

**Internship Report on
Webmanza Management of
MoMagic Bangladesh Limited**

MOMAGIC

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

**An Overview of
Webmanza Management of
MoMagic Bangladesh Limited
(A concern of Edison Group Limited)**

MOMAGIC

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Letter of transmittal

22nd March, 2023

Dr. Seyama Sultana

Associate Professor SoBE,

United International University.

Subject: Submission of Bachelor's Internship report on "Webmanza Management of MoMagic Bangladesh Limited."

Dear Madam,

With due respect, I want to submit my report that has been assigned to me as a requirement of the internship program for completing my undergraduate degree from The School of Business and Economics, United International University. I have prepared my Internship report on "**Webmanza Management of MoMagic Bangladesh Limited**" with my best efforts to make it specific, coherent and meaningful as per your guidelines which is being submitted along with this letter.

I would like to thank you for your valuable guidance and support while preparing this report. I hope with great anticipation that you would be kind enough to accord your approval to this report.

Sincerely Yours,

Farhana Islam

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I, Farhana Islam, the student of Bachelor of Business Administration, bearing the ID: 111171030, hereby declare that this paper, submitted in fulfillment of the requirements of the degree of Bachelor of Business Administration (BBA) in the Department of Marketing, United International University, is wholly my work unless otherwise referenced or acknowledged. This paper has not been submitted to any other academic purpose or further research.

Farhana Islam

ID- 111171030

School of Business and Economics

United International University

Acknowledgement

"I would like to express my sincere gratitude to everyone who supported me during my internship. I am especially grateful to my supervisor, Dr. Seyama Sultana, for her guidance and mentorship throughout the program. I also want to thank my colleagues at Webmanza Management of MoMagic Bangladesh Limited, who were always willing to help and share their knowledge with me. Finally, I am grateful to the entire team at MoMagic BD for the opportunity to complete this internship and for the valuable experiences and skills I gained. Thank you all for your support and encouragement."

Executive Summary

As part of the Bachelor of Business Administration program, internships are required. The report focuses on the importance of the internship and the tasks that were completed during the time at the company. Momagic Bangladesh is a mobile-based value-added service provider with roots in Hong Kong, and it has numerous products and services in Bangladesh. When I first started at the company, I observed that there were various departments with different functions. The internship took place at the Momagic Bangladesh headquarters in Tejgaon, and I primarily worked in the Marketing Department.

The first chapter of the report introduced the context and objectives of the report. In Chapter 2, the company's mission, vision, and industry were discussed, including information about the company's products and services. The chapter ends with a SWOT analysis of MoMagic BD. Chapter 3, deals with the specifications of the industry and external and technological factors. Moreover, it contains the threat of substitutes, as there are some dominant players in this industry, and at very last, the study talks about Momagic's most prominent rivals. Chapter 4 covers my internship experience, including the initial training sessions and my application of academic skills to my work tasks and responsibilities in my first corporate job.

In the conclusion of the report, Chapter 5 summarizes any recommendations for improving the operations and work of MOMAGIC Bangladesh. The report ends with a summary of my key takeaways from the internship and so on.

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List of Abbreviation

- VAS: Value Added Service
- CP: Content Provider
- SP: Service Provider
- MNO: Mobile Network Operator
- MFS: Mobile Financial Service
- SMS: Short Message Service
- MMS: Mobile Multimedia Service
- SDP: Service Delivery Platform
- OCS: Online Charging System
- LBS: Location Based Service
- M2M: Machine to Machine
- IoT: Internet of Things
- OTT: Over the Top
- IPTV: IP Television
- BTRC: Bangladesh Telecom Regulatory Commission

CHAPTER I: INTRODUCTION

1.1 Background of the Report

According to the academic rule the students of BBA (Bachelor of Business Administration) must have to complete an integrated course called internship at the end of their BBA program. As a student of Business Administration with major in Marketing, I got the opportunity to perform as an intern in Webmanza Management of MoMagic Bangladesh Limited which is a major venture of EDISON Group.

I worked there for 3 months. My workplace was in Tejgaon. Momagic is basically an IT service and consulting company. I worked in the marketing department there. The practical applications of this theoretical knowledge in the real competitive world differ slightly, but the rules remain the same. Attract, capture, and sustain a customer base and make money by utilizing resources while also creating value for the customers. I tried to use my theoretical knowledge whenever I learned anything new from my coworkers. As I gained experience, I began putting together this report, in which I attempted to summarize what I had learned from the organization. With my limited time there, I tried to capture a top-down view of the systems integrated with this organization.

1.2 Objectives of the Report

The primary objective of the study is to fulfill the partial requirement to achieve BBA degree.

As i worked there for 3 months so by preparing this report i will portray by understanding of the organization. Secondary objectives can be-

1. To understand digital marketing
2. To understand advertisement monetization
3. E-commerce and F-Commerce business differences
4. Understanding how an IT firm functions and generate revenues

1.3 Motivation of the Report

As I worked there for three months and it was my job experience thus it's very memorable to me. This journey has paved my way to understand how corporations work. My hard earned knowledge from there are lesson which I will cherish for the rest of my life. So, it's better to articulate them in this report so that it remains as a milestone in my life. This report will bind my bookish knowledge with my practical knowledge. I believe that as I work on this paper I will get to know my true potential and my goals in life will be clearer in the future days.

1.4 Scope of the Report

To prepare this report I had to talk with my seniors and colleagues to get an overall idea of the business structure of MoMagic. As I worked in the product development team so there was zero to none chance to see the overall activities of the company thus I had to rely on my instincts and the information which are available to an intern. While preparing my boss guided me and while interviewing him I got some insights which will be useful to establish data's as facts. I also browsed the company PowerPoint presentations and website of the related services to show a true and fair representation of my work experience.

1.5 Limitations of the Report

Limitations are part and parcel of any work and some major limitation of this study can be summarized as-

1. Time frame was limited as the activity of an IT firm is so diverse and tech based.
2. Confidential data's were not accessible for the internes
3. Revenue graphs are without actual figure as those are not publicly available information's.

4. Monetization and IN-app purchases are tricky items which the related companies are not comfortable sharing because by doing that they might lose competitive advantage

5. Lack of knowledge and authorization.

1.6 Definition of Key terms

In App-Purchase- Purchases that are made by customer when they are using an app such as games or service. Suppose someone playing a game and he needs an Instant level up. So he goes to the games stores and buy game coins; using real money through a secure payment gateway. This can range from buying new clothes for the avatar or to enjoy ad free content on an app.

Content Monetization- It refers to make money out of something that is useful to others. Social videos and short clips are embedded with ads. If we go to YouTube we see that theres ad before the video, in the middle of the video and even when the video ends; there is an ad. Promoters of those advertisements pays us money in order to reach the target customer base and in return we provide the best digital solution available.

VAS and Digital Services:

VAS can be in any of the following mentioned forms:

- MO-MT / Push-Pull
- IVR
- USSD
- Apps (Downloadable)
- WAP

MO-MT/Push-Pull: These terms refer to messaging between a platform (such as a mobile service provider) and individual cell phone users. MO refers to a message sent

from a mobile phone to the platform, while MT refers to a message sent from the platform to a mobile phone.

IVR: Interactive Voice Response (IVR) is a technology that allows a person to use their phone's touchpad to interact with a database to retrieve or input information.

USSD: Unstructured Supplementary Service Data (USSD) is a protocol used by GSM cellphones to communicate with the service provider's systems. It can be used for various purposes such as accessing the internet, prepaid callback service, location-based content, and more.

Apps: Applications, also known as apps, are software programs that can be downloaded to a device, such as games or ringtones.

WAP: Wireless Application Protocol (WAP) is a standard for accessing information over a mobile wireless network.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

EDISON Group, one of the encouraging and evolving business groups, is founded with the aim of enhancing all aspects of life for the customers with powerful brands, reliable products and consistent services. The group has diversified investment in Technology, Communication, Power, Real Estate, Logistics, Electronics & Value Added Service sectors in Bangladesh. Presently, EDISON Group has seven strategic business units operating in market, named as EDISON Technologies Ltd, EDISON Power Bangladesh Ltd, EDISON Properties Ltd, MoMagic Bangladesh Ltd, EDISON Electronics Ltd, EDISON Logistics Ltd & SB Tel Enterprises Ltd. EDISON Communications & MoMagic Technologies Hongkong Ltd., a joint venture, is aiming to provide device VAS in Bangladesh market. MoMagic Bangladesh is aiming at tapping into the rapidly growing VAS market of Bangladesh.



Vision

To be a responsible, respectable, and prominent Company.

Mission

Delivering difference to be the best in every market we serve, to the benefit of our customers and our stakeholders.

2.2 Overview and history

MoMagic Bangladesh Ltd. is the next generation Mobile tech company and it claims to be the Solution Artist. Edison Group Bangladesh Ltd. and Momagic HK Ltd. formed a joint venture in 2012. Momagics's distribution arms are well embedded in handheld devices, and this company specializes in providing mobile entertainment services. Momagic provide services to more than 15 handset manufacturers in Bangladesh, and many more opt to work with us every day to monetize their user bases and analytics.

Initially it started with the dream of becoming the pioneer of device based value added service. The company works in the AdTech, FinTech, OEM Tech, and Digital Entertainment sectors as a new generation IT enabled services provider. Webmanza Management of MoMagic Bangladesh Limited modernized VAS for the telecom companies serving in this country. It is continuously helping many brands to achieve their target in alternative digital distribution networks and through digital media.

We provide services through – 1. Feature Phone 2. Android Phone

And by these mediums we provide basically 3 types of services which are-

1. PSMS Games with telecoms – Momagic is working with the leading telecoms of Bangladesh. Our interactive games are embedded with their mobile app platforms to make them more accessible by the users. Our intuitive value added service actually creates value for both ATL and BTL users. Premium short

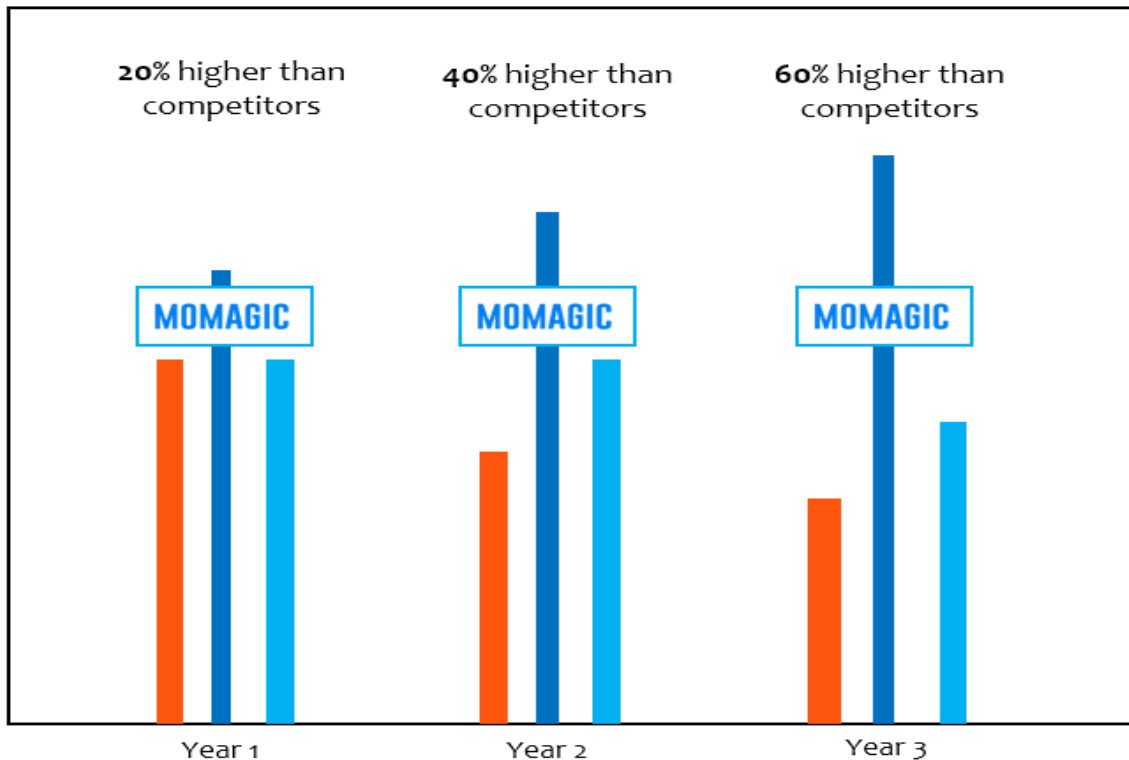
messaging service works with Short Codes. For this service users get a push message with say- Write “FUN” and send it to 2222 to get funny quotes on your phone. Normal text message may charge 1.50 tk but to reply to this short code users have to pay 3tk which is regarded as the premium of the service being provided. This money is shared among the telecoms and the service provider.

2. OEM App Development- Momagic specializes in making Applications for feature phones. Now day’s smartphones user is rising exponentially though feature phone user fan base is also present strongly. We make mobile games for feature phone. Also, provide entertainment applications and warranty tracker for these feature phones.
3. Advertising Solutions- In this era of digital marketing we are the ultimate advertising solution. We are an Information Technology firm with a huge data base which can be used to target specific individuals or groups to convey your business. We use monetization tools from the games we embed with the phones. Again theres in app purchases and adds monetization.

We are in partnership with these leading Networks, Start-ups and Valued brands-

- Banglalink
- Grameenphone
- Robi
- Bangad
- Caldal.com
- Bikroy.com
- Bkash

2.3 Trend and growth



- **20%+** Growth in each year compared to competitor.
- **Zero** aggressive throughputs, no recurrent payments.
- Maximum yield, ensured quality and transparency.
- Re-monetize customers with great contents.

2.4 Customer mix

A well-balanced customer mix refers to a diverse range of customers within a business or organization, in terms of characteristics such as age, gender, income level, location, and other factors. Having a well-balanced customer mix can be beneficial for a business because it helps to spread the risk and ensure that the company is not overly reliant on any one particular group of customers. It can also help to increase customer loyalty and reduce the impact of market changes or economic downturns on the business. We have products and services for kids to elderly people. All

telecommunication platform user are our target audience. Our products and services may vary but anyone with a phone or sitting in front of a smart television is our target customer.

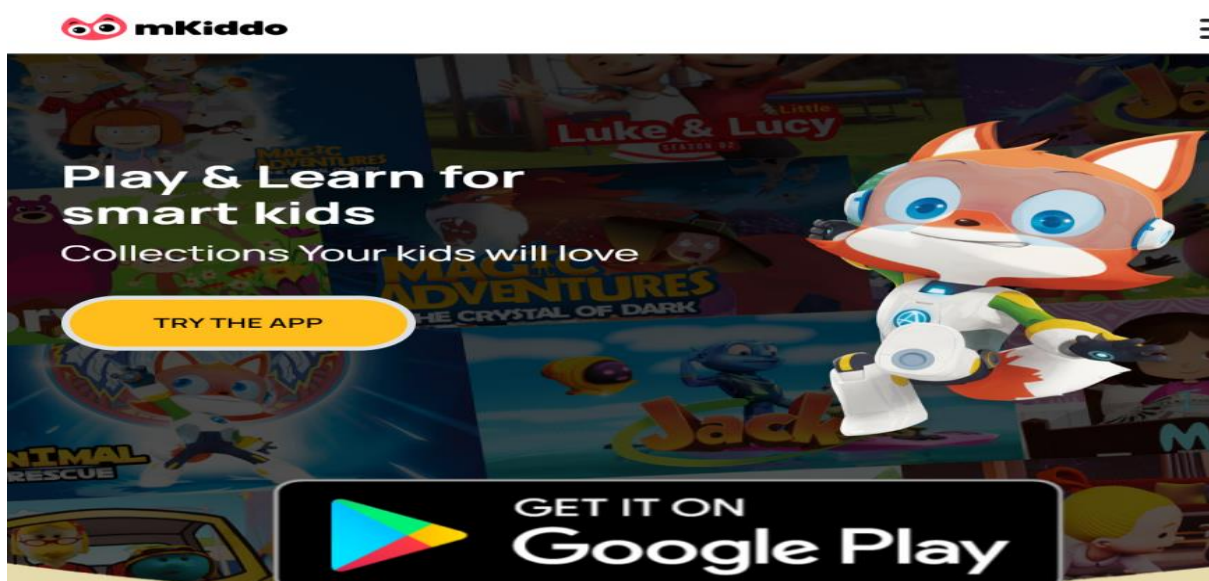
2.5 Product/service mix

MoMagic has two types of product category. Those are-

- Non-Telco Products
- Telco Products

1. Non-Telco Products - Webmanza & mkiddo

Mkiddo- We have our own streaming service which is called MKiddo. Mobile for Kiddos. Kids are obsessed with smartphones which is apparently their favorite toy. So, by turning that into a learning option we are being the pre-school institution for these young minds. This is only for android phones. mKiddo is a unique interactive fun and educational content portal for toddlers & preschool children. Best educational app / site for kids to teach rhymes, alphabet, numbers, shapes, counting, tracing, coloring, interactive charts, & body parts (vegetable/fruit/sports/profession/stars/animals) using kids fun learning apps.



Now-a-days, 'Interactive Learning 'is a great method of education for children (age 2-6 years) who enter preschool or kindergarten as kinesthetic learners. mKiddo have curated the best educational and entertainment videos for child. mKiddo designers have come up with many innovative interactive contents. These contents keep the child interested in learning subconsciously without losing concentration. Activity based learning, make this a perfect app/site for children based on Fun learning pedagogy. Perks of using mKiddo is that it's free from any abusive or harmful advertisements or videos for the kid'



WebManza- Webmanza is an e-commerce end-to-end software solution that allows Merchant to manage your online business. Webmanza offers you to select your desire website theme according to your business need with features like Order management, product & inventory management, accounts management, drag & drop admin panel & dynamic customer interface with mobile view.

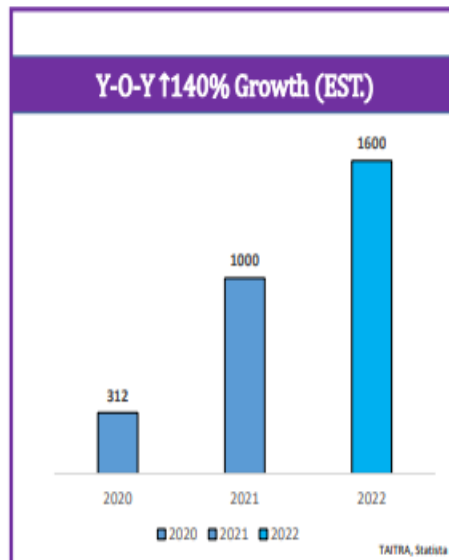
Webmanza comes with the Idea to help entrepreneurs by providing e-commerce platform (Drag and Drop Shop Builder) with convenient Price and Reliable Support. Also help their businesses by Guiding from platform aspect, help on promotion & business operations. Their motto is "TECHNOLOGY IS OUR CONCERN, YOU KEEP GROWING YOUR BUSINESS".

<< F-COMM MARKET SIZE >>


300K+
Facebook Pages

98%
No WEBSITE


10k ~ 100k
/Month



50%
FEMALE
ENTREPRENEURS



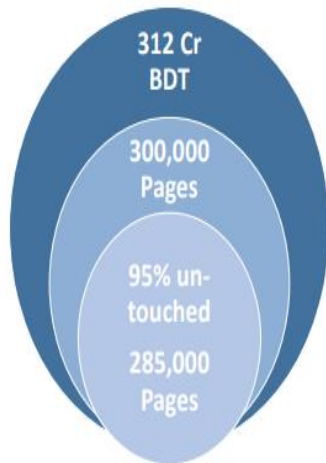
In this tech era digital presence is very much needed for scalability of any business and a web platform helps the business to ensure reliability and customer engagement. In Bangladesh e-commerce sector is booming. There are 200 e-commerce entity and around 300,000 f-commerce (individual entrepreneur) exist in the market. The f-Commerce market size is approx. 312 Crore. These f-commerce entrepreneurs are heavily depends on Facebook platform but almost 95% of them don't have their own complete e-commerce site to operate business. Also the whole process is manual. Apart from that there are 3 major issues that entrepreneurs are suffering

- Investment on technology & Maintenance
- Reliability & trust
- Lack of technical knowledge & promotion hassle

Webmanza comes with that motto to help these potential economy enhancer by providing e-commerce platform with convenient price and reliability also help their business on raising fund for initial technical investment, and also help them on promotion & business operation.

95% of Bangladesh f-commerce entrepreneurs (285 Hundred) don't have e-commerce platform. They are heavily depended on Facebook only.

Market Summary



Target: capture 1% share of 95% untouched market Within 5 Years



F-commerce facts

- Dhaka alone has 22 million active Facebook user
- Among all the social media users, 89.62% use Facebook
- The F-commerce market size in Bangladesh is approximately BDT 312 crore
- 50% of the Facebook stores are owned by females
- More than 300,000 Bangladeshi stores are operating in Facebook
- Only 100 of these stores are associated with E-commerce Association of Bangladesh (e-CAB)
- Page owners are able to earn anywhere between BDT 10,000 to BDT 100,000 on average per month

Reasons	Impact
Lack of technical knowledge	Heavily dependent on Facebook
Investment on technology & Maintenance	Business expansion issue
Reliability & trust on tech companies	Manual Business process
Fear of losing business control	Lack of Business overview
Lack of manpower to operate online business	

To solve the mentioned problem Webmanza team have planed the below mention solutions which will be implemented Phase by Phase-









Phase 1 Platform Solution

Phase 2 Managed solution

Phase 3 Market Place & Physical Mall Hub

Phase 4 Warehousing & Delivery solution

Business Model

Customer segment  <ul style="list-style-type: none"> • F-Commerce User • Physical shop owner 	Key Partners  <ul style="list-style-type: none"> • Payment gateway Partner • Loan generating Partner • Digital marketing Partner • Related FB groups/associations 	Value Creation  <ul style="list-style-type: none"> • Facilitate loan for as investment • Complete platform with APK • Managed service (operation) • Advanced business Module 	Key Activities 
Sales Channel  <p>Direct sales</p> <ul style="list-style-type: none"> • Sales executives • Brand Promoter <p>Partnership with e-commerce associations</p>	Key Resources  <ul style="list-style-type: none"> • Tech Team • Sales Team 		
Cost Structure  <ul style="list-style-type: none"> • Development cost • Promotion cost • Manpower Cost • Office setup cost for mall managed service • Warehouse & delivery channel establishment cost 		Revenue Stream  <ul style="list-style-type: none"> • Yearly subscription & renewal fee • Managed service subscription fee • Digital Marketing • Sales commission from market place (ShopManza) • Affiliated Marketing • Warehousing & courier charge 	

WebManza targets is to expose themselves as an e-commerce Business Manager of an individual entrepreneurs to help them run their business smoothly & provide A-Z business support. Throughout the internship I extensively worked on this project. Market research, intuitive value proposition, optimization of offerings, branding and much more were related with this project by which I learnt a lot and achieved in hand experience of launching a new service.

2.6 Operations

Currently MMBD is offering different VAS solutions like:

1. Sales Tracking & Reporting - Companies learn actual sales & most importantly channel stock accurately.
2. Apps Store - MMBD is capable of addressing customer's utility & entertainment need through apps, games & contents.
3. Preloaded Games - MMBD has the capability to preload segment wise games for fun & entertainment through its strong IT team.
4. WAP Portal - MMBD arranges contemporary contents available for customer on a regular basis.
5. Third Party Apps - MMBD has the strength to embed & distribute international & local applications in devices to serve utility & fun for end users.
6. Channel Sales/Stock Automation - MMBD can ensure an organized distribution network starting from lifting till end users activation data & analytics.
7. Retail Branding/Promotion on Apps & Contents - MMBD can promote end user benefitting applications at the outlet level by educating & activating these applications.

2.7 SWOT Analysis

A SWOT analysis is a tool used to evaluate the strengths, weaknesses, opportunities, and threats faced by a company. SWOT analysis of Momagic is illustrated below-

Strengths:

- Strong brand recognition in the market
- Diversified product portfolio
- Strong relationships with telecom operators
- Experienced and skilled management team

Weaknesses:

- Dependence on a single telecom operator for a significant portion of revenue
- Limited international presence
- Limited financial resources for marketing and expansion

Opportunities:

- Growing demand for mobile VAS in emerging markets
- Partnerships and collaborations with other companies or organizations
- Opportunities for innovation and differentiation in the market

Threats:

- Intense competition from other VAS providers
- Changes in regulatory environment
- Dependence on complex and rapidly evolving technology
- Economic downturns or other external factors that affect consumer demand for VAS services.

CHAPTER III: Industry Analysis

3.1 Specification of the Industry

The IT industry in Bangladesh has been growing rapidly in recent years, driven by a large pool of talented and well-educated individuals, as well as government initiatives to promote the sector. The country has a strong outsourcing industry, with many companies providing services such as software development, data analysis, and customer support to clients around the world. Additionally, there is a growing domestic market for IT products and services, including e-commerce, mobile apps, and fintech. The government of Bangladesh has also been promoting the development of the IT sector as a means of driving economic growth and creating jobs.

Momagic Bangladesh is a company that provides information technology and IT consulting services to its clients. But Momagic is different from most Bangladeshi IT companies like Brainstation23, Spectrum Consortium, etc. because of its unique characteristics. This company is a mobile-based value added service provider, plus it has a dedicated app development team and a research and analytics team that analyzes big data, translates it, and then interprets the results for the firms that seek Momagic's consulting services in this competitive market. Telecommunication value-added service (TVAS) providers offer a range of services, including welcome tunes, voice messages, news alerts, missed call alerts, call block, call forwarding, music, videos, mobile games, and streaming services, as well as balance transfer, through mobile carriers on a revenue-sharing basis. Customers are charged by mobile phone operators for these services.

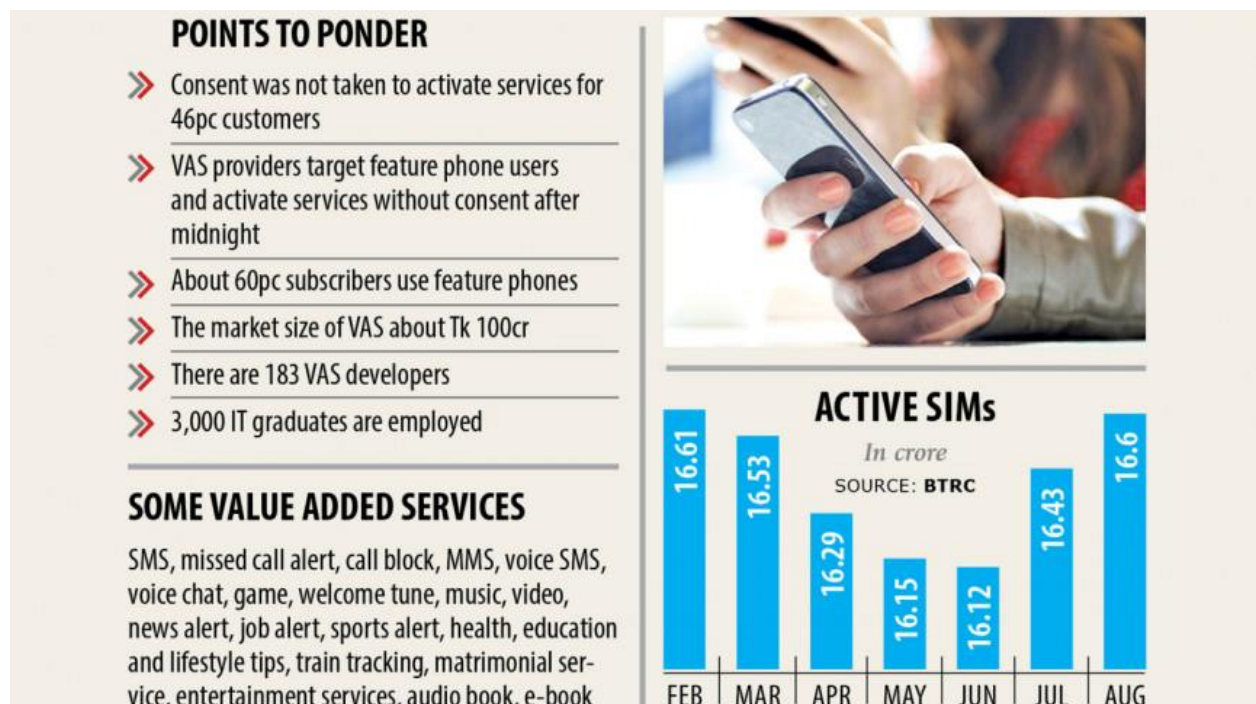
Many companies offer value-added services to customers as additional benefits that come with the purchase of a new product or service. These services, which can include free add-ons or discounted premium features, can help build goodwill and increase revenue. Value-added services are often marketed as enhancements to basic core functions and are used by telecommunications companies to drive demand for their core services. These services are intended to provide operational and/or

administrative synergy among a range of services and can benefit both customers and service providers by adding functionality for the end user and providing enhanced data and analytics for business use.

3.2 Size, trend, and maturity of the industry

The people of Bangladesh are hoping for a digital Bangladesh, which requires the rapid development and improvement of the telecommunications network to meet the goals of national development and bring the country a position of honor in the global community. Mobile phone operators have contributed significantly to this effort, with the last decade seeing the rise of the mobile generation using devices such as phones, SMS, and portable electronic assistants. However, there is evidence that there is an even larger trend towards mobility and technology integration on the horizon, as seen in the plans and strategies of major players in the industry such as Grameenphone, Banglalink, Robi, and Teletalk.

The telecom-related value-added services (VAS) market in Bangladesh is estimated to be worth around Tk 100 crore, according to the proposed Content Provider and Aggregator Association of Bangladesh's general secretary, Rafiur Rahman Khan Yusufzai.



3.3 External economic factors

There are several external economic factors that can impact the value-added service industry. Some of these factors include:

1. **Economic growth:** A strong economy can lead to increased demand for value-added services, while a weak economy may lead to decreased demand.
2. **Interest rates:** Higher interest rates can make borrowing more expensive, which may impact the ability of businesses to invest in value-added services.
3. **Exchange rates:** Changes in exchange rates can affect the cost of importing or exporting value-added services, which may impact the competitiveness of businesses in the industry.
4. **Government policies:** Government policies, such as tax breaks or regulations, can impact the cost and demand for value-added services.
5. **Competition:** The level of competition in the market can affect the pricing and demand for value-added services.
6. **Consumer spending:** The level of consumer spending can impact the demand for value-added services.
7. **Technological advancements:** The introduction of new technologies can change the way value-added services are provided, potentially disrupting the industry.

3.4 Technological Factors

There are several technological factors that can impact the telecommunications industry. These include:

1. **Network infrastructure:** The quality and availability of network infrastructure, such as fiber optic cables and wireless networks, can impact the ability of telecommunications companies to provide reliable service to their customers.

2. Device compatibility: The compatibility of devices, such as phones and computers, with telecommunications networks can impact the adoption and use of telecommunications services.
3. Network security: The security of telecommunications networks is a key concern, as cyber-attacks and data breaches can have serious consequences for both telecommunications companies and their customers.
4. Emerging technologies: The telecommunications industry is constantly evolving, with new technologies such as 5G and the Internet of Things (IOT) being developed and adopted. These technologies can create new opportunities for telecommunications companies, but also present challenges in terms of deployment and integration.
5. Data management: The ability to effectively manage and analyze large amounts of data is becoming increasingly important in the telecommunications industry, as companies seek to extract value from the data they collect.
6. Automation: The use of automation and artificial intelligence (AI) in the telecommunications industry can improve efficiency and reduce costs, but may also raise concerns about job displacement.

3.5 Barriers to Entry-

There are several barriers to entry that may be faced by a company entering the mobile-based value-added service (VAS) industry. Some of these barriers are:

1. Capital requirements: Starting a VAS company may require a significant amount of capital to cover the costs of developing and marketing the services, as well as establishing a presence in the market.
2. Regulatory barriers: The telecommunications industry is heavily regulated, and a new VAS company may face challenges in obtaining necessary licenses and approvals to operate.

3. Network effects: VAS companies may face strong network effects, where the value of the service increases as more people use it. This can make it difficult for a new company to gain traction in the market.
4. Incumbent advantage: Established VAS companies may have a strong advantage due to their existing customer base, brand recognition, and relationships with telecom operators.
5. Technological barriers: The VAS industry is driven by technology, and a new company may face challenges in developing and implementing the necessary technical infrastructure and capabilities.

3.6 Supplier Power

Supplier power refers to the ability of suppliers to influence the terms and conditions of their relationship with a company. In the context of a mobile-based value-added service (VAS) company, supplier power may be relevant in several areas:

1. Network infrastructure: Momagic needs to rely on telecom operators or other infrastructure providers for access to the network and other resources needed to deliver its services. If these suppliers (GP, Robi etc.) have a strong bargaining position, they may be able to negotiate favorable terms or increase prices.
2. Technology and equipment: Momagic needs to purchase technology and equipment from suppliers in order to develop and deliver its services. If there are few suppliers in the market or the suppliers have a strong market position, they may be able to exert greater influence on pricing and other terms.
3. Content and services: If the suppliers have a strong market position, they may be able to negotiate favorable terms or increase prices. As, Momagic is self-sufficient in terms of building contents and providing service thus it has a competitive advantage against its competitors.

3.7 Buyer Power

Buyer power refers to the ability of customers to influence the terms and conditions of their relationship with a company. In the context of a mobile-based value-added service (VAS) company, buyer power may be relevant in several areas:

1. Competition: Momagic face competition from other providers offering similar or competing services. This can give customers greater bargaining power and allow them to negotiate better terms or switch to another provider if they are unhappy with our service.
2. Customer loyalty: If a VAS company has a strong customer base that is loyal to its brand, it may have less bargaining power with those customers. On the other hand, if customers are easily swayed by competitors or are not particularly loyal, the company may have less control over the terms of the relationship. Its mention worthy that Momgaic have ensured customer loyalty through our constant service which really adds value to their day to day life.
3. Price sensitivity: Customers may be more or less sensitive to price changes depending on the type of service and their personal circumstances. If a VAS company's customers are particularly price-sensitive, they may be more likely to negotiate for better terms or switch to a cheaper provider if prices increase.

Overall, the buyer power of a VAS company will depend on the nature of its business and the specific products and services it offers, as well as the market conditions in which it operates.

3.8 Threat of Substitutes

1. SSL Wireless- SSL Wireless is a highly respected software development, fintech, and IT service company in Bangladesh that is known for its innovative solutions in areas such as SMS banking, mobile banking, value-added services, e-commerce, digital payments, and more. These services have benefited millions of people. SSL Wireless leverages its extensive industry experience, technical expertise, and

excellent support services to deliver scalable IT solutions to its clients. The company has a strong presence in the value-added services, banking, corporate, and fintech industries in Bangladesh. It Provides-

- Application Development
- Mobile Apps (Android & iOS)
- Payment applications
- WAP sites for Media
- IT Security
- Marketing and Promotions
- Solutions and Platforms

2. Multisourcing Limited is a holding company that operates in various industries. One of its subsidiaries, MultiSourcing Ltd, is a value-added service provider that began operations in 2004. The company partners with telecom operators to offer a range of services including quality content, VAS, IVR, text-based services, premier services, GPRS content, SMS services, software development, web services, website development, mobile value-added services, mobile content development, mobile content aggregation, web hosting, and search engine optimization.

3. Arena is a highly respected software company that provides software development, website development, mobile app development, VR services, and VAS services to its customers. The company was founded in 2007 and has a reputation for delivering maximum customer satisfaction. Throughout its journey, Arena has worked hard to continuously improve and grow, and has become a leading software company in Bangladesh. Arena offers a variety of applications for business, healthcare, marketing, education, entertainment, and utility purposes. The company also provides gaming options such as action, racing, arcade, and puzzle games that are supported on various platforms. Arena offers wallpaper options including Bollywood/Hollywood themes, event-based themes, animations, and other categories such as nature scenes from Bangladesh, funny images, cartoon strips, and Islamic themes. The company also provides video content including Bollywood/Hollywood and Bangladeshi movies and drama clips, fashion videos, video news, funny videos, cartoon videos, and music

videos featuring Bollywood/Hollywood and Bangladeshi movie tones, international music, and custom event tones that can be used as ringback tones. Arena also offers text-based content in categories such as health, beauty, fashion news and tips, Islamic tips, Hollywood/Bollywood news, and more.

3.9 Industry Rivalry

B2M Technologies provide same services as Momagic which makes them a direct competitor who cuts in their market share. It is a leading provider of value-added mobile content services and applications in Bangladesh, founded in 2006. With a subscriber base of 46 million and connections to all telecom operators in the country, the company is focused on providing high-quality entertainment, informative, and relevant mobile content to the rapidly growing mobile market. B2M Technologies uses its proprietary content management and delivery platform, called the Alchemy Platform, to work with mobile network operators, content developers, and suppliers to deliver enhanced mobile content solutions using the latest technology. The company's management team has a wealth of experience in the industry, and works to give content suppliers a competitive edge in the mobile space.

They Provide Services Such as-

1. Wap Service
2. B2M Games Development
3. IVR
4. HTML5 Games Portal
5. Software Solution
6. Web Design Development

Though Momagic have superior developers and loyal customer base still they are a threat to them. Till now Momagic are ahead of them because of thier streaming platforms as well as WebManza as it enables the social businesses to have a web presence through thier services. As social business is booming so does Momagic's services are being highly appreciated by the young entrepreneur's.

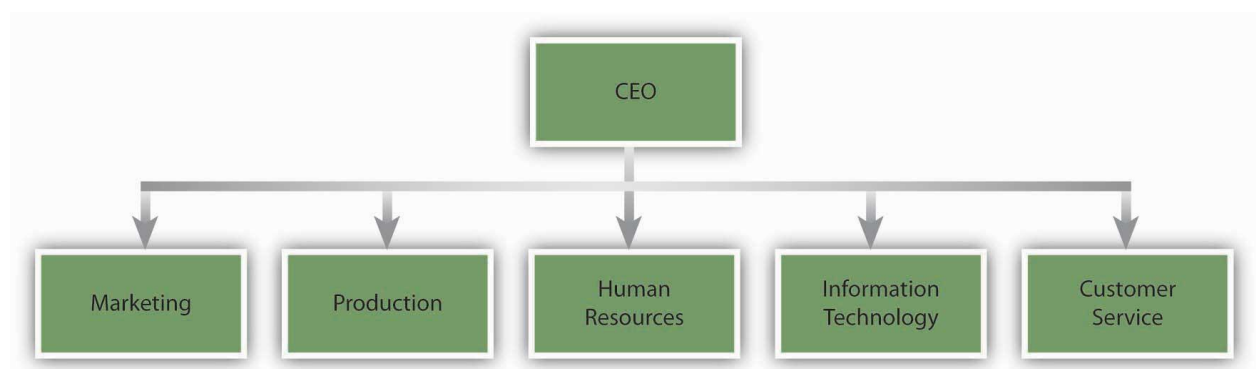
CHAPTER IV: INTERNSHIP EXPERIENCE

This report reflects on my three-month internship with Webmanza Management of MoMagic Bangladesh Limited's Marketing Department. It covers my contributions to the organization and personal experience within its culture. The report also discusses how this internship has prepared me for future endeavors.

During my internship, my interactions with my supervisor and coworkers were positive and engaging, rather than just involving stereotypical intern tasks such as making copies or getting coffee. The culture at the company discouraged the use of formal titles like "Sir" and "Ma'am," and instead encouraged the use of more informal terms like "Bhaiya" or "Apu." This helped to create a friendly and welcoming work environment. The work hours were also flexible, allowing employees to leave early if they had finished their work for the day. There was an open pantry available for employees to take breaks and relax, and staff were encouraged to take breaks when needed to recharge and refocus.

My supervisor and coworkers were consistently friendly and approachable. They never seemed annoyed by my questions, no matter how naive they may have sounded, and always listened to me with genuine interest. They recognized that I was still learning and were willing to help me navigate the complexities of working in a corporate setting. They didn't treat me as if I was just a junior intern with a minor role, but rather saw me as a colleague who could have a significant impact on the company's success. The experience was so holistic that I still cherish those moments.

4.1 Position, duties, and responsibilities



During my internship at Webmanza Management of MoMagic Bangladesh Limited, I had the opportunity to work with all of the departments in the organization. Each department had a head of the department, with managers and executives below them. I was assigned to work with the Marketing department, specifically with a line manager who was the journey manager for "Webmaza." I spent a significant amount of time working on this project and learned a lot from my line manager.

4.2 Training

My Line Manager spent a great deal of time instructing me on the history and nature of the work I was required to perform throughout my internship. He took time away from his hectic schedule to familiarize me with the customer experience and service department and all the fundamental knowledge I required to work there. Other GR team members have also assisted me whenever necessary. In addition, even when there was a lockdown and I was required to work from home, my manager arranged training sessions through Microsoft Teams.

4.3 Contribution to departmental functions

I participated in activities such as-

1. Working with the graphics team to make materials for branding.
2. Preparing presentation based on "WebManza"
3. Product purchase journey such as detailing every step before buy it, monitoring steps, Indicating flaws and improving customer experience
4. Product health Check such as whether a vas product is working perfectly or not, Product function testing, functioning in different media and Usage notification function.
5. User Acceptance Testing.

Also while exploring department to department I did the followings-

- Assisting in the development and execution of marketing campaigns for app products.
- Conducting market research to gather insights on target audiences and competitors.
- Helping to create marketing materials such as social media posts, email newsletters, and blog posts.
- Assisting with SEO efforts to improve the visibility of app products in search results.
- Participating in the planning and execution of events to promote app products.
- Analyzing marketing data to measure the effectiveness of campaigns and identify opportunities for improvement.
- Collaborating with the marketing team to develop and implement marketing strategies.
- Learning about the app development industry and staying up-to-date on industry trends.

4.4 Evaluation

Evaluation is an important aspect of measuring employee performance, and during my internship with Webmanza Management of MoMagic Bangladesh Limited, I was also evaluated. My performance was assessed through various challenges and tasks, such as working on stringent timelines and analyzing data from spreadsheets. I also gave presentations on "Webmanza." These evaluations allowed the company to assess my potential and gave me the opportunity to perform to the best of my ability. Their support and gesture have shown me that I have earned the company's respect, just as they have earned mine.

4.5 Skills applied

Throughout the journey I had to deal with unique situations and to overcome that I used skills such as-

1. Presentation Skills
2. Analytical
3. Team work
4. Collaboration
5. Communication
6. Time management

4.6 New skills developed

I developed a few skills during my tenure there, which are-

1. Work Under Pressure
2. Deadline Managing
3. Asking the right questions
4. Communication with people much older than me
5. Excel tricks and hacks
6. Being Professional

4.7 Application of academic knowledge

The application of academic knowledge in the workplace refers to the use of concepts, theories, and skills learned in school in a professional setting. Corporate life is surely a whole different experience.

1. Slide preparation
2. Spreadsheet analyzing
3. Marketing Insights
4. Proving ideas on branding such as personification.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Momagic seemed to me to be a company that really understood their work. I only spent 3 months there, so it's foolish for me to comment on their operations. Thus, no recommendation from my side, but from the inside, what I felt is that these people are dedicated individuals who respect their work, love their workplace, and seek to grow the company. It's free from bureaucracy and is really a nice workplace.

Recommendations

- Mobile network operators and value-added service providers should design their services in a way that is easy for end users to understand and use.
- Automatic activation and hidden costs can be frustrating for customers, so the company should try to minimize these issues.
- The operator should use data analytics to target promotional messages to the right people at the right time.
- Online ads, newspapers, and billboards can be used effectively to promote value-added services.
- The company should offer a unified application that can provide customized services.
- It is important to provide high-quality and reliable content that is well-known and trusted by customers.

5.2 Key understanding

I understood the key activities of a mobile-based value added service firm that also specializes in app development. Enabling e-commerce entrepreneurs is one of their main businesses. Functions of an entity, its structure, and offerings to attract customers. The norms and ways of an organization, how to blend in with organizational culture, what the employer looks for in a potential candidate, and so on have all become very clear to me as a result of this internship. Now I know what skills I need to land a job of my choice, what materials to read, and how to make myself more capable for the upcoming hurdles in life, all these have been taught to me through first-hand experience.

5.3. Conclusion

Momagic will surely be one of the most colorful periods of my life. Webmanza will always have a special place in my heart, as it was my first ever project to work on. This internship has prepared me for my future endeavors, and if I could, I would go back in time and relive the experience all over again. This has been a fun ride, and I have learned a lot through this journey. I am glad that I had the chance to complete my BBA journey with an organization like Momagic. It will be written in golden letters in my heart.

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