained traction with its affordable mobile phone services, becoming the catalyst for widespread mobile telephony adoption in Bangladesh. The company achieved its first million subscribers within a year and surpassed 3 million within two years.

By 2007, it had become the second-largest mobile operator in the country, overtaking Aktel (now Robi). Today, Banglalink proudly serves over 33.69 million subscribers, solidifying its position as the third-largest mobile network operator in Bangladesh. Operating under the core values of customer obsession, entrepreneurship, innovation, collaboration, and truthfulness, Banglalink distinguishes itself as a leading force in Bangladesh's telecommunications landscape.

Their dedication to customer experience and digital innovation shines through their comprehensive range of services, including mobile voice and data, prepaid and postpaid plans, internet bundles, mobile financial services, and value-added services. Beyond connectivity, Banglalink actively contributes to social development initiatives, focusing on education, healthcare, and environmental sustainability.



Figure 1: Banglalink's Logo

Banglalink is a telecom business headquartered in Bangladesh, & its logo is a square or cube adorned with the distinctive stripes of a tiger, the national animal of Bangladesh. The logo is accompanied by the motto "***Start Something New.***"

The tiger embodies Bangladesh's robustness, might, and skill and is a cause for national admiration. The logo stripes symbolize the pattern of tiger fur & are strategically arranged to provide an abstract depiction of the signal. This suggests that the Company has a strong emphasis on telecommunications.

2.2 About VEON

VEON is an international telecommunications corporation based in Amsterdam, Netherlands. The company offers data and voice services utilizing both traditional & high-speed mobile and fixed platforms throughout Asia, Africa, & Europe. VEON has established itself as a global telecommunications and technology company, catering to a client base of over 235 million, which accounts for over 10% of the world's population. VEON's customer-centric strategy is motivated by its aim of delivering the digital world to every client, developing services that generate possibilities, and assisting people in leading more fulfilling lives. The company derives inspiration from its legacy as a trailblazer in technology and endeavours to cater to its clients through inventive concepts and ideas generated at its worldwide centres.



Figure 2: VEON's Logo

2.3 Historical Background of Banglalink

With a license for operation in 199 Upazilla rural regions of Bangladesh, Sheba Telecom (Pvt.) Ltd. was granted in 1989. In November 1996, the organization received a national GSM license for 15 years, allowing it to expand its cellular & cellular radio services. Sheba commenced operations in Q4 1997 as a joint venture business between Bangladesh and Malaysia.

Nevertheless, in July 2004, it was revealed that Egyptian corporation Orascom Telecom was acquiring Malaysia's Sheba Telecom in a clandestine transaction valued at \$25 million. Sheba's inability to achieve its commercial potential due to the prolonged conflicts between its Malaysian & Bangladeshi partners. A contract for a joint venture between two partners entails a provision that if one partner decides to sell their shares, the other partner possesses the prerogative to purchase the shares before any other party, potentially initiating negotiations.

The purchase of Sheba Telecom (Pvt.) Limited by Orascom Telecom Holdings was an intricate procedure that encompassed many stages. To initiate the agreement, Integrated Services Ltd. (ISL), the Bangladeshi collaborator, acquired shares valued at 15 million dollars from Malaysia's Technology Resources Industries. In addition, ISL settled Sheba's debts by paying 10 million dollars to Standard Chartered Bank. In September 2004, Orascom Telecom Holdings bought all of Sheba Telecom (Pvt.) Limited's assets totaled \$60 million, and the transaction was effectively finalized after completing the necessary preparatory procedures.

After acquiring Sheba Telecom (Pvt.) Limited, the Company underwent a significant overhaul, renaming itself as "Banglalink" and commencing its operations on February 10, 2005. This action aimed to strategically realign the Company inside the very competitive telecoms industry in Bangladesh. In March 2008, the firm underwent another name change, this time to Orascom Telecom Bangladesh Limited, to establish a closer association with its parent firm. Nevertheless, in July 2013, the Company changed its name due to an ownership restructure. The new name became Banglalink Digital Communications Ltd., which emphasized the Company's dedication to digital advancement and transformation.

2.4 Objective

Banglalink's primary objective is to deliver superior and cost-effective mobile communications services to clients in Bangladesh. The Company is committed to providing innovative goods and services, ensuring a strong focus on customer satisfaction to satisfy the changing demands of clients. Banglalink aims to uphold its status as the country's foremost telecommunications provider by investing in its network capacity and extending coverage to encompass a more extensive customer base in urban and rural regions.

2.4.1 Vision

"Empowering Bangladesh through innovative telecommunications solutions and digital connectivity."

2.4.2 Mission

- Banglalink aims to provide high-quality telecommunications services, such as voice, data, and value-added services, to cater to its customers' diverse needs.
- One of Banglalink's missions is to expand network coverage across Bangladesh, even to rural and remote areas.
- The company is dedicated to embracing innovation and utilizing state-of-the-art technology to enhance service quality, boost efficiency, and remain competitive in telecommunications.
- Banglalink prioritizes customer satisfaction and continuously improves service based on feedback.

- Banglalink aims to make telecommunications services accessible and affordable for all, enabling participation in the digital economy.

2.5 Core Values

Banglalink is dedicated to ensuring client pleasure, fostering teamwork, promoting innovation and entrepreneurship, and upholding honesty as our fundamental principles. This customer-centric approach impacts their decision-making as they strive to understand and meet the wants of their consumers. Banglalink highly emphasizes collaboration and acknowledges the significance of a tightly-knit team in attaining achievement. They constantly innovate and strive to provide their clientele with captivating new products. Banglalink is cultivating a mentality of ownership within its personnel, who perceive the Company's obligations as their own. The Company prioritizes integrity and honesty and is dedicated to implementing these principles in its operations.

2.5.1 Customer Obsessed

- Banglalink strongly emphasizes customer satisfaction and understanding their needs, believing that their success depends on it (Banglalink, 2015).
- Banglalink prioritizes customer interests in decision-making, guiding its overall business strategy (Banglalink, 2015).
- Banglalink is dedicated to serving its customers through innovative services. Each initiative is designed with customers' specific needs in mind, demonstrating the company's commitment to delivering value and enhancing the customer experience.

2.5.2 Collaborative

- Banglalink prioritizes uniting individuals with a shared goal of delivering exceptional customer service (Banglalink, 2017).
- They highly value collaboration and ensure everyone's time is honoured to maintain a positive work atmosphere (Banglalink, 2017).
- The company has complete confidence in the team's abilities and understands the importance of a robust and unified unit in achieving success (Banglalink, 2017).

2.5.3 Innovative

- Banglalink's dynamic and innovative employees are dedicated to constantly delivering new and exciting customer services and exploring new opportunities and experiences (Banglalink, 2015).
- Banglalink strongly emphasizes the prompt development of new products and services for their customers and stakeholders. (Banglalink, 2015).
- Banglalink strives to innovate and surpass competitors.

2.5.4 Entrepreneurial

- Banglalink instils a sense of ownership in its employees, who take on the Company's responsibilities as their own.
- The workforce at Banglalink is known for its dynamism and innovation. They do not fear failure and believe that the lessons learned from failures will eventually lead them to the highest levels of success (Banglalink, 2015).
- When things go wrong, individuals refrain from blaming others and instead work towards finding solutions collaboratively.
- Collaboration has been key to Banglalink's success, as they work together to achieve their objectives. (Banglalink, 2015).

2.5.5 Truthful

- Banglalink places a high value on honesty and integrity, and they strive to apply these principles to all aspects of their work, internally and externally (Banglalink, 2015).
- When they make mistakes, Banglalink takes accountability and works to rectify the situation.
- Maintaining ethical standards in all aspects of their business is their top priority because they are committed to conducting business honestly and responsibly. (Banglalink, 2015).

2.6 Website Link and Official Details of Banglalink

Banglalink Digital Communication Ltd. conducts all of its operational activities from the Corporate Office located at Tiger's Den, Gulshan-1, near Police Plaza in Dhaka.

- Official website: <https://www.banglalink.net/en>
- Customer care number: 111 (from Banglalink number) or 01911304111 (from other operators)
- Email: support@banglalink.net
- Location: Tigers' Den, House 4 (SW), Bir Uttam Mir Shawkat Sharak Gulshan 1, Dhaka 1212, Bangladesh
- Google Map Search: Banglalink HQ

Check the Banglalink webpage to obtain details on the various services, products, & packages provided by the firm.



Figure 3: Banglalink's Head Office

2.7 Number of Employees

As of 2023, Banglalink has around 1200 employees across diverse departments, each playing a crucial role in delivering services and driving company growth. Most of the employees work at the head office of Banglalink. However, some employees work at different corners of the country as territory officers in commercial sales of the company. The total number of employees in Banglalink is not publicly available (as of 2018, it was reported to have around 3,500 employees).

2.8 Organizational Hierarchy and Structure

Banglalink operates with a relatively flat organizational structure, fostering collaboration and communication across functions. The CEO leads a senior management team comprising directors responsible for key areas like marketing, sales, network operations, finance, and human resources. Below this level, various departments and sub-departments spearhead specific initiatives.

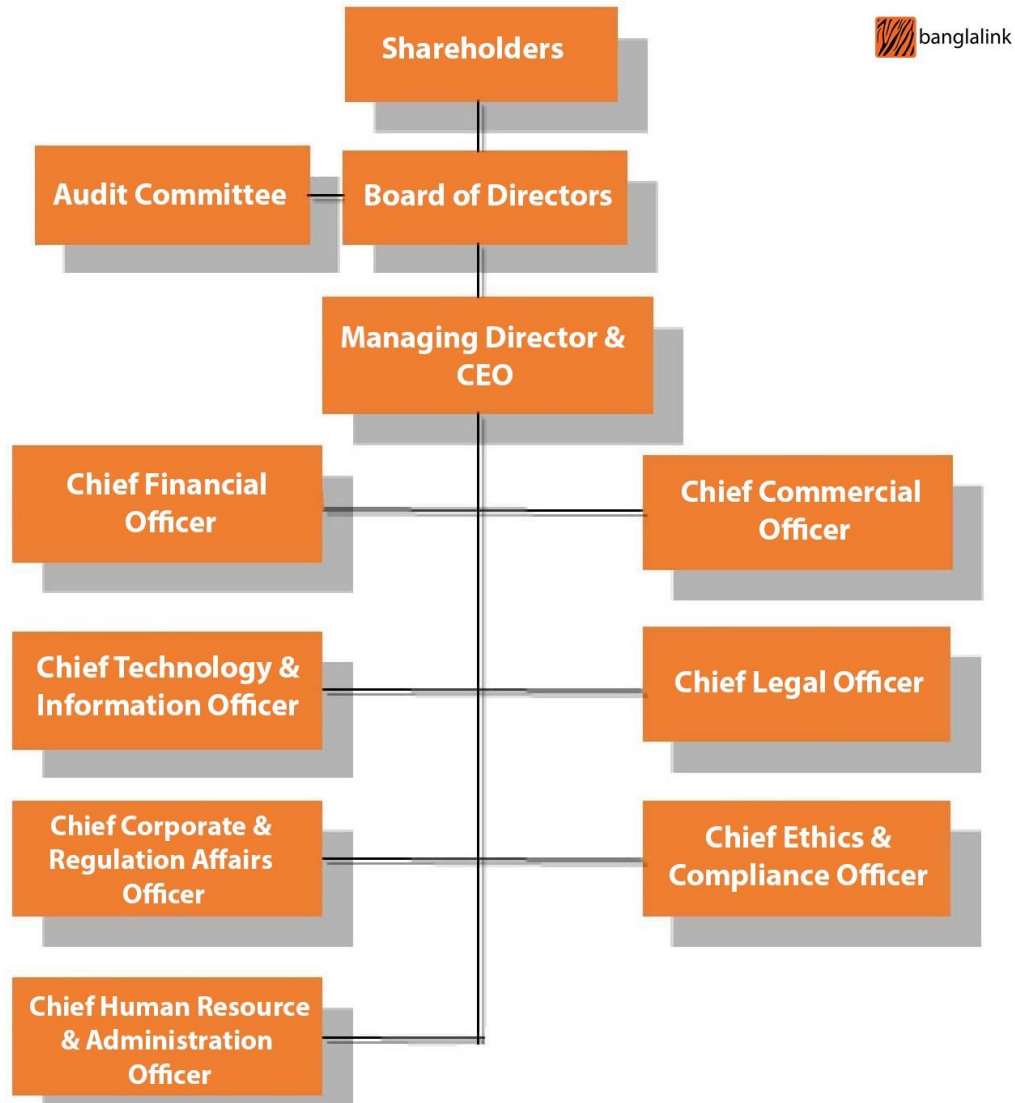


Figure 4: Banglalink’s Organizational Hierarchy

Top-level management: This includes the Chief Executive Officer (CEO) and the Managing Director, together with other top-level executives who are accountable for formulating strategic choices and supervising the organization's overall performance.

Chief Executive Officer (CEO)	Erik Aas
Chief Commercial Officer (CCO)	Upanga Dutta
Chief Financial Officer (CFO)	Cem Velipasaoglu
Chief Technology & Information Officer	Hüseyin Türker

(CTIO)	
Chief Legal Officer (CLO)	Jahrat Adib Chowdhury
Chief Corporate and Regulatory Affairs Officer (CCRAO)	Taimur Rahman
Chief Ethics & Compliance Officer (CECO)	Muniruzzaman Sheikh
Chief Human Resources & Administration Officer (CHRAO)	Monzula Morshed

Table 1: Organogram of Banglalink

Heads of departments: The Corporation would consist of many divisions supervised and managed by a senior executive. Many departments, such as marketing, sales, finance, and human resources, might exist.

Middle-level management: This category comprises supervisors and managers who report to department heads & are responsible for supervising daily company activities.

Operational staff: This encompasses all additional staff members who carry out the fundamental responsibilities of the company, such as customer service representatives, network technicians, marketing executives, sales representatives, and other personnel who directly engage with clients or contribute to the day-to-day functioning of the firm.

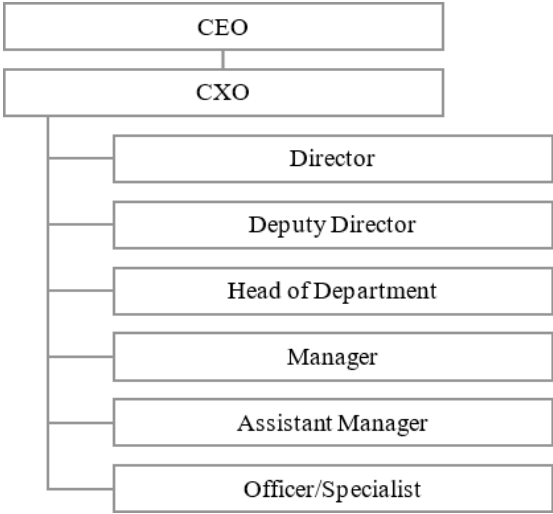


Figure 5: Departmental hierarchy of Banglalink

2.9 Employer Branding

The development of an organization refers to the deliberate and systematic process of altering employee behavior or values to foster overall growth in a business or organization. Unlike typical company operations and incremental workflow enhancements, we adhere to a well-defined procedure explicitly communicated to all workers by management. Organizational Development (OD) & Employer Branding are essential for success in any organization. For Banglalink, these factors influence the company's morals, culture, and reputation.

Organizational Development is the systematic approach of enhancing efficiency and promoting organizational change. The process entails identifying areas that need improvement, applying tactics to tackle them, and assessing the results. Organizational Development at Banglalink focuses on improving procedures, optimizing resources, and promoting overall performance. Banglalink can sustain its competitive edge in the market and adapt to the diverse demands of its clients by cultivating a culture of continuous improvement. The employer's selected strategy is to establish the firm as an attractive employer to prospective workers. This includes developing and promoting the Company's beliefs, culture, and benefits, as well as presenting a unique and positive image of the firm as an employer. Employer branding facilitates attracting and retaining skilled personnel for firms in Bangladesh.

By offering incentives, perks, and opportunities for career growth, Banglalink may position itself as an attractive option for prospective workers. Establishing a strong business culture and reputation necessitates a strong correlation between Organizational Development & employer branding. Banglalink may create a favorable and stimulating work atmosphere to attract and retain high-caliber individuals by aligning the Organizational Development plan with the Company's recruitment goals. This strategy improves performance and maintains our market position while developing a robust and enduring company culture. To summarize, employer branding and organizational growth are vital elements contributing to the success of Banglalink. By focusing on these elements, we can optimize processes, utilize resources more efficiently, attract and retain top talent, and cultivate a positive work atmosphere.

2.10 Functional Departments of Banglalink

Understanding how an organization runs internally can be a priceless window into its culture and structure. The organizational hierarchy at Banglalink Digital is comparatively flat. Technical, Commercial, and Enablers are the three main divisions of the organization, each with a distinct departmental structure. The development and maintenance of the organization's technological infrastructure, including its network, hardware, and software systems, is the responsibility of the technology function.

Additionally, this function has divisions for testing, quality control, and research and development. Sales, marketing, and customer service are among the business activities that are the focus of the commercial function. Managing relationships and collaborations with external stakeholders as well as developing and implementing strategic business plans are also included in this job description.

2.10.1 Technology

Customers across the nation can benefit from Banglalink Digital's dependable network coverage and other services in large part because of the company's Technology department's contributions. This position is in charge of making sure the company's data and cellular services are dependable and efficient. It consists of several departments that work together to accomplish this.

Moreover, the Technology function is in charge of creating and maintaining all of Banglalink's network hardware, applications, digital services, and value-added services (VAS). One way the company ensures it will be able to provide outstanding service to its clients is through this comprehensive approach to network administration. Customers of Banglalink profit from the organization's Technology function working closely with other departments to deliver services that are standardized and seamlessly integrated. In general, the Technology function's dedication and expertise are a crucial factor in the company's success in the fiercely competitive telecommunications industry. Innovation and customer service are the driving forces behind this sector.

2.10.2 Commercial

It is primarily the responsibility of Banglalink Digital's Commercial function to develop business plans that will ensure the success of the company as a whole. In order to achieve high levels of client satisfaction, this includes developing plans and initiatives to clearly explain the company's services to customers. The creation of plans and initiatives is also a part of this step.

The Commercial function is in charge of finding customers for new goods, services, or software that are specifically designed to meet the ever-changing needs of customers. To stay ahead of the competition and foster corporate growth, this involves keeping a close eye on market trends as well as the preferences of the target audience.

The Commercial function, which provides strategic direction and insight into the needs and preferences of Banglalink's customers, acts as the primary driver of the company's commercial activities. By focusing on giving the company's customers wonderful experiences and identifying new growth opportunities, this function helps to ensure the company's ongoing success in a market that is constantly changing.

2.10.3 Enablers

Banglalink Digital's Enablers department is in charge of giving essential assistance to the other divisions of the company to ensure uninterrupted business operations. This role focuses on procuring what is required, negotiating with the government, and creating and maintaining a strong workplace culture. Additionally, it focuses on selecting the best candidates, creating the paperwork required for various tasks, managing legal paperwork and compliance frameworks, and creating the paperwork required for various tasks.

In a sense, every operation revolves around the Enabler function. It works closely with several other departments to make sure they have the tools necessary to carry out their duties efficiently and effectively. The performance of the organization is ultimately aided by this role because it frees up other functions to focus on their core responsibilities.

It accomplishes this by offering crucial support services. You can better understand the organizational structure of the company by viewing the table below, which lists the three main functions of Banglalink Digital as well as the departments that fall under each function.

Technology	Commercial	Enablers
- Network Service Management - Business Service Management - Technology Financial Management - Service Assurance Management	- Digital Business - Enterprise Business - B2C Sales & Distribution - Customer Care - Commercial Strategy & Planning - Marketing - Customer Value Management	- Legal Affairs & Company Secretariat - Corporate & Regulatory Affairs - Compliance - Human Resources and Administration - Finance

Table 1: Functional Units of Banglalink

2.11 The Postpaid Product and CVM Team

Banglalink Postpaid provides a range of customized programs to cater to the diverse needs of its customers. With Banglalink Postpaid, one can enjoy flexibility and affordability, whether it's high-speed internet, international calling benefits, or unlimited talk time. Customers can enjoy uninterrupted connectivity without worrying about running out of balance, thanks to competitive pricing and simple billing cycles. Moreover, Banglalink's Postpaid product often comes bundled with special benefits such as priority customer support, access to exclusive content, and discounted roaming charges to enhance the user experience.

The team responsible for managing customer value (CVM) is crucial to ensure that Banglalink's postpaid products are maximized and customers are satisfied. The team comprises dedicated

experts who examine feedback, market trends, and customer data to identify opportunities for product improvement and customization. By leveraging advanced analytics and segmentation techniques, the team designs tailored campaigns and promotions that cater to the diverse needs and requirements of Banglalink's postpaid subscribers. The CVM team also closely monitors engagement metrics and customer behavior to refine their tactics and increase the lifetime value of each customer.

The CVM team at Banglalink Postpaid aims to build long-term partnerships with its consumers by engaging with them actively and providing creative solutions. They strive to enhance client loyalty and retention by offering personalized recommendations, incentives, and rewards based on the customers' evolving needs and preferences. The team employs proactive service interventions, loyalty rewards programs, and targeted upgrade offers to exceed customer expectations and promote long-term business success for the Postpaid division of Banglalink.

2.11.1 Postpaid Plans

- **Starter Plans:** Perfect for casual users with minimal data and calling requirements. Starters 99 and 149 are two instances.
- **Value plans:** Give moderate users access to more minutes, data, & SMS. Values 249 and 349 are two examples.
- **Premium plans:** Made for heavy customers with substantial data, SMS, and calling needs. Premier 549 & Premier 799 are two examples.
- **Corporate plans:** Designed to be flexible and economical for companies of all sizes.
- **Plans for the Internet:** For consumers who primarily require an Internet connection, there are distinct data-centric plans.

2.11.2 Typical Qualities

- **Broad network coverage:** All of Bangladesh is covered by Banglalink's vast network.
- **Voice calls:** One can use the minutes allotted by his plan to make calls via a local operator.
- **SMS:** One can use the SMS message allotment included in his subscription.
- **Mobile Internet:** One can use his selected plan to access data.
- **Value-added services (VAS):** One can get internet bundles, SMS packs, and caller tones, among other extra services.
- **Online bill payment:** One can use a variety of channels to easily pay his bills online.
- **Customer service:** One can use Banglalink's customer service channels to get assistance.

2.11.3 SELECT Postpaid

Banglalink, one of the leading digital service providers, has introduced its latest postpaid plan - SELECT, designed specifically for postpaid customers who are looking for a seamless and hassle-

free mobile connection. With this plan, users can enjoy access to a wide range of digital services and unique loyalty programs, while benefiting from a call rate of just 65 paisa per minute. The SELECT postpaid plan simplifies the process of mobile connection by offering a consolidated monthly bill payment option, thus eliminating the need for frequent top-ups. Moreover, users of Banglalink can choose between bundled or non-bundled plans, depending on their usage habits and preferences. This flexibility makes the SELECT package a comprehensive and user-friendly option for Banglalink users who can customize their membership according to their specific requirements. In addition, users who sign up for all-inclusive packages that include popular digital services such as Hoichoi and Toffee will be granted Orange Club status. This status will provide them with access to a range of lifestyle benefits -

- **Priority Customer Service:** Banglalink SELECT customers receive priority customer care support that guarantees timely resolution of issues and inquiries concerning their accounts and offerings.
- **Special Offers and prizes:** SELECT members are entitled to special discounts, offers, and prizes based on their usage habits and preferences. These benefits may include VIP event invitations, premium content access, exclusive discounts on partner services, and more. These advantages enhance the overall value proposition for SELECT subscribers.
- **Personalized Packages:** Banglalink SELECT offers personalized packages tailored to customers' needs and preferences, including voice minutes, data, text messages, and additional services to maximize the value of their subscription. **Improved Network Experience:** SELECT customers can often enjoy better network experiences, including special access to network capabilities during peak hours. This can result in enhanced call quality, faster data speeds, and overall improved connectivity, especially in crowded or busy locations.
- **Exclusive Events & Experiences:** Banglalink SELECT organizes exclusive events and experiences for its subscribers. These may include invitation-only dinners, networking events, VIP performances, and film premieres. These gatherings provide SELECT members with more opportunities to engage with the corporation and other subscribers.
- **Free Services:** As part of their subscription plan, SELECT customers may be eligible for free services like device insurance, data rollover, or access to exclusive content platforms. These extra features set the SELECT option apart from other plans and add to the total value proposition.

All things considered, Banglalink SELECT seeks to offer clients who appreciate first-rate support, customized care, and the unique advantages of an enhanced telecom experience. With a variety of exclusive features and benefits, Banglalink aims to satisfy the changing requirements and tastes of its pickiest customers.



Figure 6: Banglalink SELECT Launch

2.12 PORTER's Five Forces Model

➤ Threat of New Entrants

Low to Moderate: The telecommunications industry in Bangladesh requires significant capital investment for infrastructure development and network expansion. Government regulations and licensing requirements also serve as barriers to entry. However, the threat may increase with the possibility of disruptive technologies or new market entrants with innovative business models.

➤ Bargaining Power of Suppliers

Low to Moderate: Banglalink sources equipment and technology from various suppliers. While there are multiple suppliers available in the market, the bargaining power of large equipment manufacturers may be moderate due to their market dominance. However, Banglalink's scale and purchasing power could mitigate this threat to some extent.

➤ Bargaining Power of Buyers (Customers)

Moderate to High: Customers in the telecommunications industry often have several options to choose from, increasing their bargaining power. Additionally, the low switching costs between telecom providers in Bangladesh give customers more leverage. However, strong brand loyalty and customer service initiatives can help Banglalink mitigate this threat.

➤ **Threat of Substitutes**

Moderate: While there are alternatives to traditional telecommunications services such as internet-based communication platforms (e.g., WhatsApp, Skype), these substitutes may not fully replace the need for mobile and fixed-line services. However, as technology evolves, the threat of substitutes could increase, particularly for services like voice calls and SMS.

➤ **Competitive Rivalry within the Industry**

High: The telecommunications industry in Bangladesh is highly competitive, with several major players vying for market share. Intense price competition, aggressive marketing strategies, and constant innovation characterize this rivalry. Banglalink competes with other telecom operators like Grameenphone, Robi Axiata, and state-owned Teletalk, among others, which creates pressure to differentiate offerings and maintain profitability.

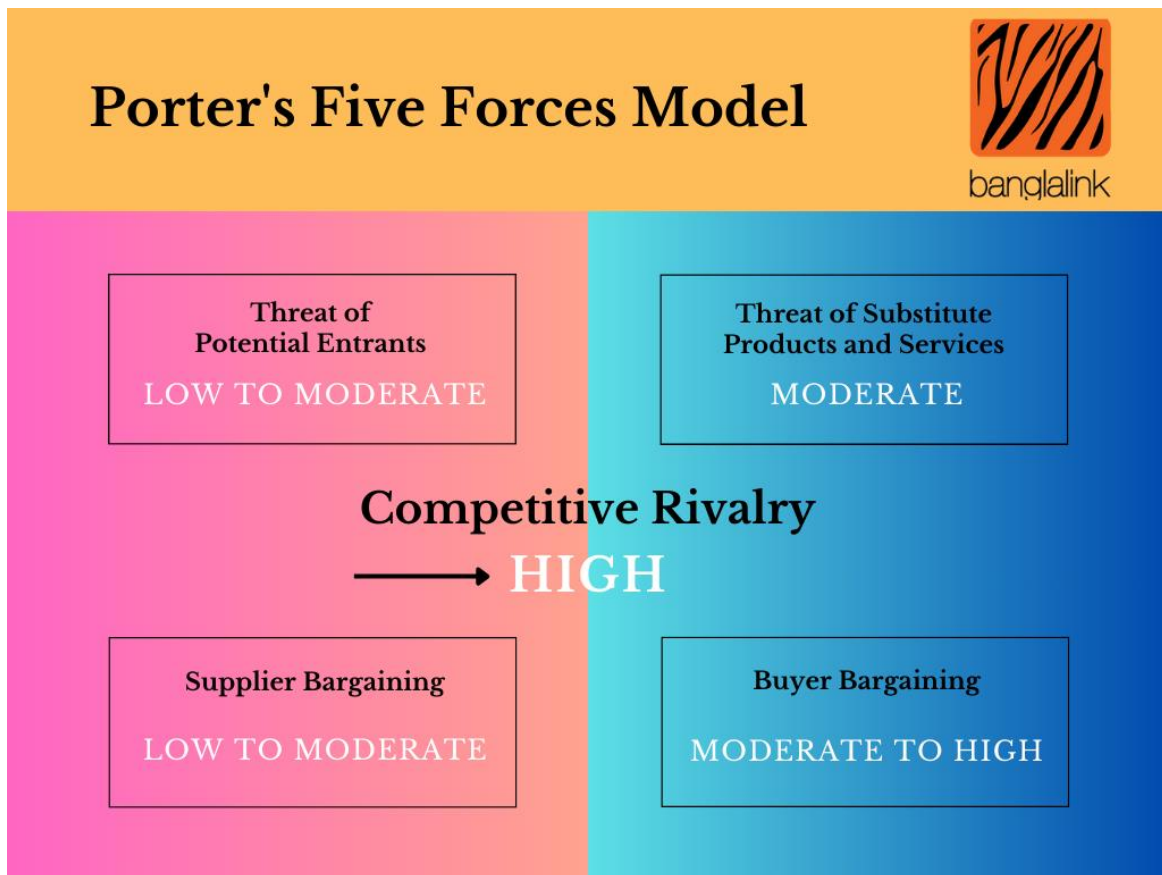


Figure 7: Porter's Five Forces Model

Chapter 3

Industry Analysis

The telecommunications sector in Bangladesh has experienced substantial growth in recent years. The Bangladesh Telecommunication Regulatory Commission (BTRC) reported that the telecommunications industry generated around BDT 525 billion (USD 6.2 billion) in income during the fiscal year 2020-21, representing a 5.5% increase compared to the previous year.

The latest development in the telecommunications industry is the introduction of 5G technology. However, due to insufficient technological infrastructure in the country, it still needs to be fully functional. As a client and intern at Banglalink, I am delighted to mention that the company has received the Ookla® Speedtest™ Award four times in a row. Banglalink regularly delivers outstanding services with exceptional 4G+ speeds.



Figure 8: Fastest 4G Banglalink

The telecommunications sector is highly competitive due to its significant effect on communication. Service providers must ensure optimal functionality for the vast number of users. Even a tiny service disruption can potentially cause a nationwide collapse. Therefore, providing high performance or quality alone is insufficient; ensuring the uninterrupted and continual delivery of excellent service is imperative.

3.1 Industry Size and Growth Trends

Banglalink is a prominent telecommunications firm in Bangladesh that works in a competitive sector. In 2023, the Company's customer base exceeded 42.1 million, positioning it as the country's third-largest operator of mobile networks.

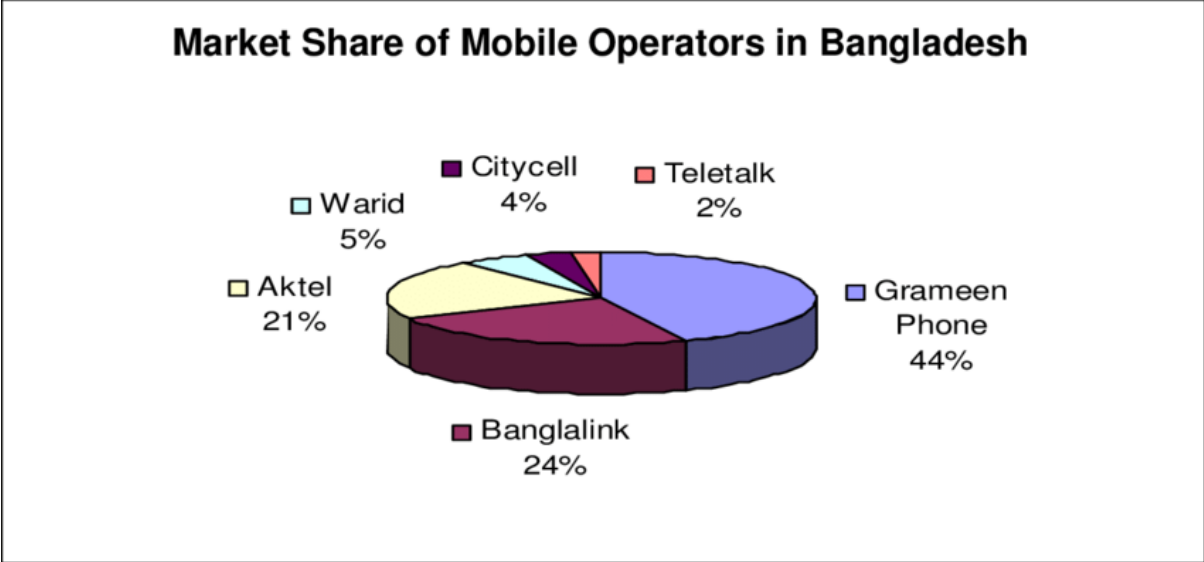


Figure 9: Market Share of Telecom Industry

Banglalink possesses approximately 26 percent of Bangladesh's overall mobile phone users, as measured by market share. According to reports, Banglalink had a year-on-year revenue rise of 12.1% in 2022, reaching Tk 5,374 crore. The Company had a 12.3% increase in its yearly service revenue and a significant jump of 26.6% in its data revenue last year. This is the third straight quarter of double-digit growth.

Banglalink has been strategically increasing its network reach and enhancing its service quality to attract and retain consumers, hence driving growth patterns. The Company has also been allocating resources to emerging technologies, like 4G and 5G, to improve its products and satisfy the increasing need for data services.

3.2 Maturity of the Industry

Banglalink is prioritizing digitization to offer simple and personalized services to its clients. The company has implemented many digital initiatives to help clients monitor their accounts and make online purchases, including the My Banglalink app.

In general, it is anticipated that Banglalink will sustain its growth in the upcoming years. The requirement for telecommunication facilities in Bangladesh is growing due to the expanding population and increased acceptance of digital technology. Considering the level of development in Bangladesh's telecommunications sector, it is evident that the industry has made significant progress since its establishment. In the early 1990s, the Government of Bangladesh commenced privatizing the telecommunications industry, resulting in the entry of private enterprises into the market. Subsequently, the business has experienced substantial growth, with a surge in cell phone customers from a mere few thousand to a staggering 165 million by 2021.

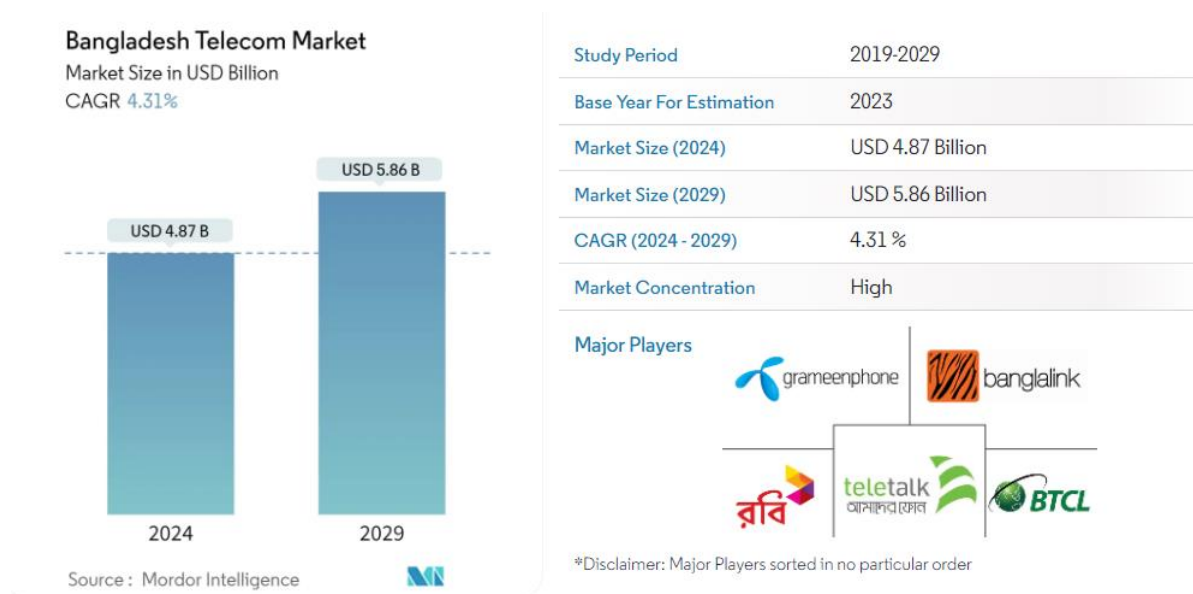


Figure 10: Maturity of Telecom Industry

As a prominent participant in the business, Banglalink has made substantial contributions to the expansion and development of the sector. The Company is leading the way in innovation, introducing cutting-edge technology to the market. In 2013, Banglalink became Bangladesh's pioneer mobile phone provider to introduce a 3G network. In 2018, we launched the country's inaugural 4.5G network, providing consumers with enhanced connectivity and high-speed internet access. Furthermore, the market is seeing increased competition, with numerous companies offering similar services. This allows businesses to focus on customer satisfaction and the quality of their services to differentiate themselves from competitors. Banglalink is also following the same approach and making substantial investments in client service and network infrastructure.

Grameenphone is the telecommunications market leader in the country, with the highest number of subscribers. It currently has a user base of 8.13 crore SIM users. Robi comes in second with a user base of 5.44 crore, while Banglalink has a user base of 4.21 crore out of 18 crore mobile sim customers. Teletalk possesses 66 lakhs of mobile sim customers.

3.3 Key Factors Affecting Banglalink's Operations and Performance

Several key determinants influencing Banglalink's business and effectiveness, including trends in the market, competition, the regulatory environment, and technology advancements, will be examined in this analysis. The following are the most recent and emerging trends in the sector:

- 5G technology and network.
- Using artificial intelligence (AI) and Internet of things (IoT) technologies to tackle current issues and update the existing tech infrastructure.

- The regular use of cloud-based technologies and blockchain technology.
- The addition of consumable material via various sub-platforms, etc.

According to the BTRC, the total number of mobile phone customers in Bangladesh reached over 176 million in March 2021, an increase from roughly 164 million in the previous year. The mobile penetration rate is around 103%, suggesting many individuals possess several mobile connections.

Besides mobile services, the fixed-line broadband market in Bangladesh has experienced rapid growth. As per the BTRC, the number of fixed broadband subscribers in the country increased to over 11.4 million in March 2021, compared to roughly 8.7 million in the previous year.

After renaming Banglalink, the company has consistently improved the quality of its services, expanded its market options, and prioritized customer care. These efforts have enabled them to become the second-largest telecom operator in the country.

Furthermore, the company maintains separate departments for each area of its operations and consistently incorporates state-of-the-art technology to enhance its present services and ensure client satisfaction. Veon, the parent company of Banglalink, provides similar services in Russia, Kazakhstan, Algeria, Ukraine, Uzbekistan, and Pakistan under the brand names Beeline, Kyivstar, Jazz, and Djezzy.

In March of last year, Banglalink paid BDT 10 billion to the Bangladesh Telecommunication Regulatory Commission for the privilege to utilize the 4.4 MHz spectrum. Over the past several years, Banglalink has consistently maintained its reputation for offering mobile network users the most rapid internet connection.

3.3.1 Regulatory Environment

The telecommunications sector in Bangladesh is subject to severe government regulations, which can significantly influence the productivity and performance of telecommunications enterprises. To safeguard the interests of domestic service providers, the government has implemented laws such as compulsory registration of SIM cards, consolidation of infrastructure resources, and limitations on international voice calls. Regulatory changes & measures may present both challenges and prospects for companies such as Banglalink.

3.3.2 Technological Developments

The telecommunications industry is constantly in flux due to technological improvements, which bring up both opportunities and challenges for businesses. Banglalink has made substantial expenditures to offer new digital services, such as network infrastructure development, expansion of 4G coverage, mobile banking, and digital content delivery. However, technological

developments also introduce new competitive threats. Current gamers may encounter unfamiliar Invaders and Destroyers.

The telecommunications business in Bangladesh is characterized by intense competition and fast evolution, driven by a complicated legislative framework and substantial technology advancements. Banglalink encounters many problems and possibilities in this particular setting, and its capacity to effectively handle these circumstances will significantly impact its future achievements.

3.4 External Economic Factors and Their Effect on the Industry

The telecommunications business in Bangladesh, particularly Banglalink, is subject to several external economic variables that might affect its growth and profitability. Several of these factors comprise:

3.4.1 GDP Growth

The country's general economic prosperity greatly influences the telecommunications business. As the Gross Domestic Product (GDP) increases, individuals often see a rise in their disposable income, resulting in a higher demand for communications services. Likewise, an underperforming economy might result in a decrease in the market for telecommunications services.

3.4.2 Foreign Exchange Rates

The telecommunications business in Bangladesh relies extensively on imports, encompassing both equipment and technology. Hence, variations in currency exchange rates influence the expense of imported goods and impact operators' profitability.

3.4.3 Inflation

Higher inflation rates can increase expenses related to corporate operations, including the costs of maintaining and expanding networks. This can impact operators' profit margins and limit their ability to invest in new technologies and services.

3.5 Technological Factors

The digital communications sector is seeing significant growth, particularly in Bangladesh. This development is driven by the rise in the home internet usage rate, the proliferation of smartphones, and the surge in the need for digital communication solutions. Hence, Banglalink must conform to shifting consumer tastes and market trends to sustain itself in this swiftly moving business.

Bangladesh's industrial sector has achieved substantial advancements in terms of coverage of mobile networks and connections. Leading market participants, such as Banglalink, are actively addressing the increasing need for digital communication services by significantly extending network coverage, enhancing service quality, and updating infrastructure.

In addition, the sector is transitioning towards more modern technologies, including 4G and 5G, fuelling additional development and fostering innovation. Banglalink has also invested in these technologies to provide its consumers with enhanced data speeds and improved connections.

3.6 Seasonality

In contrast to the FMCG business, the clothes, automobile, and tourist industries, the telecoms industry stands apart due to its lack of dependence on seasons or trends. Communication is widely recognized as a fundamental necessity in today's world, with every client segment requiring at least one form of communication. Once parents believe their children are mature enough to be responsible, they are provided mobile phones with network simulators. Every prominent corporation possesses exclusive services offered by its network service providers, which includes telecommunications businesses such as ourselves.

Nevertheless, Bangladesh's digital telecommunications business has many obstacles, such as fierce rivalry, regulatory constraints, and the necessity for ongoing adaptation. Banglalink Digital Communication Ltd works in a volatile and fiercely competitive industry, where fluctuating seasons influence its operations. These are the primary seasonal elements that affect Banglalink: Holidays and celebrations, the weather, school holidays, and business cycles.

The digital telecommunications business in Bangladesh is progressing and evolving at a quick pace. However, there is still potential for more expansion and innovation. Companies like Banglalink must consistently adjust and allocate resources to maintain their competitiveness and fulfill their clients' evolving demands.

3.7 Contribution of Banglalink in the Telecom Sector

Banglalink has made notable contributions to the telecommunications industry in Bangladesh, playing a crucial role in developing the industry and propelling its development. Below are some significant contributions made by Banglalink:

- **Market Competition and Innovation:** The introduction of Banglalink as a new participant in the telecommunications industry in Bangladesh led to increased competition, which stimulated innovation and enhanced services throughout the sector. The entrance of this product posed a threat to the current market leaders, compelling them to improve their offers to stay competitive.
- **Network Expansion and Connectivity:** Banglalink has significantly invested in developing its network infrastructure, enhancing the coverage in both urban and rural parts of Bangladesh. This development has facilitated the enhancement of connection and accessibility to communications services for many individuals, therefore playing a significant role in narrowing the gap in digital access.

- **Affordable and Accessible Services:** Banglalink has significantly contributed to enhancing the affordability and accessibility of telecommunications services, hence reaching a broader demographic. The firm has implemented cost-effective pricing techniques and additional services that meet consumers' varied requirements and financial capabilities throughout Bangladesh.
- **Innovative Products and Services:** Banglalink has pioneered in delivering cutting-edge goods and services, including mobile data bundles, digital content offers, and value-added services. These advancements have improved how users interact with the product and expand the variety of services offered to clients.
- **Digital Inclusion and Empowerment:** Banglalink has significantly promoted digital inclusion and prosperity in Bangladesh through its many projects and collaborations. The firm has partnered with government agencies, non-governmental organizations (NGOs), and other relevant parties to advance digital literacy, enhance skills acquisition, and foster entrepreneurship. These collaborations aim to enable people of all kinds to engage actively in the digital economy.
- **Corporate Social Responsibility (CSR):** Banglalink has exhibited a dedication to corporate social responsibility via its investments in several social and community development endeavors. These endeavors cover domains such as healthcare, education, sustainable development, and disaster relief, resulting in a beneficial influence on society as a whole and the environment.
- **Employment and Economic Growth:** Banglalink's operations have positively impacted employment and the economy in Bangladesh by creating both direct and indirect job possibilities. The Company's allocation of resources towards technological advances, infrastructure, and human capital has promoted economic activity and the generation of value for stakeholders.

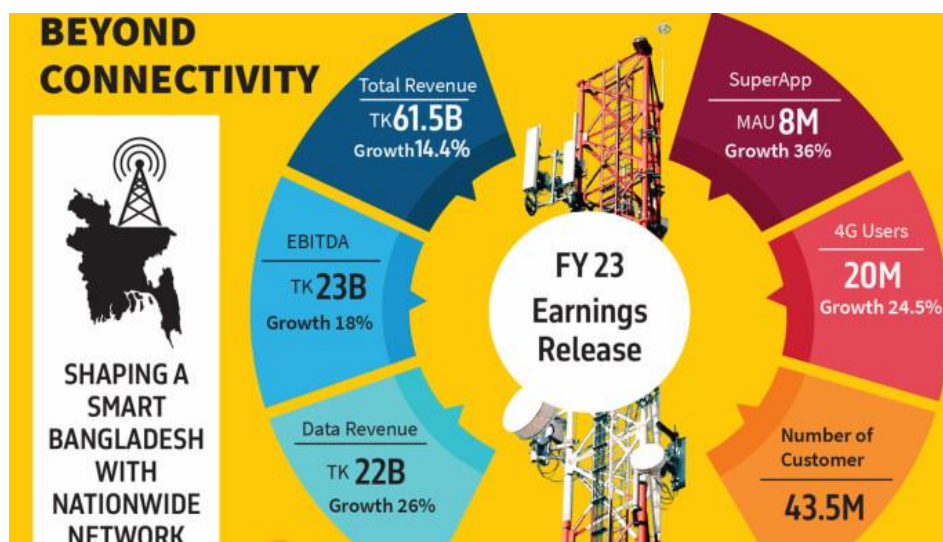


Figure 11: Banglalink's Overall Growth

3.8 SWOT Analysis of the Industry

3.8.1 Strengths

- **Growing Market:** The telecommunications sector in Bangladesh has witnessed substantial expansion over time, propelled by the growing adoption of mobile devices, increased need for data services, and continuous efforts towards digitization.
- **Strong Market Players:** The market is mostly controlled by prominent companies such as Grameenphone, Banglalink, & Robi Axiata, which possess significant market share, wide network coverage, and well-established brand awareness.
- **Government Support:** The Bangladeshi government has enacted policies and efforts to facilitate the growth of the telecommunications industry, such as investing in infrastructure, allocating spectrum, and implementing regulatory changes
- **Rising Digital Economy:** The rapid expansion of smartphones, internet access, and digital platforms has stimulated the development of the e-commerce sector in Bangladesh, presenting telecom operators with the chance to provide inventive digital solutions and services.

3.8.2 Weaknesses

- **Infrastructure Challenges:** Bangladesh continues to have infrastructure obstacles, specifically in rural and isolated regions. These challenges include limited network coverage, insufficient internet access, and power supply concerns.
- **Regulatory Constraints:** The telecommunications business is bound by government rules, licensing prerequisites, and spectrum distribution policies, which can pose bureaucratic obstacles, incur compliance expenses, and introduce uncertainty for market participants.

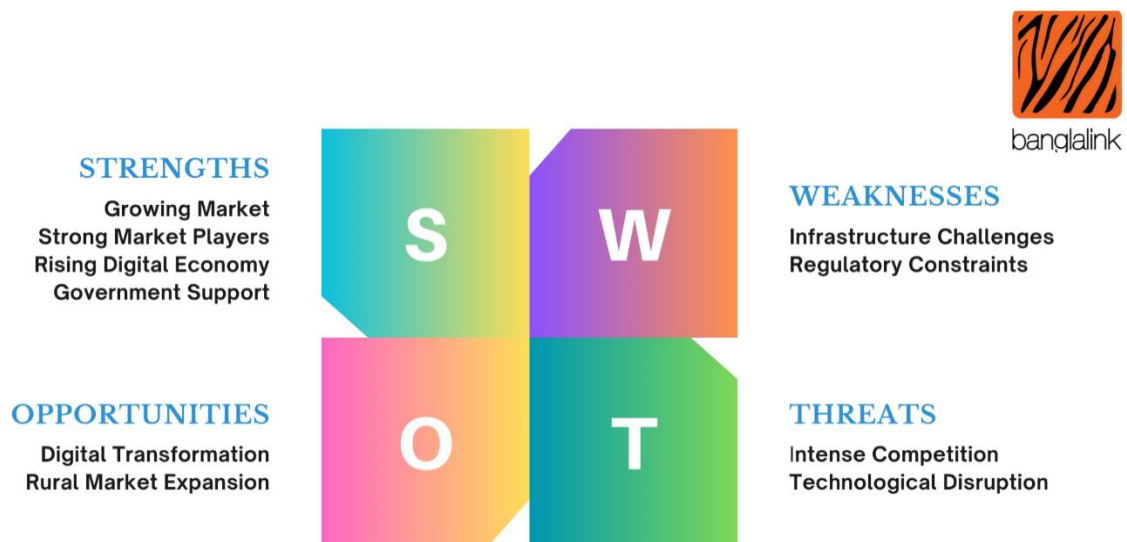


Figure 12: SWOT Analysis

3.8.3 Opportunities

- **Digital Transformation:** The rising utilization of digital technologies followed by the expansion of the digital economy offers telecom operators the chance to broaden their range of services, develop novel digital solutions, and take advantage of emerging trends like IoT, cloud computing, as well as e-commerce.
- **Rural Market Expansion:** There is a considerable opportunity for telecom operators to extend their network coverage, develop customized services, and target untapped consumer groups in rural and underserved regions of Bangladesh. This will result in an increase in the number of subscribers and revenue.

3.8.4 Threats

- **Intense Competition:** The telecommunications industry in Bangladesh is characterized by intense rivalry, as several companies compete for a larger portion of the market. Fierce rivalry can result in pricing conflicts, profit constraints, and difficulties in retaining and acquiring customers.
- **Technological Disruption:** The rapid progress in technology, including 5G, AI, and IoT, presents both advantageous prospects and potential risks for telecom operators. Adopting new technologies may promote creativity and competitiveness, while not keeping up with technological progress might make current infrastructure and services outdated.

3.9 PESTLE Analysis

3.9.1 Political Factors

- **Government Regulations:** The telecommunications industry in Bangladesh is subject to extensive government oversight, which includes the enforcement of license prerequisites, the allotment of spectrum, and the implementation of pricing laws. Government policy changes can have a significant influence on the dynamics of the market and the strategies employed by operators.
- **Political Stability:** Political stability is a crucial factor in creating a favorable business climate and encouraging foreign investment in the telecommunications sector. Political turmoil or instability has the potential to impair business and investment in the sector.

3.9.2 Economic Factors

- **GDP Growth:** The expansion of the economy has a direct impact on the purchasing power of consumers and their desire for telecommunications services. The GDP growth rates of Bangladesh have a direct impact on all facets of the telecom industry and the potential income of operators.
- **Foreign Exchange Rates:** Exchange rates can have an influence on the expense of imported technology and equipment for telecom carriers, which in turn affects investment choices and pricing tactics.

3.9.3 Social Factors

- **Demographic Trends:** Demographic trends in Bangladesh, such as growth in population, urbanization rates, & age distribution, impact the need for telecom services. Operators must customize their offers to accommodate the varied requirements of several demographic groupings.
- **Digital Divide:** The digital divide, which refers to the gap between those who have access to digital technologies and those who do not, is a pressing issue that telecom operators must address. It is crucial for them to promote digital inclusion, ensuring that everyone has equal opportunities to participate in the digital world. Efforts aimed at enhancing connection in rural & underserved regions have a significant role in fostering social progress and promoting economic empowerment.

3.9.4 Technological Factors

- **Technology Adoption:** The sector experiences innovation and change due to the rapid progress in telecommunications technology, including 5G, fiber optics, and IoT. In order to maintain competitiveness, telecom operators must allocate resources towards enhancing their infrastructure and embracing cutting-edge technology.
- **Digital Convergence:** Convergence of telecommunications, media, and technology sectors blurs traditional industry boundaries and creates new business opportunities. Operators can leverage digital convergence to offer integrated services and enhance customer experience.

3.9.5 Legal Factors

- **Regulatory Compliance:** Telecom providers in Bangladesh are required to adhere to a range of rules, which encompass data protection legislation, consumer protection regulations, and antitrust restrictions. Failure to comply can lead to fines, harm to one's reputation, and exposure to legal liabilities.
- **Intellectual Property Rights:** Preserving ownership rights is of utmost importance for telecom carriers, especially with regard to copyrights, trademarks, and patents for groundbreaking technology and services.

3.9.6 Environmental Factors

- **Energy Consumption:** Telecommunication activities have a substantial energy consumption, which in turn contributes to their environmental effect. Operators can implement energy-efficient technology and sustainable practices to reduce their carbon footprint & save operating expenses.
- **E-waste Management:** E-waste management is the process of handling and controlling the electronic trash (e-waste) that is produced by telecom equipment and devices. This poses a significant environmental problem. Operators can establish e-waste recycling initiatives and adopt safe disposal techniques to reduce environmental dangers.

Chapter 4

Internship Duties and Responsibilities

At Banglalink, I was assigned to carry out a wide-varieties of responsibilities of the Postpaid Product and CVM Department. My internship at Banglalink was full of learning opportunities which had a significant impact at the starting line of my professional journey.

4.1 Job Position

I was selected as one of the interns of Banglalink's flagship program, the Digitalyst Internship Program. After completing a rigorous assessment, I got selected as an Intern in – the Postpaid Product and CVM department under the Commercial division.

4.2 Period, Company, Department, Address

- **Period:** Three months that started from February 01,2024, and will conclude on April 30, 2024.
- **Place:** Tiger's Den, Head office of Banglalink.
- **Work Days:** Sunday to Thursday (5 Days)
- **Time:** 09:00 AM to 06:00 PM (but the ending hour mainly depended on daily tasks).
- **Meals and Refreshments:** Free lunch along with tea/coffee
- **Mobile Allowance:** 1000 BDT per month mobile allowance along with a Banglalink sim.
- **Medical Facilities:** Interns are allowed to take medical facilities from Banglalink Medical Centre.

4.3 Work Environment

Banglalink's working culture is renowned for its dynamism, collaboration, and innovation. I found the firsthand experience to be exhilarating. The entirety of my team warmly embraced and provided unwavering support, ensuring my seamless and rapid adjustment to the job. This facilitated the establishment of a friendly and conducive work environment. Banglalink is committed to creating an environment where workers may openly share their thoughts and opinions. This organization strongly promotes collaboration, with teams working together across different departments and hierarchies. Knowledge exchange and cross-functional collaboration are actively encouraged. In the past, we received training initiatives, wellness and health programs, recognition programs, and events such as fairs, movie outings, and birthday celebrations. Banglalink offers its workers the opportunity to have flexible working hours and the possibility to work remotely from home.

4.4 Regularly Assigned Internship Tasks

As previously mentioned, I had the opportunity to work on different projects for Banglalink and there were different sets of tasks assigned to me. They have been listed below:

4.4.1 UAT

UAT is a term that stands for User Acceptance Testing. User acceptance testing is a critical stage in the lifecycle of software development. During this phase, the intended consumers of an

infrastructure or software program assess its functionality to verify that it satisfies their expectations and needs before it becomes available for actual use.

Pre-Live UAT:

Before launching any postpaid offers, the Banglalink postpaid team does the UAT, a simulation that involves testing the simulation software with real users to ensure it meets their needs and expectations before deployment. Initially, our team did that in collaboration with Ericsson. This includes defining acceptance criteria, planning test cases, executing tests with representative users, documenting issues, iteratively fixing problems, gaining final approval, providing training and documentation, and offering post-deployment support.

Post-Live UAT:

After doing the pre-live UAT, Banglalink generally does a post-live UAT at late night. Post-live UAT is the final phase of testing, where end-users validate whether the system meets their requirements and functions as expected in real-world scenarios. It ensures the offers are ready for release and meets the user's needs, preferences, and business objectives. Our team does it to ensure that after the launch of the new or modified offers, customers get the correct amount of data, and Banglalink receives the proper amount of revenue. I joined the meeting tonight with my team to understand the work.

Within the telecommunications industry, User Acceptance Testing (UAT) is crucial for guaranteeing the excellence and dependability of diverse applications, services, and systems provided to clients –

- **Assessing Customer-Facing Systems:** Banglalink possesses a multitude of customer-facing platforms and applications, including websites, mobile applications, self-service portals, including billing platforms. User Acceptance Testing (UAT) is the process of testing these applications from the perspective of the end-user to ensure that they are easy to use, intuitive, and have strong functionality. Testers replicate real-life usage situations to detect any usability flaws, defects, or inconsistencies that might affect the customer experience.
- **Verifying Service Functionality:** Service functionality verification involves testing the various offers provided by Banglalink, such as phone calls, text messages, data, roaming, additional services, and other features. During User Acceptance Testing (UAT), testers validate the functioning of these services on various devices, and networks, as well as usage situations. This entails conducting test calls, transmitting test messages acquiring data services, and executing diverse jobs to guarantee flawless service provision without any malfunctions or deterioration in service quality.
- **Testing Network Infrastructure:** Network infrastructure testing is conducted on Banglalink's intricate system, which includes routers, switches, servers, and several other software and hardware components. User Acceptance Testing (UAT) may encompass the examination of the network architecture to verify its ability to manage the expected levels of traffic, uphold the quality of service (QoS), and endure potential faults or interruptions. Testers can replicate network congestion, failover situations, and other stress circumstances to evaluate the

network's resilience and performance.

- **Validating Billing and Revenue Assurance Systems:** Ensuring the accuracy of billing and revenue management systems is of utmost importance for Banglalink to guarantee that clients are billed accurately for the amenities they avail. User Acceptance Testing (UAT) involves the verification of billing systems as well as revenue assurance procedures to ensure the precision of invoicing, tariff computations, discounts, promotions, and various other activities linked to billing. Testers scrutinize billing bills, examine use logs, and balance financial transactions to detect any inconsistencies or billing inaccuracies.
- **Ensuring Regulatory Compliance:** Banglalink works inside a meticulously regulated environment, according to stringent regulations for privacy, security, data protection, and consumer rights. UAT encompasses the verification of systems and processes to ensure compliance with applicable rules and industry standards. Testers evaluate adherence to legal requirements such as the General Data Protection Regulation (GDPR), Telecommunications Act, and regulatory directives given by governing authorities.

4.4.2 Bulk SMS

In Banglalink's postpaid department, bulk SMS is sent to customers to provide important data, offers, updates, or reminders regarding the postpaid services.

- **Planning:** Planning involves the process of formulating strategies and deciding on the content, execution, and frequency of bulk SMS notifications. The postpaid team collaborates with the marketing, business intelligence, customer support, and product development teams to determine the messages that should be delivered. This is based on various factors, including customer requests, service enhancements, advertising campaigns, and regulatory requirements. Planning also involves segmenting the subscriber base into various groups to ensure that communications are relevant and targeted to specific customer cohorts. I got the task of planning which offers we could give in the whole month. At the end of the month, people generally buy small offer packs, so I used the PCAT Sheet to find the smaller packs to offer and updated that in the SMS planning sheet.
- **Bulk SMS Update:** Bulk SMS update refers to the process of sending a large number of text messages to a specific group of people at the same time. These messages may contain various types of information, such as announcements of new features, special offers, and other relevant notices. After learning about the SMS update tool of Banglalink, I got access to it. I have done the tasks of scheduling bulk SMS for the upcoming days for the first time. By doing that work, I learned about Broadcast Type, File Type, and MSISDN List. I also learned how to check the work status and edit it if necessary. Before that, I was asked to update the SMS text for all the offers I sent.
- **Scheduling:** After the subject matter and duration of the bulk SMS updates are finalized, the postpaid team arranges for the messages to be sent at the most suitable times. The scheduling process considers several factors, such as subscriber preferences, time zones, peak usage hours, and other relevant considerations, to ensure that the communication is effective. To carry out

this task, Banglalink's Official Bulk SMS Tool is utilized.

4.4.3 Excel Works

Updating different Excel sheets and cross-checking those was another regular part of my daily internship activities.

- Updating the Postpaid Product Offer sheet for different USSD numbers.
- Updating the Website Content Sheet for mixed bundle offers.
- In the Banglalink PCAT Sheet, there are details of all the prepaid and postpaid offers so far. I was assigned to identify the differences between prepaid and postpaid offers.
- Updating Postpaid CVM Modality sheet.
- Updating the Offer Details Format sheet.
- Updating The Website Content sheet for voice revamping.
- Updating the Website Content sheets for IPL packs
- Updating the Postpaid Active Dump sheet

Apart from these common tasks, I have to do other work like –

- Comparative analysis of the postpaid services of different telecoms.
- Working with the Business Intelligence team, we need to collect the updated customer base from time to time from the BI team of Banglalink. So, I needed to work with them for 3-4 times to collect the bases we needed.
- Making web creatives and web write-ups for new or revamped offers to get final approval from the department head.
- Collecting and updating new customer base to work with the bulk SMS tool.
- Attending several departmental meetings regarding different planning and issues.

4.5 Working Tools I Used

4.5.1 Bulk SMS Tool

SMS Tool is an easy-to-use platform that allows organizations to send large volumes of text messages quickly and efficiently to their intended recipients. This technology enables customized messaging, organization, and monitoring of marketing campaigns, improving consumer interaction and the effectiveness of marketing efforts. With user-friendly features and affordable plans, this platform facilitates seamless communication for companies of any size, helping to strengthen customer relationships and drive corporate growth.

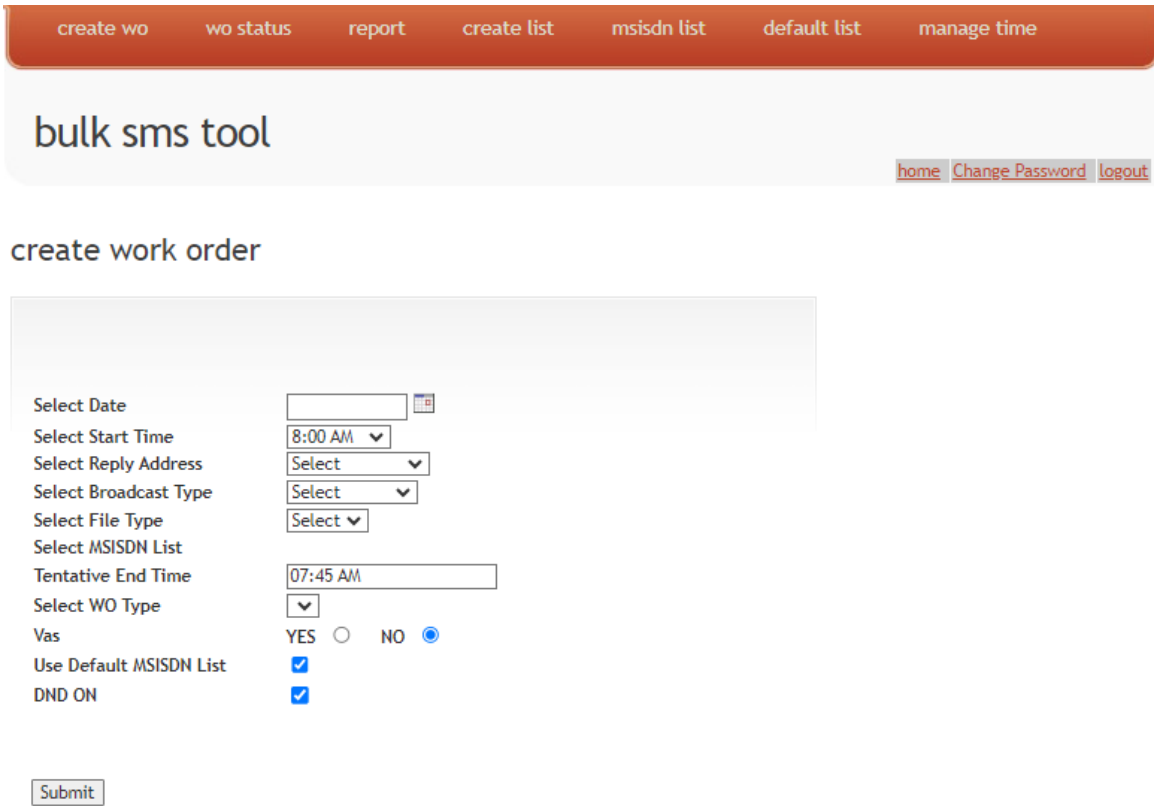


Figure 13: Home Page of Banglalink’s Bulk SMS Tool

Here are some of the key tasks that Banglalink’s Bulk SMS Tool includes:

- **Updating Work Status:** Seamlessly modify and communicate the work's progress or status with the tool. After scheduling the text, we can check if it's updated properly. We can edit or delete it if needed.

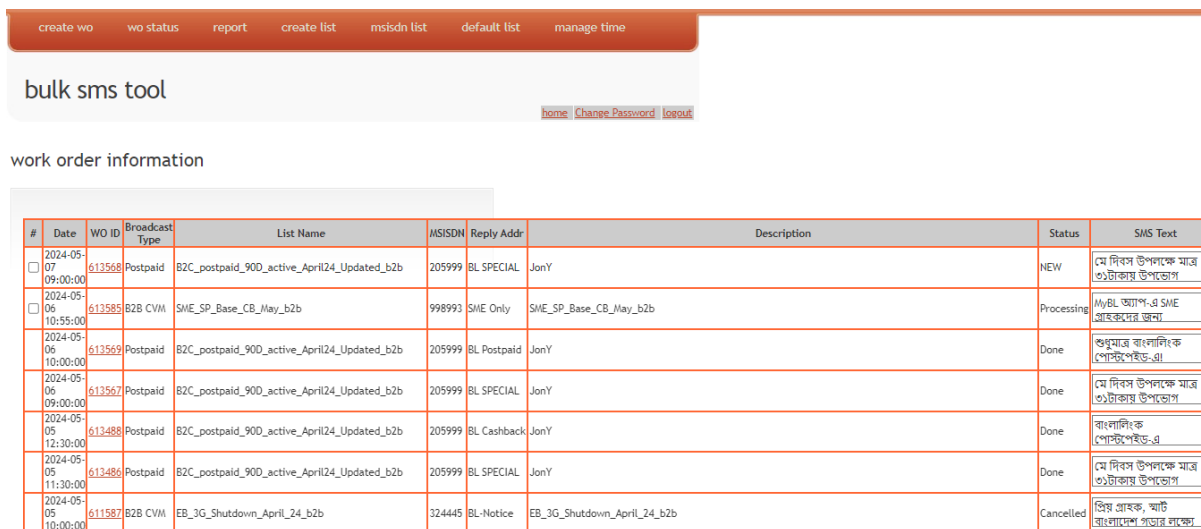


Figure 14: Update Work Status at SMS Tool

- **Managing Schedule Time:** Optimize and oversee your work schedule with maximum efficiency.

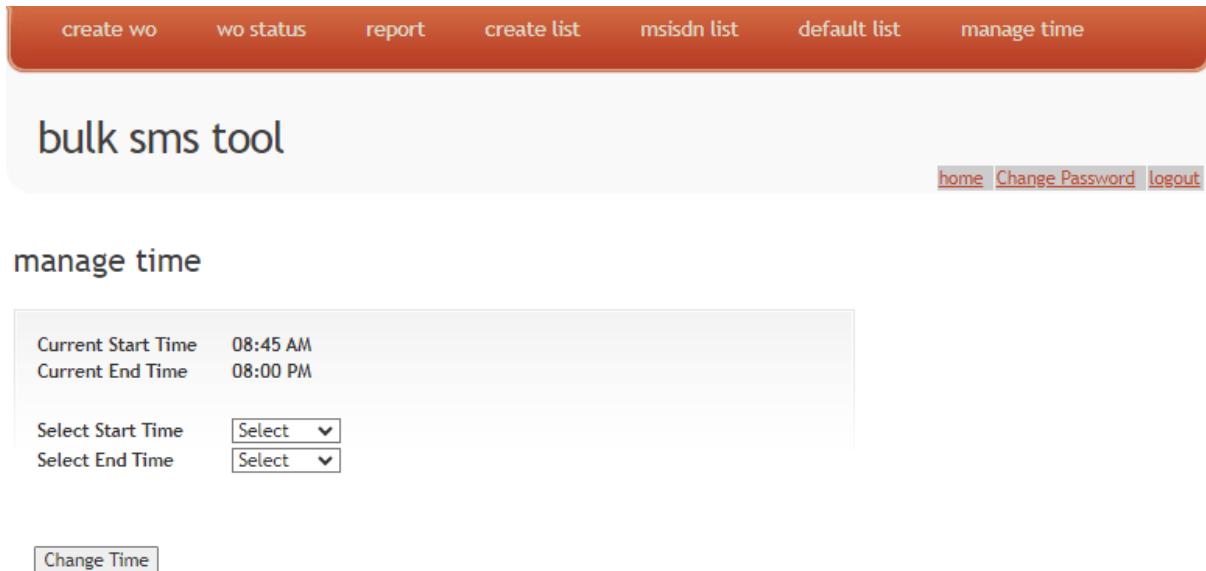


Figure 15: Manage Time at SMS Tool

- **Managing Work Order Information:** Continuously monitor and efficiently handle work orders while seamlessly managing their information.

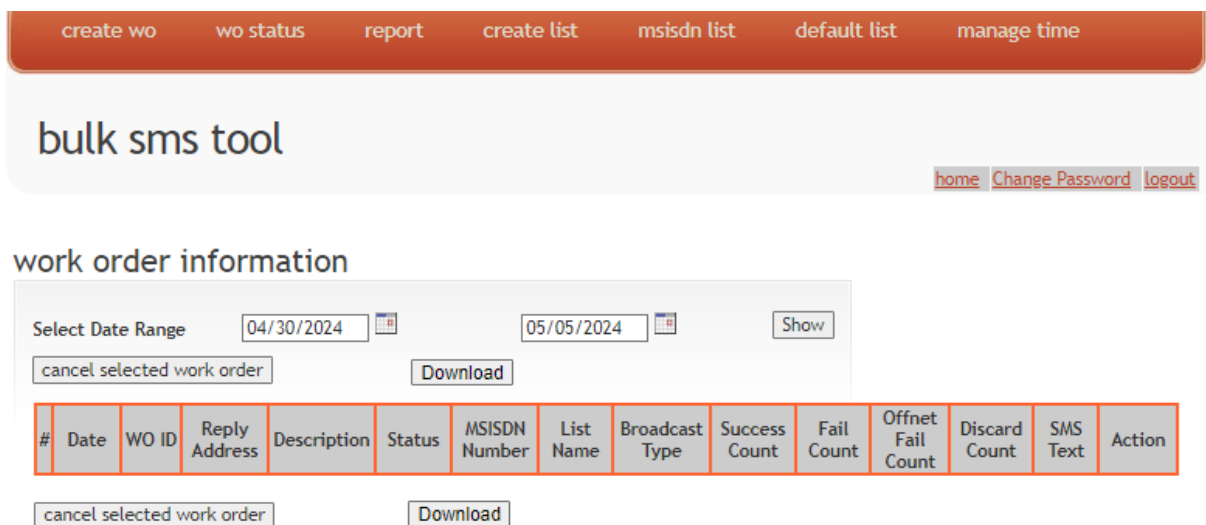


Figure 16: Manage Work Order Information at SMS Tool

- **Create Base List:** Personalized foundational lists designed to meet your unique demands or criteria.

bulk sms tool

create msisdn list

List Name: Select File: No file chosen

List Name: Select File: No file chosen

List Name: Select File: No file chosen

List Name: Select File: No file chosen

List Name: Select File: No file chosen

MSISDN List with SMS[Use ; as column separator]

Only MSISDN

Figure 17: Creating Base Lists at Bulk SMS Tool

- **Finding Existing Base Lists:** Gain accessibility to and extract pre-existing core lists for consultation or other steps.

bulk sms tool

msisdn list

List Name	Total MSISDN	List Type	Create Date	Select
SME_SP_Base_CB_May_b2b	998993	Only MSISDN	05-May-24 12:05:44	<input type="checkbox"/>
SME_SP_Base_600P_May_b2b	73932	Only MSISDN	05-May-24 12:05:02	<input type="checkbox"/>
SME_SP_Base_401_600_May_b2b	65068	Only MSISDN	05-May-24 12:05:01	<input type="checkbox"/>
SME_SP_Base_201_400_May_b2b	137705	Only MSISDN	05-May-24 12:04:59	<input type="checkbox"/>
SME_SP_Base_10_200_May_b2b	399985	Only MSISDN	05-May-24 12:03:56	<input type="checkbox"/>
B2C_postpaid_90D_active_April24_Updated_b2b	205999	Only MSISDN	04-May-24 02:20:20	<input type="checkbox"/>
EB_3G_Shutdown_April_24_v2_b2b	332081	Only MSISDN	23-Apr-24 12:42:30	<input type="checkbox"/>
SME_SP_MyBLApp_April_24_b2b	939938	Only MSISDN	22-Apr-24 19:53:52	<input type="checkbox"/>
Base_996_April_b2b	4216	Only MSISDN	21-Apr-24 16:08:31	<input type="checkbox"/>
Base_786_April_b2b	2378	Only MSISDN	21-Apr-24 16:08:30	<input type="checkbox"/>
Base_686_April_b2b	4663	Only MSISDN	21-Apr-24 16:08:08	<input type="checkbox"/>

Figure 18: Finding Existing Base Lists at Bulk SMS Tool

4.5.2 Other Tools I Used

Some other tools that I used in my day-to-day activities are-

- **Microsoft Word:** I used Microsoft Excel mainly to update and cross-check the offer details and update the product codes.
- **Microsoft Excel:** Microsoft Excel was a key tool of my daily activities at Banglalink. I have to update, cross-check, sorted many things using this tool. I also learned many new things and activities in Excel that I believe will really help me in the future.
- **Microsoft PowerPoint:** I used Microsoft PowerPoint while making any slide to give presentation during my internship tenure.
- **Canva:** Canva was mainly used for making any web creative while we revamped or launched any new offer.

4.6 Events, Outing, and Other Experiences

Throughout my time at Banglalink, I experienced the privilege of assisting and participating in several activities that fostered staff cohesion and enriched their overall engagement. I would like to showcase a few of the activities that I had the privilege of organizing and taking part in:

4.6.1 The Function of Pahela Falgun

In the Pahela Falgun, Banglalink arranged a program where all the employees wore Sharee/Panjabi and attended a cultural program, and took photos with the team.

4.6.2 The Women's Day Program

Like every year, Banglalink organized a program for International Women's Day, where they liked to discuss equality, equity, and the importance of women in the work culture. Some of the leaders of Banglalink shared their experiences so far at Banglalink and told us how friendly and secure this organization is for women, and so on.



Figure 19: Banglalink's Women's Day Program

4.6.3 The Iftar Party of the Team

Our team arranged an iftar party for the holy month, Ramadan. I attended it, and it was a wholesome moment as I got to know and meet almost all of the members of our team.

4.6.4 Boishakh Celebration Program of Banglalink

After making a Guinness World Record for making the longest Alpana at the Mithamoin of Kishoreganj, Banglalink arranged a fair for the celebration of Pahela Boishakh and a concert in which talented employees participated. I attended it, and it was a wholesome moment as we enjoyed the crazy celebration altogether.



Figure 20: Banglami Program of Banglalink

4.6.5 The Digitalyst Interns Video

Banglalink planned to make a video where interns from different teams and different universities will share their favorite moments and work experiences at Banglalink. I was the representative from IUT, and I shared my internship experience with the postpaid team. Later, the video was published on the official “Banglalink Career” Facebook and LinkedIn pages.

4.6.6 The Movie Show Arranged by Banglalink

Banglalink organized a movie show for the Digitalyst interns at the Cineplex of Bashundhara Shopping Complex, where we all attended and enjoyed the ‘Kung Fu Panda’ movie. It was a delightful moment and a memory to remember for sure.



Figure 21: The Movie Show of Banglalink

4.6.7 The Workshop for Interns on ‘Future Fit Career Goals’

Banglalink organized an interactive workshop where they gave us feedback on our work so far and suggested the current market trends, how we should prepare our LinkedIn profile, and resume, how should we prepare ourselves, which areas we should focus on, and so on.

4.7 Skills Applied and Developed

4.7.1 Skills Applied

Throughout my formal education, I have focused primarily on developing my mathematical, report-writing, and research abilities, placing these as my top priorities. As a result, I quickly adapted to the operational procedures of the Postpaid Department of Banglalink. However, to enhance spontaneity, one must possess effective communication, efficient time management, and proficient event management abilities.

Additional talents that proved beneficial throughout my internship include:

- Effective communication and public speaking abilities.
- Proficiency in creative design.
- Skills in conducting research.
- Proficiency in data sorting and management.
- Proficient in active listening and speaking abilities.

4.7.2 Newly Developed Skills

- **Acquiring knowledge about the real-world applications:** During my internship, I gained initial experience in the actual corporate environment, particularly in understanding the

functioning of different departments within a multinational company and the unique requirements for operating within the country.

- **Networking:** I had the opportunity to establish connections with many individuals, including my immediate supervisor and the Chief Executive Officer of Banglalink. Each individual I spoke with imparted valuable insights into the job market and the essential attributes to secure satisfactory employment.
- **Analytical Skills:** As a problem solver, I encountered a challenge during my internship where I had to ensure that the data along with the dashboards created from that data were in sync. I had to investigate the reason behind the mismatch and ultimately design a functional dashboard independently.
- **Personal development:** As my internship duration advanced, I saw that tasks that previously required an hour & a half to complete were now finished within thirty to forty minutes. This enhanced my self-assurance as I perceived that I was not only acquiring a mundane task but also improving my proficiency.

Chapter 5

Analysis

5.1 Competitors Analysis

Listed below is a concise summary of the major competitors in the telecommunications sector in Bangladesh, excluding Banglalink.

5.1.1 Robi Axiata Limited

Robi Axiata Limited, more commonly referred to as Robi, is a prominent telecommunications company in Bangladesh. The collaboration results from a joint venture between Axiata Group Berhad, a Malaysian company, and Bharti Airtel Limited, an Indian company. Robi is a prominent player in the industry, providing a diverse variety of telecommunications services, such as voice, data, as well as value-added services. The firm has made significant investments in network technology and infrastructure, expanding its coverage in both urban and rural parts of Bangladesh. Robi vigorously competes with other telecommunications providers, such as Banglalink, to gain market share and uphold its position as a prominent player in the sector. It places a strong emphasis on innovation & customer-centric solutions.



Figure 22: Logo of Robi

5.1.2 Grameenphone Limited:

Grameenphone Limited, also known as GP, is Bangladesh's dominant telecommunications service provider. It is a subordinate company of Telenor Group, one of the major mobile telecommunications firms globally. Grameenphone has a commanding portion of the industry and provides various services, encompassing voice, data, internet, and digital solutions. The corporation is renowned for its broad network coverage, superior services, and formidable brand presence. Grameenphone's strategic alliances, inventive products, and emphasis on customer satisfaction have established its dominance as a frontrunner in Bangladesh's telecommunications industry, presenting substantial rivalry to competitors such as Banglalink.



Figure 23: Logo of GP

5.1.3 Teletalk Bangladesh Limited:

Teletalk Bangladesh Limited, sometimes called Teletalk, is a telecommunications provider in Bangladesh that is controlled by the state. The Government of Bangladesh founded it to provide cost-effective telecommunications solutions for the population, especially in places that lack access to such services and in rural regions. Teletalk delivers voice and data services, directly competing with commercial providers like Banglalink, Robi, and Grameenphone. Teletalk, despite having limited access to networks and assets compared to private companies, plays a crucial role in increasing digital inclusion and reducing the digital gap in Bangladesh. The Company's emphasis on cost-effectiveness and availability appeals to specific demographic groups, establishing it as a feasible option in the telecommunications industry.



Figure 24: Logo of Teletalk

5.2 Company Level Analysis

Banglalink is a well-known mobile network provider in Bangladesh. They have a highly advanced internal administrative system and culture in place. All duties and activities are centralized, with departments having separate responsibilities. Each division and department independently oversee specific activities and components of the organization. All of this is done under the comprehensive supervision of the central authority.

As an intern in the Postpaid Team, I efficiently carry out the key business operations and daily responsibilities following the organization's predetermined goals and objectives. This ensures that the job outputs are as accurate as possible and that the core principles and objectives have been appropriately established. The key elements that Banglalink has been implementing for efficient production over the years are listed below:

- **Market Position**

Banglalink is a prominent telecommunications company in Bangladesh with a substantial market share. Despite facing intense competition from Grameenphone & Robi Axiata, Banglalink has positioned itself as a prominent participant in the industry.

- **Brand Recognition**

Banglalink is widely known in Bangladesh for its strong brand presence, attributed to its innovative services, customer-focused strategy, and dedication to providing affordable and accessible solutions. The Company's strategic branding efforts have effectively distinguished itself in a fiercely competitive field and fostered consumer trust.

- **Network Infrastructure**

Banglalink has made substantial investments in constructing and expanding its network infrastructure, encompassing mobile towers, optical fiber cables, and data centers. The firm has a wide-reaching network covering rural and urban parts of Bangladesh, guaranteeing a connection for millions of users.

- **Product and Service Offerings**

Banglalink provides an extensive array of telecommunications services encompassing voice, data, internet, & value-added services. The firm consistently introduces new and original product offerings to cater to the changing demands of clients and maintain a competitive edge. Banglalink's emphasis on cost-effectiveness and adaptability in service offerings serves various demographic sectors.

- **Customer Experience**

Banglalink prioritizes client happiness and focuses significantly on enhancing customer experience. The organization offers prompt client assistance, easily navigable self-service options, and smooth service initiation and payment procedures. Banglalink's endeavors to acknowledge and resolve customer comments and grievances significantly enhance its brand reputation and foster customer loyalty among subscribers.

- **Digital Initiatives**

Banglalink is actively engaged in fostering digital inclusion & empowerment in Bangladesh. The organization has implemented various digital strategies, including mobile banking services, digital media platforms, and collaborations with e-commerce companies. These endeavors aim to utilize technology to increase the quality of life and improve the digital environment in the nation.

- **Corporate Social Responsibility (CSR)**

Banglalink is dedicated to upholding corporate social responsibility while establishing sustainable business practices. The corporation participates in many corporate social

responsibilities (CSR) endeavors that prioritize education, healthcare, preservation of the environment, and community development. Banglalink's corporate social responsibility (CSR) initiatives demonstrate its commitment to benefit the community and the environment.

5.3 Market Level Analysis

Throughout my 3-month internship, I closely examined Banglalink's procedures and tactics at a market level, which allowed me to comprehend why it is renowned as one of the foremost telecommunications businesses.

- **Market Share and Competition**

Among the major players like Grameenphone, Robi Axiata, & state-owned Teletalk, Banglalink competes in Bangladesh's highly competitive telecommunications sector. Nevertheless, it maintains a considerable market share, securing its position as one of the country's top telecom providers. Banglalink had a total of 4.29 crore users by the end of September, which accounted for a market share of 22.66%. However, this market share was lower than that of GP and Robi.

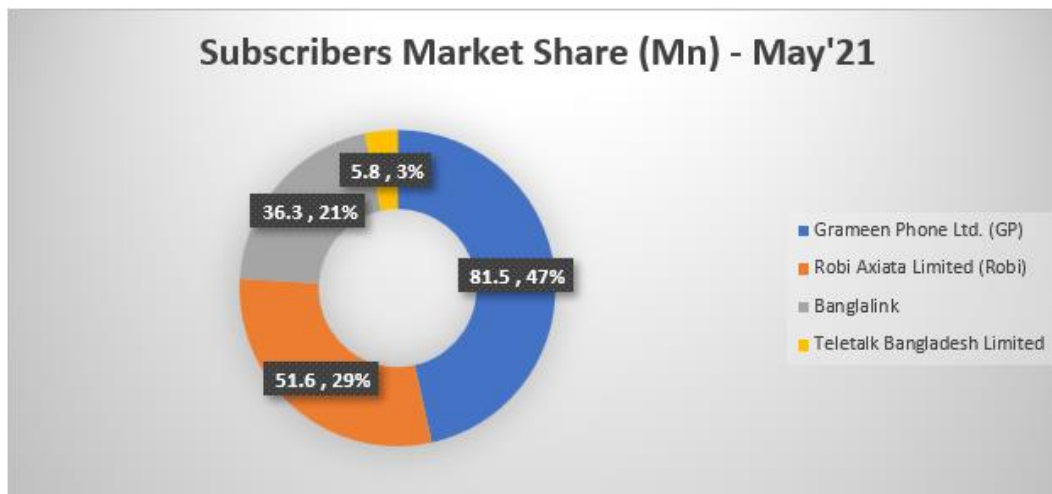
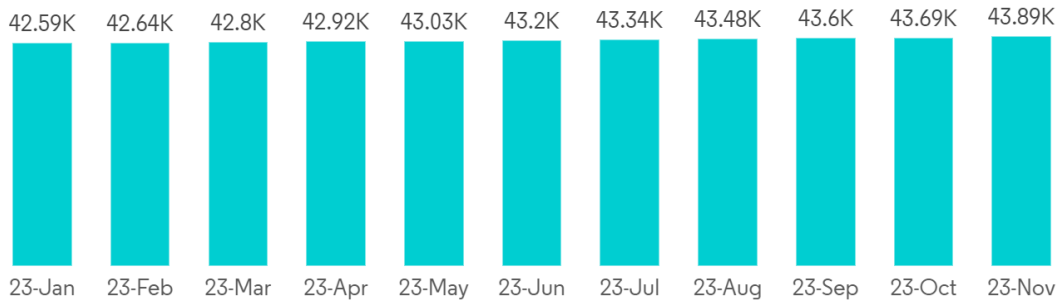


Figure 25: Market Share of Telecom Industry in Bangladesh

- **Industry Growth and Trends**

The telecommunication industry in Bangladesh has experienced significant growth due to the increasing demand for data services, wider cell penetration, and continuous digitalization efforts. In response to changing customer expectations, Banglalink has enhanced its digital products, introduced new services, and expanded its network coverage to capitalize on these developments.

Total Number of Telecom Towers, in Units, January 2023 - November 2023



Source: Bangladesh Telecommunication Regulatory Commission (BTRC)



Figure 26: Telecom Industry Growth

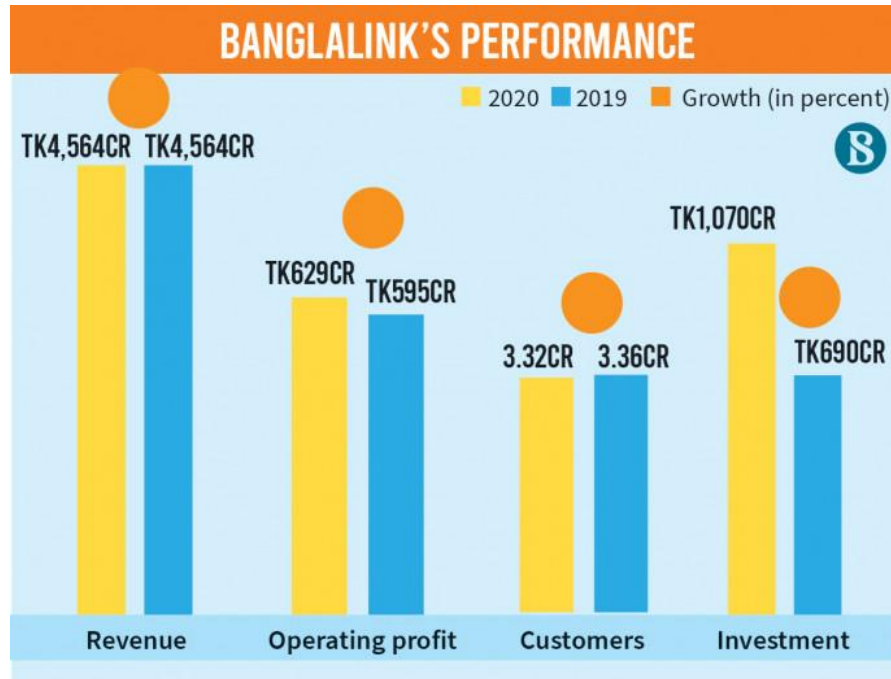


Figure 27: Market Operating Profit Growth

- **Regulatory Environment**

Laws, license requirements, and spectrum allotment plans govern Bangladesh's telecommunications industry. Changes to regulatory frameworks may impact market rivalry and industry dynamics. While pursuing its goals and expansion plans, Banglalink has to manage regulatory compliance.

- **Consumer Behavior and Preferences**

Pricing, quality of service, accessibility to networks, and brand reputation are some elements that affect consumer behavior in the telecommunications industry. In order to attract and keep consumers in a competitive market, Banglalink constantly tracks consumer trends and preferences and adjusts its marketing strategy and services appropriately.

- **Technological Advancements**

Innovation and change in the telecommunications sector are fueled by technological breakthroughs like the introduction of 4G and the possible use of 5G technology. In order to provide quicker and more dependable services and maintain its position as a market leader, Banglalink invests in modernizing its telecommunications networks and implementing new technologies.

- **Digital Inclusion and Connectivity**

Banglalink plays a crucial role in promoting connectivity and digital inclusion in Bangladesh. The company's main objectives are offering affordable services, supporting efforts to enhance digital literacy and skills, and expanding network coverage to underprivileged areas. These initiatives are aimed at empowering the community and bridging the digital divide.

- **Partnerships and Collaborations**

Banglalink collaborates and establishes strategic alliances with various stakeholders, including technology companies, NGOs, government organizations, and content producers. Through these collaborations, the organization can improve its services, look into new commercial ventures, and work together to solve social issues.

5.4 Professional Level Analysis

This internship has significantly influenced how I see my future career. As a BTM student, I aim to advance my skills and leadership traits by taking on a leadership position in the business sector. I could have first-hand experience in the telecommunications industry and an in-depth understanding of the field. This internship also allowed me to refresh my leadership and management abilities. I was allowed to take the lead and make choices that would benefit the team as a whole.

My academic background gave me preconceived notions that enabled me to assess the tasks and circumstances and reach the best conclusion possible. My ability to display a strong skill set in a practical setting was made possible by the skills I learned extensively in the academic program.

Additionally, I am in a better position to handle the technical aspect and manage it, as well as comprehend the technology & its needs, thanks to the technical expertise I acquired from the engineering classes in the BTM program.

My theoretical understanding of management helped me make judgments and demonstrate strong leadership qualities. These insights were the cornerstones for developing my talents and enabled me to assess the circumstances and seek growth prospects. Theoretical knowledge not only helped

me to advance and keep up with the demands and activities of the workplace, but it also allowed me to show off my abilities and keep up with my skills.



Figure 28: The Postpaid Team of Banglalink

Chapter 6

Recommendation and Conclusion

6.1 Recommendations

- I. Bottom-level employees are required under the department's organizational structure to report all tasks to the top level upon obtaining instructions from that level. They shouldn't advance past mid-level if not.
- II. To get genuine information for the database agreement, client business cards & signing papers—written documents—are the best sources. Errors in spelling are not possible.
- III. An event is organized to maintain a close relationship with the clientele. As a result, it's crucial to carefully consider who you welcome to an event depending on their age, gender, and location.
- IV. Selling is an important responsibility, and the sales process is unique. Consequently, the sales team should be trained to prepare for each process phase before starting.

Strategies:

- To fulfill the initial suggestion, the department can adopt a methodical reporting system that precisely outlines the order of tasks and obligations. One such approach is to develop uniform reporting templates or utilize digital tools for tracking tasks and facilitating communication. In addition, it is advisable to organize frequent training sessions to instruct lower-level staff about the significance of following reporting standards and the repercussions of circumventing intermediate oversight.
- The second recommendation is to establish a comprehensive documentation process, which is crucial. One possible approach is to develop standardized formats for database contracts, client business credit cards, and signing documents to reduce the occurrence of mistakes. In addition, the implementation of quality control procedures and regular audits can assist in guaranteeing the precision and genuineness of the obtained information.
- In order to implement the third tip, it is essential to engage in meticulous planning and divide the customer base into segments based on demographic factors like age, gender, and location. This entails undertaking comprehensive market research to comprehend the tastes and interests of various client categories and customizing event invitations accordingly. Utilizing customer relationship management (CRM) solutions can also aid in monitoring consumer preferences and guaranteeing customized event invitations.
- Concerning the fourth suggestion, it is crucial to engage in thorough sales training programs. This may entail organizing frequent training sessions and conferences to inform the sales team about the distinctive elements of the selling procedure and provide them with the essential abilities and understanding to proficiently navigate each stage. Offering constant guidance and encouragement to sales personnel can further strengthen their learning and guarantee a consistent enhancement in sales effectiveness.

6.2 Conclusion

One of Bangladesh's top providers of telecommunications services is Banglalink Digital Limited. It provides private people and business clients with a wide range of services, such as phone, data, internet, & value-added services. Banglalink has significantly influenced Bangladesh's telecom industry by offering innovative goods and services, extending the reach of its network, and assisting in the nation's digital transformation. The firm continues to invest in infrastructure development to offer its customers telecommunication services that are both trustworthy and of the highest caliber.

In order to improve customer happiness, loyalty, and lifetime value, postpaid service offers and strategies must be developed and managed by Banglalink's Postpaid Product and Customer Value Management team. This entails creating competitive postpaid plans, bundles, and promotions suited to various clientele groups, analyzing the market to spot patterns and possibilities, fine-tuning pricing policies, and guaranteeing the viability and profitability of postpaid services. The group also concentrates on comprehending client requirements and behavior, implementing retention and loyalty plans, evaluating customer data to enhance customer experience and personalizing products, and spearheading campaigns to boost the postpaid subscriber base and income. With its work, the team hopes to accomplish corporate goals, stay competitive in the telecom industry, and optimize the value provided to postpaid consumers.

Being privileged to work with Banglalink and complete my internship from here is something I consider a gift. The guidance I received over the entire internship term was quite valuable, although the experience was overwhelming overall. I had an amazing experience where I learned a lot and developed my skills and knowledge.

Chapter 7

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Appendices