



**Internship Report**  
on  
**Stakeholder Relations in Corporate and Regulatory Affairs Department at Banglalink  
Digital Limited**

**Submitted to:**  
**Islamic University of Technology**  
in partial fulfillment of the requirements for the degree  
of BBA in Technology Management

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

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banglalink

**Banglalink Digital  
Communications Limited**

# Letter of Transmittal

17 May , 2024

Rasheda Akter Rupa  
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Subject: Submission of Internship Report

Respected Madam,

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

The report is entitled "Stakeholder Relations in the Corporate and Regulatory Affairs Department at Banglalink Digital Limited". It focuses on the various responsibilities and tasks I undertook during my internship in the Corporate and Regulatory Affairs department of Banglalink Digital Limited. Additionally, the report offers a detailed examination of both the company and the department, offering insights into their operations. The three-month internship was an invaluable learning experience, providing a solid foundation for my future career.

I respectfully request that you accept this report and provide any professional feedback or advice you might have. Your guidance would be greatly appreciated.

Kind regards,

Tahsina Takia Noshin  
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# Declaration

I, Tahsina Takia Noshin, a Student of the Business and Technology Management (BTM) department at Islamic University of Technology, hereby declare that the report titled "Stakeholder Relations in the Corporate and Regulatory Affairs Department at Banglalink Digital Limited" is an original piece of an article composed by myself under the supervision of Rasheda Akter Rupa, Lecturer of Business and Technology Management 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 Islamic University of Technology regarding plagiarism and collusion.

Kind regards,

Tahsina Takia Noshin

ID: 190061112

Department of Business and Technology Management

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# Acknowledgment

Being an intern at Banglalink Digital Limited 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, 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 feedbacks have been instrumental in shaping this report, and I am truly grateful for her patience and understanding.

I would also like to use this opportunity to express my deepest gratitude to my corporate line manager, Mohd Khurshid Hasan, who helped me every step of the way during my time in the Corporate and Regulatory Affairs Department, 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 in 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 “Stakeholder Relations in the Corporate and Regulatory Affairs Department at Banglalink Digital Limited” is prepared based on three months of working experience from the department of Corporate and Regulatory Affairs of Banglalink Digital Limited.

This internship report has a total of six chapters. Starting with Introduction of the report that focuses on the overall aspects of the internship report like objective, data source, methodology, and limitations. Then the Company overview focuses on the About Banglalink Digital Limited, its Historical Background, Departments, Company Organogram, Services and Products Offered, its Customers, different Analysis and the introduction of Corporate and Regulatory Affairs Department, the Organogram, Units under the Department, and the responsibilities of the sub-departments under this department.

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 focus on my key responsibilities as an intern in the Corporate and Regulatory Affairs Department 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 Corporate and Regulatory Affairs Department of Banglalink. And 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**

This report details my three-month internship at Banglalink Digital Communications Ltd., a telecommunications company, which I completed as required work for my eighth-semester Business and Technology Management course, Internship 4800. I learned a lot about the inner workings of the telecom sector and stakeholder engagement techniques during my tenure at the Corporate and Regulatory Affairs department.

In the modern workplace, internships are vital because they offer practical experience and critical abilities that employers will value. I got the chance to look at the organization's interactions with industry and governmental stakeholders for sustainability and corporate success throughout my internship. I worked in various roles, picked up knowledge from seasoned experts, and acquired real-world experience that I think will help me in my future career.

Completing this internship was a crucial step toward meeting my graduation requirements as a student at the Islamic University of Technology's Department of Business and Technology Management. It helped me develop my abilities and skills while allowing me to use my academic knowledge in a practical situation. All in all, this internship changed my life by giving me a better grasp of the telecom sector and equipping me for the corporate world that lies ahead.

## **1.1 Background of the Study**

The Department of Business and Technology Management at the Islamic University of Technology requires the completion of a study as part of the internship report. This study focuses on the challenges businesses face, such as the need for reliable connectivity and financial stability, as well as the rapid growth of the telecommunications industry. Since its establishment in 2005, Banglalink Digital Communications Limited, a leading telecom service provider in Bangladesh, has taken the lead in addressing these challenges by offering a wide range of digital services to millions of customers. The report will cover my three-month internship at Banglalink's Corporate and Regulatory Affairs division, particularly emphasizing on Stakeholder Relations team. It will highlight the valuable lessons learned during the internship and how this experience aligns with my long-term career goals.

## **1.2 Origin of the Report**

The internship program offered by the Islamic University of Technology is a crucial part of the Business and Technology Management (BTM) undergraduate degree program. Its primary purpose is to acquaint BTM students with the corporate environment and the dynamics of the job market. The BTM department aims to bridge the gap between academic knowledge and practical application by providing students with hands-on work experiences. The internship program provides an excellent opportunity for students to apply their theoretical knowledge of business concepts to real-life scenarios, thus gaining valuable professional experience. However, the challenge lies in effectively translating theoretical knowledge into practical solutions within the corporate setting.

## **1.3 Objective of the Report**

### **1.3.1 Generic Objectives**

Throughout my three-month internship at Banglalink, my main objective was to gain a comprehensive understanding of the company's Corporate and Regulatory Affairs department and their engagement with government and industry stakeholders to drive business growth and ensure sustainability. During this internship, I was able to acquire valuable experience, which I have meticulously documented in this report. The purpose of this report is to provide a detailed account of the tasks I completed during the program, as well as to demonstrate my understanding of the organization's operations. Additionally, this report will compare my learning experience with the activities I engaged in to determine my overall learning yield during my internship.

### **1.3.2 Specific Objectives**

- Describe the tasks and obligations I have done as an intern.
- To get a practical understanding of Stakeholder Relations.
- To obtain a thorough grasp of Banglalink's strategy and relationships with government stakeholders.
- Information about the Government Interaction procedures in the telecom industry was acquired.
- To link theoretical knowledge into practical experiences.

This report aims to shed light on my internship experience and the knowledge I have acquired in order to offer insightful information about Banglalink Digital Communications Ltd.'s operations, interaction procedures, and the telecom sector in general.

## **1.4 Methodology Used**

While preparing this internship report, I collected information and insight from both primary and secondary sources.

### **Data Sources:**

#### **Primary Sources:**

A significant part of the report details data collected through primary research. The majority of key insights and components were obtained through face-to-face conversations with the company's employees and workers.

- The primary information sources have been the employees of the company.
- The notes and journals I kept during my internship.

#### **Secondary Sources:**

Although primary research formed the mainstay of this report, secondary sources also played a significant role in contributing to the information presented. In my report, several sources were considered as secondary sources of data.

- Research papers
- Banglalink's annual reports
- Banglalink's website and app
- Government websites

## **1.5 Significance of the Report**

This study provides a comprehensive overview of the Corporate and Regulatory Affairs division of Banglalink, with a specific focus on the Stakeholder Relations team. The division aims to promote corporate sustainability and growth by interacting with industry and governmental stakeholders. The team supports commercial and industry development and is aligned with Banglalink's objectives. In addition, they ensure adherence to regulatory guidelines and liaise with Law Enforcement Agencies (LEA). The team also offers advice on the potential benefits of industrial experience and is an essential component of the knowledge development of students in the BTM department.

## **1.6 Scope of the Report**

The scope of my internship report focuses on a detailed examination of the Corporate and Regulatory Affairs Division, specifically the Stakeholder Relations Team. It will explore how this team interacts with industry and governmental stakeholders to promote the expansion and sustainability of the company, as well as their significance in promoting commercial and industry advancement. Additionally, it will ensure compliance with legal requirements and collaboration with Banglalink's objectives. Last but not least, the report will provide a comprehensive overview of my entire internship experience, including lessons learned and suggestions for improvement.

## **1.7 Limitations**

**Time Constraint:** Three months could not have been enough time to fully comprehend Banglalink's plans, operations, and difficulties, which would have limited the internship report's depth of analysis.

**Confidentiality Agreement:** Because of confidentiality agreements, certain company information and facts were not permitted to be disclosed in the internship report.

**Limited Access to Ongoing Projects:** Due to confidentiality, some details on ongoing projects couldn't be used to analyze Banglalink's future competitiveness.

## **Chapter 2. Company Overview**

## 2.1 About Banglalink Digital Communications Ltd.

Banglalink is actively working towards transitioning from a traditional mobile operator to a technology-centric organization. The company's vision is to unlock a fully digital Bangladesh for every individual by enhancing the customer experience. Banglalink is transforming traditional methods of engagement, communication, and operations into digital-first interactions. The company believes that embracing digital transformation is critical in empowering its customers to benefit fully from the digital age and fostering a comprehensive digital ecosystem tailored to their needs.

Banglalink has been able to drive growth over time through the establishment of a powerful brand identity that emotionally resonates with consumers, the introduction of tailored products and services for different consumer segments, significant enhancements in network quality, unwavering dedication to customer support, and robust national distribution.

## 2.2 Mother Company “VEON”

Veon is a global telecommunications provider that was founded in 1992 and is headquartered in Amsterdam, Netherlands. The company operates in nine countries and has over 210 million customers worldwide. Veon offers a range of services including voice, messaging, data, and digital solutions. The company employs around 40,000 people and reported revenues of \$8.6 billion in 2020. Veon is publicly traded on both the NASDAQ and Euronext Amsterdam exchanges. The company's primary focus is to provide affordable and innovative telecom products that bridge connections in both developed and emerging markets. Its operations span several nations such as Russia, Italy, Algeria, Pakistan, Ukraine, Uzbekistan, Kazakhstan, Kyrgyzstan, and Bangladesh. Veon is committed to digital innovation and continues to expand its services while adapting to new trends in the telecommunications sector.



Figure 1: VEON’s Brands

Veon is a company that operates through a network of subsidiary companies and well-known brands such as Beeline, Kyivstar, Jazz, Banglalink, Toffee, and Djazzy. The company provides its customers with a variety of services, including voice, data, and various digital applications. Veon focuses on innovative offerings such as mobile commerce, digital marketing, and mobile financial services. To continue to grow and open up new revenue streams, Veon has been expanding its partnerships with global tech companies.

Although Veon faces regulatory challenges and intense market competition, it has continued to evolve. The company is committed to creating value for its stakeholders and investing in advanced technologies to improve its customers' experiences.



## 2.3 Vision, Mission & Objective of Banglalink

### Vision

"We aim to become the leading provider of digital communication services in Bangladesh. We offer innovative and customer-centric solutions that enable people to connect and thrive in a digital society. We are committed to achieving this goal by continuously improving and investing in our network infrastructure and workforce."

### Mission

"Our mission is to provide affordable mobile telecommunication services to users and have a positive impact on the communities we serve."

### Objective

"Our objective is to achieve customer satisfaction by engaging in a variety of telecommunications endeavors and implementing innovative ideas."

## 2.4 Core Values of Banglalink

Banglalink is a telecommunications company that values customer obsession, collaboration, innovation, entrepreneurial spirit, and truthfulness. They are committed to fulfilling customer needs, promoting collaboration, and encouraging employees to take ownership of the company's objectives. Integrity and honesty are paramount in their business conduct.

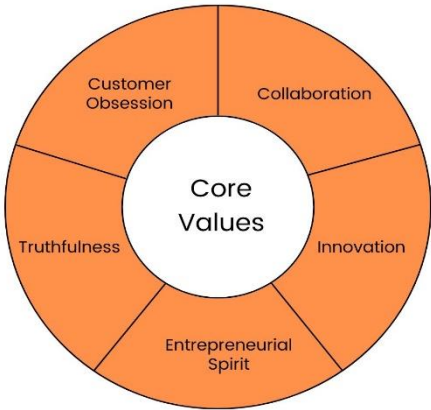


Figure 2: Core Values of Banglalink

### 2.4.1 Customer Obsession

Banglalink is deeply committed to serving its customers. They focus on understanding and fulfilling their customers' needs, knowing that their success depends on customer satisfaction. Every decision made at Banglalink is guided by the best interests of their customers, shaping their business strategies and operational choices.

The company's dedication to their customers is evident in the innovations and services they offer. Each product is tailored to meet specific customer requirements and deliver significant value while enhancing the user experience.

### **2.4.2 Collaboration**

Banglalink places great emphasis on collaboration, bringing team members together to work towards the common goal of providing exceptional customer service. They value teamwork highly and endeavor to foster a respectful and positive work environment, recognizing that a cohesive team is essential for achieving outstanding outcomes.

### **2.4.3 Innovation**

At Banglalink, innovation is an ongoing pursuit. The company's team is committed to introducing fresh and exciting solutions, driven by their dynamic and innovative spirit. They encourage risk-taking and are always eager to explore new opportunities, striving to develop products and services promptly to maintain a competitive edge and meet the evolving needs of their customers and stakeholders.

### **2.4.4 Entrepreneurial Spirit**

Banglalink nurtures an entrepreneurial mindset among its employees, motivating them to take personal responsibility for achieving the company's goals. The workforce is known for their vigor and innovation, perceiving obstacles as chances for development and progress. This approach enables the team to recover from setbacks rapidly, emphasizing collaborative solutions and shared accomplishments.

### **2.4.5 Truthfulness**

Truthfulness is a fundamental value at Banglalink. The company is fully committed to these principles in all its actions, both internally among employees and externally with customers and stakeholders. They hold themselves accountable for their actions, openly addressing and rectifying any mistakes, and always striving to honor their commitments. Ethical conduct is of utmost importance, guiding all business dealings and operational practices.

## **2.5 Historical Background of Banglalink**

Banglalink, which was initially Sheba Telecom Pvt. Ltd., began its operations in February 2005 and has now grown to become the third-largest mobile service provider in Bangladesh.

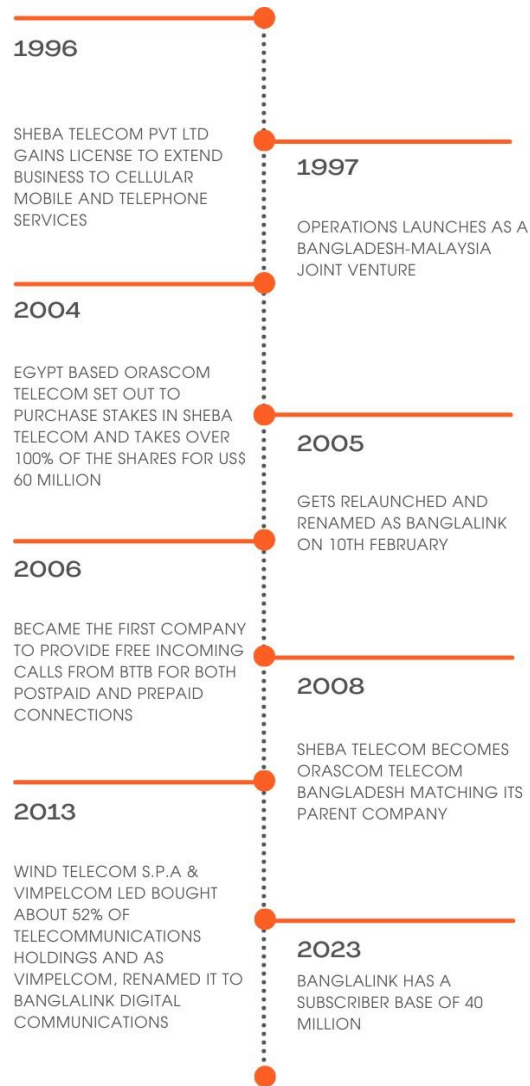


Figure 3: Banglalink’s Historical Timeline

As of 2023, the company has over 40 million subscribers. In 2004, Orascom Telecom acquired Sheba Telecom Pvt. Ltd. and rebranded it as Banglalink before relaunching it in February 2005. Despite the competition posed by four other mobile operators in the country, Banglalink was able to quickly attract a large customer base by offering competitive pricing strategies and dynamic marketing initiatives. In 2007, Banglalink was acquired by the Russian multinational telecommunications company, VimpelCom, which not only expanded the network coverage but also introduced new services such as 3G and 4G technologies. In 2018, as part of a larger corporate rebranding, VimpelCom Ltd. changed its name to VEON, making Banglalink one of its subsidiaries.

## 2.6 Banglalink Logo and Slogan “Start Something New”

Banglalink's slogan, "Start Something New," represents the company's dedication to pioneering innovative solutions that encourage its customers to embrace change and explore new opportunities. This tagline symbolizes Banglalink's ambition to drive growth and transformation in Bangladesh by

providing state-of-the-art services and technology that empower individuals and businesses to embark on new ventures and achieve their goals.



Figure 4: Logo and Tagline of Banglalink

The slogan emphasizes the company's focus on digital inclusivity and its initiatives aimed at bridging the digital divide in Bangladesh. By inspiring its customers to "Start Something New," Banglalink aims to provide them with the necessary tools and resources to succeed and thrive in an ever-changing digital landscape. This mantra encapsulates Banglalink's commitment to supporting its clients as they navigate and capitalize on the possibilities of the digital era.

### 2.7 Division of Banglalink

Banglalink is divided into three main divisions, each with its own set of responsibilities and working on various floors of the corporate office.

1. Technology
2. Commercial
3. Enabler

Technology	Commercial	Enabler
<ul style="list-style-type: none"> <li>• Network Service Management</li> <li>• Technology Financial Management</li> <li>• Infrastructure Services Management</li> <li>• Service Assurance Management</li> <li>• Business Service Management</li> <li>• Technology Governance &amp; Cyber Security Management</li> <li>• Technology Program Management</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Business</li> <li>• Marketing Operations</li> <li>• Commercial Strategy &amp; B2B Marketing</li> <li>• Customer Experience &amp; Service</li> <li>• Enterprise Business</li> <li>• B2C Sales &amp; Distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Finance</li> <li>• Human Resources &amp; Administration</li> <li>• Corporate &amp; Regulatory Affairs</li> <li>• Legal Affairs &amp; Company Secretariat</li> </ul>

Figure 5: Division of Banglalink Digital Ltd.

### 2.7.1 Technology Division

The Technology division at Banglalink oversees the company's network infrastructure and services. It comprises six specialized sub-divisions:

- **Network Service Management:** This group ensures smooth operation and availability of network services for Banglalink's subscribers.
- **Technology Financial Management:** Tasked with overseeing the budget allocation and expenditure for technology-driven projects, ensuring efficient and effective use of financial resources.
- **Infrastructure Services Management:** Responsible for the design, implementation, and maintenance of the company's IT infrastructure, including data centers, servers, and storage solutions.
- **Service Assurance Management:** Focuses on monitoring service quality and compliance with both company standards and customer expectations.
- **Business Service Management:** Manages IT services across business units, aligning IT infrastructure with broader business goals.
- **Technology Governance & Cyber Security Management:** Ensures compliance with regulatory standards and oversees cybersecurity measures to protect data and operations.

### 2.7.2 Commercial Division at Banglalink

The Commercial division is pivotal in managing Banglalink's commercial operations and is divided into five sub-divisions:

- **Digital Business:** Develops and implements digital strategies, ensuring the effectiveness of digital channels and services.
- **Marketing Operations:** Oversees marketing efforts including brand management, advertising, promotions, and event coordination.
- **Commercial Strategy & B2B Marketing:** Crafts and executes commercial strategies, including pricing and sales planning, with a focus on business-to-business marketing.
- **Customer Experience & Service:** Ensures superior customer service and manages the customer experience across various service channels.
- **Enterprise Business:** Manages relationships with enterprise clients and develops tailored solutions to meet their specific needs.

### 2.7.3 Enabler Division at Banglalink

Supporting the core functions, the Enabler division aids other divisions through three main sub-divisions:

- **Finance:** Manages financial operations including planning, accounting, and reporting to ensure fiscal health and compliance.
- **Human Resources & Administration:** Handles recruitment, training, compensation, and benefits, ensuring effective human resource management and administrative support.
- **Corporate & Regulatory Affairs:** Manages interactions with regulatory bodies and stakeholders, ensuring compliance with legal requirements and handling public relations.

- **Legal Affairs & Company Secretariat:** Responsible for the company's legal framework, managing contracts, disputes, and ensuring legal compliance across operations.

## 2.8 Organization chart along with the number of employees in Banglalink

The total number of employees in Banglalink is not publicly available (as of 2018, it was reported to have around 3,500 employees).



Figure 6: Organization Chart of Banglalink

## 2.9 Organizational Hierarchy

Banglalink Digital Communications Ltd. has a flat organizational structure, which means that each department is managed by a Director and a Deputy Director, who report to the CXO. In terms of mid-level management, department heads are responsible for supervising their respective areas. The typical departmental structure includes roles such as Manager, Assistant Manager, Officer, or Specialist, all of whom report directly to the Head of Department. The organizational chart below provides a visual representation of this reporting structure.

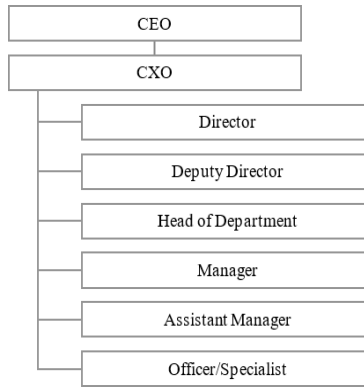


Figure 7: Organizational Structure

## 2.10 CEO and the CXO of Banglalink

The head of Banglalink's hierarchy is usually the CEO (Chief Executive Officer), who is responsible for overseeing all the company's operations and setting the overall strategic direction. Under the CEO, there are different CXO, like the CCO (Chief Commercial Officer), CFO (Chief Financial Officer), and CLO (Chief Legal Officer), CTIO (Chief Technology and Information Officer), CCRAO (Chief Corporate and Regulatory Affairs Officer), CECO (Chief Ethics and Compliance Officer), CHRAO (Chief Human Resource and Administration Officer). These executives manage specific aspects of the business such as commerce, finance, legal, technology, regulatory affairs, ethics and compliance and human resource and administration.

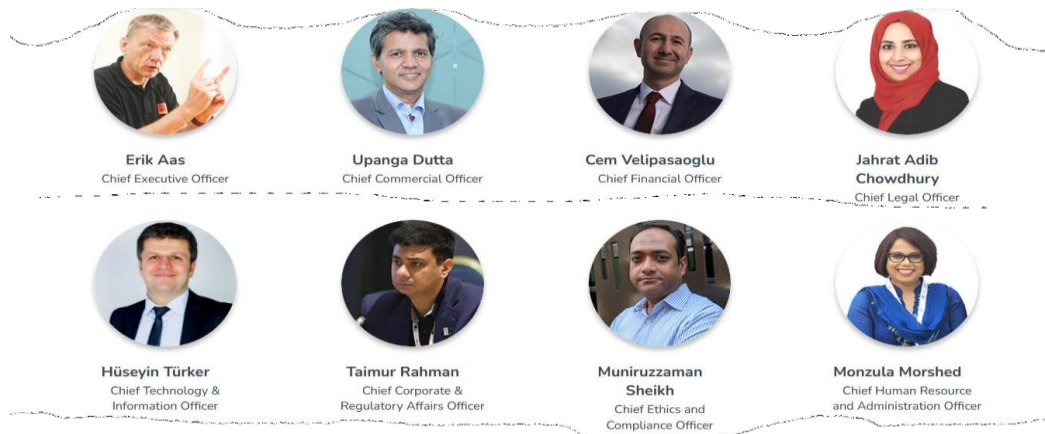


Figure 8: CEO and the Executives of Banglalink

## 2.11 Organogram of Corporate and Regulatory Affairs(CoRA) Division

Several departments make up each division. I once served as an intern with Stakeholder Relations, which is a sub-department of Corporate and Regulatory Affairs(CoRA). The CoRA's organizational chart is shown below:

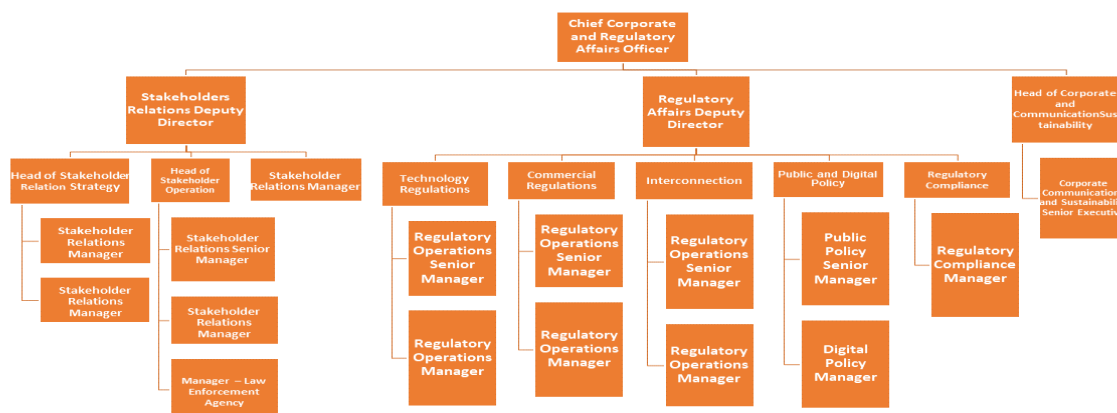


Figure 9: Organogram of Corporate and Regulatory Affairs Division

### 2.11.1 Stakeholder Relations Team

- **Stakeholder Identification and Interaction:** Banglalink identifies and engages with stakeholders by understanding their positions and levels of authority.
- **Operational Hurdle Mitigation:** The company addresses and resolves operational challenges and conflicts with industry stakeholders.
- **Policy and Regulatory Communication:** Banglalink disseminates policy, compliance, regulatory, and business-related information to the relevant stakeholders.
- **Strategic Engagement Planning:** The company develops engagement strategies for policy advocacy, business strategy development, and collaboration with industry think tanks.

### 2.11.2 Regulatory Affairs Team

- **Regulatory Operations:** Banglalink ensures that all its strategies, projects, and activities comply with the regulations set by the Bangladesh Telecommunications Regulatory Commission (BTRC). The company maintains a formal and clear communication channel with BTRC officials to uphold this compliance.
- **Interconnection Team:** Banglalink manages various telecommunications processes including the mobile interconnection process and curbing illegal VoIP calls and SMS fraud. The company also handles Mobile Number Portability (MNP), maintains the Central Biometric Verification Monitoring Platform (CBVMP) for both Robi and Banglalink, and coordinates A2P SMS services.
- **Commercial Regulations Team:** Banglalink addresses several operational issues including the management of product and service offerings such as value-added services, package deals, and data pack tariffs. The company also navigates biometric regulations and SIM registration processes, and assesses the impact of changes in VAT regulations on its operations.
- **Technology Regulations Team:** Banglalink ensures regulatory approval for all processes related to telecommunication equipment, including import, installation, resale, disposal, and



scrapping. The company also addresses and resolves issues related to equipment implementation.

### **2.11.3 Corporate Communication and Sustainability Team**

- **Media Engagement:** Banglalink utilizes international channels to enhance the image of both its own brand and its parent company, VEON. The company also actively contributes to digital agendas by organizing, attending, and supporting various events.
- **Sustainability Strategy:** In 2023, Banglalink is dedicated to crafting a comprehensive Sustainability Strategy. This strategy will act as a framework guiding all projects undertaken by the team, ensuring alignment with sustainable practices.
- **Relief Efforts:** Through its emergency management strategy, Banglalink ensures robust disaster relief support. The company is committed to continuing its efforts in relief distribution throughout 2023.
- **Corporate Social Responsibility (CSR):** Banglalink aims to establish a sustainable portfolio that enhances its return on investment (ROI). The company is focused on enabling and amplifying its CSR initiatives, further embedding social responsibility into its core business operations.

### **2.12 Mailing address, Location and Web links of Banglalink**

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

### **2.13 Operating Sector of Banglalink**

Banglalink serves as a prominent mobile network operator in Bangladesh's telecommunications industry. Operating through a comprehensive infrastructure of cell towers and base stations, the company provides various mobile communication services to its customers. Banglalink offers an array of mobile packages, internet solutions, value-added services, and digital offerings to meet the varied needs of its user base. Furthermore, Banglalink engages in ongoing research and development to enhance its service quality and expand its network reach throughout the nation. In summary, Banglalink holds a crucial role in the communications sector of Bangladesh.

### **2.14 Company Operation**

Banglalink does not operate worldwide. It is a mobile network operator that operates only in Bangladesh. Banglalink is a subsidiary of VEON, a multinational telecommunications company that operates in multiple countries, but Banglalink itself operates only in Bangladesh. Its network coverage spans across the country, providing mobile communication services to millions of customers in Bangladesh.

### 2.15 Products and services of Banglalink:

Banglalink has targeted different customer segments, including youth, professionals, and businesses, with tailored services and packages. A list of services of Banglalink (both directly and indirectly related to their network services) are:

- Vibe is a platform similar to Spotify, Banglaflix offers content similar to Netflix but tailored to local audiences, and Toffee provides a subscription service for various entertainment channels, news, and other content.
- E-shop allows customers to easily purchase physical items directly from their mobile phones, eliminating the need to visit customer care centers.
- Orange Club rewards its members with a wide range of lifestyle benefits, including significant discounts on accommodations, shopping, and travel, as well as services such as home appliances, repair, and relocation assistance.
- Banglalink provides various mobile plans, both prepaid and postpaid, each designed with unique features and benefits to cater to the diverse preferences of its customers.

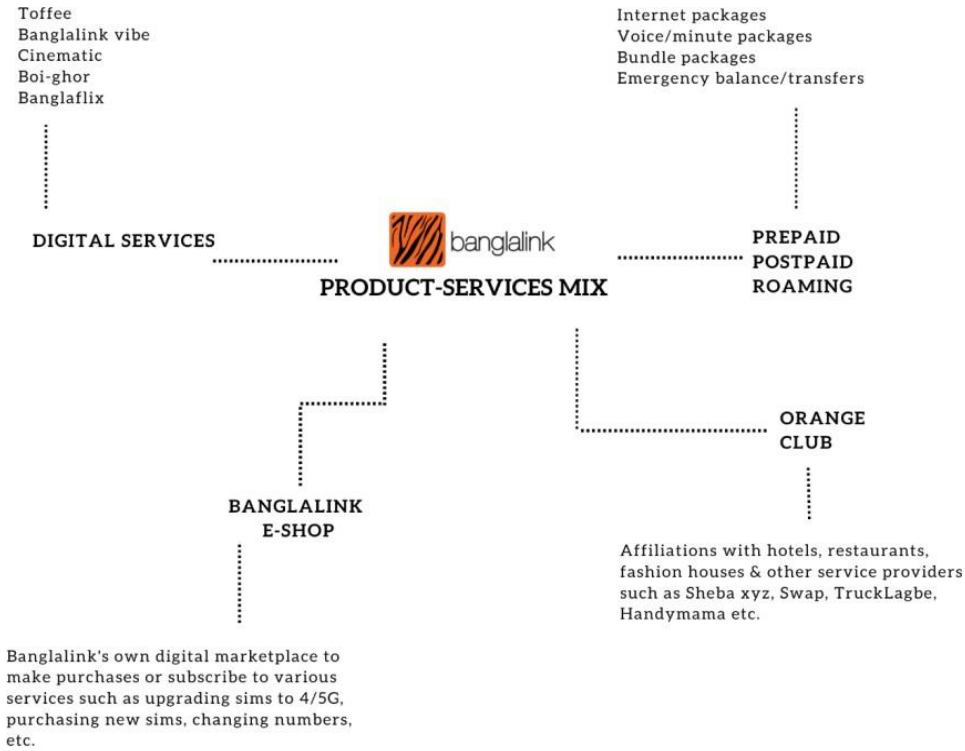


Figure 10: Product-Service mix of Banglalink

### 2.16 Customers of Banglalink:

Telecommunications companies typically strive to serve a broad customer base as communication is vital for various demographic groups such as children, seniors, and working adults. Banglalink has identified a target market within this spectrum where they can maximize their reach and impact, catering not only to the fundamental communication needs of these users but also to improve their overall quality of life.

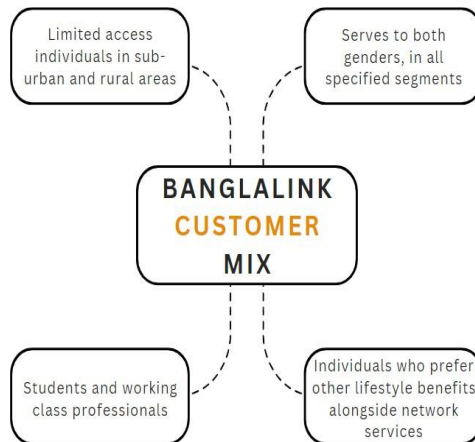


Figure 11: Customer Mix of Banglalink

## 2.17 Company Analysis

Using frameworks such as SWOT, Porter's Five Forces, and PESTLE analysis will help understand the strategic position and environment of Banglalink. Here's a brief overview of each technique:

### 2.17.1 Banglalink's SWOT Analysis

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



Figure 12: SWOT Analysis

**Strengths:**

Banglalink boasts a robust foundation in customer engagement, resulting in deep-rooted relationships and high levels of customer loyalty. The company is celebrated for its exceptional service delivery, which enhances its standing among consumers. Competitive pricing on calls further solidifies its market position, attracting a broad consumer base.

The organization benefits from a high-speed network service, underpinned by a solid network infrastructure, ensuring reliable and efficient customer experiences. Banglalink's workforce is vibrant and motivated, contributing to a proactive company culture. Additionally, the proficiency of our personnel ensures that we uphold high standards in all operational aspects.

**Weaknesses:**

However, Banglalink faces challenges, particularly in extending services to less accessible regions, where network connectivity remains subpar. Training for newly recruited employees is not sufficiently comprehensive, potentially compromising the quality of our service.

There is also a notable gap in product innovation, which is crucial for staying abreast of technological advancements and consumer expectations. Furthermore, our marketing strategies need revitalization to enhance their effectiveness, and there is a noticeable delay in the company's response to market shifts and new technologies, potentially impeding our adaptability.

**Opportunities:**

Opportunities for growth are abundant. Banglalink can diversify its operational tactics to better meet diverse market demands and consumer needs. The introduction of innovative products and services could significantly differentiate us from competitors and capture new customer segments.

The expertise and experience of our seasoned managers and support staff are invaluable assets that can be leveraged to improve overall service quality and operational efficiency, enhancing customer satisfaction and business performance.

**Threats:**

The competitive landscape in the telecommunications industry presents significant challenges, with numerous firms offering comparable products and services. This intense competition necessitates continual innovation and improvement.

The industry is also experiencing a slowdown, exacerbated by difficulties in drawing customers away from established competitors. Additionally, the changing regulatory environment and new governmental directives require ongoing vigilance and swift adaptation to ensure compliance and mitigate potential impacts.

In summary, my analysis during my internship indicates that while Banglalink has several strengths and opportunities that can be capitalized upon, it must also address its weaknesses and prepare for

external threats to maintain and enhance its market position. This proactive approach is crucial for driving growth and achieving long-term success in Bangladesh's telecommunications industry.

### 2.17.2 Banglalink’s Porter’s Five Factors

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



Figure 13: Porter’s Five Factors

- **Potential New Entrant:** The telecommunications industry features significant barriers to entry, such as substantial initial capital investment and regulatory compliance, making market entry challenging. As a result, Banglalink enjoys a relatively low threat from new entrants due to these high and daunting barriers.
- **Intensity of Competition:** The competitive dynamics in the telecommunications sector are intense among established players. Grameenphone leads in terms of the subscriber base due to its early market entry, while Banglalink is known for offering the fastest 4G+ services, superior subscription plans, and customer support. Robi, meanwhile, holds a significant market share and is focused on enhancing various services to expand its customer base. This results in fierce competition among the top companies in the industry.
- **Availability of Substitutes:** Substitute threats correlate closely with buyer power, where limited but significant alternatives exist that could potentially attract customers away from traditional telecom services. To mitigate this threat, providers like Banglalink must continually enhance their customer service and stay ahead of competitive offerings to retain and grow their customer base, making this a moderate threat.
- **Bargaining Power of Buyers:** Buyer power indicates the choices available to consumers regarding the products or services they utilize. For example, if Grameenphone were to increase the prices of its SIM cards, consumers might easily switch to competitors like Robi or Banglalink. This competitive scenario forces companies to maintain reasonable pricing to attract and retain customers. Thus, buyer power in this sector is notably limited, although consumers can still influence service standards and pricing through their choices.
- **Bargaining Power of Suppliers:** In the telecom sector, suppliers play a crucial role by providing the necessary raw materials and equipment for constructing towers and infrastructure essential for delivering quality service. Although Banglalink faces limited supplier power due to the presence of multiple suppliers eager to collaborate with a significant

player in the market, this situation ensures that suppliers continue providing excellent service to maintain strong, ongoing relationships.

By understanding these dynamics, Banglalink can strategically position itself to leverage its strengths and address potential weaknesses within the competitive landscape of Bangladesh's telecommunications sector.

### **2.17.3 PESTEL analysis of Banglalink**

PESTEL analysis, which divides the external environment of a firm into Political, Economic, Social, Technological, Environmental, and Legal elements, aids in evaluating that environment. It is a useful framework for developing company strategy and aids in identifying the business's possibilities and risks. A picture was used to illustrate the PESTEL analysis of Banglalink Digital Communications LTD, and a description followed.

#### **Political Factors:**

- The Bangladeshi telecommunications sector is overseen by the Bangladesh Telecommunication Regulatory Commission (BTRC).
- Government initiatives to attract foreign investment have welcomed international firms such as Grameenphone and Robi into the market.
- Challenges such as political instability and systemic corruption can affect operational efficiency for companies like Banglalink.

#### **Economic Factors:**

- Bangladesh boasts a rapidly growing economy with an expanding middle class, contributing to increasing consumer spending.
- The telecom industry plays a crucial role in fueling Bangladesh's economic development.
- Economic factors such as inflation and fluctuations in the exchange rate can influence the financial outcomes for telecom companies.

#### **Social Factors:**

- There is a burgeoning demand for digital services like mobile data and internet access in Bangladesh, propelled by a large, youthful population.
- Consumer preferences for products and services are shaped by local social and cultural norms.

#### **Technological Factors:**

- The telecom sector is highly competitive, with continual technological advancements necessitating ongoing investment in network infrastructure.
- Banglalink must consistently upgrade its technology to stay competitive.
- Emerging technologies, such as 5G, present opportunities for Banglalink to innovate and introduce cutting-edge services.

**Legal:**

- Banglalink's operations are influenced by the legal environment in Bangladesh, requiring adherence to local telecommunications laws and regulations.
- The company must also comply with laws governing data privacy and other related legal standards to ensure lawful operation.

By utilizing the PESTEL framework, Banglalink can strategically navigate its external environment, capitalize on emerging opportunities, and mitigate potential threats. This analysis is instrumental in shaping the company's strategic direction and long-term planning.

# **Chapter 3. Industry Analysis**



This section covers all aspects of the telecommunications sector, including its scope, expansion trends, level of development, and cyclical variations. It also discusses Banglalink Digital Communications LTD's competitors and the company's competitive advantages.

### 3.1 Industry Size and Growth Trends

As of March 2024, data from the Bangladesh Telecommunication Regulatory Commission (BTRC) indicates that Grameenphone holds the largest market share at 47.91%, followed by Banglalink with a 24.27% share, and Robi close behind at 23.97%. This chapter will explore the latest trends in the telecommunications sector, including:

- The deployment and development of 5G networks.
- The application of artificial intelligence (AI) and the Internet of Things (IoT) to enhance and modernize existing technological frameworks.
- Frequent utilization of cloud computing and blockchain technologies.
- Expansion of content offerings across various digital sub-platforms.

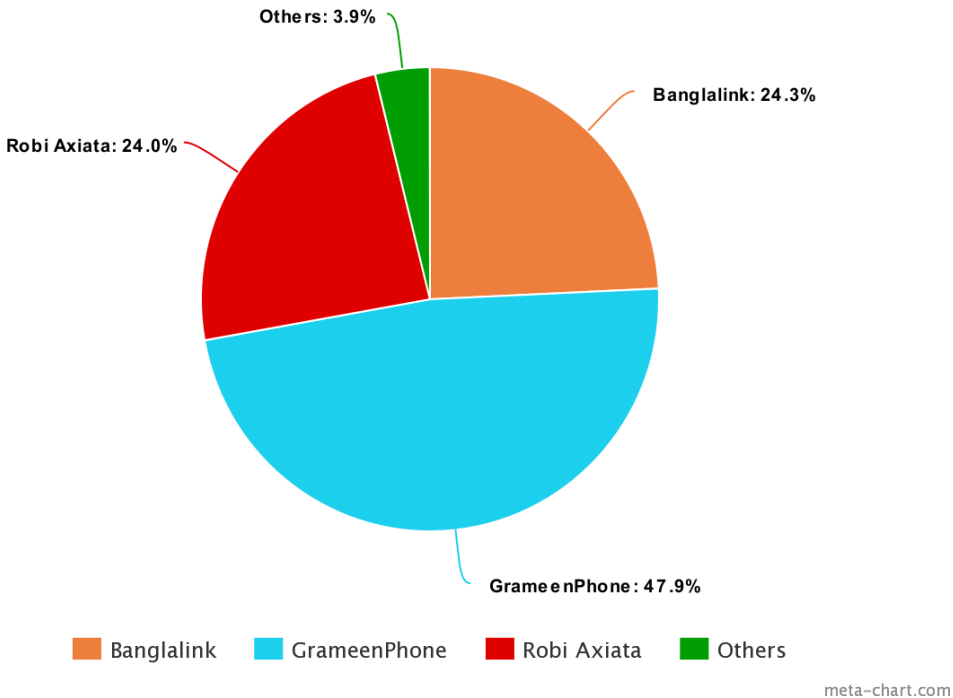


Figure 14: Industry Shares of the Competitors in Telecom industry of Bangladesh

Regarding subscriber statistics, the BTRC notes that total mobile subscribers in Bangladesh reached approximately 176 million by March 2021, a rise from about 164 million the previous year, translating to a mobile penetration rate of about 103%. This suggests multiple mobile connections per individual are common.

The fixed-line broadband market in Bangladesh has also seen growth, with BTRC reporting around 11.4 million users as of March 2021, up from roughly 8.7 million the prior year.

Since rebranding to Banglalink, the company has significantly improved service quality, broadened its market presence, and enhanced customer support, solidifying its position as the country’s second-largest telecom service provider.

Banglalink, under its parent company Veon, continues to innovate by incorporating advanced technologies to enhance services and maintain customer satisfaction. Veon operates similar services in other regions including Russia, Kazakhstan, Algeria, Ukraine, Uzbekistan, and Pakistan under different brand names such as Beeline, Kyivstar, Jazz, and Djezzy.

In a significant investment, Banglalink paid BTRC BDT 10 billion last March for the rights to use an additional 4.4 MHz spectrum. Over recent years, Banglalink has maintained its reputation for offering the fastest internet service to its mobile network users.

### 3.2 Maturity of the Industry

Banglalink is making great strides towards improving its customer service by advancing its digital capabilities. The My Banglalink app is a key part of this strategy, providing customers with easy access to manage their accounts and avail services online.

Banglalink is well-positioned for future growth, with a surge in demand for telecommunication services due to the expanding population and increased digital uptake in Bangladesh. The telecommunications sector in Bangladesh has come a long way from its early days following privatization in the early 1990s. The liberalization of this sector allowed private entities to enter and expand within the market. From just a few thousand subscribers initially, the industry has seen a dramatic rise to over 165 million cell phone subscribers by 2021.

Banglalink has played a crucial role in the industry's expansion and ongoing evolution. It has consistently been at the forefront of innovation, introducing major technological advancements such as the launch of Bangladesh's first 3G network in 2013, and the country's first 4.5G network in 2018. These innovations have provided users with faster connections and high-speed internet access.

As the market becomes increasingly competitive, companies, including Banglalink, are focusing more on customer satisfaction and service quality as differentiators. Banglalink is investing heavily in customer support and network infrastructure to maintain its competitive edge.

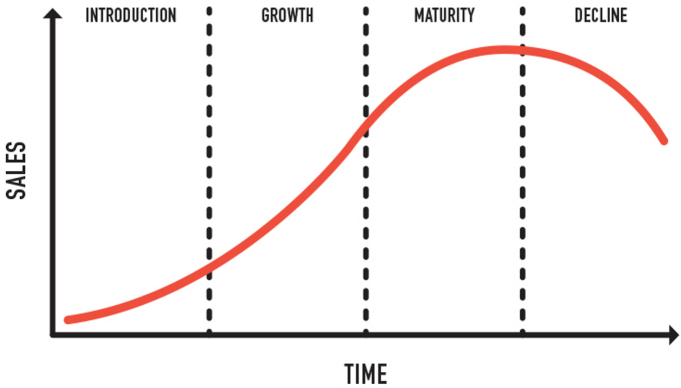


Figure 15: Life Cycle of the Telecom Industry

*\*\* All Major Players are in their Maturity Stage*

In essence, the liberalization and technological advancements have significantly transformed Bangladesh's telecommunications landscape. Banglalink continues to be a key player in the industry, continually adapting and innovating to meet the dynamic needs of its customers. As the industry matures, it is expected to sustain itself well into the future, unlike other industries that often decline after reaching maturity.

### 3.3 External Economic Factors and their Effect on the Industry

The telecommunications sector in Bangladesh, including companies like Banglalink, is subject to various external economic influences that affect its operational efficiency and growth potential. Key factors include:

- **GDP Growth:** Economic expansion plays a crucial role in the telecommunications sector. With increased GDP, people generally have more disposable income, potentially boosting demand for telecom services. Conversely, an economic downturn may decrease demand.
- **Foreign Exchange Rates:** The dependency on imports for equipment and technology makes the telecommunications industry sensitive to fluctuations in foreign exchange rates. Such variations can alter import costs, thereby affecting the profitability of telecom operators.
- **Inflation:** Rising inflation rates can escalate the operational costs involved in network maintenance and expansion. This escalation can squeeze margins and constrain the capacity of telecom operators to invest in innovative technologies and services.
- **Regulatory Environment:** The regulatory framework can significantly influence industry competitiveness. Changes in regulations may either heighten competition or restrict operators' abilities to expand their networks or roll out new services.
- **Technological Advancements:** Rapid technological progress, such as the development of 5G technology, introduces new growth and innovation opportunities. However, it also increases competition and necessitates substantial investment in new infrastructure and technologies. Banglalink aims to deploy 5G technology to its customers, striving to stay ahead by introducing advanced technology before its competitors.

Overall, Banglalink and other operators in Bangladesh's telecommunications industry must continuously monitor these economic factors and adapt their strategies accordingly to maintain competitiveness and ensure profitability.

### 3.4 Seasonality

The telecommunications sector stands out because it is not influenced by seasonal variations or trends that typically affect industries such as consumer goods, fashion, automotive, or travel. In Bangladesh, the demand for telecommunications services tends to remain steady throughout the year, showing minimal fluctuations in terms of subscriber numbers or revenue growth. This consistent demand is primarily due to the ongoing need for communication services regardless of the season.

However, certain events and festivals can lead to temporary spikes in telecommunications usage. For example, during significant cultural celebrations such as Eid and Durga Puja, there is often an increase in phone calls as people reach out to family and friends, which can temporarily boost the sector's revenue. Additionally, major sports events like the Cricket World Cup or the Bangladesh

Premier League (BPL) might prompt a higher consumption of data services as enthusiasts stream matches or follow live scores on their mobile devices.

While the overall market for telecommunications in Bangladesh exhibits little seasonality, these occasional increases in service usage during special events and cultural festivals highlight some variability in demand. Nevertheless, the broader trend shows a stable demand throughout the year, supported by the widespread adoption of smartphones, greater accessibility to digital services, and significant investments by the government in enhancing the nation's digital infrastructure.

### 3.5 Technological Factors

Technological advancements significantly shape the telecommunications industry in Bangladesh, influencing both the provision and development of services. Below are key factors that illustrate these dynamics:

- **Advancements in Network Technologies:** The rollout of 4G networks has transformed internet access and mobile service usage in Bangladesh by facilitating high-speed internet. This change has spurred an uptick in data consumption and demand for digital offerings. Anticipation is also building around the upcoming launch of 5G networks, which are expected to further catalyze industry growth.
- **Mobile Device Accessibility:** The increased availability of cost-effective smartphones and feature phones has significantly boosted mobile phone penetration across the country. This surge has escalated the demand for data services and digital content, encompassing areas such as mobile banking, e-commerce, and digital entertainment.
- **Enhancements in Internet Connectivity:** The telecommunications sector's expansion is deeply intertwined with the enhanced provision of high-speed internet. Government initiatives aimed at improving connectivity, such as deploying fiber-optic infrastructure and expanding broadband services, have played a crucial role in this area.
- **Growth of Digital Services:** The proliferation of digital services like mobile banking, online shopping, and digital entertainment platforms has led to a substantial rise in the need for data services. The widespread availability of these digital solutions continues to propel the industry forward.
- **Integration of Cloud Computing:** The adoption of cloud computing within the telecommunications sector has allowed providers to introduce innovative services and solutions. Cloud-based offerings, including virtual private networks (VPNs) and cloud storage, are gaining popularity among both businesses and individual users, enhancing service versatility and efficiency.

These developments underscore the dynamic interaction between technology advancements and the telecommunications sector, highlighting ongoing improvements and innovations in service delivery.

### 3.6 Regulatory, Political, and Legal Concerns

The telecommunications sector in Bangladesh must navigate a complex landscape shaped by various legal, political, and regulatory challenges. Here's a breakdown of the major factors influencing the sector:

- **Regulatory Oversight:** Governed by the Bangladesh Telecommunication Regulatory Commission (BTRC), the sector is subject to comprehensive regulations covering aspects such as license issuance, spectrum management, service quality, and consumer rights. Shifts in these regulatory frameworks can profoundly affect the operational scope and growth prospects of telecom companies.
- **Political Factors:** The stability of the political environment in Bangladesh significantly affects the telecommunications industry. Political turbulence can disrupt both ongoing operations and future investments. Given the sector's reliance on foreign capital, any political unrest can undermine investor confidence and create a climate of uncertainty.
- **Legal Considerations:** Telecommunication providers must also address various legal issues, including intellectual property rights, data protection, and cybersecurity. Legal challenges in these areas can affect a company's operations and tarnish its reputation.

Each of these factors requires careful consideration by telecommunication companies in Bangladesh to ensure compliance and sustain growth in a challenging environment.

### 3.7 Competitive Environment and Changes in the Competitive Environment

The rapid expansion in the usage of mobile data and the internet in Bangladesh has significantly influenced the competitive landscape for Banglalink. As consumers increasingly turn to mobile data due to the affordability of smartphones and data plans, Banglalink has strategically positioned itself to meet these changing needs with its data-oriented services and packages. Here are the key competitive strengths that allow Banglalink Digital Communications Ltd. to excel in the competitive telecom sector of Bangladesh:

- **Reputable Brand Presence:** Banglalink enjoys a strong presence in the market, evident in its substantial market share and high customer loyalty. Its commitment to delivering innovative and user-focused services has fortified its reputation among consumers.
- **Widespread Network Reach:** With an expansive network infrastructure, Banglalink covers nearly the entire population of Bangladesh. Significant investments in network enhancement and modernization allow it to deliver superior service quality to its customers.
- **Technological Innovation:** The adoption of cutting-edge technologies, such as 4G/LTE, positions Banglalink at the forefront of the telecom industry. The company also pioneers various digital services and solutions, keeping it ahead in technological advancements.
- **Customer-Centric Strategies:** Banglalink prioritizes its customers by offering tailored solutions that address varied communication needs. Its robust customer service team is committed to delivering exceptional customer satisfaction.
- **Diverse Value-Added Services:** Beyond core telecom services, Banglalink offers an extensive range of value-added services, including mobile banking, entertainment, and lifestyle options. These services not only distinguish Banglalink from its competitors but also add substantial value for its customers.

These strategic advantages enable Banglalink to maintain a competitive edge in Bangladesh's dynamic telecommunications market.

## **Chapter 4. Internship Main Duties and Responsibilities**

This chapter focuses on relevant information related to my internship at Banglalink Digital Communication Ltd. Here I tried to highlight the period, Company, department details, interaction with Company's employees, and job roles and assigned tasks.

### 4.1 Job Position

I was selected as one of the intern of Banglalink's flagship program, Digitalyst Internship Program. After completing a rigorous assessment, I got selected as an Digitalyst Intern – Stakeholder Relation Team under Corporate and Regulatory Affairs Department.

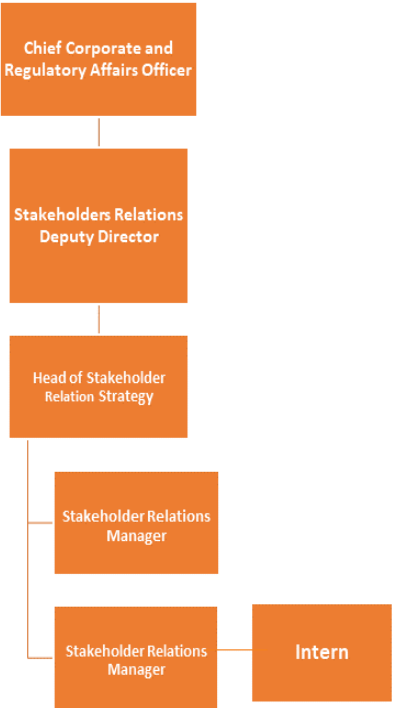


Figure 16: My job positioning in the Stakeholder Relations Team

#### 4.1.1 Working Hours

- Work Days: Sunday to Thursday (5 days).
- Time: 09:00 AM to 6:00 PM (but the ending hour mostly depended on daily tasks).
- Meals and Refreshments: Free lunch along with tea/coffee.

### 4.2 Work Environment

My experience at Banglalink not only allowed me to develop professional skills but also to thrive in a culture that values openness, equality, and cooperation. This environment is undoubtedly a cornerstone of the company's success and an aspect that deeply enriched my time as an intern. So, I am trying to demonstrate the work culture below:

- **Dynamic and Collaborative Environment:** Joining Banglalink's team offered an immersive experience into a workplace culture celebrated for its dynamism and collaboration. From day one, I was warmly welcomed by my colleagues who played a pivotal role in helping me

integrate smoothly and swiftly into the team. This robust support system was instrumental in fostering a friendly and productive working atmosphere.

- **Innovation and Openness:** One of the most impressive aspects of Banglalink's culture is its commitment to innovation and open communication. The company cultivates an environment where employees at all levels, from the CEO to entry-level staff, are encouraged to share their ideas and opinions freely. This openness is facilitated by a unique office layout with no fixed desks, promoting equality and accessibility throughout the organization.
- **Cross-functional Cooperation:** Cross-departmental collaboration is not just encouraged but ingrained in the daily operations at Banglalink. This approach allows for an enriching exchange of knowledge and ideas, enhancing the overall productivity and creativity of the teams.
- **Inclusivity and Engagement:** Banglalink also places a strong emphasis on inclusivity and employee engagement. The company organizes various programs aimed at enhancing professional growth and personal well-being. These include targeted training sessions, health and wellness initiatives, and recognition programs that celebrate employee achievements.
- **Social and Recreational Activities:** To further boost morale and foster a sense of community, Banglalink hosts numerous social and recreational activities. These range from simple one-dish parties and birthday celebrations to exciting outings and movie events, especially inclusive of interns, which enhances the internship experience significantly.
- **Flexibility in Work:** Recognizing the evolving needs of its workforce, Banglalink supports flexible working arrangements. Employees benefit from the option to work remotely or adjust their working hours, accommodating a better work-life balance.

### 4.3 Regular 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:

- I was the Intern of the Stakeholder Relations department (SR) under the Corporate & Regulatory Affairs. I was assigned under the supervision of Head of Stakeholder Relations Strategy – Mohd. Khurshid Hasan. I have assisted my Line manager and other members of the SR team in several ways. During my internship, one of my daily responsibilities involved regularly monitoring and summarizing key newspaper articles that focused on developments within the telecommunications industry. This included keeping abreast of the latest market developments, competitive movements, regulatory changes, and government policies impacting Veon's operations. I carefully selected articles from trustworthy sources and compiled concise synopses, highlighting crucial insights and their potential implications for the industry, thereby ensuring the company remained well-informed and strategically aligned with industry dynamics.
- I have also drafted multiple letters addressed to the relevant ministries, BTRC, BIDA, and other stakeholders. Most of the letters were invitations or appointment letters for different events (Health Hub and AppLink launch) or for meetings. Moreover, I prepared Profiles for multiple stakeholders (10+) so that the attendees in meetings from our end know about the stakeholders beforehand. I have also prepared the Profile (Portfolio Analysis) of Kaan Terzioglu, the CEO of VEON, Banglalink's mother company.



- During my internship, I prepared a training material on the Government Relations (GR) Dashboard, a pivotal tool for tracking Veon Group personnel's participation in meetings and interactions with governmental bodies. My role involved establishing a streamlined process for accurately recording these attendances, enhancing both user engagement and data integrity. To ensure all team members could effectively utilize this system, I crafted a detailed PowerPoint presentation. This training material meticulously guided users through each step of the dashboard, from data entry to advanced functions, fostering efficient and competent usage across the company.
- In my role, I was responsible for the systematic indexing and archival of departmental letters and correspondences, encompassing a range of documents from 2014 to 2023. Utilizing Microsoft Excel, I meticulously captured and organized data including application fields, dates, authority names, subjects, and reference numbers. To ensure the accuracy and integrity of this extensive dataset, I implemented rigorous validation and verification processes. Additionally, I leveraged advanced Excel functionalities such as formulas, filters, and sorting techniques to enhance the efficiency of data management and facilitate swift analysis.
- During my internship, I conducted a comparative analysis of the Telecommunication Act of 2001 and its subsequent amendments in 2010 and 2024. This task involved translating critical sections of the legislation into English to enhance comprehension and facilitate detailed examination. I summarized the pivotal changes and updates introduced in each amendment, emphasizing their significant impact on the telecommunications sector. Furthermore, I compiled these insights into comprehensive materials aimed at broadening internal knowledge and informing policy discussions within the organization.
- I prepared a database combining all the site information so that the reports can be prepared efficiently. This database can be used by the team in the future. Another version of the site database was prepared by me to keep track of the reporting status (date and reported to). Another database I have prepared contains the contact information of the stakeholders for convenience. Also, I have prepared a database consisting of the government officials (Ministers, PS & APS to Ministers, Secretaries), as well as contacts (phone contacts and/or visiting cards) given by other members of the GR team. So, I have prepared 4 big databases in total.
- For my internship project, I developed an organized Excel spreadsheet to catalog the Members of Parliament from the Chattogram Division. The spreadsheet included columns for Serial Number, Member's Name, Party Affiliation, Constituency, Activities, and References. This comprehensive list was created to identify potential candidates for the Minister of Information and Communication Technology (ICT) as requested by the Bangladesh Telecommunication Regulatory Commission (BTRC), assisting in streamlined communication with telecom companies.
- During my internship, I conducted research on two significant telecommunications concepts: Sandbox and National Roaming. My investigation into the Sandbox model focused on its role in promoting innovation and competition by exploring its objectives, advantages, and implementation strategies within the regulatory framework. Similarly, I delved into National Roaming to assess its benefits and implications, particularly how it enhances connectivity

and improves user experiences across various regions. This research was pivotal in understanding how these initiatives can support industry growth and customer satisfaction.

#### 4.4 Difficulties and Challenges

During my internship, I encountered performance limitations with the laptop provided, which made it difficult to manage large data sets and operate effectively across various applications such as Excel, PowerPoint, Word, and Canva. This issue significantly impacted my ability to work efficiently, affecting my overall productivity. Despite these challenges, the internship greatly enhanced my professional capabilities and offered valuable practical insights, aligning well with my academic pursuits, even as I navigated the complexities of learning new technologies.

#### 4.5 Working tools I used

Some other tools that supported me in my day-to-day activities during my internship period were:

Microsoft Excel, Microsoft Publisher Document, Microsoft Word, Microsoft PowerPoint, and Canva.



Figure 17: Logos of the tools I used on a daily basis

#### 4.6 Workshop and My Visits

During my internship, I participated in several workshops and visited some locations, as detailed below:

- **Session on MyBL App:** During the orientation for new joiners, I engaged in a comprehensive discussion about the MyBL app, evaluating its current features and identifying both strengths and weaknesses. I proposed several updates aimed at modernizing the app, expanding its capabilities, and resolving existing issues to elevate the overall user experience. Additionally, I suggested innovative solutions to improve the app's functionality and general utility, enhancing its effectiveness for users.
- **Press Conference of T20 World Cup on Toffee:** I participated in a press conference hosted by Banglalink, where I learned about the company's exclusive streaming partnership with Toffee for the T20 World Cup. During the event, I observed Banglalink's media interaction techniques and communication strategies. This experience provided me with valuable insights into the promotional activities and branding efforts undertaken by Banglalink to leverage this partnership.



Figure 18: Press Conference of T20 World Cup on Toffee

- **Workshop on LinkedIn Profile Management:** I attended a workshop dedicated to optimizing LinkedIn profiles for professional networking and personal branding. The session equipped me with strategies to create an effective LinkedIn profile that enhances visibility and attracts career opportunities. Additionally, I gained insights into best practices for establishing and nurturing professional connections on the platform.
- **Meeting with Friendship and Blink (NGO) for CSR Events:** I participated in a strategic planning meeting with representatives from Friendship and Blink (NGO) to organize a Corporate Social Responsibility (CSR) event focused on distributing water and juice during the ongoing heatwave, from a corporate sustainability perspective. We brainstormed effective outreach activities to maximize the event's impact and meticulously planned the logistics for a nationwide distribution across Bangladesh using covered vans.

## 4.7 Skills Applied and Developed

Throughout my internship at Banglalink's Corporate and Regulatory Affairs Department, I effectively applied and further developed a set of critical skills that are vital for a career in a multinational corporate environment. This section outlines both the skills I leveraged during my internship and those I acquired as a result of my experiences. Here, I reflect on how these skills have shaped my professional capabilities and prepared me for future challenges in the corporate world.

### 4.7.1 Skill Applied

I have prioritized my quantitative, report-writing, and research skills over anything else throughout the majority of my formal education. I found it quite simple to adjust to the way the Corporate and Regulatory Affairs Department at Banglalink operated as a consequence. But in order to be more spontaneous, it was also crucial to have good communication, time management, and event management skills.

Some other skills that helped me throughout my internship period are:

- Presentation skills.
- Creative designing skills.

- Research skills.

#### 4.7.2 New Developed Skill

- **Gaining insights into the practical world:** My internship period provided me with my first exposure to the real corporate world, specifically how the departments in a Multinational Company operate and what segment are required to operate within the country.
- **Networking:** I got to know a lot of people ranging from my line manager to the CEO of Banglalink. All of the folks I interacted with taught me something about the job market or the qualities needed to get a decent job.
- **Analytical skills:** Handling unexpected corporate challenges and stakeholder interactions sharpened my critical thinking and analytical skills. Learning to tailor my communication based on the audience and context was particularly valuable in managing diverse stakeholder relationships effectively.
- **Time-Management and Multitasking:** Balancing part-time work, managing a small business, and fulfilling internship responsibilities required exceptional time management and multitasking skills. This juggling act was crucial in maintaining a healthy balance between work, personal life, and social engagements.
- **Personal growth:** As my internship term progressed, I saw that things that used to take me an hour and a half to accomplish were done in thirty-forty minutes. This bolstered my confidence since I felt like I wasn't only learning a chore, but also getting better at it.

# **Chapter 5. Analysis**

## 5.1 Competitor Analysis

In evaluating its competitive landscape, Banglalink must thoroughly understand the positioning and strategies of its primary competitors in the Bangladesh telecommunications sector. Here's a detailed look at the major players Banglalink is contending with:

### **Grameenphone:**



Figure 19: Logo of Grameenphone Limited

As the leading mobile network operator in Bangladesh, Grameenphone boasts the broadest network coverage and the largest market share. It distinguishes itself through its pioneering introduction of 5G networks in the country, strong brand recognition, and a diverse service portfolio that includes healthcare and educational services. Grameenphone also leads with extensive marketing activities, leveraging celebrity endorsements and sponsoring major events to enhance its market presence and penetration.

### **Robi Axiata Limited:**



Figure 20: Logo of Robi Axiata Limited

Standing as the second-largest mobile network provider in Bangladesh, Robi Axiata commands a significant market presence. The company offers a broad array of services including voice, data, and various value-added services. With competitive pricing, Robi maintains a strong position in the market, supported by its large subscriber base and extensive network coverage. Additionally, Robi is actively investing in digital transformation and e-commerce to adapt to evolving consumer demands.

### **Airtel Bangladesh:**



Figure 21: Logo of Airtel Bangladesh

Airtel, a telecommunications brand in Bangladesh, was originally managed by Bharti Airtel. In November 2016, Airtel merged its operations with Robi Axiata Ltd., after which it continued to operate under the Robi Axiata umbrella as a product brand. Since the merger, Airtel Bangladesh has

continued to grow its subscriber base and extend its network coverage, strengthening its market presence.

### **Teletalk Bangladesh Limited:**



Figure 22: Logo of Teletalk Bangladesh Limited

As the government-owned telecom service provider, Teletalk has a unique position focusing particularly on underprivileged and rural demographics. Although it is the fourth major player in the market, its commitment to these segments provides a distinct competitive angle.

These competitors form the primary landscape in which Banglalink operates, each bringing unique strengths and strategies to the highly competitive telecommunications sector in Bangladesh.

## **5.2 Company Level Analysis**

Banglalink stands as a prominent mobile network operator in Bangladesh, noted for its robust organizational structure and culture. Operations within the company are centralized, with clear divisions of responsibilities among various departments, each overseeing specific organizational functions under thorough oversight from the center. This structured approach ensures precise results in line with the overarching directives of the company. Here are some key practices that Banglalink has implemented to maintain its efficiency:

- **Network Improvement:** Banglalink has committed to enhancing its network quality, focusing on improving call connectivity and internet speeds. This dedication extends across both urban and rural areas, enhancing overall customer satisfaction.
- **Growing Subscriber Base:** The company maintains a robust mix of prepaid and postpaid subscribers. Banglalink consistently attracts and retains customers through appealing offers, promotional activities, and competitive pricing strategies.
- **Diverse Offerings:** To remain competitive, Banglalink continuously innovates its product and service portfolio. This includes various data plans, unlimited voice packages, and content-driven services tailored to meet the wide-ranging needs of its customers.
- **Marketing and Brand Positioning:** Banglalink positions itself as a customer-focused brand. It employs numerous marketing strategies such as advertising campaigns, sponsorships, and strategic partnerships to boost brand awareness and visibility.
- **Commitment to CSR:** Banglalink actively engages in corporate social responsibility (CSR) initiatives that contribute to sectors like education, healthcare, and environmental sustainability. These efforts not only bolster the company's reputation but also strengthen its relationships with stakeholders.

These strategies and commitments are pivotal to Banglalink's operational success and its standing in the telecommunications market in Bangladesh.

### 5.3 Market Level Analysis

During my three-month internship at Banglalink, I gained firsthand insights into their operational strategies and market positioning, which help clarify why Banglalink is recognized as a leading telecommunications provider in Bangladesh.

- **Competitive Dynamics:** Bangladesh's telecom sector is notably competitive, with several key players. Banglalink's primary competitors, Grameenphone and Robi Axiata, command larger market shares and subscriber bases. These companies offer comparable services and boast extensive network coverage throughout the nation.
- **Market Position:** Since its inception in 2005, Banglalink has emerged as a strong competitor, consistently increasing its market share. Despite the challenges in a competitive market, Banglalink has maintained a substantial presence and continues to strive for a larger share.
- **Subscriber Growth:** Banglalink has successfully expanded its subscriber base by targeting diverse customer segments with a variety of service packages. Its strategies for growth include competitive pricing, innovative offerings, and targeted marketing initiatives.
- **Financial Health:** Assessing Banglalink's financial health is crucial, though detailed figures might not be publicly available. Key aspects to consider include revenue trends, profitability, and investments in infrastructure, which are vital for sustained growth and network expansion.
- **Infrastructure Development:** To maintain its market position, Banglalink has heavily invested in its network infrastructure, focusing on expanding coverage, improving call quality, and enhancing internet speeds. Reliable and extensive network services are pivotal for ensuring customer satisfaction and loyalty.
- **Expanding Market Reach:** With the growing telecom market in Bangladesh, Banglalink has capitalized on increasing mobile and internet penetration. The company has made strides in expanding its network to underserved urban and rural areas, broadening its customer base.
- **Embracing Innovation:** Keeping pace with technological advancements is essential for staying competitive. Banglalink has introduced a range of innovative services, including data packs, content-driven offerings, and digital solutions, to meet the evolving needs of consumers and strengthen its market position.

These observations from my internship reveal how Banglalink competes and thrives in the dynamic telecom industry of Bangladesh.

### 5.4 Professional level analysis

My internship experience has significantly shaped my professional outlook and career planning. Below are some key aspects of how this experience has impacted my future career trajectory, enhanced my academic knowledge application, and presented certain challenges:

**Career Impact:** My time as an intern in the Enterprise Solutions and Services (ESS) department exposed me to advanced licensed software like SCCM and Microsoft Power Platform. In today's data-driven environment, understanding how to leverage tools like Power BI for extracting actionable insights from data will be invaluable moving forward. Additionally, I refined my Excel skills, learning new functionalities and reacquainting myself with older ones. Participating in various



projects, I enhanced my project management skills, practiced writing professional emails, and developed reports and charts. These activities significantly boosted my communication and interpersonal skills.

**Linking University Learning to Professional Practice:** As a Business and Technology Management student, the internship allowed me to bridge theoretical knowledge with practical application effectively. I engaged with both IT and business professionals, which aligned perfectly with my academic goal of linking business with engineering. This role was not only a fulfillment of my academic pursuits but also led to successful project outcomes. The practical application of project management, finance, and computer science engineering principles from my courses enhanced my understanding of project terminologies, budget management, and communication with IT experts.

**Challenges Faced:** The laptop I was using struggled with performance issues, which made it challenging to efficiently handle large data sets and continuously work across multiple applications like Excel, PowerPoint, Word, and Canva. This significantly hampered my productivity.

Overall, my internship not only enriched my professional skills but also provided a real-world context for my academic studies, despite the steep learning curve associated with new technologies.

# **Chapter 6. Conclusion and Recommendations**

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

## 6.1 Conclusion

In conclusion, Banglalink Digital Limited stands out as a premier telecommunications service provider in Bangladesh, offering a comprehensive range of services such as voice, data, internet, and value-added services to both individual consumers and corporate clients. The company has significantly influenced the telecom sector in Bangladesh through the expansion of network coverage, the introduction of innovative products and services, and its support of the country's digital transformation initiatives. Continued investments in infrastructure ensure the delivery of reliable and high-quality telecommunications services to its clientele.

Particularly noteworthy is the role of the Stakeholder Relations Team within the Corporate and Regulatory Affairs Division at Banglalink. This team effectively maintains and cultivates relationships with government bodies, ensuring collaboration and engagement that support business growth and sustainability. Furthermore, the team is instrumental in advocating for the industry's advancement and the achievement of Banglalink's strategic objectives, while also overseeing LEA compliance and adherence to other regulatory and compliance mandates.

Reflecting on my internship at Banglalink, I feel immensely grateful for the opportunity to be part of such a dynamic organization. The experience was profoundly enriching, marked by supportive guidance throughout my tenure that greatly facilitated my learning and professional growth. This journey with Banglalink has not only expanded my knowledge and skills but also confirmed my passion for the telecommunications field.

## 6.2 Recommendations

Based on the comprehensive insights gained during the internship at Banglalink Digital Limited, the following recommendations are proposed to further enhance the internship experience and contribute positively to the company's operational dynamics:

- **Mentorship Program:** Establish a formal mentorship program where interns are paired with experienced professionals within the company. This mentorship should aim to provide guidance, career advice, and feedback on performance, thereby enhancing the learning experience and professional development of interns.
- **Cross-Departmental Exposure:** Offer opportunities for interns to rotate between different departments. This will allow interns to gain a broader understanding of how various aspects of the company interlink and operate, enhancing their overall industry knowledge and versatility.
- **Project Ownership:** Encourage interns to take ownership of at least one major project during their internship period. This will not only boost their confidence and sense of responsibility but also give them a tangible achievement to highlight in their professional portfolios.
- **Feedback Mechanism:** Implement a two-way feedback mechanism where interns can provide insights on their experiences and suggest improvements. Similarly, line manager should also provide regular and constructive feedback to interns, helping them to improve and learn throughout their internship.

- **Evaluation and Improvement:** Regularly evaluate the effectiveness of the internship program and make necessary adjustments based on feedback from both interns and their line manager. Continuous improvement will help in keeping the program relevant and beneficial for future cohorts.

By implementing these recommendations, Banglalink can enhance the effectiveness of its internship program, thereby attracting top talent and providing them with a valuable and impactful professional development experience.

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# **Appendix 1: Turnitin Report**

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[Summary](#)

## **Appendix 2: Weekly Reports**