



Daffodil
International
University

Internship Report

Semester: Summer 2023



banglalink

**Topic: The factors influencing customers' decisions to choose
Banglalink operator services.**

Prepared By:

Md Asifuzzaman

ID: 201-11-1094

Program: BBA (Major in Marketing)

Department of Business Administration

Daffodil International University

Under the supervision of:

Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University



banglalink

**“The factors influencing customers' decisions to choose
Banglalink operator services.”**

Letter of Transmittal

Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on Banglalink

Dear Ma'am,

As required by my internship, I humbly present to you my report attempting to assess and analyze the factors influencing customers' decisions to choose Banglalink operator services. I have tried my absolute best to make this report useful and I hope you find this report to be focused, impartial, accurate, practical, and consistent.

I want to express my appreciation to you for giving me the chance to work on this subject under your careful supervision. This paper has been prepared with the utmost care and focus. To ensure that the results are as accurate as possible, I have done my best to give information that is true and trustworthy. I would be pleased to respond to any queries or input you may have on the paper and look forward to your valuable feedback.

Sincerely yours,



Md Asifuzzaman

ID: 201-11-1094

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate Approval

I am pleased to announce that Md Asifuzzaman's Internship Report titled **“The factors influencing customers' decisions to choose Banglalink operator services.”** For the Bachelor of Business Administration (Marketing Major) under the Department of Business Administration has been approved for presentation and defense.

Md Asifuzzaman has a high moral standing and a likable demeanor. I wish her the best of luck in life



Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I want to express my gratitude and appreciation to all the individuals who have supported me throughout the completion of my internship report on Banglalink Digital Communications Ltd.

Firstly, thanks to the management and the employees of Banglalink for allowing me to do my internship at their reputed organization. I am grateful for their generous hospitality and for providing me the chance to learn and grow in a challenging work environment.

I extend my sincere thanks to my supervisor, Farhana Noor, for her continuous guidance, and support throughout the completion of my internship report. I'm also grateful to her for generous assistance in providing resources, research materials, and access to necessary information to complete the internship report.

I would like to thank all Banglalink colleagues who were always friendly and willing to share their knowledge and experiences.

Additionally, I want to acknowledge the support of my academic institution and the faculty members of Daffodil International University. Their encouragement and motivation for practical learning laid the foundation for this internship and enhanced my overall educational experience.

Last but not least, I am thankful to my family and friends for their support and encouragement throughout this journey.

Declaration

I, MD Asifuzzaman, declare that the internship research report titled “**The factors influencing customers' decisions to choose Banglalink operator services.**” is entirely my own work, submitted for the Bachelors’ of Business Administration at Daffodil International University. This report reflects my independent research efforts, acknowledging all sources appropriately.

I affirm that I have not submitted this work elsewhere and have adhered to Daffodil International University's academic integrity policies. Ethical considerations have been addressed, and necessary approvals obtained. The expressed opinions in the report are solely mine, and I understand the potential consequences of breaching academic integrity.



Md Asifuzzaman

ID: 201-11-1094

Program: BBA (Major in Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Executive Summary

Banglalink, a pioneer in the telecommunications industry, has exerted a profound impact on the digital landscape of Bangladesh from its outset. Since its establishment in February 2005, Banglalink has continuously enhanced the availability of mobile telecommunications. Through steadfast commitment to innovation, customer-centric approaches, and technological progress, Banglalink has played a significant role in driving the country's digital transformation to a new level.

This study investigates the factors that significantly impact customers' decisions when choosing Banglalink operator services in the telecommunications industry.

The study explores three key variables: the Banglalink App, New SIM offers, and Customer Services. By examining the intricate interplay of these factors, this research aims to provide a better understanding of customer preferences and behaviors in the context of selecting telecom services.

The Banglalink App is examined as a key determinant in customers' decision-making processes. A user-friendly and feature-rich mobile application can enhance customer experience and satisfaction, influencing their choice of the Banglalink operator. Evaluating the impact of the app on customer decisions provides valuable insights into the role of digital interfaces in shaping telecom service preferences.

The study also explores the significance of New SIM offers in attracting and retaining customers. Competitive and appealing promotions related to acquiring a new SIM card can be crucial in influencing the decision-making process. Understanding the effectiveness of such offers helps Banglalink tailor promotions to better meet customer expectations and increase subscriber acquisition.

The research employs a quantitative method, including surveys, data analysis, and customer feedback, to comprehensively explore the relationships between the identified independent variables and customers' decisions. The findings aim to provide actionable insights for Banglalink to optimize its services and marketing strategies, ultimately enhancing customer satisfaction and loyalty in the competitive telecommunications landscape.

Table of Contents

Chapter 1	8
1.1 Introduction.....	8
1.2 Background of the study	8
1.4 Objective of the study	8
1.5 Methodology	8
1.6 Limitations of the study	9
Chapter 2	9
2.1 Overview of the company	9
2.2 Vision statement	9
2.3 mission statement	10
2.4 Core values	10
2.5 Objective of the company	11
2.6 Management structure	11
Chapter 3	12
3 Analysis of the study	12
3.1 Demographic Profile of the Sample.....	12
3.2 MyBL App	13
3.3 New Sim offers.....	14
3.4 Customer services	16
Chapter 4	18
4 Findings.....	18
Chapter 5	19
5.1 Recommendations	19
5.2 Conclusion	20
References	21

List Of Figures

Figure 1: Demographic Information about the respondents.....	12
Figure 2: MyBL App has the all-basic features.....	13
Figure 3: MyBL has better resources than other telecom provider apps.....	13
Figure 4: MyBL app provides convenient access to services.....	14
Figure 5: New sim offers is a major factor for choosing a specific mobile operator.....	14
Figure 6: agree/strongly agree percentage by age.....	15
Figure 7: Banglalink's new sim offers are appealing compared to other operators.....	15
Figure 8: How likely an individual to continue using Banglalink after initial offer period expires.....	16
Figure 9: Customer service is number one priority to look for when choosing a mobile operator.....	16
Figure 10: Banglalink's customer service representatives are helpful and knowledgeable.....	17
Figure 11: The response time for query resolution is satisfactory.....	17
Figure 12: level of satisfaction with Banglalink's customer service overall.....	18

Chapter 1

1.1 Introduction

The telecommunications industry is one of the dynamic and rapidly growing industries in Bangladesh, witnessing a substantial surge in subscribers. This surge in the number of subscribers has catalyzed an intense competition among telecom providers, compelling them to deploy diverse, innovative and unique strategies to attract and retain customers.

This comprehensive report aims to dissect the sophisticated factors influencing consumer's decision to opt for Banglalink as their preferred telecom service provider. It dives deeply into the crucial elements that sway customer choices, encompassing considerations such as Banglalink app, new sim offers, marketing campaign and customer services.

The ever-growing demand for telecommunication services in Bangladesh underscores the significance of understanding consumer behaviors and preferences in shaping the industry's trajectory. By examining these factors comprehensively, this report seeks to offer valuable insights into why customers are inclined towards choosing Banglalink as their telecom service provider amidst the dynamic and fiercely competitive telecommunications landscape in the country.

1.2 Background of the study

As per recent data from the Bangladesh Telecommunications Regulatory Commission, The number of subscribers of mobile in Bangladesh has seen an increment to 189 million in 2023 from a number of 150 million in 2016. As of October 2023, Grameenphone has 82.22 million, Robi Axiata has 57.62 million, Banglalink has 42.85 million and Teletalk has 6.44 million mobile phone users. These two factors indicate that the industry is growing rapidly and the competition among the companies for acquiring new customers is more intense than ever. Every mobile operator is working hard to create innovative and effective strategies for connecting with the customer touchpoints so that they can acquire customers before other companies do. This report aims to find out how Banglalink, which is one of the leading telecom brands in Bangladesh, connects with the touchpoints of customers for building better acquisition strategies.

1.4 Objective of the study

The main objective of this report is to provide a comprehensive understanding of the factors that influence customer's decision to choose Banglalink operator services. The study is intended to achieve the following specific objectives:

1. To assess the effect of Banglalink App on choosing Banglalink as preferred telecom operator.
2. To assess the effect of new sim offers on choosing Banglalink as preferred telecom operator.
3. To assess the effect of customer services on choosing Banglalink as preferred telecom operator.

1.5 Methodology

The questionnaire implemented in this research has 3 latent variables with 11 indicator variables. The five-point Likert scale, where five represents strongly agree and one indicates strongly disagree, provides the basis for all of the indicator, variables. The data was gathered utilizing a questionnaire

survey approach and a straightforward random sampling procedure. A pilot study was conducted prior to data collection to make sure the questionnaire was reliable and simple to understand. After considering the suggestions from the pilot survey, some of the language in the questionnaire was changed to make it clearer from the perspective of the responder. Some wording in the questionnaire was changed to make it more concise from the responder's perspective after considering the pilot survey's suggestions.

1.6 Limitations of the study

The study has some limitations that should be addressed in subsequent research. First, because the study only considers a small target sample from Banglalink users, future studies should evaluate a big sample from Banglalink userbase to get the more accurate information about this matter. Secondly, this study should be done with other telecom competitors' brands such as Grameenphone, Robi Axiata and Teletalk to gain the whole knowledge about this topic. Finally, a longitudinal methodology might be used in a future study to track the movement in customer's perception towards choosing a telecom brand for operator services.

Chapter 2

2.1 Overview of the company

Banglalink Digital Communications Ltd is one of the pioneer telecommunications companies based in Bangladesh which operates in compliance with the Company Act of 1994. At present, it is the third largest mobile operator in the country in terms of number of customers and profitability. This company was initially known as Sheba Telecom Ltd, was established in 1989 with a specific emphasis on providing services to rural areas (Veon, 2023). Orascom Telecom acquired the company for USD 60 million and rebranded it as Banglalink in 2005. Since that time, Banglalink has made notable progress in ensuring the accessibility of mobile devices and cellular services to the broader public.

Banglalink got a 15-year extension for its 2G License in 2011 and in 2013, It ensured a 15-year extension for 3G license. In the same year, Banglalink changed its name to Banglalink Digital communications Ltd (BDCL). BDCL is currently owned by Telecom Venture Ltd, a subsidiary of Global Telecom Holdings, which is wholly owned by VEON (Veon, 2023). VEON operates voice, data, and digital service businesses in various countries, including Bangladesh. Gennady Gazin serves as the chairman of VEON's global market, while Kaan Terzioglu holds the position of CEO for the group. Banglalink has continued to expand its services in recent years, with a particular focus on the digital revolution in the country and the provision of nationwide 3G and 4G coverage. The company's current tagline, "Start Something New," reflects its commitment to remaining at the forefront of technological innovation in Bangladesh (Veon, 2023)

2.2 Vision statement

As it drives the shift toward a fully connected and technologically evolved Bangladesh, Banglalink sees a time when everyone may take advantage of seamless digital experiences. The company strives to be the leading force that spans the divide between people and technology in

order to build a society where innovation, collaboration, and client focus are at the center of every interaction.

2.3 mission statement

Banglalink's early success was founded on its straightforward goal of "Bringing mobile telephony to the masses." By enabling the digital aspirations of each and every person in Bangladesh, Banglalink is committed to revolutionizing the way people connect, interact, and participate in the digital world. In order to improve quality of life and foster a culture that values digital inclusion, our mission is to ensure that cutting-edge technology is available to everyone. To this end, we are creating a true digital ecosystem.

2.4 Core values

Banglalink Digital makes certain that its team upholds its values throughout the recruitment process and in their daily work. The company abides by five central principles, outlined as follows:

Customer-Obsessed: Banglalink places the needs and requirements of customers above all else.

- Prioritizing customers in all brand activities
- Making decisions that benefit customers.
- Maintaining focus on customers rather than competitors
- Innovating digitally to meet customer needs effectively

Innovative: Banglalink frequently explores new and innovative way to enhance the services for the customers.

- Seeking digitally disruptive ideas.
- Exploring new digital avenues
- Creating digital products to better meet customer needs.

Collaborative: All of the employees of Banglalink work collaboratively as one team to achieve goals and objectives.

- Demonstrating a shared passion for consumers.
- Collaborating while respecting each other's time and convenience.
- Partnering actively with stakeholders for better results.
- Taking ownership and focusing on finding solutions rather than assigning blame.
- Working as a team for faster and smarter results.

Entrepreneurial: Banglalink encourages its employees to think and act entrepreneurially within the organization.

- Taking ownership of business operations.
- Pushing boundaries and exploring seemingly impossible paths.
- Embracing failure as a learning opportunity.

- Setting leadership examples.
- Considering customer interests while taking risks.

Truthful: Banglalink conducts business with the utmost integrity and ethics.

- Maintaining honesty and integrity in all activities.
- Striving to fulfil promises made.
- Acknowledging and learning from mistakes.
- Upholding high ethical standards and compliance.
- Maintaining transparent communication with all stakeholders.

These core values show how Banglalink Digital is dedicated to providing outstanding customer service while promoting an honest and accountable culture inside the company.

2.5 Objective of the company

The main goal of Banglalink Digital Communications Limited is to deliver fluent network coverage within the country. For achieving this goal, Banglalink has been increasing its network coverage, and along with that it also enhancing customer service quality for its clients. One of the major objectives of the company is to increase shareholder value by raising revenue per user (ARPU). With that, Banglalink also has an aim to create an open organizational culture which would encourage an ambience of continuous learning for the employees (Banglalink, 2023). Banglalink Digital is committed to growing in order to remain relevant in the face of growing competition. This commitment is demonstrated by its endeavors to expand coverage, adapt services to meet changing customer expectations, and invest in cutting-edge technology and infrastructural features.

2.6 Management structure

In order to advance the attainment of the company's mission, vision, and goals in the dynamic environment of Banglalink, a clear and well-structured organization is essential. A carefully considered arrangement of Corporate Divisions/Departments, each of which significantly advances the organization's goal to create a society that is digitally inclusive, enables Banglalink's intricate operations. These departments and divisions serve as the backbone of Banglalink's operations

Chief Executive Officer (CEO)	Erik Aas
Chief Commercial Officer (CCO)	Upanga Dutta
Chief Financial Officer (CFO)	Cem Velipasaoglu
Chief Technology & Information Officer (CTIO)	Hüseyin Türker
Chief Legal Officer (CLO)	Jahrat Adib Chowdhury

Chief Corporate & Regulatory Affairs Officer (CCRAO)	Taimur Rahman
Chief Ethics & Compliance Officer (CECO)	Muniruzzaman Sheikh
Chief Human Resources & Administration Officer (CHRAO)	Monzula Morshed

Chapter 3

3 Analysis of the study

3.1 Demographic Profile of the Sample

The Demographical attributes of the study's respondents are shown in the Table 1. 67% of the respondents were male, where 33% were female. About 47% of the respondents were between age of 21-25, where 20% were between age of 26-30. Majority of the respondents' profession is Employed holding 47% of the total respondents. While 40% of the respondents are student.

Figure 1

Demographic Information about the respondents

Variables	Frequency (n)	Percentage (%)
Gender		
Male	20	67%
Female	10	33%
Age		
15-20	4	13%
21-25	14	47%
26-30	6	20%
31-35	3	10%
35+	3	10%
Profession		
Business Owner	4	13%
Employed	14	47%
Student	12	40%

3.2 MyBL App

The first statement about this topic was MyBL app the all-basic features that a customer might need. The result is described as a graph below

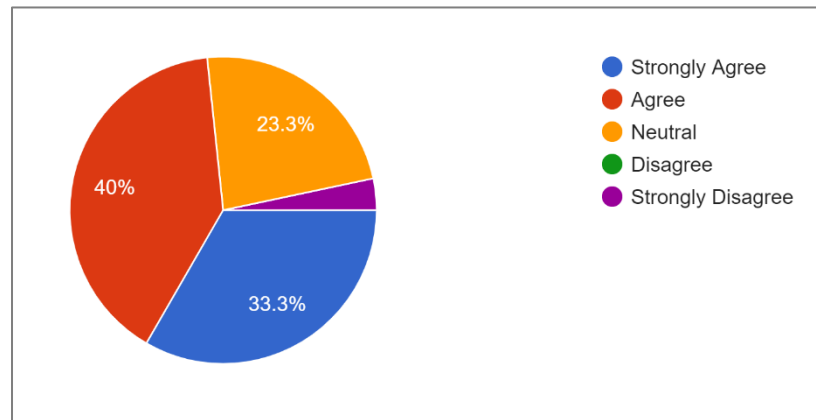


Figure 2: MyBL App has the all-basic features

When the respondents were asked about if MyBL app has all the basic features, Majority of the respondents with over 73.33% either agree or strongly agree that MyBL has all the basic features. If we dig down deeper into this, we found that people with less age which we call younger generation tend to either strongly agree or agree to the question. As the age increases the percentage of strongly agree & agree decreases. 100% of the respondent's aged 15-20 has Strongly agreed/agreed with the statement where only 33% of the respondents aged 35+ has strongly agreed/agreed with the statement. In terms of profession, Students are more agreed to this statement with over 83% of the student respondents where only 64% of respondents who are employed agreed to the statement.

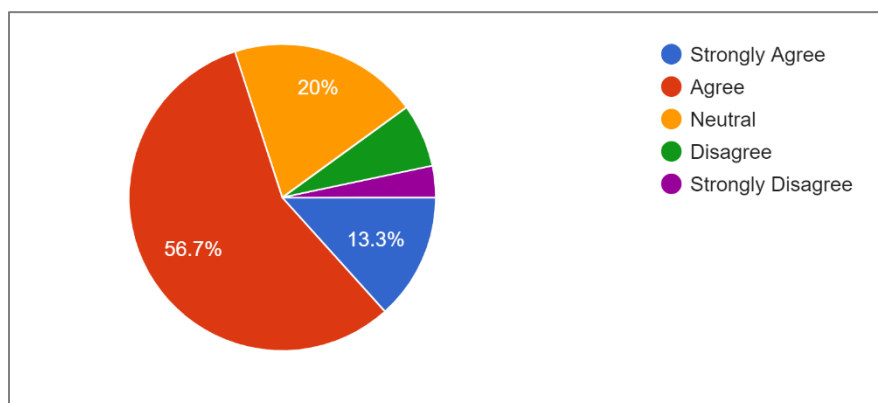


Figure 3: MyBL has better resources than other telecom provider apps

The respondents were asked about if MyBL app has better resources than other telecom provider apps. In this case, Majority of the respondents with over 70% either agree or strongly agree that MyBL app has better resources than other telecom provider apps. If we go deep in the data, we can find that students who are more tech enthusiast than employed/businessman are agreed with that MyBL app has better resources. But there is still 20% of the student respondents who totally disagree with the statement. They think that banglalink should add more features & packages to become better than other telecom provider apps.

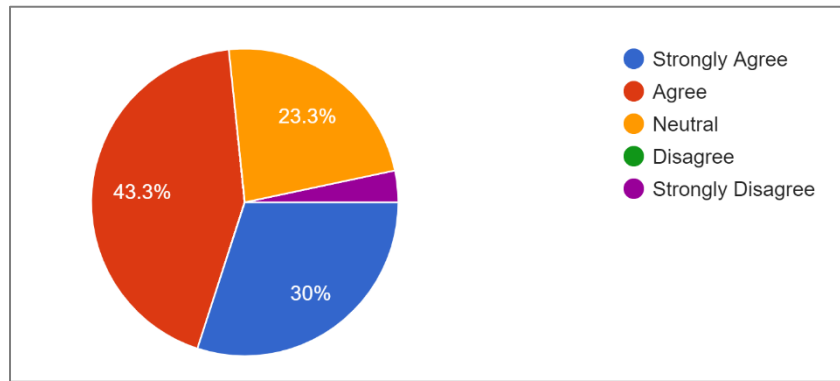


Figure 4: MyBL app provides convenient access to services

When the respondents were asked about if MyBL app provides convenient access to services & offers, Majority of the respondents with over 73.33% either agree or strongly agree that MyBL provides convenient access to services & offers. If we look into this in terms of age we found that, Respondents with younger age are more tend to agree/strongly agree with the statement than older age group. Where 83% of the respondents aged 21-25 agree/strongly agree that MyBL app provides convenient access where only 67% of the respondents aged 35+ agree with the statement.

3.3 New Sim offers

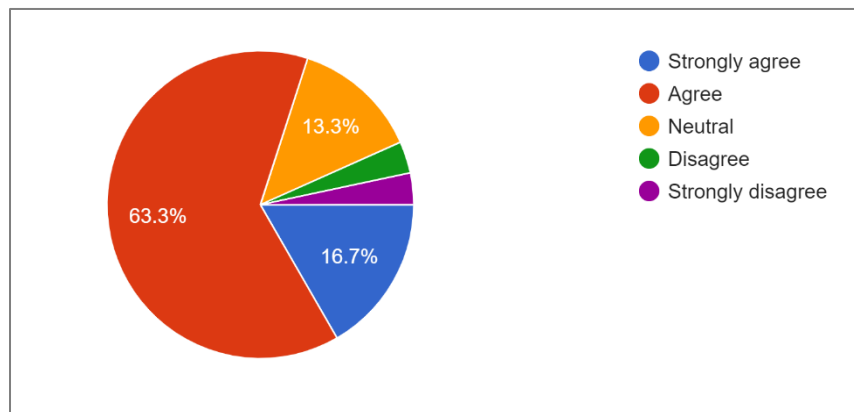


Figure 5: New sim offers is a major factor for choosing a specific mobile operator

The respondents were asked about if new sim offers is a major factor for choosing a specific mobile operator, majority of the respondents with over 63.3% agrees with the statement. Also, the strongly agree percentage is 16.7%. So, we can clearly understand that new sim offer is a big factor for individuals when choosing a telecom operator. By diving deeper into the data in terms of age, we found;

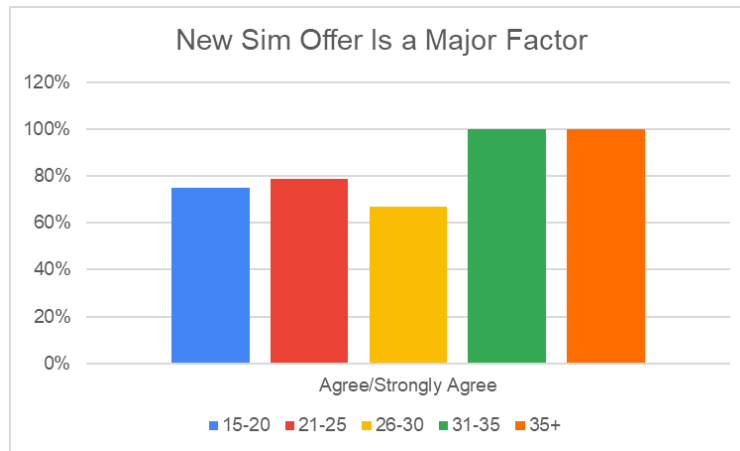


Figure 6: agree/strongly agree percentage by age

All of the respondents who are aged 31-35 & 35+ either agree/strongly agree with the statement that new sim offer is a major factor while considering a telecom operator. Where there is less percentage in agree/strongly agree for younger aged respondents. As the age increases, the demand for getting better new sim offer became greater.

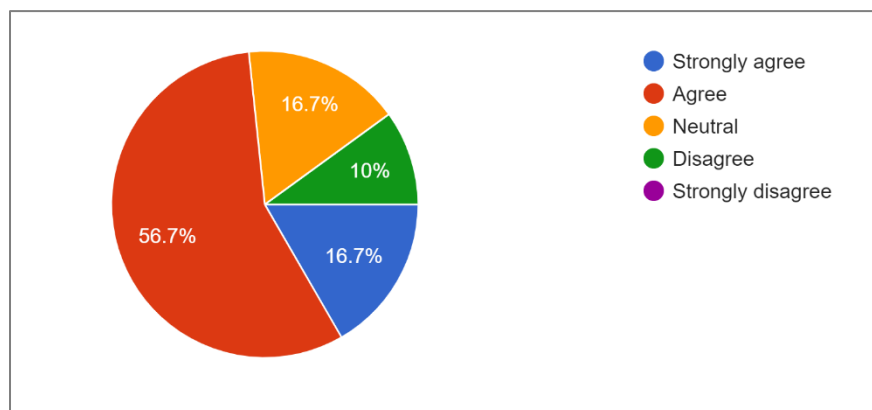


Figure 7: Banglalink's new sim offers are appealing compared to other operators

When the respondents were asked about if MyBL app provides convenient access to services & offers, Majority of the respondents with agrees with the statement but there is a small disagreement in the statement. 10% of the respondents thinks that other operators provide better new sim offers. By going further to the data by age we found that 21% of the respondents aged 21-25 totally disagrees with the statement that Banglalink's new sim offers are appealing compared to other operators. Where respondents who are more aged like 31-35 & 35+, Majority of the totally agrees with the statement.

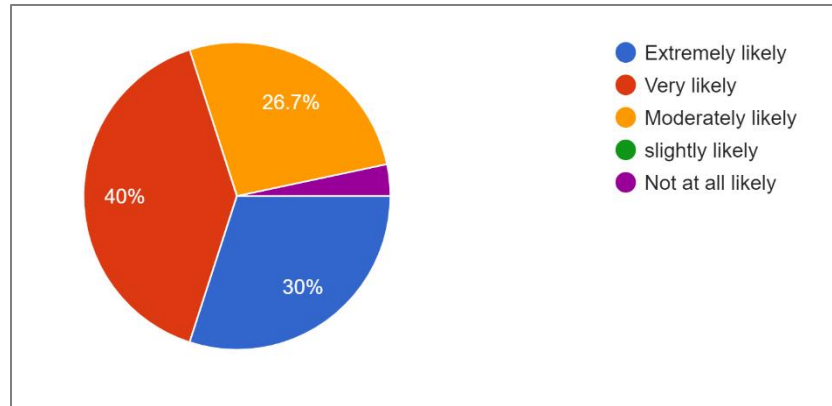


Figure 8: How likely an individual to continue using Banglalink after initial offer period expires.

The respondents were asked about if they are going to continue using Banglalink after initial offer period, most of the respondents said that they most likely going to use the sim after the initial offer period. After diving deeper into the data, we found out; younger respondents aged 15-20 & 21-25 are less likely to use Banglalink as an operator after the initial period expires. The exact percentage for 15-20 is 50% and for 21-25 is 64% where respondents aged 30-35, 35+ are more likely to stay with the same operator even after the initial offer period expires. The exact percentage is 100% for both of the age group. In terms of profession, business owners are more likely to stay in the same operator than the students after initial period offer expires. The exact percentage is 100% and 64%.

3.4 Customer services

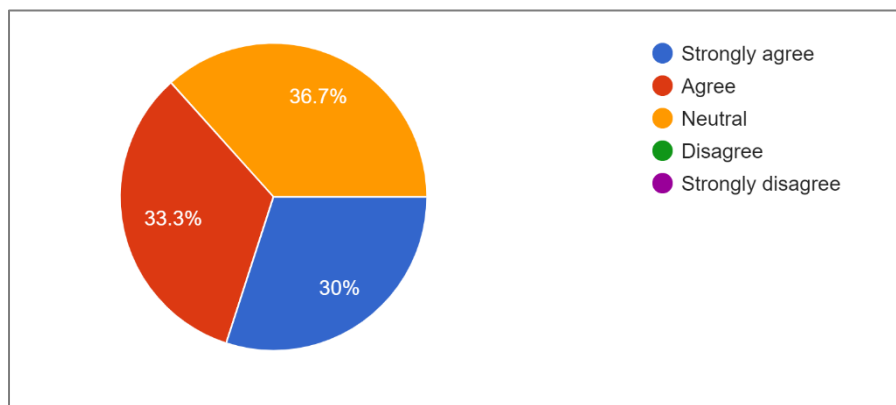


Figure 9: Customer service is number one priority to look for when choosing a mobile operator

The respondents were asked if customer service is their top priority in terms of choosing a mobile operator, around 60% of the respondents agree with the statement. In terms of diving the whole respondent group into different sections by age we found that only 25% of the respondents aged 15-20 agreed with the statement where 100% of the respondents aged 31-35 & 35+ agreed that customer service is their number one priority in terms for choosing a mobile operator. In terms of profession, 51% of the students agreed with statement and 71% of respondents who are employed agreed with the statement.

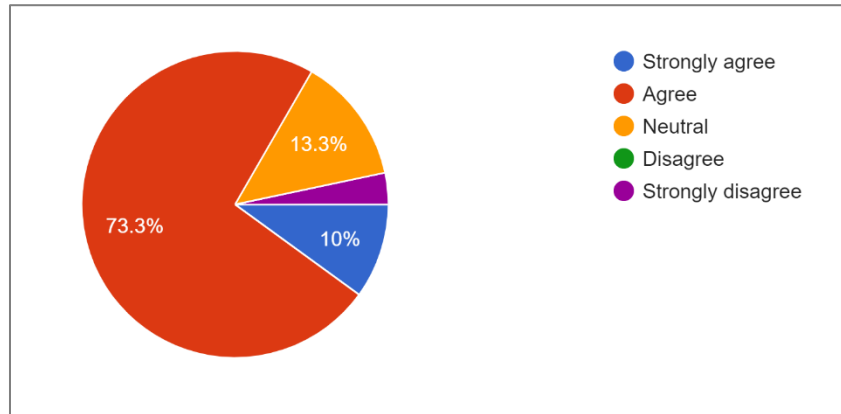


Figure 10: Banglalink's customer service representatives are helpful and knowledgeable

When the respondents were asked about if Banglalink's customer service representatives are helpful and knowledgeable, Majority of the respondents with over 83.3% agreed with the statement. After analyzing the data I found that only 70% of the female respondents agrees with the statement where all of the male respondents agrees with the statement. In terms of age group, 79% of the respondents aged 21-25 agrees with the statement where all of the respondents aged 31-35 & 35+ agreed with that Banglalink's customer service representatives are helpful and knowledgeable.

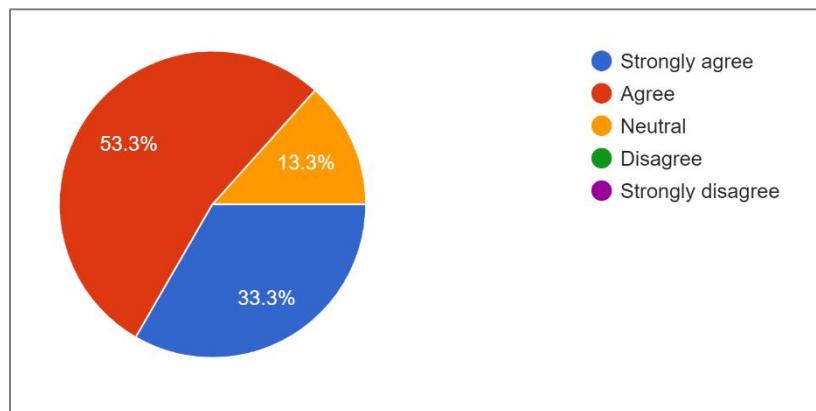


Figure 11: The response time for query resolution is satisfactory

The respondents were asked if the response time for query resolution by Banglalink's service is satisfactory. 86% of the total respondents agreed with the statement. After analyzing the data, I found 75% of the respondents aged 15-20 agreed with the statement where 100% of the respondents from the age group of 31-35 and 35+ agreed that the response time for query resolution is satisfactory. Another this that came up when analyzing data that, student tend to less agree with the statement than employed and businessman do. The exact student percentage to agree is 83% where both employed and businessman percentage to agree is 100%

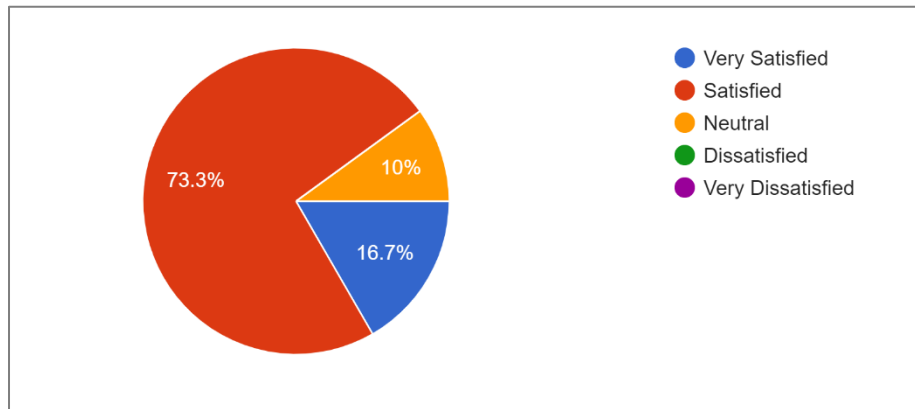


Figure 12: level of satisfaction with Banglalink's customer service overall.

The respondents were asked to share their level of satisfaction with Banglalink's customer service overall. Majority of the respondents with over 90% either very satisfied/satisfied. It shows how good is the customer service of Banglalink. After analyzing the data, I found, people who are in the old aged group tend to be more satisfied with the current customer service than younger age group. Also, I found that only 70% of the female respondents agrees with the statement where all of the male respondents agrees with the statement.

Chapter 4

4 Findings

1. Mybl app: After analyzing all the data, we can come to an understanding that a significant amount of the respondents, especially among the young demographics, MyBl tend to be more important for choosing a telecom operator. However, this priority of a smartphone app diminishes with age, showcasing a disparity in perception regarding the MyBL app across different age groups. In terms of Mybl resources compared to other providers, 20% of the student's express disagreement, highlighting a need for more diverse features and package offerings. In terms of convenience perception, younger respondents highly favor MyBL app for convenient access to services, contrasting with the lower agreement among the older age group (35+). In terms of new sim offers, the influence grows significantly with age, highlighting its importance among older demographic segments.

2. Usage Pattern: Talking about continued usage pattern, younger respondents display a decreased likelihood of continuing with Banglalink after initial offer period expires, with pose a retention challenge for younger demographic. In this case, older age groups show a strong inclination to stay with the same operator.

3. Customer Services: In terms of customer services, significant amount of the respondents, especially among the older demographics, customer service tends to be more important for choosing a telecom operator. The priority for these decreases with younger demographics. From the result we can clearly understand that younger generation needs something new with is easier and tech friendly in terms of customer services.

4. Gender-Based Disparity: notably, there's a gender-based disparity, with male respondents showing higher satisfaction levels than female respondents in terms of using Banglalink as their telecom operator.

Chapter 5

5.1 Recommendations

The study investigated the determinant factors that influence customers decision to choose banglalink as their mobile operator services. The data provides a broader understanding about the preference among different demographic segments, revealing distinct patterns in expectations and priorities. While older users place more value on dependable customer service, younger users are more concerned with app features and technology resources. Furthermore, the significance of new SIM offers among older demographics is indicated by the fact that their influence on operator selection increases dramatically with age. There is a need for tactics to retain younger consumers, as seen by the variance in sustained usage after initial offers. The necessity of inclusion in service provision is highlighted by gender differences in satisfaction ratings.

There are few ways that Banglalink can tackle these challenges that they face in their way of acquiring and retaining the customers. Those are:

1. Add more features to MyBL: As from the findings, we can clearly understand that Banglalink should add more features and packages on MyBL app as the main user of the app is younger demographic who wants more features and packages.

2. Make MyBL app more convenient: Banglalink should make their companion app more convenient. As older demographic are less technologically advances, Banglalink should make the app easier to use. Also, there can be easy tutorials about how to use specific functions on the app so that older generation can easily learn and adapt with the MyBL app.

2. Provide more offers for retention: Most of the cases, The customer who frequently changes their telecom operator is the younger demographic. One of the main reasons why they shift is for better offers and packages, so if Banglalink provides better offers frequently then Banglalink can easily retain the younger demographic.

3. Automate the customer service: younger generation tend to spend less time for solving issues for operators, also they want technologically advanced customer services. Here Banglalink can use the modern technologies to automate solutions to some of the common issue that is happened with the customers, also make it more convenient and tech friendly for the younger generation.

5.2 Conclusion

In conclusion, the study investigates key factors that influence customers' choice of choosing Banglalink as their mobile operator. The findings emphasize the various preferences among demographic segments, where older users value customer service and younger users prioritize app feature. To tackle these challenges in customer acquisition and retention, Banglalink should enhance their MyBL app with more features for the younger demographic and improve its usability for older users. By offering frequent and lucrative packages, Banglalink can retain the younger customer base, while automating customer service with modern technology fulfills their preferences. This strategy aligns with the diverse needs of different segments of the customers, positioning Banglalink for success in this competitive telecommunications industry.

References

1. About Banglalink. (n.d.). Retrieved from <https://banglalink.net/en/about-us/about-banglalink>
2. Wikipedia contributors. (2023). Banglalink. Wikipedia. Retrieved from <https://en.wikipedia.org/wiki/Banglalink>
3. Hasan, M. K., Yeasmin, A., & Dey, P. (2013). Factors influencing to Bangladeshi consumers' mobile phone operators choice and change behavior. *Journal of Economics and Sustainable Development*, 4(2), 159-169
4. Al Jamil, A., Sunny, S. H., & Hasan, R. (2015). Factors Influencing the Behavior of the Mobile Phone Users to Switch their Mobile Telecommunication Operators in Bangladesh. *International Journal of Trade & Commerce-IIARTC*, 4(1), 15-26.
5. Uddin, M. J. (2016). *Brand Equity and Customer Brand Choice: A Study on Mobile Operator Services in Northern Region of Bangladesh* (Doctoral dissertation, University of Rajshahi).