



# Internship Report

On

B2B Client Management Perspective

of

Banglalink Digital Communication Ltd.: A hands on practice  
Through SME segment and churn.

By

Tashfia Tashnim



## Letter of transmittal

19<sup>th</sup> Dec, 2018

To,

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics,

United International University

Subject: **Submission of Internship Report.**

Dear Sir,

It is my great pleasure to submit you my intern report on “*B2B Client Management Perspective of Banglalink Digital Communications Ltd.; A hands on practice through SME segment and churn*”. I have tried my best to complete this report properly following the guidelines provided by you and concerned organization. I must say I gain the practical knowledge from my three months intern activities and this report is the final outcome of my internship.

Working in Banglalink digital communication ltd. was a great opportunity for me. I have learnt a great deal from here. I hope to make their use in my near future. I have been surrounded by group of talented, enthusiastic people who always kept me moving with the flow and every new day I learnt something new.

So I have tried my best to write my experiences in this report. So, I am fervently requesting and hope that you would be kind enough to accept my report and oblige thereby.

Yours Obediently,

.....

Tashfia Tashnim

ID- 111 121 268



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### *Submitted To*

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business& Economics

United International University

### *Submitted By*

Tashfia Tashnim

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### *Date of submission*

*19<sup>th</sup> Dec, 2018*



## Letter of Acknowledgement

Thanks to almighty Allah, my parents and my respected instructor that I was able to complete my report successfully. During the preparation of this Report titled “*B2B Client management Perspective of Banglalink Digital Communications Ltd.; A hands on practice through SME segment and churn*”. I was lucky enough to be guided by a lot of people for the completion of this report. My appreciation goes to those respected people.

I would like to thank my instructor Sarker Rafij Ahmed Ratan Sir, Assistant Professor, United International University for his uncountable support, motivation, full guidance, and his valuable supervision. He was always there when I needed any kind of support and any kind of help, wanted his valuable suggestion. I am very much grateful also to my supervisor named MD. Mahmudul Hasan, Regional B2B Manager of Banglalink Digital Communications ltd. thanks to him for his whole-hearted supervision during my internship journey and the preparation of my report and I appreciate his brilliant guidance, advice, support, and profound understanding.

And lastly and again I would like give thanks to my parents, teacher, supervisor, friends without them I wouldn't be able to complete this report.



## Disclaimer

I certify that this report is undersigned for acceptance by the United International University, entitled “B2B Client Management Perspective of Banglalink Digital Communications Ltd.: A hands on practice through SME segment and churn” in partial/fulfillment of the requirements for undergraduate program.

Signature

---

Sarker Rafij Ahmed Ratan  
Assistant Professor  
School of Business and Economics  
United International University



### **Executive Summary:**

This report contains basic summary of how B2B department control the telecommunication industry. It has detailed information about how it works, what it does, what are their importance and their impact in telecommunication industry. This a internship report based on three months long internship program that I successfully have completed under the B2B department of Banglalink Digital Communications ltd, client management perspective, a hands on practice through SME segment and churn as a requirement of BBA program of United International University. The way I expected and others expect the workflow here wasn't linear. Projects starts in one department and the it moves chronologically through different departments, the process here is much so collaborative and it is handed off to the next and so forth. This internship report opens up with introduction part, which gives basic idea about telecommunication industry in Bangladesh and then the position of Banglalink digital communication, the history about it. And then scope, methodology, company overview, intern activities, B2B department, their structure, content, channel, strategic alliance, then analysis both external and internal , then SWOT matrix, and then PESTEL Analysis and VRIO analysis. The closure I did with conclusion and some recommendation. In this short period of time I have tried to add whatever I have learnt through my experience and discussions with all the staffs and internet surfing.



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## **Introduction:**

The telecom sector these days are growing rapidly in our country. The telecommunication liberalization of Bangladesh began from 1989, with small steps like with inter alia cellular mobile services, private issuance of services to compete with Bangladesh Telegraph and Telephone Board (BTTB), it was the monopoly provider in Bangladesh of telecommunications services. Significant changes were noticed in the late 1990s, fixed and mobile services number has deployed in Bangladesh and again subsequently grown exponentially in the past few years. To convey the information across the world, telecommunication system is the one of the major ways which makes us to overcome the breakdown of information system. Communication system is made much comfortable and easier to the masses. Back on the days, people used to communicate in different ways with each other. The system was so complex and thus information was not correctly delivered through those mediums to the right person at right times. By the time, people have realized, the need to improve the telecommunication system to make it time savvy.

Banglalink has done so many revolutions in so many different kind of sector this whole world became interconnected and our telecommunication system has become the major kind of transmitting the information. Now-a-days consumer become demanding towards telecommunication their demand become so high that it makes our telecommunications industry one of the top profitable industries in our country. Though we are titled an under-developed and third world country, but we are so much into using our mobile phone more often its becomes frequently. So his is enough to understand that telecommunication industry has been able to make its position in the country. Banglalink Digital Communication Limited is the second largest cellular service provider among different telecommunication providers. This was previously owned by Orascom venture telecom limited, now its owned by Malta, which is a subsidiary holding fully.



Banglalink offers so many services to our valuable customers and it's known as a one of the most successful telecommunication service provider and banglalink runs its operation with glory from the beginning of Banglalinks journey.

<b>Type</b>	<b>Subsidiary</b>
<b>Industry type</b>	<b>Tele-communications</b>
<b>Founded</b>	<b>1996, 6<sup>th</sup> November</b>
<b>Headquarters</b>	<b>Tigers' Den, House# SW(H)04, Bir Uttam Mir Shawkat Sharak, Gulshan-1, Dhaka, Bangladesh</b>
<b>Area served</b>	<b>Bangladesh</b>
<b>Key People</b>	<b>Erik AAS</b>
<b>Products</b>	<b>Mobile- Telephony, 4G, EDGE, GSM, GPRS, UTMS, HDSAP, SHUPA, PASH,ELT.</b>
<b>Parent</b>	<b>VEON Ltd.</b>
<b>Website</b>	<b><a href="http://www.banglalink.net/en">www.banglalink.net/en</a></b>

("Banglalink," 2018)

### *Banglalink Enterprise*

Telecommunication Banglalink provides various wide ranges of products and services for its customers of the business community to suit their needs. Banglalink also provides enterprise



package such as a committed relationship manager to its value creating customers or clients, so that they get a dedicated and superior services all round the clock.

Beside that they also provides others value added such as so many eye catching surprises such as different customized packages, unique and easy adaptable call charges and connection price, and for enterprise SMS broadcast, client enterprise short code, international and national roaming, missed call alerts, caller tune, voice mail retrieval for free, fax and data service, voice and video call conferencing, special and featured offer for friends and family and the like. December 2006, it was launched. ("Annual Report," 2017).

The recent packages are as follows:

- **Corporate Enterprise;** corporate segment are focus
- **SME Enterprise;** SME segment
- **Personal Enterprise**

Banglalink enterprise before launching, it served its client as Banglalink professional.

### **History:**

Sheba telecom got the official permission from the Bangladesh government to run its business in the 199 upazilas of the country. And expanded by days, it got fifteen years of GSM licenses in the year of 1996, and then it went for cellular phones, FM radio services and more. in last part of the year of 1997, Sheba telecom went for Bangladesh - Malaysia joint venture, unfortunately it did not last for long, they failed to hold on to its business potentials. It was pretty tough to align between Bangladesh and Egypt based telecom services.

Then a telecommunication company named Orascom Telecom purchased the Malaysian shares in Sheba Telecom through a hush-hush deal in July 2004. Orascom Telecom Holdings in 2004 September purchased full of the stakes of Sheba Telecom (Pvt.) Limited for \$60 million. After that, it was re-branded and launched its services under the banglalink brand on February 10,

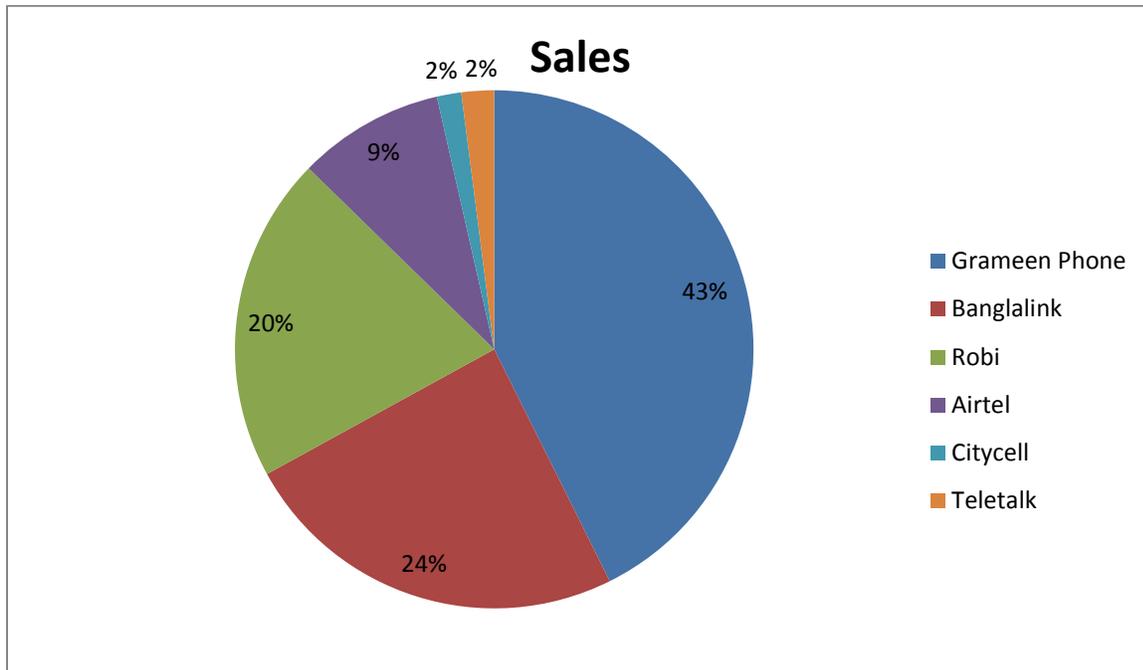


2005. To match with the name of the parent company in 2008 around March, Sheba Telecom (Pvt.) Limited has to change the name as Orascom Telecom Bangladesh Limited. In 2013 around August again, the company name has been changed for the next time to Banglalink Digital Communications Ltd.

Banglalink Digital Communication had started its journey with the slogan “Making a difference” and attracted one million subscribers by 2005 of December. Banglalink Digital Communication overtook Aktel with more than 7.1 million customers and became the second largest in Bangladesh. Banglalink has 31.9 million subscriber on 2015 of and also holding around 25% of market share. Its growth was running and reaching then every prior year. Banglalink kept on introducing new innovative and unique products every New Year over the preceding years services targeting different market segments. Its pace of doing business and providing service with quality full network and customer creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with banglalink.

Vimpelcom ltd and wind telecom s.p.a bought almost 52% of telecommunications holdings in 2011.

Vimpelcom provides voice and data services through a range of traditional and broadband mobile and fixed technologies in different countries like Italy, Russia, Uzbekistan, Ukraine, Tajikistan, Kazakhtan, Armenia, Kyrgyzstan, Georgia, Laos, Algeria, Pakistan, Bangladesh, Zimbabwe. Later on, Banglalink has changed its slogan from “Making a difference” to “Start Something New” with the vision to be the fastest 3G network provider in Bangladesh. In order to establish a powerful stand in Bangladesh, they have brought Shakib Al-Hasan on board as their brand-ambassador. ("banglalink," n.d.) Shakib Al-Hasan has taken part in its promotional activities and bangalink is looking forward that he will work to highlight the company’s image in the future. Currently market share of this company named Banglalink digital communication limited to its competitor is shown down below:



**Figure: Market share of Banglalink**

*Origin of the report:*

The report I make is a requirement of completion of my graduation and ending part of my internship program. Through my journey my admirable supervisor Sir Sarkar Rafij Ratan has instructed me very nicely and I thankful to him for his patience and his unbelievable kindness and support. I surely put my best effort to making this report which I believe is a good work on mine. I was appointed as an intern at B2B department which is one of the finest department of the Banglalink Digital Communication Ltd. for about 3 months and I have gained practical experience on this certain kind of corporate field and their management activities.



### *Scope of the study*

Banglalink Digital Communications Ltd. brief idea is stated here in this report; we have talked about its customer services, relationship with clients, and its packages special and value added services, background, organizational and the management structure of Banglalink SME Small and Medium Enterprise unit, Retail unit and whatever it is related to the organization.

### *Methodology*

This information and data it is introduces the design and process of this research study which is include the rational reasoning behind chosen methods and techniques employed.

I have used both primary and secondary sources to make the report presentable, informative and expressive.

### *Data Collection method:*

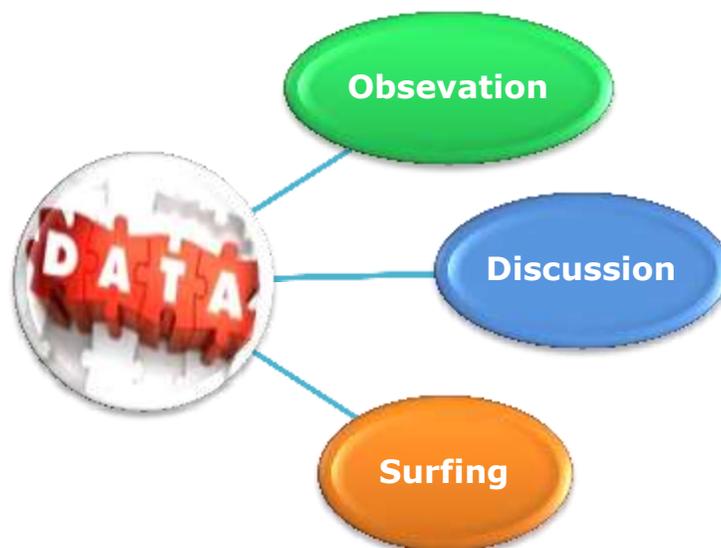
#### **Primary data:**

Information collected from the reports and annual data from different magazines and sources were used widely. Primary data will be the only source of information based on which the report will be prepared, Primary data will be collated through our Bosses and supervisor and based on my practical experience.



### Secondary Data:

These were collected from different type of books, journals, newspapers, magazines, annual report of the company. And apart from that I visited different websites and annual reports, and explored different sources to get authentic data to make my report meaningful.



#### i) Observation:

During my internship, I closely monitored and observed by colleagues, co-workers, superior, supervisors and all the people working out there. And that was the best and valid source of mine to collect information.

#### ii) Discussion:

I discussed with my fellow colleagues and the known one there about the organization. I made sure about their convenient time, so I appointed with them in their free time, either before or



after work so that they can fully talk to me and give me correct information without being in hassle.

### **iii) Surfing through the internet:**

Many information's I got from internet, many ready reports were there which helped me in gaining detailed knowledge about how the system works in the organization.

### **Limitations:**

There wasn't enough information available, and intern didn't have access to know about every other works or files because of the confidentiality and privacy purposes, and information which other permanent and probationary officer of the organization had. And above that there were also so many confidential issues which they don't prefer sharing with interns. There were many folders and financial reports which could help me a lot, but I wasn't allowed to reach there. And other than that there was also a time constraint lack of enough time and the topic also was a limitation, this information's are not basically available.

### **Overview**

Banglalink Digital Communications Ltd. registered under the companies Act 1994. It is the second largest operator in terms of coverage, subscriber base and revenue. By the time 2014 it has around thirty millions of subscribers, 26% of market share mobile market has boosted in Bangladesh in the last few couples of year.

Banglalink Digital Communication overtook Aktel with more than 7.1 million customers and became the second largest in Bangladesh. Banglalink has 31.9 million subscriber on 2015 of and also holding around 25% of market share. Its growth was running and reaching then every prior year. Banglalink kept on introducing new innovative and unique products every New Year over



the preceding years services targeting different market segments. It's their pace of doing business and providing service with quality full network and customer creating an extensive distribution network across the country, and establishing a strong brand that emotionally connected customers with banglalink. ("Annual Report," 2017)

### *Vision, Mission, Values and Strategies*

#### *Vision:*

Any company has to be having a clear vision about their future in the every step of the long run.

Banglalink has crystal clear vision for the betterment of the future of the company which motivates each and every person of the employees.

Banglalink vision is "To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple." Integration commitment towards the company as well as towards their customer is the main strategy of the company. ("Annual Report," 2017)

Integration indicates aligning of all the Banglalink digital communications ltd. operations and all the internal integrations of the company as well as core competencies and customer handling and all. Excellence, leadership in technology, operating with excellence and unique and innovative is the four key goals of company. They maintain dynamic relationship with their workforce.

#### *Mission:*

They have an initial and simple mission: "bringing mobile telephony to the masses".

Banglalink changed the entire thought about cellular phone, which was thought to be luxury is now thought as necessity. It turned wants to need for the customers. it was able to serve at cheapest of price with best of services. It was able to make place in the hearts of people. They have a slogan: something new". They thrived to make it possible to make communication



solution as affordable price. They took a good initiative and they also had succeeded in it. ("Annual Report," 2017)

In short, the missions are as follow of Banglalink:

- Product/Service offerings
- Satisfying customers with superiors advanced offers and packages
- Create maximum number off share holders

*Goal:*

To make cellular phone available on the hands of everyone at affordable price.

Core values:

“Start something new” and all the employees are expected to demonstrate this.

*Innovative:*

- Be as much flexible and extrovert
- No false pride, false representation.
- Adopt best practices
- Multiple view for the situation
- Open field for everyone to suggest their ideas.

*Straight forward:*

- Being empathetic to customers
- Clear communication
- Responsible



### *Strategies:*

From very beginning of the company banglalink develop its own kind of unique strategies. And any company has its own kind of style to develop and survive in the market. And banglalink is one of the finest to predict its customers any kind of requirement and fulfill it successfully.

Banglalink has followed some unique strategies which are given below:

Functional Level of Strategy: Banglalink focus on the quality assurance, effectiveness, uniqueness, efficiency, and customer responsiveness.

Business Level of Strategy: Banglalink follows its strategies according to the differentiation of the business whenever it needs changes its develop prompt unique differentiation to match the whole concept of the business needs. And banglalink also follows cost leadership approach. ("Annual Report," 2017)

### **SWOT ANALYSIS of BANGLALINK:**

#### *Banglalink Strength:*

Some strength of banglalink are its competitive advantage over its competitor which led it ahead and is increasing its market share. These are as follow:

Developed Infrastructure

Unique and Innovative Idea

Full network coverage nationwide with planned investment

Low and reasonable call rate

Great bonding media partners.

#### *Banglalink Weakness:*



Banglalink has faces so many challenges because the telecommunication industry is very competitive. So their weaknesses are given below:

Failure of Sheba

Downsizing

### *Banglalinks Opportunity:*

Banglalink is still working on to be one of the top finest telecommunication service provider of Bangladesh and one day it will reach one of the top finest position just need some working on the proper utilization towards finding out the best opportunities and utilize it properly. The major opportunities of Banglalink are:

Satisfactory enough amount of reinvestment

Satisfactory full support from mother company

Strong and powerful network coverage

Large number of customer

Unique and creative new products

More profitable supplier deals

Experienced Human Resources

### *Banglalinks Threats:*

As a one of the best telecommunication service provider there are so many threats and challenges Banglalinks are faced which may hamper its operations. Bangalink think about it very carefully and successfully handle and overcome these threats.



Tough and strong competitors

3G/4G/4.5G

Legislation of Government

Existing core business distribution risk

Till now at present Banglalink digital communication ltd. telecommunication is the 2<sup>nd</sup> largest service provider of Bangladesh and this progress is possible only by customer responsiveness and continuously improvement in their product continuously differentiation in their products and as well their quality of their service and they are very creative and very innovative to its product offerings.

Banglalink continuously update their service everyday there are new changes are coming for their customers and they customize it accordingly to its needs.

(“Strategic Management Analysis- Airtel.” 2016) the core function of the telecommunication is to provide best featured products and services to its valued customers. it provided following services:

### ***Banglalinks Packages:***

#### ***1. Banglalinks Pre-paid Packages:***

Bangalinks pre-paid packages is the more consumable packages by comparison to the other packages. It is the most important and main service offerings of Banglalink. These packages are more affordable and more adaptable and flexible.

Customers tend to use pre –paid packages more than other packages in comparison to that. So, it’s the main service or the core main service which is offered by Banglalink. Pre- paid packages are more affordable, more comfortable, and more flexible.



Banglalink capitalizing this core main characteristics of pre –paid packages by adding so many different kinds of value added service in a regular frequent basis.

In a market research its seen that banglalink customized their pre-paid plans in a that way so that every valued customers can get their best service. Some of their pre- paid offerings are given below:

- Banglalink Dosh- In this offerings customer can talked as low as possible it only costed 10 paisa?10 sec to all banglalink in fnf numbers in all day long.
- Banglalink play- this is specially designed for the young ones. This keeps the young ones connected; it has 18 fnfs to all operators, only 5 paisa per sec call rate to specific Banglalink number.
- Banglalink Dosh Hello- This offer is for those who like to talk over the phone over hours with their friends, so this package brings a “hello” named package which will cost only 11.30 paisa per 10 sec to any operator and only 5 paisa/10 sec in Banglalink.
- Banglalink Dosh 10 FnF- For accommodating consumers. Can afford big huge massive numbers of friends with 10 fnf and only 6 paisa/10 seconds to a special bangallink number. And 11 paisa/10 sec to other 9 fnf number.
- 1 second pulse- now its pay as you go. Pay only for the seconds you have consumed. It’s the savviest package of all other packagers.

On the other hand, Banglalink has offer other different pre-paid packages which are they named it current promotions, nawabi, money back, call rate, or cash back return policy, unused dail recycling.

## ***2. Banglalinks Post-paid Packages:***

Banglalink has the core knowledge of understanding that every customer out there has their own kind of preferences and own kind of choices, and has unique needs of their usages patterns. So, bangallink gives huge number of collection of choices so that customer can easily pick up their



choice based on their preferences, according to their needs, rather than a general choices for everyone.

In their post-paid package they have wide range of varieties of post-plans. Customers just have to follow some simple basic kinds of rules and regulations regarding post-paid plans. Post-paid packages are also the easy kind and common also. But these plan packaging offers are not as flexible as pre-paid plans. These plans are for those who are looking for something reliable and long term packages so that they are not keep recharging or time to time, so this packages are for businessman and the other professional level persons who are busy to their lives. These plans main target is to focusing on their important officials are their main target customers for these plans. These plans are for those who have to pay after the consumption of service, and basically post-paid consumers have to make the payments of monthly basis after the desired service is served to them.

There are also SME Postpaid call rates with 1 second pulse, closed user group, field force locator, and other packages to attract the customers. I top up, monthly recharge, money back with recharge, free MB with recharge, special MB offers, YouTube packs, Free FB packs, 5 fmf, fat call rate, at certain hour the call rates are low, and the like.

### ***3. Banglalink Priyojon Program:***

Banglalink is so concern and give values to their loyal and regular customers. So, they have varieties of different types of programs for their each kinds of customers to make their life easier with banglalink.

These priyojon program also have different type of programs such as priyojon prize point program, priyojon current promotion, priyojon partnership program, priyojon insurance. :

1. Innovative packages: As it's clear that banglalink is so concern and deeply cares about their valuable customers; they are very caring about their customer can use their offers at a much lower cost from other telecommunication operators. Thus it is another innovation stunt here. Certain creative packages are designed to make it are affordable and reduce the month end costs.



There are many packages for different types of clients- wide and various options are let open so that clients can cater.

2. International Roaming: Clients can enjoy the service in 100 more countries in Asia, Europe, Australia, and Africa. It also included by adding some benefits of banglalink international roaming such as- same number worldwide, in flight roaming, maritime roaming, GPRS roaming, sms (message) roaming, safe arrival roaming, currency information, roaming info service, no extra monthly charge.

3. Business Service: This service is specially designed which will give customer to those companies who are doing business. This service includes SMS Broadcast, FFL (Field force locator), Customer Ring Back Tone (CRBT), GPD vehicle tracking, post solution, corporate web hosting solution.

4. Business Internet: This service includes Bill-cycle packs, One time pack (Add-ons), Migrating Bill-cycle based packs. (“Report on Marketing Strategy of Banglalink, “n.d.)

### *Service:*

1. Service: Banglalink has a so many wide variety of services for their customer to give a better and easiest life as possible. Those are like tracking service, mind mapping, krishi news, jobs links, Islamic service etc), for the entertainment service (play music, banglalink local radio, banglalink boi ghor, amar tune, music station, friend finder etc.), call block service, missed call alert service, call waiting, banglalink easy divert, voice mail service, phone attendance, these are call management based service, etc).

2. Banglalink Internet: Banglalinks 3G allows to fastest service in surfing and downloading. Now Banglalink has introduced 4G from this 2018 February. They are serving their best and working so hard to make the customers happy. They are trying best to provide packages at very low price, and quality service, with no interference and full speed so that people can communicate at real time. Banglalink is constantly trying and gradually is progressing. Their



service has made life easier, they have not only served the urban and sub-urban but also have reached the rural areas and enlightened the life of many people, farmer, fisherman, butcher, they have served the bottom line of the economy line. They have standard packs, social packs, volume packs, media packs, recharge packs and more.

And on the other hand post-paid connection provides Bill-cycle based packs, Migrating Bill-cycle based packs, one time pack (Add-ons). Among internet based current promotion there are my banglalink app weekend extra offer, social in online, banglalink emergency internet, 20% bonus on internet pack, and 20% bonus for Facebook, internet offer and special offer.

#### *Customer Care:*

Banglalink digital communication has a massive number of customer service centers all over the nation of Bangladesh to serve satisfactory service to its valuable customers nationwide. Recent times, government made a new rule to conducting banglalink biometric sim registration successfully through its customer care centers. In addition to that customer can also have their any kind of desired service and packages in the banglalinks customer cares. Our dedicated customer care representative are always there to serve any kind of query and services whichever asked by our valuable customer. Banglalink main strives tendency is to give the best of service and prompt and super fastest solutions, in order to do that banglalink has state-of-the- art call center that serves the customers 24 hours 7days a week.

#### *Corporate Responsibility:*

From the establishment of banglalink, the company feels its obligation towards the environment and local culture of Bangladesh. Banglalink is committed to play a corporate house and banglalink has spent huge amount of money on its Corporate Social Responsibility activities. And it has undertaken extensive level of CSR activities programs to bring the positivity and vital



changes in our society and as well as create a positive image of the organization among its stakeholders.

Sometimes it is debated that company do CSR activities program to create its branding and the good part of doing this is company became recognized to all and it's good for our society too, for doing something good for our country and the people. The CSR activities of banglalink have benefitted our environment betterment and because of Banglalinks promotion of our local culture, the nation heritages of the country have been elevated successfully to the people in home and abroad. A few highlights of the CSR activities of Banglalink have been given below:

From the very beginning journey of Banglalink it played a vital role in cleaning the society. It has cleans the dump and sewage thrown the longest beach, coxs bazaar. It went for a project having 26 female for one complete year in cleaning the 3 km long beach In addition to that there is another team of 7 male workers who support to move all heavy dirt and rubbish from the beach. I t always played crucial role for the environment.

- It helped underdeveloped children, street children, under privileged children. They distributed blankets, clothes, foods, among them. And also they have opened several free schools for these children. They cover many regions of Bangladesh such as dinajpur, rangpur, rajshahi, Dhaka, narayanganj, Khulna, and more.
- They also have taken initiatives for hajj pilgrims. They provided air conditioned room; buses, foods, clean water, proper sanitation, their guide and security steps and they also have added several codes by which they avail these services for free. And they made free call services for them.
- During Ramadan they provided free dates and sharbat among the fasting people.
- During eid they went to different villages to give zakat, help people, and serve them. Give them ifter.
- They also promote local culture through free servicing, in different organization, schools and colleges. They have lalon utsob, boshonto boron, falgun, noboborsho, races, and boat races, to demonstrate the dedication towards local culture of the country.



Banglalink has always been committed to play role as a corporate social responsible organization. It has developed the socio- economy of bangladehs.it has run several projects for the social welfare off the community and to detox the environment. These were the reasons for the Banglalink to make place in the heart of many people. It's some of the activities are given below:

- Cleaning up project of Coxs Bazar
- Blanket donation
- Hajj pilgrims packages
- Iftars for the one fasting
- Village zakat
- Project for unprivileged children

Mobile Phone Subscriber in Bangladesh 2016 BTCL website is published mobile subscribers of 2015 which is given below:

• Operator	• Subscriber
<b>Grameen Phone</b>	56.20
<b>Banglalink Digital Communication</b>	32.36
<b>Robi Axiata</b>	27.80
<b>Airtel</b>	10.51
<b>Citycell</b>	.86
<b>Teleytalk</b>	4.21
<b>Total</b>	<b>131.86</b>

From this table we can clearly see Banglalink has the second highest subscriber in January, 2017. And these numbers have been declared by the mobile operators. So, it's pretty obvious that banglalink competing well in the rat race of Telecom market so far.



But though the numbers of subscriber is decreased but still Banglalink is considered as 2<sup>nd</sup> largest telecommunication company of Bangladesh. Subscribers are still second highest from the other operators. To lift their position in the first place Banglalink keep doing it job better than ever, because since it decreased in numbers then January 2016. Banglalink should keep try hard otherwise they will lose current market position if it does not take any necessary steps.

### **Offerings for customers from other four telecom companies**

In the year (2016) Robi and Airtel became merged together, and since then their offerings for customers are separately running. In the rat race of telecom industry, every other competitor's intention and main goal is to make the better position among them to keep their position high in the industry of telecom. My observation is among all the offers Banglalink and Robi give pretty handsome packages for the customers that's my personal opinion.

### ***Banglalinks Offerings for customer***

To compete with others banglalink offers are changes through time to time based on market condition.

### **Banglalink 1GB 5tk Internet Offer**

An amazing offer for customer cannot to miss. Banglalink customers can get 1GB mobile internet for 5tk only by recharging.





### **Banglalink Bondho Sim Offer:**

This off sim offer which is banglalink given is very much beneficial and better than GP offer. Because banglalink usually gives more offer than GP and others operators in different divisions such as:

### **Data offerings:**

Banglalink give 2GB mobile data internet free in any unused or new Banglalink sim.

### **Special Call Rate Pre-paid:**

This new offers of banglalink is for new and reactive customers, now they can enjoy Banglalink to Banglalink call rate 25 paisa/minute and banglalink to other operator they can call 60paisa/minute for 24 hours upon a recharge of exactly tk 19.(Collected from telecomoffer.com).

**For Post-Paid users** should pay TK19 through top-up after that post-paid users can enjoy and can get 60 paisa/minute to other operator and 25 paisa/minute to Banglalink – Banglalink 1 second pulse with 2GB mobile internet with 2GB internet for 30 days.

Mobile Data Offerings: Regular 3G package 1GB 30 days 210tk + VAT & SD Banglalink 3G internet.

Hot Offering: 1GB 1 night @tk39 2GB 10 days @tk150 4GB 10 days @tk240.

Call Offering: Banglalink special call rate on 23tk recharge offer.

Enjoy the best call rate Banglalink offers the best call rate in the market place such as: 4.17 paisa per 10 seconds Banglalink to Banglalink and 40 sms. Moreover Banglalink offers free 40 minutes and 40 sms on tk 10 only.

### **Findings:**

Banglalink always offers best packages of mobile data for their customers among its other competitors. And moreover banglalink gave free internet on new year's festive whereas its seen other operators charged on discounted price. And ironically banglalink gives consultants advice



for choosing the best of package for customer to use. Other operator didn't gave this kind of service still now.

### *Recommendation:*

Banglalink overall service is promising but there's some improvement can occur regarding their call packages. Banglalink should focus on giving more free minutes on their packages instead of focusing the call rates. Grameen Phone, Airtel, Robi these are providing packages of free minutes which customer can buy in any amount at different prices. Banglalink should adopt quickly and start these kinds of services for keeping their old customers as well as increasing their customers.

Base Transceiver Station Services of 4 leading companies:

### *Grameen Phone (GP):*

There was a time Grameen Phone is known as one of the best served network in the Bangladesh to its customers. And back then GP charges highest peak call rates than other telecommunication.

Now-a-days GP's network is falling. BTS equipment's are old of GP and these BTS don't cover large area network. As a result the network is falling down. And because of the old equipment GP still cannot cover so many places of Bangladesh where GP's network still not available in those places. As a result the network didn't work in those places. So, in these competitive arena GP needs to fixed these issues and places many towers as much as possible. And they did GP is working to rebuild its network and its covered 64 districts for 3G network.

### *Airtel:*

Airtel mainly focuses on city area network rather than village area networks such as they focuses on Chottogram, Dhaka. After merging with Robi airtel now able to cover so many areas and gives whole fully network. Airtel gives 3G network coverage in 24 districts of Bangladesh this information was (Collected from their main airtel website). And normally airtel's BTS



equipment's are not upgraded and because of that they can't give full network coverage like robi, but now that it can do because of merging with robi. ( Md. Zainal Abedin & Laboni Ferdous, n.d.)

### *Robi:*

Robi is in the top regarding giving the best network coverage now-a-days form other operators. Robi is also offering the pretty unique and flexible and also adaptable mobile data packages and easy adaptable call rates for their customers. And moreover its cover more area of networks with its upgraded BTS equipment's. They are keeping fixed assets registration and upgrade it whenever it's necessary. Now-a-days its providing good network. Robi is covering 3G and 3.5 G networks in Bangladesh.3G are covered on 64 districts in Bangladesh but 3.5 G is covered on specific places of districts.

### *Banglalink:*

Banglalink is recently upgrading and fixing its BTS tower because banglalink has already covered 64 districts of Bangladesh with 3G coverage. Banglalink BTS equipment's are updated for 3G network. Recently banglalink launch its 4G network coverage.

### *Finding:*

Since Robi is providing 3G and 3.5G in many places in Bangladesh and Banglalink is covering 3G like GP and Airtel. Airtel is only covering on 24 districts where Banglalink is covering 64 districts and BTS equipment's are upgraded than GP and Airtel.

### *Recommendation:*

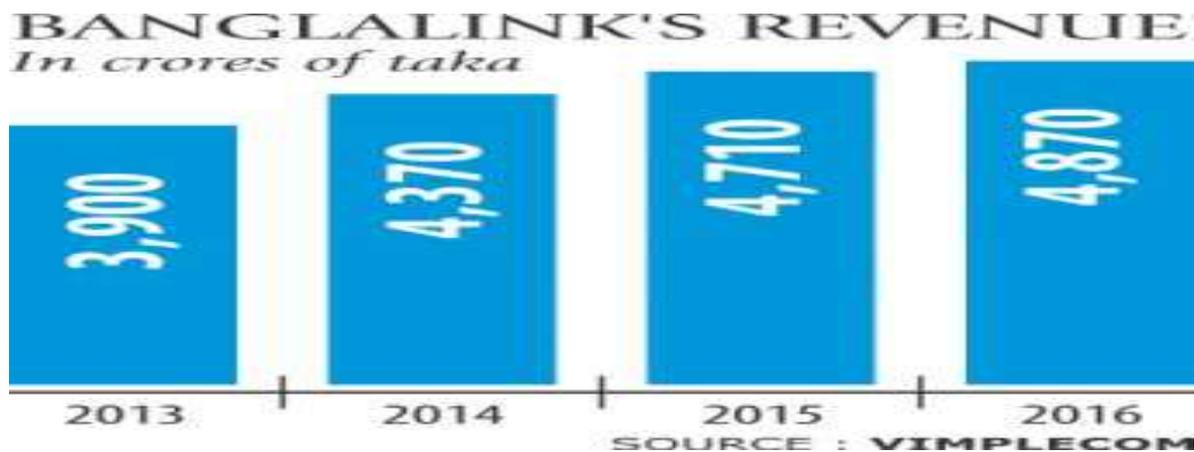
Since Robi and Airtel are merges together but still it cannot beat Banglalink and GP for so many lacking. Robi need to upgrade Airtel's BTS equipment. As a result banglalink has some time of



them banglalink take an advantage and should take a step to cover 3.5G like Robi and can spread and elaborate their network capacity so that it can cover many of areas.

### Revenue Growth of Banglalink

Gross income has increased by eight percent consecutively each year to taka around 5000 crore in the 2015. In any case, Vimplecom Amsterdam did not say Banglalinks net benefit. It has distributed its working and budgetary results and that spread data on Banglalinks monetary execution too. ("Annual Report," 2017)

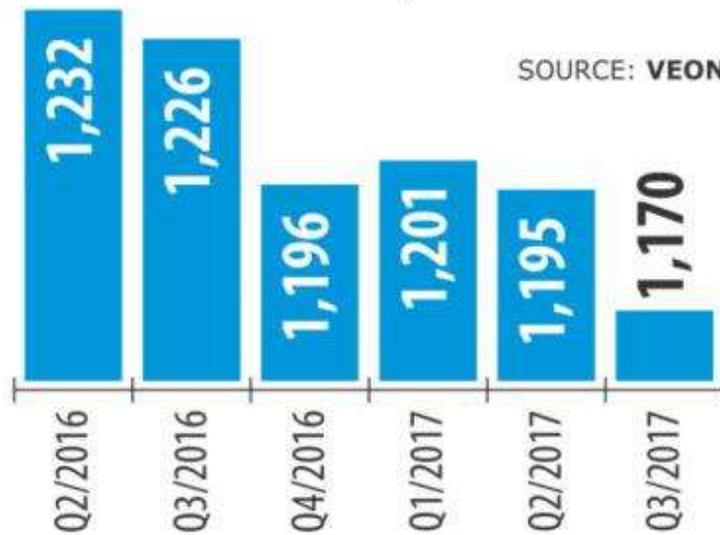


In the following figure revenue of banglalink is given in yearly quartile basis. It shows in second quarter 2016 during may the revenue was 1,232 crores. And during third quarters 2017 during August the revenue has fallen to 1,170 crores.



## BANGLALINK'S REVENUE

*in crores of taka*



### *Global Sharing Service (Automation) :*

Many companies are following this Global Sharing Service technology in Bangladesh now-a-days. Already Grameen Phone has started its automation process for running its daily works and services.

Moreover Prime Bank, Eastern Bank and others are taking initiatives to apply automation process. Already process has been started.

Banglalink is on the way to start work on automation process. Engineers are working on this project. Project has been started on February. Automation process will minimize working load and maximize the working error.



### *How automation will run:*

Global service sharing software will be installed in every branch in every country. So that branches can have platform to share data with each other.

This automation process is the fastest thing this generation can offer to stay up to date with the process. This will monitor 24/7 and can monitor every single thing and this whole thing will go to the mother company (hub) in the main branch. This process is the most up to date process because of this every work will be saved on main branch (hub) as a backup. That information will work in desire platforms for processing data.

Automation process will give so many benefits such as its speeds up the day to day work activity and the accurate work processing.

Hopefully this project will be a great success. Banglalink can speed up all the processing and works. A lot of time will be saved for other works.

Cost Minimizing Strategies: Banglalink is taking initial cost minimizing steps for upgrading revenue. Cost cutting strategies mostly common to follow in any companies for maximization of profit and revenue. As I mentioned above that Robi's revenue is falling for high operating cost so it's a good strategy for Banglalink to minimize cost.

Optimization of Fixed Assets: There are BTS equipment are installing that are capable of running 2G and 3G. Just need to able what equipment will be in use. It will reduce network jam as well as it will beneficial for consumers. Internet speed will be faster than 3G.

### *Inventory Management System:*

- Banglalink maintains its inventory in that way so that the idle assets cannot increase. Inventory Management System (IMS) can help to calculate accurate asset value and forecasting or set up assets in a right time.



- Banglalink's economic order quantity is maintained fluently. Forecasting of fixed assets can be done accurately with it. As a result, if there is any fault on any item, it can be returned first and replaced very easily.
- Faster allocation of equipment is possible through inventory management. How many assets are available and how many are needed to be placed, this information can be easily obtained or found out by inventory management. Banglalink is good at maintaining a good inventory management system in-house. As a result, faster allocation of equipment is possible.

### *Master Database System:*

Global Sharing Service will create a Master database system where every entry or every piece of information will be saved. For example:

Finance Transformation

Compliance Transformation

Supply Transformation

### *Procurement Transformation:*

Finance transformation will be easier with a global sharing network. Employees will be very few in number. Accounts payable and Fixed Asset departments will not be necessary when an automation project is implemented. All transactions will be calculated and converted into Balance Sheet and Income Statement automatically. Automatic changes will occur in the Income Statement and Balance Sheet if any changes happen on a transaction. All work will be computer-based.

As a result of operating day-to-day 24/7 activities, Banglalink needs few employees for this process of operations. For this, it is assumed that the cost of Human Resource Management will decrease.



And 29 moreover other transactions will be more accurate. Any changes appear in transaction will be adjusted automatically.

All the technics which are mentioned above will be reduce operational cost of Banglalink which will help to increase revenue and profit. Moreover information will be saved on the main device and there will be no mistake on calculations.

### *Bio-Metric Registration:*

Banglalink and their competitors giving offers for their customers to registering their sims on biometric process. Government has created a policy to re-registration of the all of their subscriber. Otherwise connections need to off. In these process banglalink lose some customers, so the reduction of customers is always a loss for servicing companies. Banglalink will give bonus to the new sim holders whoever will do registration on bio-metric process.

### *Digital Marketing Initiatives:*

Bangladesh is going ahead with technological advanced. Recently Digital marketing is getting famous on Bangladesh like Foreign countries such as USA, Australia, and Canada etc.

Banglalink is emphasizing in Digital Marketing nowadays.” We believe that offering digital services is the path to the future,” explains Erik Aas, managing director & CEO of Banglalink,. Now we can catch promotional ads on YouTube before loading any video we click for watch.

Also any type of offers for data or call rate or music tune come at a glance when we browse Facebook or Google or any other site of internet. So yes we can say Banglalink is going to be fully digital like our Digital Bangladesh. Banglalink is so innovative, now-a-days people are so technologically advanced people are so expert now-a-days and very expert adapting new things. If any customer wanted to know any offers of anything they just visiting the banglalink website: <http://www.banglalink.com.bd/en/>. Each and every offers of Banglalink are featured there.



Customers no need to call to the operator to help them out to choose any packages. Banglalink has a package advisor on its website so that customer can talk to them for any kind of help. So that we can find easily which package is suitable for whom. As a user I found Banglalink website is most eye catchy than others. All the features are beautifully mentioned on home page of the website with different icons, pictures and graphics designs. Icons of features are automatically changed in Banglalinks website. Banglalink can also have authentic id on Twitter, Snapchat and Instagram.

### **Job Description**

Banglalink is so welcoming and every internship program they appointed huge number of interns from different university and they called their internship program as (AIP) Advanced Internship Program. They gave so many facilities to their interns as like free lunch, EBL debit card for collecting the remuneration of each month and most importantly a very friendly and outstanding environment to work with, banglalink culture is so welcoming and so friendly they give interns a space to work independently. And interns get the most closet insight of the real business of the professional corporate world. I was appointed as an intern in B2B Department under the SME section.

### **Job Responsibilities**

As an intern of Banglalink they have assigned me with different workloads from time to time and few of the major work responsibilities are mentioned below –

Worked as an Intern at B2B Business Department in Banglalinks Digital Communications Ltd. at Tiger's Den (Banglalinks Headquarters) from 5<sup>th</sup> September, 2017 to 5th December, 2017.

**Project Work:** B2B (SME Segment) Customer retention and Segment wise Sales Approach:

- Plans, organizes, and conducts research on SME Churn & Dormant customers
- Minimum 10% sample size are catered for the primary data collection process



- Identify the Reasons behind Zero Usage & Low usage
- Categorize the customer segmentation based on Usage & geographic location
- Promote the most suitable offers to the customer & shift to active base
- Data analysis, review & Decision making up on Data plan

We were 3 interns in SME segment at B2B Department. One of the most important departments is B2B (Business to Business Department). In this department here our dealings with big business enterprises. There are 3 segments in B2B department SME. SOHO, Corporate packages and other many more. We interns are appointed in SME segment.

- Plans, organizes, and conducts research on SME Churn & Dormant customers:

Churn customers are those customers who are distant and when customers or subscribers stop doing business with a company or services. So, our job was to find out why they stop doing activities. Is they are not satisfied with our problem? Our job was to call them and know about the problem and report it to the supervisor and then they take actions.

- Minimum 10% sample size are catered for the primary data collection process

In a report primary data was collected from this 10% sample size. To analyze the churn customers and analyze their behavior we need at least 10% sample size.

- Identify the Reasons behind Zero Usage & Low usage

Most of the customers were stop using banglalink because of the high call rate, our job was to call them and tell them those services which are best for them. To convince them satisfied then with tons of services and make it up for them.



- Categorize the customer segmentation based on Usage & geographic location

There are so many customers out there with different type of demand. Some are high users and some are low users. So we did a segmentation approach on them who are the high achievers and who are the low achievers. High achievers are segmented by profession/occupation/generation wise/geographical wise. Those who are corporate business holder they are our ICON customers. We suggest them our icon structure facility, as they are corporate business holder they want to use special call rate and special internet services so they talk all day long with a great satisfactory call rate and as well as satisfactory internet data.

- Promote the most suitable offers to the customer & shift to active base

Our job was to call the customers and gave them the best suitable offers which will fit in their box. We call them up and give best satisfactory offers.

- Data analysis, review & Decision making up on Data plan

In the end after calling tons of customers and collect data we submit our reports to our supervisor and then our supervisor give this report to one of the marketing department of B2B department, and their job was review them and based on that they create best plans for our customers. This is how it rolls.

## **B2B Business to Business**

### *What Is B2B Telecommunications?*

The Business to Business B2B telecommunications industry facilitates interactions between companies. B2B described any communication between business, and as opposed to interaction between businesses and clients, clients and clients.



These communications can take many forms. B2B telecommunications providers maintain systems that transmit data, text, sound, voice and video, which allow for direct communications between businesses.

B2B department of banglalink mainly work for Business companies and serve their clients. Telecommunications platforms can also be utilized by marketers in order to boost a company's visibility within the industry and identify networking opportunities.

### *Important Facts about B2B Telecommunications:*

Expected Market Growth	It has increased by 2.6% in the last 4 years. And consumer has also increased using more by 0.6%.
Cost	Their some service which are free while their other kinds of service which are sold individually or in a bundles.
Major Industry Players	Businesses Marketing firms Telecommunications providers (internet providers, mobile phone companies, data storage platforms, social media websites, etc.)
Related Fields	Consumer telecommunications, M2M (machine-to-machine) communications

### *B2B Telecommunications Users*

Industry experts segmented the B2B into 3 different categories: small and medium business, and corporations. These 3 groups are connected with B2B Telecommunication.



These three groups use B2B telecommunications in different ways. For instance, small business are like small kinds of business holders they may be trying to make connections within a particular industry; for this to develop their business they might need our b2b sector to help to grow their business they might need some kind of service from us which this b2b sector sme division could give that. For this, they may create a 'business corner' from us to draw fellow small business owners to do business with them too. We could help them to interconnect. From there, they may collaborate on projects or share industry knowledge with each other. In contrast, major corporations often conduct larger operations. For instance, they may use or want telecommunications technology as they acquire smaller companies, contract work to smaller companies, negotiate mergers, or work with lawyers to assure compliant business and financial practices. Therefore, the B2B telecommunications needs of different businesses can vary widely.

### *Recent Advances in B2B telecommunication*

There was a time when people limited to using only telephone and other broadband networks. The B2B telecommunication were only limited to this. But today people are more likely being depended on using internet in so many different ways. For instance, now business arena is so broad that business representatives can meet through video conferencing while they are in different state or they can collaborate through cloud-based file sharing. By this changing pace the availability of using broadband internet cost being reduced.

In addition, more and more companies are turning to social media platforms like LinkedIn to foster networking relationships and cement their positions as leaders in the field.

### *Impacts o B2B changes*

By the benefit of the digital age, B2B Telecommunication industry has benefited by so many ways. Now, businesses are reaping a wide range of benefits by that. For instance, now companies can save their money by reducing business travels, because by traveling and meeting face to face



interaction so many time and money are gone. Now, workers can conduct face to face interaction via teleconferencing, without spending money on traveling and air tickets.

Now, people can contact through social media platforms, attending summits and conferences in person through on any of the social media via Facebook live, via LinkedIn etc.

In addition to saving money on travel, B2B telecommunications also have lower environmental impacts. At the same time, it is also important to note that companies will likely spend more on telecommunications software and hardware, as well as information technology support staff, so the overall financial impact on an individual company will differ depending on the extent of the company's B2B telecommunications needs. ("Market Segmentation in B2B Markets | B2B Segmentation," n.d.)

### *Telecom B2B Structure*





### *Banglalinks Approach*

Banglalink effective workforce have perfectly and absolutely read the market size and a market minds, they interpreted he size, intensity, growth, segments, major trends driving telecommunication business, propositions that will add value, distribution channels and mediums and increased popularity and featured services. Business customers were looking for higher quality services and thus Banglalink was working hard to serve and satisfy people. They never gave up, they kept on coming up with better and best services to fill the gap. It analyzed its gap and came up with corrective actions and value proposition.

### *Banglalinks Impact and Advantage*

They had powerful market –entry strategy and they had a detailed and complete understanding of what is expected from them, and what is needed to be done to succeed and survive in the market. They identified the company in IT, Sales, marketing, HR and have made completely customized offerings for them. They did everything to grasp the B2B sections. They took reasonable, measurable steps to support its clients..

### *B2B Products*

Corporate
<ul style="list-style-type: none"><li>• Voice</li><li>• data</li><li>• wiredline</li><li>• text broadcast</li><li>• FLS</li></ul>

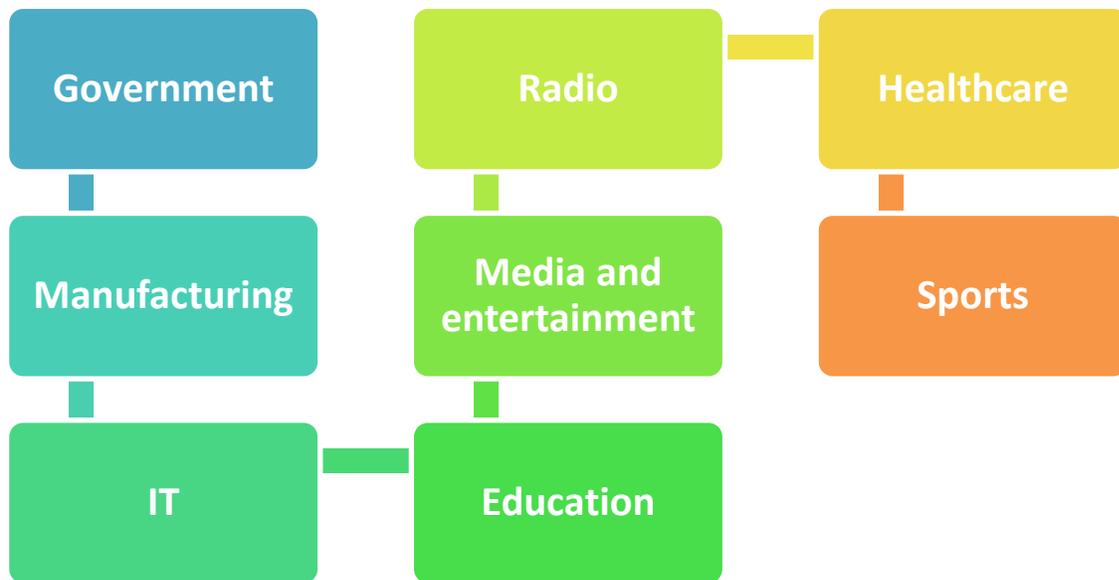
Enterprise
<ul style="list-style-type: none"><li>• Cloud and managed service</li><li>• voice solution</li><li>• digital media</li><li>• Intelligent connectivity</li><li>• Enterprise mobility</li><li>• Collaboration Solution</li></ul>



These are the Business to Business corporate and enterprise products of Banglalink digital communication ltd. corporate here in the above table has 5 components but there many more which I could not mention here. These are the five that I could gather information about in minute details.

And in Enterprise Section we can see several such as voice solution, digital media, infrastructure and the like.

### *B2B Market*



B2B market for Banglalink digital communication ltd. is vast. It's not just limited to corporations, companies, or businesses those are operating in Bangladesh. It task is expansive. It is linked with government section, such as it has connections during voting, during Junior secondary examination, SSC, PSC, HSC examination, during board examinations, during Bangladesh Civil Service examination, during government job examination, with all associated academics, and governmental job, and governmental issues,



Beside that it is also linked with manufacturing industries. Where they always have to have real time information, have to have communication always at right time and proper manner. Have to coordinate, direct and train, develop and maintain their workforce. I is also connected with IT, where communication is most needed and it is their core requirements to operate. And then it also gives healthcare services such by dialing 101 can get health tips, by dialing 129 can choose physician, by diain103 can know about the nearby hospitals, clinics and pharmacies and the like. Then the customers can get updates about the games, and then education media it is committed to for a reason and aligned with all the departments and sections so well and has not jumbled up anything,. It has huge b2b structure.

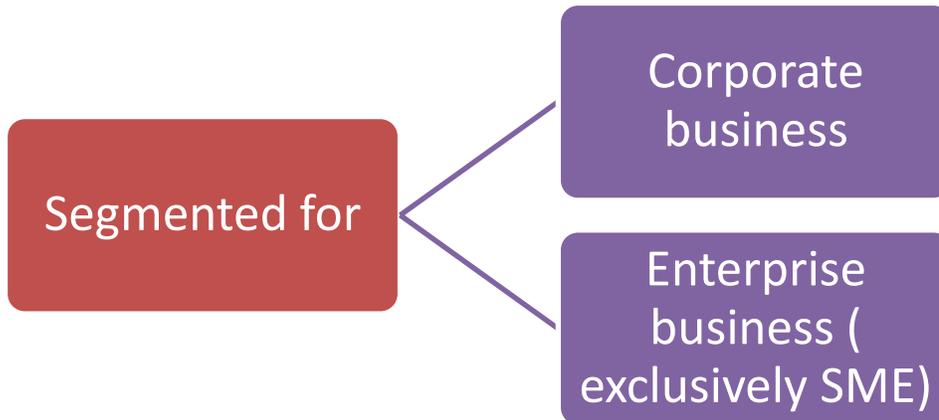
### *B2B Brand management*



Their brand management is IT and software which believes in high performance, dedicated and on time. And then customer support, there are dedicated relationship manager who are 24/7 present to deliver the high class superior service to their valued customer. They are up with instant and prompt valuable and meaningful helpful services. Value added services they here have Google and Yahoo to serve their customers.



### Market Segmentation



In B2B it has segmented deliberately into two broad categories. Corporate and enterprise sections. Enterprise here is usually serving to the SME that is small medium enterprises. And corporate are giant businesses.

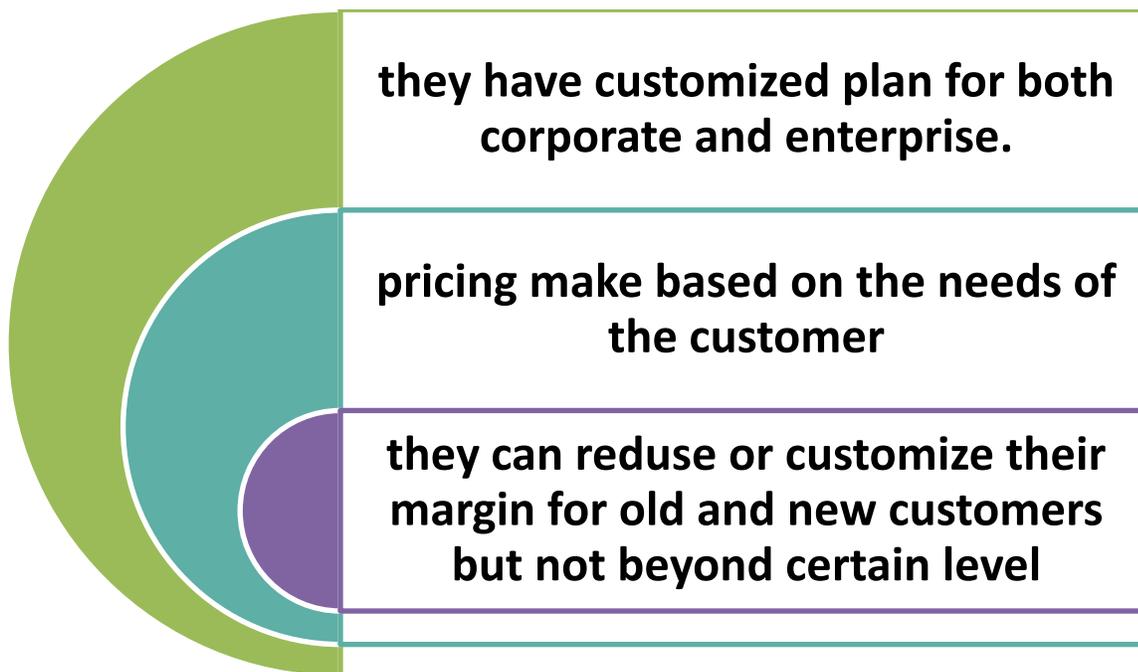
### Channel Management:

Channel partner	Value Added	referral partner
<ul style="list-style-type: none"><li>• non exclusive</li><li>• deal agreement</li><li>• Bill Custimer</li><li>• dediacted resource</li><li>• Continuoussupport from Banglalink</li></ul>	<ul style="list-style-type: none"><li>• model</li><li>• compensation model</li><li>• Payment collectio process</li><li>• training and development</li></ul>	<ul style="list-style-type: none"><li>• VAR</li><li>• transfer price model</li><li>• end -cusomer</li><li>• continuous support from banglalink</li><li>• si/var</li></ul>



These are the Banglalink digital communication ltd channel management, they have several channel partner mentioned above, all are not here but few I have tried to present here . then there are value added and referral partner of Banglalink which also has several components.

### *Pricing and negotiation*



Banglalink telecommunications one of the best thing is its service. It's succeeded for that reason. It has detailed planning and understanding about the wants of its customers. It has made thousands of packages and services for its customers. it kept options open for its clients so that they can cater over and choose their desired one. So in same manner they have also designed their packages for their business clients as well. Keeping in mind their needs and wants and they have made several packages beside that they customize design for their business client, make the way they are looking for, and they also charge according o the customers. The one with whom they already had a good relationship they charge a bit lower and give them some preferential



treatment for being their customers over the years. ("Market Segmentation in B2B Markets | B2B Segmentation," n.d.)

### *B2B Icon Structure*



The icon structure refers that there is no need to be hierarchical. They have flattened the information flow it is their one of their task. As there is no hierarchical flow so all the information is stated that send in bulk form to everybody.

There is a good connection among all, stake holders, employees, Board of members, trustees, strategic partners, b2b partners.

Banglalink icon offers are very compelling offers these type of offers help telecom companies that will give ultimate digital experience throughout the customers lifestyle,

These are the high maintenance thing for those types of customers, who needed truly personalized service, which they expect and in this way customers can have so many interesting options which they need.

Maintaining these structures and give this satisfying offers to the customers that will win profitable customers, reduce churn rates, drive higher ARPU, and increase the Customer Lifetime Value through faster and consumer-friendly tariff selection, guided troubleshooting, service automation, and efficient customer support.

This icon structure is the best kinds of service of banglalink.



## B2B Commission Structure

Transaction Tiers		Commission earned	
Min	Max	Deposit	Withdrawal
500	2,500	50	100
2,501	5,000	100	125
5,001	15,000	285	450
15,001	30,000	285	500
30,001	45,000	285	525
45,001	60,000	285	575
60,001	125,000	440	700
125,001	250,000	520	1,300
250,001	500,000	850	2,600
500,001	1,000,000	2,500	5,000
1,000,001	2,000,000	4,500	7,500
2,000,001	3,000,000	8,000	12,500
3,000,001	4,000,000	8,000	12,500
4,000,001	5,000,000	9,000	15,000

Banglalink has an effective force of HR team, who constantly look after the effective employees, their wants, allowances, career growth, compensation, benefits. So that they are satisfied and motivated and dedicated towards the company. Their task is to get the best out of the employees and in return give them their reward so that they are also happy.

## SWOT MATRIX

### External Analysis

#### Strengths

1. Strategic partnership: Partnering with smart phone companies is going to be a smart strategy. This will increase the cash flow and at least maintain the fixed cash flow in the future and higher customer base.



2. Market Development : with the head on head competition in the industry sharing margins, venturing out in new markets or developing economies will be fruitful for this telecommunication.
3. Untapped geography: currently providing 3G and 4G connection though the 4G network coverage are limited to some areas and 3G coverages are limited in urban areas. Banglalink working on to expand their network and services make available in remote regions, by expanding this it will also help to get wider customer base.
4. Technological infrastructure: they are going to be the first 4G network provider in the country.
5. LTE: The globe is switching to LTE( Long term evolution) or 4G. The telecom has taken lead with this version of LTE, but it has to catch up pace.

### **Threat**

1. Hostile Takeover Other global telecommunication might have vision to takeover this telecommunication company that wish to move into our country.
2. Competition: there is price war in the home market and declining margins due to this is adversely affecting overall the business.
3. Government Regulatory Framework: with the change in government policies and rule every now and then in a regular basis, is a threat to stability and this is affecting players.
4. Mobile number portability: Customer independence to change the number to other service provider, it can see slump in subscriber base in the next fiscal year.

### **Internal Analysis**

#### **Strength**

1. 4G: Banglalink was the first one to over here with 4G network coverage in Bangladesh, so it is strength and it shares a greater market share. Mobile data is



- covering highest revenue of Banglalink digital communication limited. And is expected to cover 60% of revenues in coming year.
2. Renowned Telecommunication Company: it is having 15+ years of expertise experience, with which it has travelled to become the second largest telecommunication company of the country.
  3. Strategic Alliance: it has to high reached and top notch shareholder and stakeholders, named, SONY, RANGS, SINGTEL, SAMSUNG, NOKIA, ERICSON, YELLOW, SQUARE, UNILEVER and the like. this enhances the brand equity and bottom line of the company.
  4. Extensive Infrastructure: it has so many network tower cover the nation wide areas.
  5. High brand equity: it is one of the renowned and pioneer brand whopping brand identity and huge numbers of subscriber.

### Weakness

1. High Debt: For its acquisition it has to invest immensely, and their credit is going over their neck and margins getting low. It does not has deep pocket as Grameen Phone. So it is under huge debt.
2. Accessibility toward customer: customer cannot be supported directly. Customers cannot directly go and avail support; they have to go through several options to connect to IVR customer support. This is one of the weaknesses compared to other of its competitors of the country.
3. Outsource: outsourcing will definitely reduce the pressure and cost line of Banglalink digital communication ltd. but they are not trying for this option which other competitors are availing and are ahead of Banglalink in terms of such advantages. ("Annual Report," 2017)



## SWOT MATRIX

### Strength

- Strategic Alliance
- High Brand Equity
- Technological Infrastructure

### Weakness

- Outsource
- Accessibility to customers
- Price War

### Opportunity

- 4G
- Market Development

### Threat

- High Debt
- Hostile takeover
- Mobile number portability

Fig: SWOT Matrix





### *Economical:*

Sudden rise in the use of cellular phone and their services by the people of Bangladesh. Prior year it increased by 30% per year, now this has been increased by 40%

Maximum tax is earned by the revenues of telecom sector, which is a great amount to our economy.

Bangladesh is experiencing inflation, it is developing economically, per capita income has also been increased thus standard of living has also been enhanced. Raw materials of the electronic material are also purchased at cheaper prices, at lesser prices.

Our telecommunication industry ministry has announced tariff on per second billing for Telecom Company and per minute tariff for subscriber.

### *Social:*

Rapid change in the lifestyle of people are asking telecom industry to change their offering styles and serve according to the demands of the people.

People are moving from rural to urban regions. Mostly the children come in Dhaka to complete their education and families are left behind the rural areas. These rural people are the attractive proposition for the Banglalink telecom industry, they provide lower call rates so that they can frequently have conversation and for longer time, this will reduce the family isolation.

The Banglalink digital telecommunication ltd gives various career options for the fresher, interns, post graduates, of all background such as IT, Computer forensics, MIS, BBA, MBA, Media, CSE, EEE, ETE, Etc.



Cultural aspects has a lot of impact on the needs and wants of customers. likes and dislikes of old people, professional, fresher, teen agers are different so complete different packages are required to come up.

Advertisement also make a distinct position in the minds of people.

People have a certain corner stored in their mind for the brands and name of the telecom. They have certain notion.

There is huge competition regarding price wars, packages, offers, services, network coverage and more with the competitors.

Need to understand the strategy for need of different customers of various segments and develop certain segmented based product and services.

### *Technological:*

First 4G provider among its competitor, and had he first mover advantage.

It has international network infrastructure very sophisticated deigned optical network fibre.

It had high speed optical fiber network which is their competitive advantage over their competitors.

Mobile number portability these allows the subscriber to change the number holding the service provider and now it is planning to allow retain the same existing number and can change the service provider.

### *Environmental:*

Radio frequency or FM frequency emitted has certain wavelength those are harmful and hazardous to human body.



The confidential information's can be hacked and can be misused. Ministry of telecommunications department has made several privacy policies and security and being responsible for the out leak of information.

*Legal:*

Governments and ministry of telecommunication industry has and some definite, and tight norms and regulations to avoid the misuse of tracking of the network

Legal obligations are defined the government of Bangladesh, over bidding, auctions, 3G, tariff, new entrants, call price and more.



Political	<ul style="list-style-type: none"><li>• Dominate brands in terms of regulation.</li><li>• FDI limits to 100%</li><li>• Infrastructure development</li></ul>
Economical	<ul style="list-style-type: none"><li>• Population growth</li><li>• Economic inflation</li><li>• Low tariff per minute</li></ul>
Social	<ul style="list-style-type: none"><li>• Changing lifestyle</li><li>• Regional shift of population</li><li>• Employment Opportunities</li><li>• Demographically coverage</li><li>• Cost</li></ul>
Technology	<ul style="list-style-type: none"><li>• 4G First mover Advantage</li><li>• MobileNumberPortability</li><li>• Special data packets</li><li>• High Speed data optical fibre</li></ul>
Environmental	<ul style="list-style-type: none"><li>• FM Frequency are hazardous</li><li>• Terrorism/hacking</li></ul>
Legal	<ul style="list-style-type: none"><li>• Tightened norms</li><li>• Legal obligations are defined</li></ul>

Fig: PESTEL Analysis.



## VRIO Analysis

### *Value:*

To check whether the firm is strong enough to neutralize the threat external environment or exploit the extra benefit from the society.

### *Rarity:*

Do they have best skills than their competitors. Are their resource not available to the other telecom companies.

### *Imitability:*

Is it difficult for the other telecom company to acquire the resource skill that is owned by Banglalink digital communication ltd. ("Annual Report," 2017)

### *Organization:*

Either the firm is all set to capture the value.

Resource	Value	Rarity	Cost	Capture to Value	Implication	Strength/Weakness
Technological Know How	High	Medium	High	Medium	Temporary Competitive Advantage	Strength



<b>License of spectrum</b>	Medium	Low	-	Medium	Competitive Party	Weakness
<b>HR</b>	High	Medium	Medium	High	Temporary Competitive Advantage	Strength but temporary
<b>CR</b>	High	High	Medium	High	Sustained Competitive Advantage	Strength and Distinct Competence
<b>Managerial expertise</b>	High	Low	High	Low	Temporary Competitive Advantage	Strength
<b>Service level</b>	High	Medium	Medium	Medium	Sustained Competitive Advantage	Strength

## Conclusion:

Recently customers become so demanding their needs are depends on telecommunication industry so for this demanding nature of the customers telecommunication industry become the most profitable industry for now-a-days. In this race Banglalink Digital Communication Ltd. is became the second largest service provider among the other operators. All we have to say good luck so that banglalink become the first in this race. Telecommunication Banglalink provides various wide ranges of products and services for its customers of the business community to suit their needs. Banglalink also provides enterprise package such as a committed relationship manager to its value creating customers or clients, so that they gets a dedicated and superior services all round the clock.



We have described here about the B2B sector how important it is for a telecommunication industry, its task and how it played crucial role in the success of Banglalink digital communication ltd. we have also used several analysis tools such VRIO, PESTEL, SWOT, B2B segment, B2B Structure and Content Structure and more.

## Recommendation:

**B2B placement in talent allocation of organizational structure:** Fair share should be given to the B2B department and should be placed high enough in the organization to be given such honor and dignity in the organization. Other should know its worth in an organization.

**Invest on commercial capabilities:** Need to put much closer look and emphasize on their skills and specialty in which they wants to expertise in. Banglalink need to acquire much partner and grow their alliance and network in the industry.

**HR investment and proper training:** Banglalink digital communications ltd. needs to train their sales force to sell their packets, make their campaign successful, let people know about their offers and more.

**Market in digital era:** they should develop smart view about the customers and predictive about the customers purchases before they buy and by their behavior and purchasing trends.

**Improve through customer feedback:** Consumer feedback loops are effective tools to make improvement and take corrective steps for their operations, frontline behavior towards customer through relationship manager and customer loyalty.



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