Internship Report
On
banglalink™
United International University

Internship Report On

Banglalink Digital Communications Ltd.
Financial Planning & Analysis, Department of Finance

Submitted to
Shakila Aziz
Assistant Professor
School of Business & Economics
United International University

Submitted by
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ID: 111 151 506
Summer 2019

Date of Submission: 9th November, 2019
Letter of Transmittal

9th November, 2019
To
Shakila Aziz
Assistant Professor
School of Business & Economics
United International University

Subject: Permission to submit the internship report on “Banglalink Digital Communications Ltd.” (Financial Planning & Analysis, Finance Department)

Dear Ma’am,

With due respect, I am too pleased to present you my internship report based on the experience I have gained during my 3 months long internship period in Banglalink Digital Communication Ltd. I was the intern of “Financial Planning & Analysis” team of “Finance” department.

I have tried my best to make this report informative and productive one. Regardless it has been an amazing wellspring of learning for me to coordinate relative sorts of studies later on. I should express my sincere thankfulness to you for your kind bearing and recommendations in preparing the report. It would be my immense pleasure if you find this report profitable and informative to have an unmistakable perspective on the issue.

In this circumstance, I hope that this report has met all the requirements you asked for and you would be kind enough to grant this report.

Sincerely yours,

Kaniz Fatema
ID: 111 151 506
Acknowledgement

It's not possible for anyone to get an objective alone. This internship report is a collection of various people's endeavor. Their contribution made this report concentrate effectively.

I would like to thank my adviser, Shakila Aziz for helping me out and giving me suggestions and advices to complete my report in the most effective and proper manner. Without her help this report would never be done.

I also like to thank Banglalink Digital Communications Ltd. for giving me the opportunity to complete my internship program in their wonderful and one of the most well-known MNC and their HR team for arranging the Advanced Internship Program (AIP).

I would like to thank my line manager Md. Khairul Hasan, Head of Management Reporting, Analysis and Control (FP&A). I want to thank my sub line manager, Md. Zabed Hossain for being the most amazing mentor to me. I also want to thank some of my very helpful superiors of the FP&A department, Md. Faruk Hossain, A S M Shamsuddin Tariq, Fahmida Rahman, Tariquzzaman Khan, Md. Abu Saem and Mahmudul Hasan for all their support and motivation.
Executive Summery

Banglalink Digital Communication Limited started their journey as one of the most emerging telecommunication company of Bangladesh on February 2005. Initially, it was known as Sheba Telecom which was a joint venture company with the merging of a Malaysian Company. In 2004, Orascom Telecom Holdings purchased 100% shares of Sheba Telecom Ltd. It has been acquired with an amount of US $60 Million. But in April 2011, Orascom sold 52.92% of their shares to Vimpecom, which is a Norwegian-Russian telecom firm. Currently, Banglalink has approximately 32 million subscribers in Bangladesh, with a market share of 24.81%. Banglalink is now working in making the society aware, and persistently they keep on working for the betterment of the society.

Financial planning and analysis is one of the core part in the Finance Department of Banglalink Digital Communications Limited. In this internship report I wanted to give a brief idea about the working process of Finance and my internship experience and more importantly give an idea about financial planning and analysis team.

While doing the internship I figure out the focal activities of financial planning and analysis of Banglalink. My internship experience help me to develop my interpersonal skills like communication skills, technical skills. Also this gave me a hint of understanding about corporate world.
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Banglalink Digital Communications Limited is the third largest company in the telecom sector of Bangladesh. It (previously Orascom Telecom Bangladesh Limited) is fully owned by Telecom Ventures Ltd. of Malta and it is a 100% owned subsidiary of Global Telecom Holding. Since Banglalink launch in February 2005, its impact was felt immediately and overnight mobile telephony became an affordable option for customers across a wide range of market segments.

Few years back, a telecom organization named Sheba started its journey in Bangladesh telecom industry. In September 2004, Orascom Telecom Holdings buy 100% of the shares Sheba Telecom (Pvt.) Limited ("Sheba"). A while later it was rebranded and propelled its administrations under the "Banglalink™" mark on February 10, 2005.

<table>
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<th>TYPE</th>
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<tr>
<td>Parent</td>
<td>Veon</td>
</tr>
<tr>
<td>Founded</td>
<td>November 1996; 23 years ago.</td>
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<tr>
<td>Headquaters</td>
<td>Tigers’ Den, House# SW(H), Road-04, Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka 1212, Bangladesh.</td>
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<tr>
<td>Area served</td>
<td>62 Districts and 447 Thanas</td>
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<tr>
<td>Industry</td>
<td>Telecommunication</td>
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<tr>
<td>Products</td>
<td>Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE</td>
</tr>
<tr>
<td>Slogan</td>
<td>Start Something New</td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.banglalink.net">www.banglalink.net</a></td>
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Banglalink as a brand constantly endeavor to acknowledge on potential outcomes and therefore after ground pushing in February 2005, its impact was felt rapidly. Medium-term adaptable communication transformed into a direct decision for customers over a broad assortment of business segment parts. The accomplishment of Banglalink relied upon a direct mission: "Conveying portable telephone to the masses". This was the foundation of its strategy.
With this mission accessible Banglalink balanced the cell phone status from excess to a need essential for the fundamental people of this country and got mobile phone to contribute each and every time of their activity as needs be making a spot in their spirits.

VEON owns 51.9% shares of global telecom holding following a business combination in April 2011. Wind telecom VEON is a NASDAQ and Euronext Amsterdam-listed global provider of connectivity, with the ambition to lead the personal internet revolution for the 235 million+ customers it currently serves, and many others in the years to come.

It offers services to customers in 13 markets including Russia, Italy, Algeria, Pakistan, Uzbekistan, Kazakhstan, Ukraine, Bangladesh, Kyrgyzstan, Tajikistan, Armenia, Georgia, and Laos. VEON operates under the “Beeline”, “Kyiv star”, “WIND”, “Jazz”, “Banglalink”, and “Djezzy” brands.

The strong key vision is created with motivation to gather the total telecom advertise. To appreciate peoples’ needs best and make legitimate correspondence organizations to improve people’s lives and ‘make it simple’. It addresses make communication open to mass people. Banglalink has their constant advancement of business, setting up new frameworks, and partner people thusly assembling breezes towards viable vision.

**Mission:** Bringing mobile telephony to the masses.

**Vision:** Banglalink understands people’s needs best and will create and deliver appropriate communication services to improve people’s life and make it easier.
Objectives:

The main objective of Banglalink is to serve better network and coverage to its valuable subscribers and improve their communication level. And core departmental objectives, to achieve Banglalink’s Vision and Mission:

- Provide effective and truthful front line and back office customer care and support to ensure high quality service.
- Researching and resolving customer highlighted issues and problems.
- Retain valuable customers for the company as well as generate revenue and increase company’s profitability.
- Maintain a management culture of high performance and strong accountability.
- Treat customers with courtesy, respect and consideration at all the times.
The management team is led by Erik Aas who is the current CEO of Banglalink, who has been appointed by the board of directors. The diagram below shows the company management:
Finance of one of the most important departments of any organization thus it has a lot of employees.

The whole fifth and parts of seventh floor consist of the finance department in Banglalink. Finance has different sub categories. The works are divided among the relative sectors.

- Accounts Payable
- Treasury
- Budgeting/ Financial Planning & Analysis
- Reporting
- Fixed Assets
- Revenue Assurance
- Fraud Inspection
Contributions to the Organization

My Internship at Banglalink started on 19th May, 2019. It was actually an experience of a lifetime for me. Before that I did not have any experience to work with any corporation. After doing internship at Banglalink my concept towards corporate work field has changed a lot. I got to know various things which are being accompanied inside an organization. I was mainly consigned under Md. Khairul Hasan, Head of Management Reporting, Analysis and Control (FP&A). Though I had to work with my other line managers. As an intern, I was assigned with a role with a variety of tasks in the FP&A team. My contribution during the internship period is described here.

Job Responsibilities

Being a part of FP&A team I didn’t get to do any analytical tasks because they deal with a lot of confidential information and interns are not allowed to be exposed to those information. Thus the tasks were very basic but significant in terms of work load and time management.

During these three months I have worked on 2 specific projects.

These are-

- Region wise Gross Add Analysis for the month of May, June and July 2019.

1. Analysis of region wise GA:

Gross add is a very important calculation in term of calculating revenue in the long process. There are fifteen region of Banglalink all over Bangladesh and all those area are counted. Gross add is mainly counted in two sectors – SIM selling and Recharge. First of all, there is a fixed formula to count the type of GA and finding the type like a, b, or c is the first step. In all these types there is a fixed number range and it is functioned with the formula. After putting the formula the type is counted for all the fifteen region for both SIM selling and recharge. After finishing the first step
the analysis of region wise GA is done from SIM selling from SIM selling outlet and recharge from recharge outlet using advanced Pivot and conditional if formula.

<table>
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**FIG:** Region wise GA by Pivot table

2. Monthly Management Report:

Monthly management report is done in monthly basis to overview the monthly performance of the company in all the regions over the country. It is a very important report as the FP&A show this to the CFO and discuss the whole report over a presentation. Here the main job responsibility of an intern is to going through the whole monthly management report in both excel and PowerPoint file to see all the calculations and assisting with commentary. There are several parts like balance sheet, cash flow, EBITDA, profit and loss etc. Here the commentary on financial performance part is very important and to see whether all the information from excel are matching with all the comments in PPT is a job responsibility.
3. Monthly Regional Performance Analysis Report:

It is a huge document both in excel and PPT. Firstly the calculation part is to be done at excel and then the PPT presentation is to be made. It is made on the basis of one month information at the beginning of a new month. The main parts in this report are-

- GA QUALITY designing and commentary for all 15 regions.
- KPIs for all 15 regions.
- Descriptive analysis of KPIs.
- Financial performance Analysis (P&L).
- Updating trend chart of financial performance using think cell.
- Updating trend chart of commercial information using think cell.
- Updating trend chart of network information using think cell.

All of the works were in excel and PowerPoint.

**FIG:** Region wise GA calculation & analysis
Fig: Region wise GA Analysis
4. Competition Analysis GP vs. BL vs. Robi- 2019:

The competition analysis is done in quarterly basis. Here all the information and growth is described of GP, BL and Robi. The over situation of all these companies are showed in this file. The main job responsibility is to update this file.

Fig: Competition Analysis GP vs. BL vs. Robi

5. Collecting & analyzing Customer Market data from MS report:

Analyzing customer market data is a very important task. It is mainly done in three segments, seven days, thirty days and ninety days. The main job responsibility here is to update all the information accordingly in all the regions. All the information here comes from market share report.
6. Collecting data from Region wise MS Report for CMS:

It is mainly collecting all the data from region wise MS report for customer market share. After doing the MS report it should be done.

![Monthly Regional Profitability Dashboard](image)

*Fig:* Monthly regional profitability data

7. Business case solving:

The business case is a very important task and it needs to be done at occasionally whenever any new offerings is to be proposed to the consumers. After solving the business case there are many segments to make that case all right to go to the market.

8. Site wise OPEX calculation:

Site wise operating expense calculation is a long process work as the operating expense has a lot of topics and all those topics need to be updated and calculated.
9. **Capex status, PO Approval, IC Approval:**

The capital expense is same like the opex calculation and the main job responsibility is here calculating the capex and compared the PO Approval with IC Approval from the file IC Approved, and also finding the difference between PO with Customs and PO without Customs.

10. **Reimbursement calculation:**

The Reimbursement calculation is based on all the bills that is provided by the line manager and excel calculative history is taken here in day to day basis.

11. **Photocopy, Printing & Scanning:**

Photocopying, printing and scanning are very important for FP&A team, as it deals with a very high amount of documents and legal paper.
Learning and Experience

Being a part of Banglalink was exceptionally helpful for me. Above all else I was familiar with the corporate world for the very first time. It was an awesome ordeal to be recollected. The workplace condition was neighborly and exceptionally positive environment really made it easy to cope up with. I got the chance to take in such a significant number of things from this organization. I did my internship in such a department which is directly related to my major and as Banglalink if a fully automated company it helped me a lot about the FP&A process of the telecom sector which I priory didn’t have any idea about. As being a fresh graduate everything seemed quite vague to me. Beginning from utilizing diverse programming to various excel database creation, everything was new. Anyway I was extremely fortunate to work under an exceptionally accommodating group. My colleagues helped me a long way to go with the flow of these new things.

People Skills:

Being Generous and Humble:

Being generous and humble with every department can be beneficial to our own selves. Each of the department is related with finance team and by cooperative work and proper discussion can make the company beneficial so it should be as humble as it can get our works done more effectively and efficiently.

Blending With Various Individuals:

Blending alongside individuals from various backgrounds and foundations. All the interns are not from the same university and all the other peers don’t belong from the same background neither have similar mentality.
Communicating With Other Department Employees

One of the most important tasks of FP&A is to communicate with different department employees and collect important financial information. So FP&A always have a good relationship with all the departments.

Taking the Company to Be My Own

Considering company’s money to be my own money is a big changing factor. In this case every team member of FP&A always work very hard to increase revenue and reduce cost in any way.

Learned to Be Empathetic

Learned to be empathetic towards difference suppliers. Understanding supplier’s problem and situations is one of the key qualities a FP&A employee needs to have.

Learned to Be Patient with the Peers

Learned to be patient with the peers. Not all the situations are easy to cope with.

Learned to Maintain Both Type of Relationships

Learned to maintain formal yet causal relationship with the superiors. It was one of the most important learnings.

Balancing Both Lives

Learned to maintain professional and personal life balance. Without balancing these two one can’t lead a healthy life.

Being Formal

Maintaining formal and decent relationship with everyone in the department.

Making Interactions

Making interactions with peers and colleagues. One of the very important tasks to be in any office.

Priority and Relationship Management

Priority and relationship management. Every work need to be done on priority basis and based on relationship.
Networking
Talked to the alumni of UIU who are working in Banglalink and enhanced the networking.

**Learned HR Processes**
Went to the HR department and learned about how they deal with the exit process of an employee.

**Learned Commercial Processes**
Went to the commercial department and learned about how they deal with the commercial process.

**Technical Skills:**

**Learned Excel**-
Learned about different uses of MS Excel in different calculation. It is one of the most useable tool in FP&A. Almost all the works requires something to be done on Excel. So the different uses of it increased efficiency.

**Learned Different Applications of PowerPoint**-
Learned to apply different effects and animations to PowerPoint slides. Enhancing the slides with different effects is always a matter of continuous learning.

**Learned the CAPX OPEX**-
Learned to assign and update the CAPX and OPEX. It is one of the most important monthly task of FP&A

**Learned to Create PO**-
PO creation is a very important task of FP&A as all the data and information about a purchase order lies in this.

**Learned to Schedule and Cancel Meetings**-
This is an automated process and being done through outlook.
**Analytical Skills:**

As being an intern the opportunity to do anything analytical was very limited. Most of the tasks involved data entry, updating, comparative statements preparing and running around in different departments. So nothing very analytical could be done considering the position was intern. But I learned a lot from my line manager. He used to take me to a lot of director’s financial meetings where a lot of analytical decisions are being taken and one has to be very experienced and smart to deal with different situations and complexities that rises with every member of FP&A. I have seen how my line manager deals with these and it helped me learn a lot.

**Personal Development:**

**Learned To Be Efficient**-

Insane pressure of work increased productivity and efficiency.

**Learned To Be Empathetic**-

Being with different kinds of people, empathy is one of the best things being learned.

**Learned To Be Patient in Times of Emergency**-

Immense pressure taught to be patient during crucial times and handle situation accordingly.

**Learned To Be Patient with the Colleagues**-

Controlling temper is one of the very important things while working with different types of personalities and people.

**Learned To Be Polite and Humble**-

Being just polite and humble is sometimes enough to get a job done in the shortest possible time.

**Learned To Be Smarter in Negotiation**-

Being with the expert seniors, learned a lot about negotiation skills.
Learned To Do More in Less Time-

Multi-tasking is the key to get any job done in the shortest time.

Priority Management-

Learned to prioritize among different works and get the most efficiency out through it.

Relationship Management-

In any job sector networking is key and learned a lot about managing different relations in the work place.
Interaction with Co-workers

The whole FP&A department was the most amazing department ever. There is a perception in the office that the finance people tend to be moody and boring. Although I am a finance major student still I had the slightest amount of that perception. Being a part of FP&A my whole perception changed and there is not a single thing that I didn’t like about that. FP&A was known to be the most fun and exciting department amongst all the other department. I was in direct supervision of my line manager and the other category managers. They were extremely obliging and warm that made me much agreeable to work with them from the earliest starting point. Their motivating mentality dependably gave me more certainty to finish my work legitimately.

They generally addressed every one of my inquiries with tolerance. My supervisor explained everything with so much detail that I never faced any trouble doing a task in halfway. As I was absolutely new to the FP&A department, he helped me a great deal to clear the majority of my questions. He likewise helped me with the information I required for my report composing. The colleagues energize each other all the time that makes the entire condition exceptionally wonderful. Their devotion towards their work and love for the organization constantly motivated me. Alternate representatives from various divisions are additionally extremely pleasant and genial. By and large, I can state that I had the most amazing three months of my first office life in the FP&A department of Banglalink. One couldn’t ask for a better starting of the corporate life.
Hardships and Challenges

The most challenging situation for me was when I faced my first day or I would say my first week at Banglalink. At my very first day I did not get my laptop so I had to stay all the day without any work. At my first week I had to run a lot in IT to get my laptop and locker. I also faced one big problem about my laptop that it was not in a proper situation. All the interns are provided with old model laptops so many of us had to face the same problems. Another challenging factor for me was to know everything about the FP&A Department as I had no idea of its works and tasks. It took me a week to deeply understand what FP&A and supply chain does. Once the main issue was cleared everything else just fell into its places.

Expectation V/S Reality

Comparing expectation with the experience gained at Banglalink, I would say that my experience stood over my expectations. If I had to state honestly, my expectations were quite low from this internship. Before starting the program, I heard from many interns are given unimportant tasks that add no value at all. But I at least expected to learn and be part of a corporate culture that would help me in the future. With such perceptions in mind I commenced my minute journey at Banglalink.

I really had a versatile experience working at Banglalink. This internship experience gave me an opportunity to experience what a corporate life actually feels like which was way different than what I expected it to be. I thought that I had to sit down for the whole day in my designated seat at the office but in reality, that was not the case. An employee at Banglalink has the freedom of selecting his or her place of work, working from wherever they feel like to work inside the office. I learned certain office works, build good networks, got familiarized with the corporate customs.
It enhanced my knowledge about jobs in my field and also in the finance field. Besides, I got to meet some wonderful people who made me feel to be a part of Banglalink.

Before joining here I had no idea that an intern can contribute this much to a company. I was well satisfied with my works and surroundings and also I could please my team members with my work. Now I can proudly say that most of my expectations were wrong. I do not know about other organizations, but doing the internship at Banglalink was worthwhile and I got to learn so much while working here. I was expecting to get a firsthand experience of the corporate culture, and I was not disappointed. I would definitely say that it adds a lot of value to my portfolio and the knowledge acquired will always come in handy.

Redo Internship

In case if I have to do internship again I would do it in Banglalink. There are not many changes that I would make to my internship program but if I could redo it, I would interact more with the people from other departments. Knowledge has no boundaries and I would have loved to know how the other departments carried out their functions. For instance, how the Marketing or the R & D department works, how the budgeting is done, etc. But I believe I can still learn those with the help of my now established contacts at Banglalink.
Influence on Career Plans

Being an intern at Banglalink has urged me to apply and work in telecommunication sector in future. I am truly delighted in the environment and culture of Banglalink. Working in the telecom part is to some degree testing and will encourage vocation improvement as well as being one of the leading industries. Despite the fact that I am a finance major student, as yet working in the financial planning & analysis team has helped me to build up my certainty level. The general custom of Banglalink made me enamored with corporate occupation. And furthermore getting the hang of working the new programming and the Oracle and changes urged me to join any building division of telecom in future. The learning I picked up in this span elevated my certainty and it will empower me in my future occupations too. If I am being given an opportunity to pursue my career in finance field, I surely will go for it.

Conclusion

Internship is the first step towards the corporate world. This insignificant period of time may have a huge impact in the career life ahead. In the university, we learn about all the basic knowledge about different sectors of work and in internship, we see these knowledge being applied for the very first time. So internship is a very good way of learning and experiencing the real work or corporate life for the first time. We can increase much down to earth learning through our lab works however an internship position gives us a brighter standpoint of our life. An internship gives us the thought regarding the activity of life. It trains us how to carry on, work and finish every one of the undertakings in appropriate way. Working in Banglalink as an intern has created numerous aptitudes of mine which will help me in future to improve the situation in my activity life.
References

- https://www.onnorokomsms.com/Solutions/OperatorSupport