

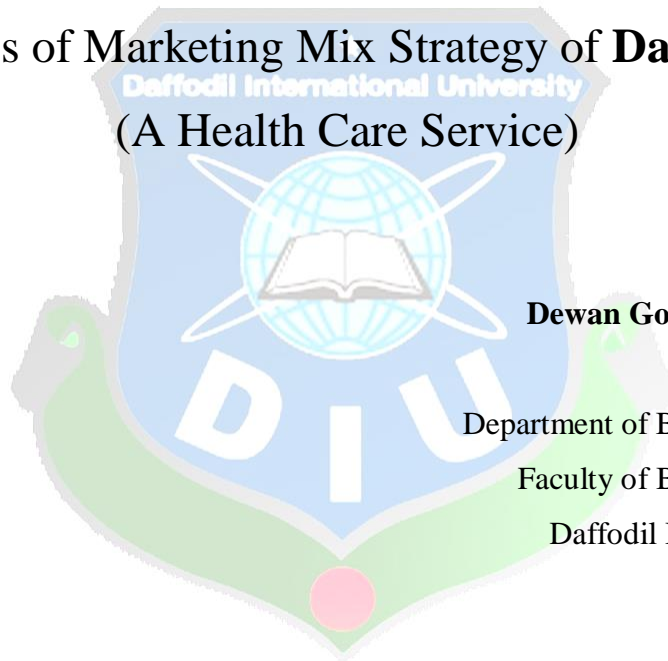


Daffodil *International* **University**

“Internship Report

On

Analysis of Marketing Mix Strategy of **DaktarBhai**
(A Health Care Service)



Supervised By,

Dewan Golam Yazdani Showrav

Assistant Professor

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Prepared By,

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Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Letter of Transmittal

Date: 12-12-19

Dewan Golam Yazdani Showrav

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: **Submission of Internship Report.**

Dear Sir,

This is a precious experience for me to have my internship report based on “Marketing Mix Strategies of DoktorBhai”, authorized under your supervision. In this report drive to analyze & explore the learnings and experiences of my three months internship period at DoktorBhai.

I am respected to you for your valuable help and supervision, in the arrangement of this report and genuinely trust that I would satisfy your assumptions about the nature of my work. I endeavored to put my best exertion for the planning of this report. However on the off chance recommendation in regards to this report.

Sincerely Yours,

Monir Hossain Rony

ID: 161-11-5075

Batch: 43rd

Subject: Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

At the plain start, I am particularly grateful to omnipotent Allah for giving me quality, valor and capacity to achieve the entry level position program and the temporary job report in a booked time regardless of different entanglements.

It gives me massive delight to thank an extensive number of people for their cheerful collaboration and support which has contributed straightforwardly or by implication in setting up this report. First of all, I would like to express my gratitude to my internship academic supervisor **Dewan Golam Yazdani Showrav** sir for his guidance and feedback which made everything clear to me to complete this report.

Moreover, I must show my gratitude to my corporate supervisor of **DaktarBhai, Mr. Shawon Muhammad Shahriar**, Head of Product & Marketing of DaktarBhai who enthusiastically assumed my liability and gave me parcel of time and imparted his working encounters to me. His direction demonstrated to me a way not exclusively to comprehend the workplace culture yet additionally how to manage all the collaborators of the association and meet the customer requests with incredible cooperation.

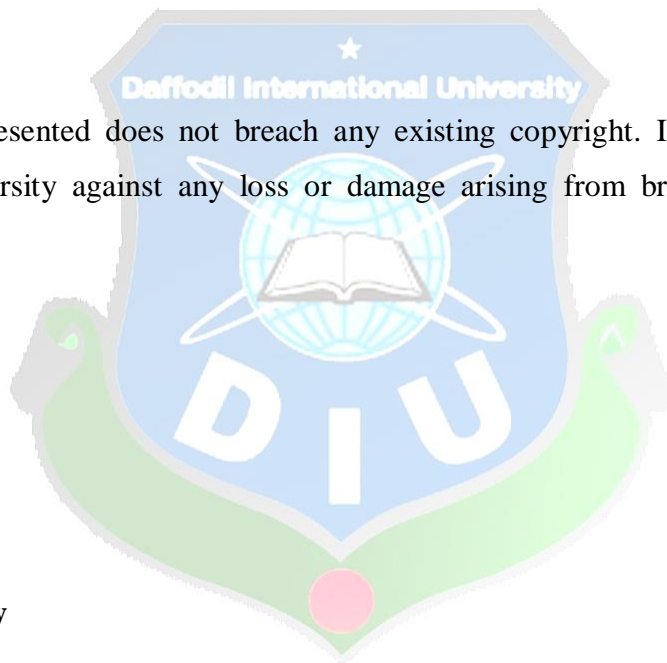
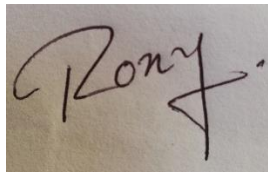
I might likewise want to express my true thanks to the considerable number of representatives of Account Management, Sales Management, IT department who helped me amid my work residency and made my experience remarkable one. Individuals from these offices helped me to acquire reasonable information which made my Internship venture increasingly productive.

Declaration

I declare that the Internship Report on “Marketing mix strategies of DoktorBhai” embodies the results of my own research works, pursued under the arrangement of DoktorBhai.

I further affirm that the work reported in this internship is original and no part or whole of the report has been submitted to, any other university or institution for any degree or award or any other purpose.

The work I have presented does not breach any existing copyright. I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligations.



Monir Hossain Rony

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Subject: Marketing

Department of Business Administration

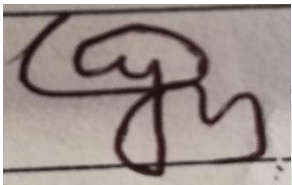
Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

I'm really honored to certify that the internship report on “Marketing Mix Strategies of **DaktarBhai**”, furnished by **Monir Hossain Rony, ID: 161-11-5075** of BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Monir Hossain Rony Carry a strong moral & ethical character, and a very pleasing personality, as well as Student. It has indeed been a great pleasure working with him. I wish him all success in life.



Dewan Golam Yazdani Showrav

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

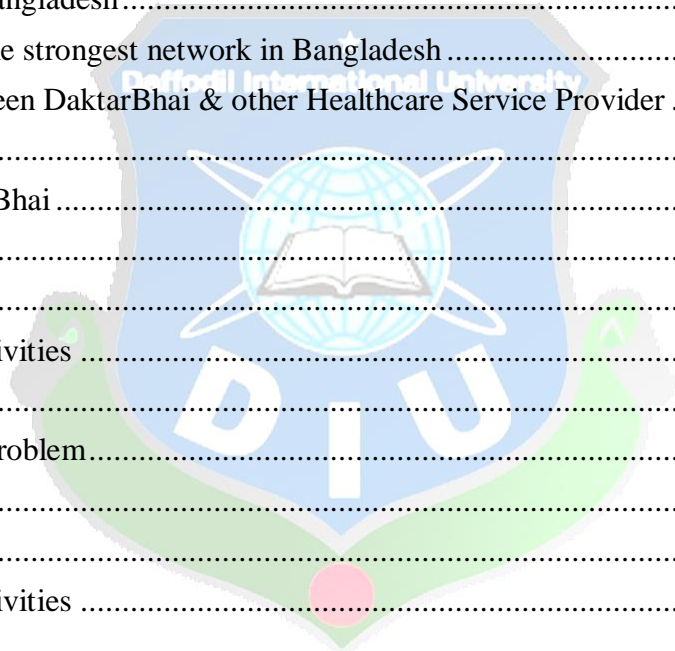
Executive Summary

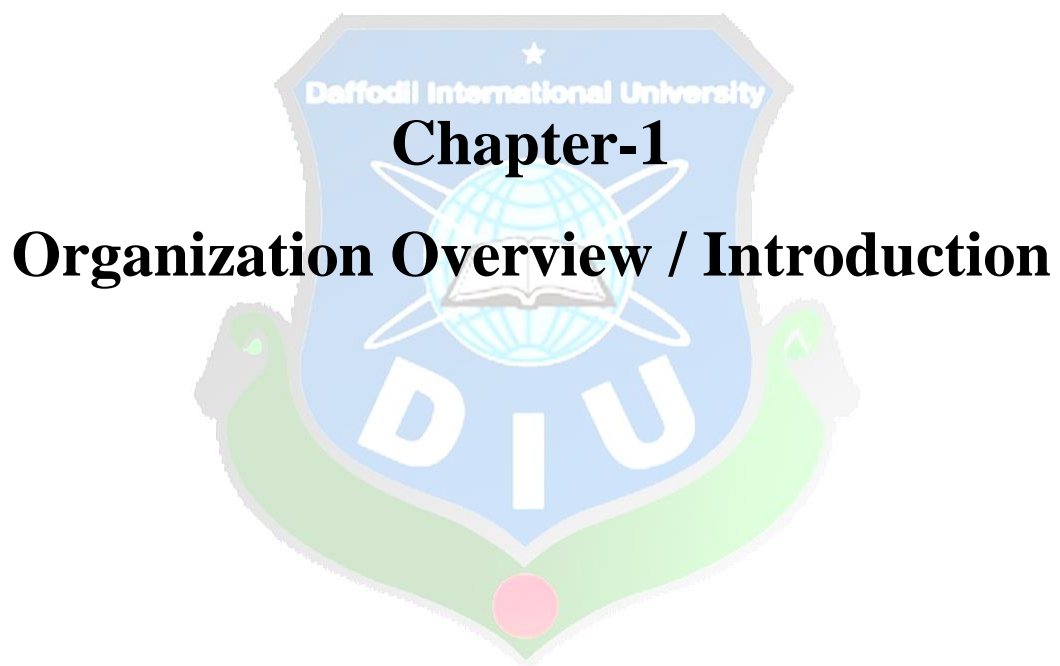
This internship report on the work experience which I have captured as an Intern in the Marketing & Product department of DoktorBhai. From October 6 until January 6, 2020. In this report, I am going to explain my job which I have done in the DoktorBhai. My Job Responsibilities was Daily Sales report update, Target group findings, Competitor analysis, Analyzing customer behavior, App Data Analysis, Customer engagement campaign through digital platform (Facebook, Play Store, YouTube etc), Product features ideation, SWOT analysis etc. Since the inception of DoktorBhai in 2015 in Bangladesh, DoktorBhai is serving the customer continuously with the loyalty. In this report, I have incorporated a rundown with their customer base and the business partners. This report will serve great idea for the market analyzer. DoktorBhai have a great sales & marketing team which always interact with the customer. There is an organization customer hole in Bangladesh, on the off chance that it tends to be lessened, it might make the works for both the gatherings effectively. DoktorBhai is a groundbreaking initiative to facilitate the next generation of healthcare for Bangladesh. At DoktorBhai we offer an online based doctors' appointment service with the facility of an electronic personal health record system, the first of its kind in our country, on both Web and Mobile app platforms. The state-of- the-art IT platform is designed to empower people to take charge of their own health using mHealth. The integration of health-care seekers with healthcare providers such as hospitals & doctors and subsequent discount offers under one umbrella provides a great opportunity for a paperless and cashless treatment process for every individual under the universal wellness program.

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Chapter-1

Organization Overview / Introduction

DaktarBhai

Country's First App Based Platform for Easier Access to the Healthcare which is mainly for the people of urban & semi-urban area. It have full range of Healthcare Service to make an easy connection with people with Healthcare Service provider.

It's started its journey in 2016, within this few years it's got a huge number of client and giving service with a good reputation. Basically the **DaktarBhai** work for the people who are really need emergency healthcare service. As it is a digital platform based service so that its main target is the people who are mostly comfortable with the digital service.



www.DaktarBhai.com

Full Range Healthcare Services Made Easy



Electronic Health Record



Ask A Doctor



Chat with Doctor



Doctor Appointment



Hospitalization



Health Tips



Out Patient Cashback



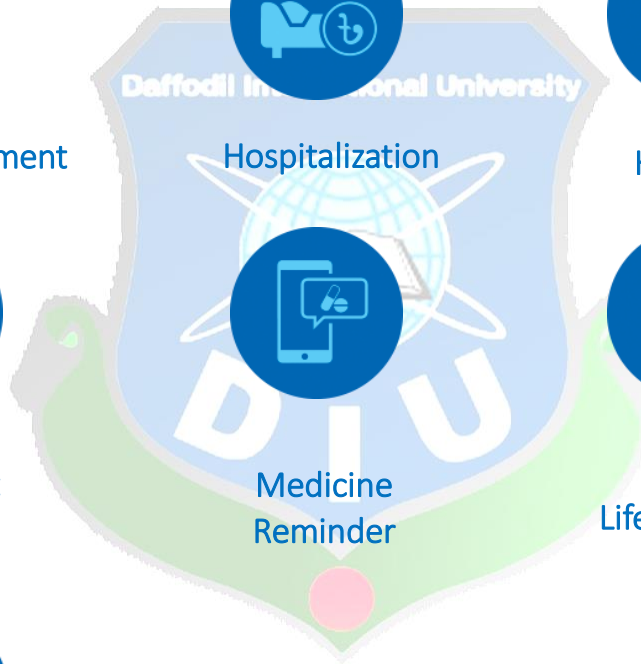
Medicine Reminder



Life Insurance

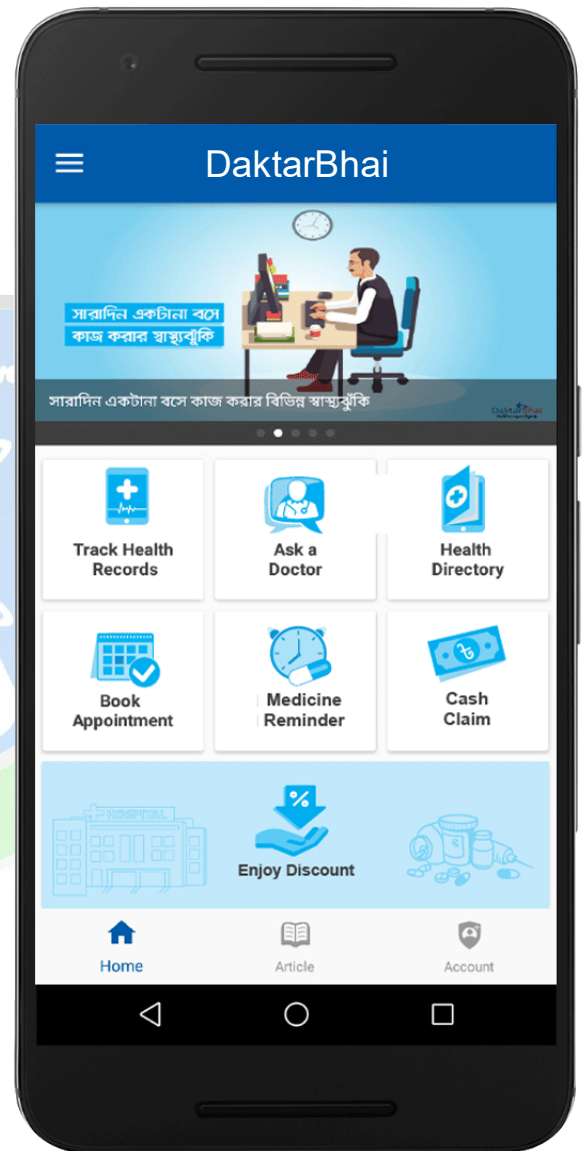


Overseas Treatment



Existing Product

Electronic Personal Health Record (ePHR)
Doctor's Appointment Booking
Ask A Doctor
Discount at Hospitals, Diagnostic Centers & Pharmacies
Insurance Coverage for Hospitalization (Taka 12,000 per year)
Insurance Coverage for Diagnostic Tests (Taka 3,000 per year)
Life Insurance Coverage (Taka 360,000)
Health Directory
Health Blog
Health Tips
Medicine Reminder



Mission & Vision

DaktarBhai is a movement to develop a national health backbone consisting of personal healthcare records of every citizen within an inter-operable system. It raises an awareness regarding the maintenance of health records in an organized and efficient way. The service is meant to be available for all citizens from anywhere and everywhere. Such a data platform has the potential to revolutionize health-service use and delivery, by minimizing cost and time while maximizing effectiveness and value.

Client

DaktarBhai always concern about its client. For that the range of clients are regularly suggesting DaktarBhai to more people and which is really work. The number of client of DaktarBhai is increasing day by day.

Mainly the client of DaktarBhai is the people from urban and semi-urban area, also the corporate houses, industries, private firm and its workforce.



Urban People



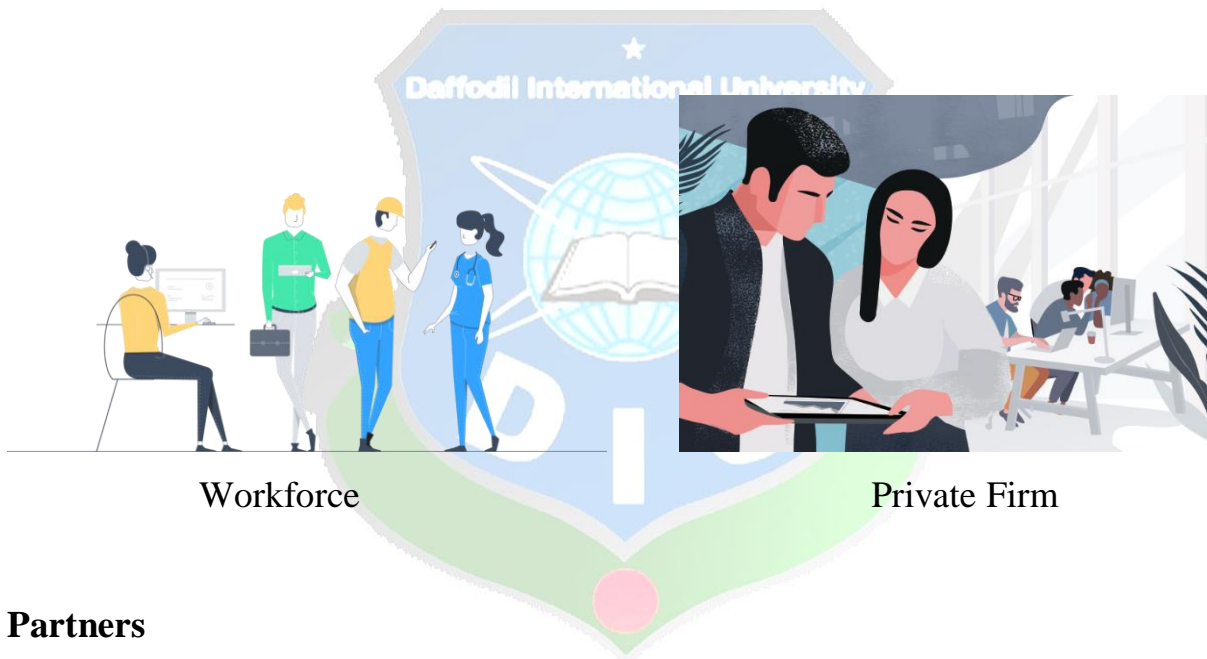
Semi-Urban People



Corporate Houses



Industrial Manpower



Workforce

Private Firm

Partners

DaktarBhai's main corporate partner is Banglalink. Than the Govt. organization **A2i** is the featured partner who are actually run many campaign and providing selling service in union level for DaktarBhai. Lazz Pharma just have signed the contract with the DaktarBhai as online medicine supplier to the user of DaktarBhai who want to order the medicine via DaktarBhai. Also DaktarBhai have partnership with the insurance companies who are supporting DaktarBhai's insurance policies for the client.

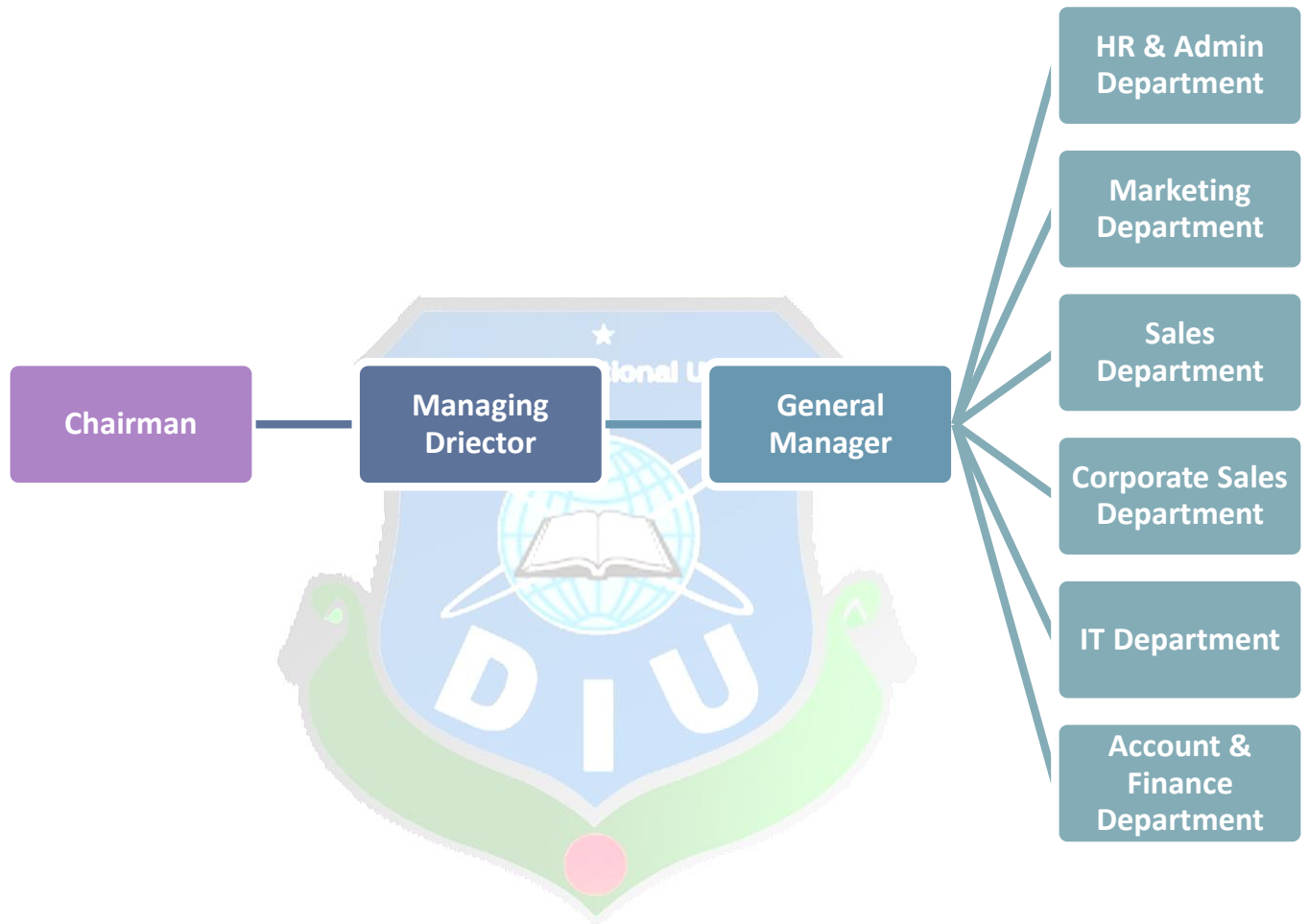
Strategic partners

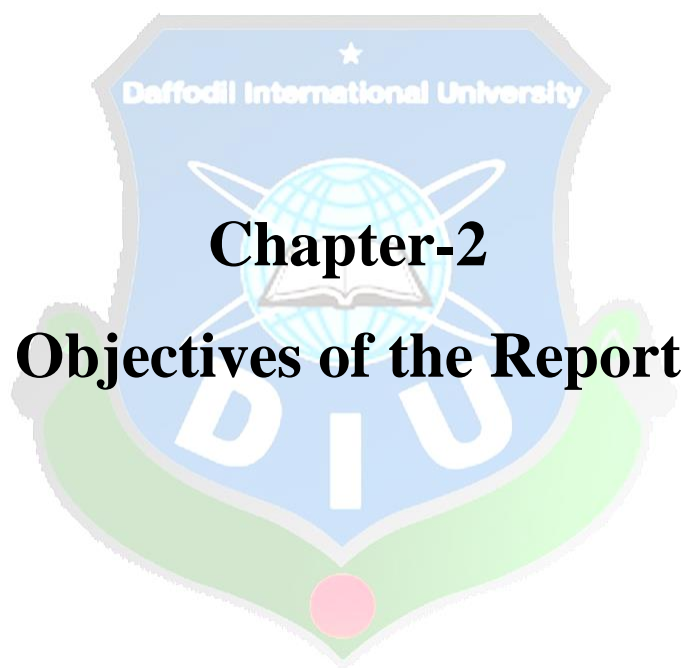
- Banglalink (Largest Telecom Operator in Bangladesh)
- Pragoti Insurance Ltd.
- Thyrocare Bangladesh Ltd
- A2i (ICT Ministry Initiative)
- Lazz Pharma

Background of the Study

The report has been prepared as satisfaction of the halfway prerequisite of the internship program as approved by the Department of Business Administration, Daffodil International University (DIU). The basic objective of the internship program is to give the work experience inclusion to the student under the study and to assemble genuine information from the working association. I am totally satisfied to motivate opportunity to function as an internee in DoktorBhai. The program covers a general time of three-month organization connections with report preparation.

Organogram of DoktorBhai





Chapter-2

Objectives of the Report

The main objective of the report is to fulfill the requirement of internship program of Bachelors of Business Administration (BBA). In this report there are some data has been included to justify the organizational activities. To fulfill my requirement, I just divided my objective into some aspects, such as Board objective and Specific objective.

Board Objective

The Board objective of the report is to learn about the marketing mix strategies and the competitive analysis between DoktorBhai and other digital Healthcare service provider who are doing their business in Bangladesh.

Specific objectives

- To analyze the marketing mix (Product, Price, place, Promotion) strategies of DoktorBhai.
- To analyze the STP (Segmentation, Targeting, Positioning) strategies of DoktorBhai.
- To describe the competitive analysis of DoktorBhai and other digital Healthcare service provider who are doing their business in Bangladesh.
- To Describe the PLC (Product Life Cycle) of DoktorBhai.

Scope of the Study

DoktorBhai is a Product of Health Care Information System Ltd., who are doing their business on digital healthcare solution. DoktorBhai are making the connection between the Healthcare service seekers with Healthcare service provider. The duration of the Study is just only three months. It was not enough to get a full practical knowledge throughout the internship program although I am currently on the internship program. It was very much short time to complete a report. So, I had to complete a report. This report covers general marketing strategy, services, activities, positioning strategy, promotional and Branding

strategy, Customer Relationship Model, Design or segment of the customers of DoktorBhai.

Methodology

The Study requires different sorts of data on present policies, methods of marketing services, activities and operations. Both secondary and primary information accessible have been utilized in setting up this report.

Primary Data Sourcing

Data are collected through observation and questionnaire. Data are collected from both secondary and primary sources. Primary data are collected directly from my job experiences.

Main Source:

- Practical Work Experience.
- Face to Face conversations with the internal associates of DoktorBhai.
- Direct Observation.
- Informal conversation with the clients.
- Direct data collection from the general meeting with internal associates.

Taken interviews of the following person:

- Shawon Muhammad Shahriar, Head of Product & Marketing, DoktorBhai, Healthcare Information System Ltd.
- Enamul Kabir, Sales Manager, DoktorBhai, Healthcare Information System Ltd.
- S M Monzurul Alam, Head of Corporate Sales, DoktorBhai, Healthcare Information System Ltd.

Secondary Data Sourcing

For this study, secondary data have been collected from different source such as different journal, website, news portal etc. The collected data are relevant for the study of marketing activities.

- Daily Report
- Customer List
- DaktarBhai Portal
- Sales record
- Website of DaktarBhai
- Files and folder
- Different online article
- Clients Feedback

Limitations of the Study

- As the study is for the academic purpose, due to some restrictions and constraints of time and cost a comprehensive study was not possible.
- As a start-up company in the market, information's are not easy to get through the internet or some other sources such as any known company. So all the information has been collected from different employees and also from their website and clients in the fields.
- To prepare the report essential steps has been taken to collect more useful information/data from the organization. To do this work I could not collect all the required information.
- Some cases authority does not provides their internal information because of my short time internship period in the organization which is very difficult to collect from any other sources.

The logo of Daffodil International University is a shield-shaped emblem. At the top, it features a white star above the text "Daffodil International University" in white. The central part of the shield contains a blue globe with white latitude and longitude lines, with an open book positioned in front of it. Below the globe, the letters "DIU" are written in large, white, bold font. The bottom of the shield is a green, leaf-like shape with a pink circular dot at its base.

Daffodil International University

Chapter - 3

Marketing Mix Strategies of DoktorBhai

Marketing Mix



The selling combine (also referred as the 4P's) is a foundation model. The selling combine has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target". The major marketing mix tools are classified into four board groups, called the 4P's of marketing:

- **Product**
- **Price**
- **Place**
- **Promotion**

Product

Product means that the goods and services combination of the corporate offers to the target market. A product refers to associate in nursing item that fulfill the customer's need/demand or need. Product perhaps tangible or intangible (Services, expertise or the idea).

The List of Products of DaktarBhai

- DaktarBhai Daily Pack
- DaktarBhai Monthly Pack
- DaktarBhai Yearly Pack
- DaktarBhai Classic pack



Price

Price is the value of the product. In other hand price is the amount of money customer to pay to get or obtain the product. Price is the main variable that has implications for revenue. Price also includes considerations of customer perceived value. DaktarBhai's prices are depends on their services and category. DaktarBhai's have different packages for every possible budget and try to provide best quality service on that budget.

Pricing for the Products that DoktorBhai have

Product name	Price	Validity
DaktarBhai Daily	2 TK(+Tax)	1 Day
DaktarBhai Monthly	60 TK (+Tax)	30 Days
DaktarBhai Yearly	575 TK(+Tax)	365 Days
DaktarBhai Classic	600 TK(+Tax)	365 Days

Pricing Strategy

DaktarBhai deals with a varied market of clients. Within each market segment, closing of deals will differ. Each approach is described as follows:

1. Organization

DaktarBhai have their product for any type of Organization. They have a basic product for organization level which is **DaktarBhai Classic**, any individual also can get this product.

2. Individuals

For the individuals DaktarBhai have Different type of product, which are based on their reliability, need or demand. Such as DaktarBhai offer 3 major type product for the individuals which are **Daily, Monthly, Yearly** Package.

DaktarBhai is taking the following sales strategy too

- Relation build up
- Networking

Place

The DoktorBhai product is available all over the Bangladesh. If anyone want to purchase any of DoktorBhai's product they can find the product in **Retail shop, Banglalink Call Center, Union Center, BTS campaign center, Call center** etc. Place includes company activities that makeup the product available to target consumers. Our office is located on **DevoTech Technology Park, Plot-11, Road-113/A, Gulshan-2, and Dhaka- 1212**. This is quite a convenient place for their regular clients. They also can reach through social media: Facebook, Instagram, LinkedIn and the hotline number, which is **16643**.

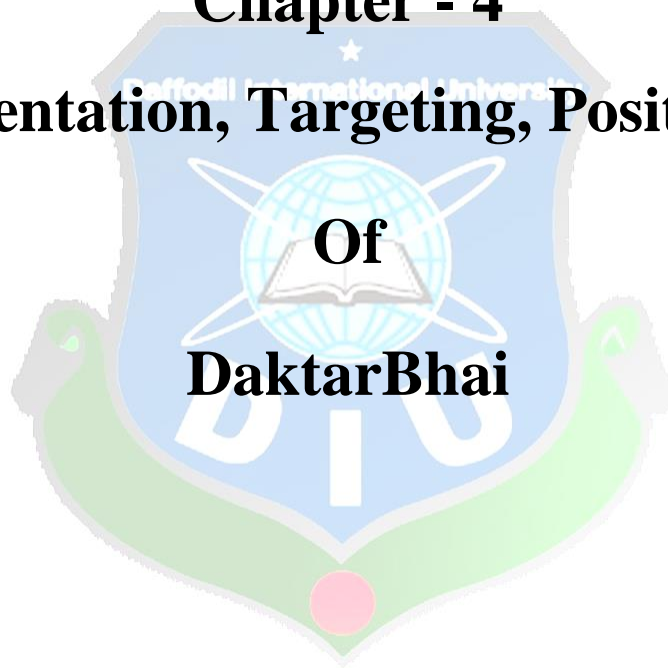
Promotion

Promotion refers to activities that communicate the deserves of the merchandise and seduce target customers to shop for it. Promotion mention to plug communication. There square measure some component like as; advertising, PR, marketing, direct marketing, sales promotion, special supply and public relation.

Communication strategy

- Social media
- Face to face
- 3rd party Reference
- Campaign
- Agent
- SMS
- Advertisement
- Billboard

Chapter - 4
Segmentation, Targeting, Positioning
Of
DaktarBhai



Segmentation, Targeting, Positioning (STP)

The STP Process



Segmentation

Dividing a market into distinct team of patron's **World Health Organization** have completely different wants, characteristics, or behaviors, and **World Health Organization** possibly need separate merchandise or selling programs. A gaggle of customers **World Health Organization** respond during a similar thanks to given set of promoting efforts. The market consists of many kinds of customers, products, and needs. The merchant should confirm that segments provide the simplest opportunities.





Segmentation strategy

DaktarBhai can be distributed into three major segments-

- The Corporate Clients
- Urban People
- Semi- Urban People

The Corporate Clients

There are various organization who are the corporate client of DoktorBhai.

Organization Name	Logo
Elite Force	
SF denim Apparel's ltd.	
TUV SUD Bangladesh ltd.	
Bengal Group	

Targeting

After an organization has outlined its market segments, it will enter one or several of those segments. Market targeting involves assessing each market portions appeal and choosing at least one fragments to enter. A company should target portions in which it would profitability be able to produce the best customer esteem and continue it after some time.

DaktarBhai also set their target customer as individuals, the local companies, local service companies, private and public educational institutions, financial and non-financial institutions, and small businesses. As it is very much difficult to reach all at the same time that the number of customer segments are not reached yet.

- **Differentiated:** In differentiated, DaktarBhai do different in terms of product of product, price, place, promotion for the target customer. They are present the quality and unique services to their clients.

Positioning

It is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products the minds of target consumers. Marketers plan positions that distinguish their products from competing brands and give them the greatest advantage in their target markets.

DaktarBhai are trying to be differentiated by customers, like as

- **Corporate Customer**

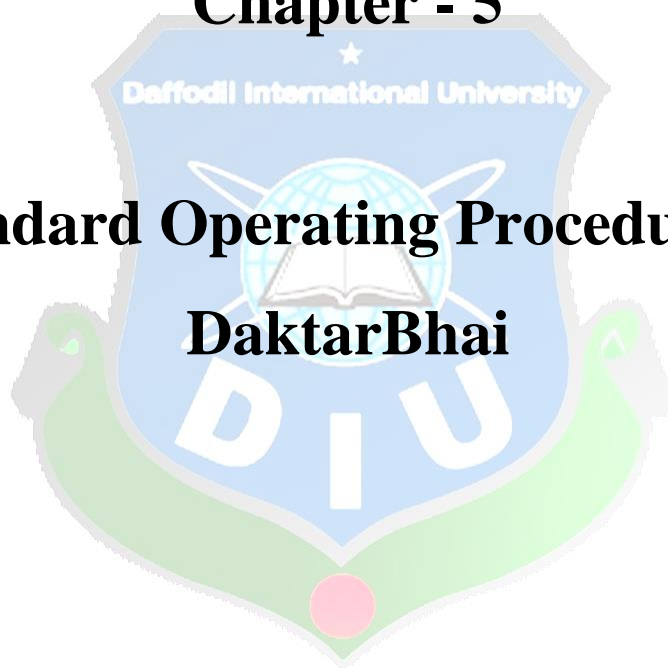
There are many private firm, industry, organization who are really concern about their workforce, their basic need for their workforce is to secure the healthcare. DaktarBhai is trying to make their healthcare choice on DaktarBhai.

- **Individual Customer**

DaktarBhai's main target customer is the individuals who are from the urban and semi-urban area. Any individuals need Healthcare security for their own and their family so DaktarBhai is trying make their first choice for healthcare solution is DaktarBhai.

Chapter - 5

Standard Operating Procedure of DaktarBhai

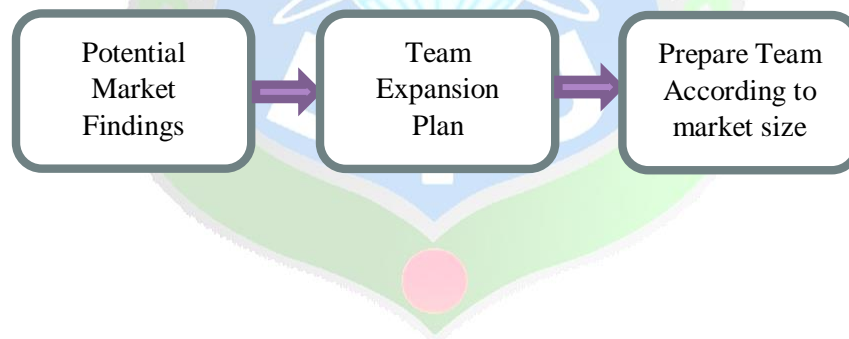


Sales Process SOP

1. **Prospecting**
2. **Preparation**
3. **Approach/Channel**
4. **Closing**

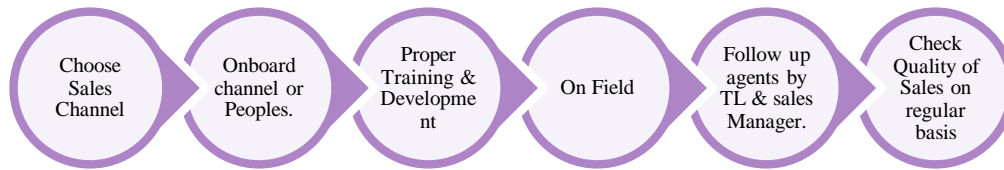
Prospecting- Market Analysis

The first of the seven steps in the sales process is prospecting. In this stage, we will have to find potential market and determine whether they have a need for your product or service—and whether they can afford what you offer. Evaluating whether the customers need your product or service and can afford it is known as qualifying. After understanding the market & target group size designing team size & expansion as Q wise.



Preparation

The second stage has you in preparation to prepare a sales team to graph the market, according to the step one, researching the market and collecting all relevant information regarding the product or service than prepare the team according to the target set up. At this point, we need to develop skilled trained sales team and tailor it to your potential market particular needs.

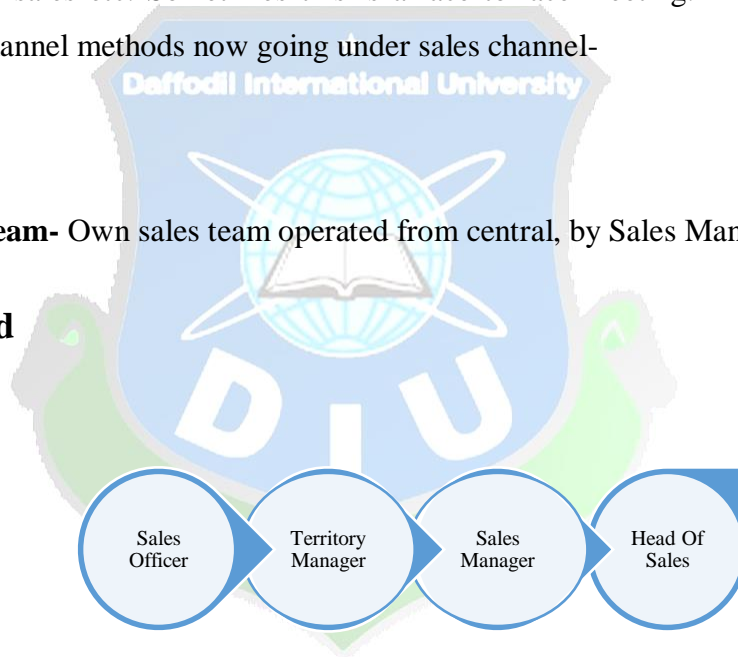


Approach – Channel

In the approach stage, we have to work with multiple channel like direct sales/activation team sales/telesales/agency sales etc. Sometimes this is a face-to-face meeting. There are three/four common approach/channel methods now going under sales channel-

- **Own Sales Team-** Own sales team operated from central, by Sales Manager.

Reporting method



Sales Officer: starting from the beginning, recruit sales officer from the team reference or by posting circular through social media, training & POSM handover by territory manager & sales manager from office. New SO first 7 days' work with existing team to understand the field challenges then Territory manager will assign him in individual area.

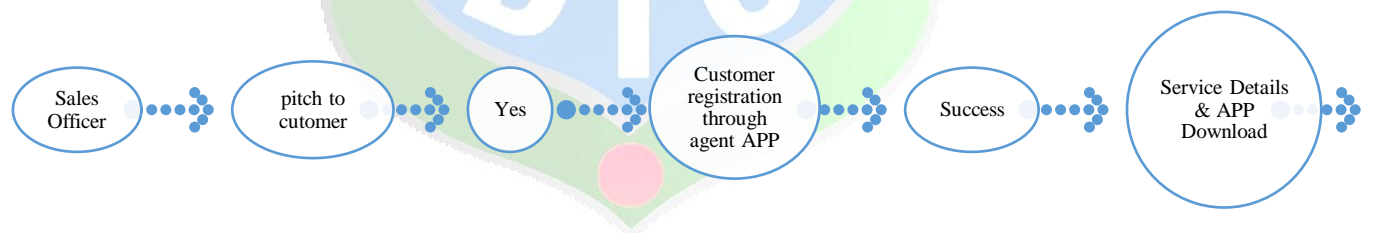
Sales officer acquisition process-



Team leader will get a sales panel dashboard to monitor his team performance in real time.

- **Agency Sales Team:** first step to choose agency who have a good reputation in market & they have the capacity to build team to achieve the target. Set a meeting with agency & discuss the target & territory for q wise, after having fruitful discussion & mutual demand agency will arrange team & DAKTARBHAI will arrange the training of the team, also provide POSM in the same day (Training Day) to agency team.

Sales officer acquisition process-



Agency & agency team leader will get dashboard from DAKTARBHAI to monitor sales officer/team member on regular basis. Based on that agency will claim bill & submit monthly invoice to DAKTARBHAI.

- **Telesales Team:** DaktarBhai will set its own telesales channel through recruiting own agent & own capacity. The following steps are –

- a. Set number of agent's requirement.
- b. Recruitment process start from external source & external source.
- c. Training & mock test.
- d. Process LIVE.



- **BSSP Point/POS:** Agents (Uniform) will visit the potential BSSP point & pitch them about to sell the product from his point. Convince them to example the commission structure & how others BSSP earned from DoktorBhai.

First Step- Greetings & introduce yourself & company introduction.

Second Step- Giving leaflet to BSSP agents & telling the details about DoktorBhai product.

Third Step- Tell them about commission structure plan wise & giving example & picture how others BSSP are earning from HISL by selling DoktorBhai. Best-selling POS motivation.

Fourth Step- based on the interest of BSSP agents, DoktorBhai agent will give him a details product training, telling some USP of the product as reminder.

Fifth Step- fill up form & taking NID/photo details for agent code creation. Valid bKash number of the agent must, shop owner contact details.

Step Six – send the data to team leader/through WhatsApp for code creation & within 10-15 minutes has been created & provide to the agent.

Step seven- after getting the agent code, agent will have to give registration APP training.

Step Eight- POSM placement in the shop. (Leaflet/Sticker/Festoon)

Final Step- add him in regular WhatsApp group & passing at least 30min-1hr till the first sell happen from that point.

Regular Follow-up.

Backend Process-Documentation & continues follow up.

Closing

- Quality Control Sales
- Revenue Calculation
- Commission disbursement.

Quality Control Sales: from backend team randomly check the quality of sales done from all the channels. Based on the QC of the sales, action will be taken such as warning to the agent, Team activities pause, penalize on commission etc.

Revenue Calculation: end of this month every team individually evaluate by how much revenue earning based on the target acquisition & as per business case. Based on revenue booking agents will get eligible for secondary commission & others facilities dependent on that.

Commission Disbursement: each team member eligible to get commission after the consideration of QC & revenue booking benchmark.

After Sales Service & initiatives:

Discount at Partner Outlets:

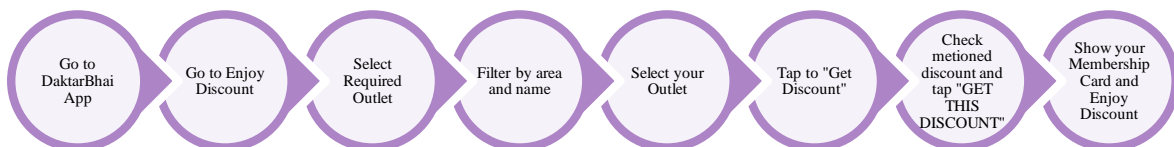
Details process of Discount at Partner Outlets: -

Registered customers are provided with a membership card. Once they show those cards to the partner outlets, they may enjoy the discount. If any customer forgets the card at home s/he can show his/her card from the app. To show the card from the app customer may follow the following procedure:

01. Customer will first login to the DoktorBhai app using his/her account information Doctor's
02. Select the "Enjoy Discount" option
03. Select the desired outlet
04. Partner outlets will have a discount option at the bottom
05. Select "Get Discount" option
06. Then another page will appear with the discount detail
07. Press "Get this Discount" option
08. Then the digital Discount Card will appear
09. Show this card to the outlet and enjoy discount.

Opinion: Not all the outlets have the discount option. May be the agreement is over.

Details process of Discount at Partner Outlets in flowchart:



Additional Information:-

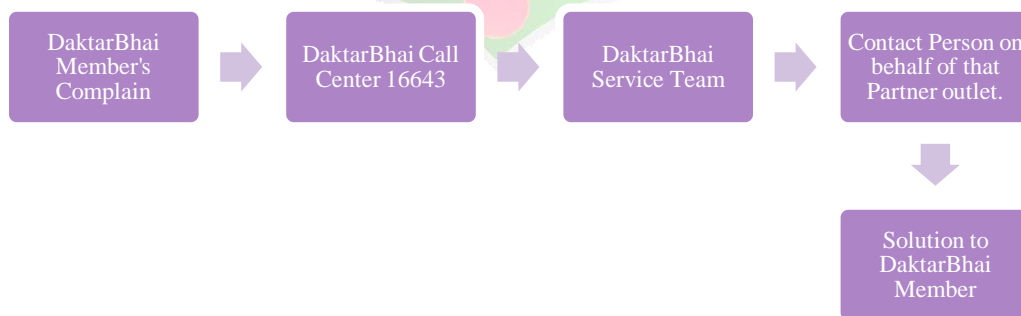
Issues

1. Operating hours (weekdays/weekends/public holidays) of DoktorBhai response team
2. Procedure to solve problems/complaints during non-operating hours
3. Conflict resolution procedure (if a partner declines to provide discount to the customer)
4. Lead time (in minutes) to provide initial solutions to the customer.

Solutions

1. All DoktorBhai partner pharmacy, hospital & diagnostic center will provide their Discount to all DoktorBhai premium members as agreement at 24/7 after showing DoktorBhai membership card (Virtual or Physical Card).
2. Till now we are getting a few amount of complains and that also during our operating hours though we have to increase our manpower to give support and solution related discount at partner outlets.

Here is the procedure to solve problems/complains during non-operating hours:-



3. If this kind of conflict happen to customer then as customer was requested to call DoktorBhai call center he/she will call our call center and we will solve that problem

sequentially as shown in previous flowchart (2.1. Flowchart for solving problem-2) though currently we are well connected to our partner outlets and possibility of happening this kind of problem is very few.

4. Lead time (in minutes) to provide initial solutions to the customer:-
 - a. Operating hours- within 30 minutes
 - b. Non-Operating hours: No complain yet but as our customer is increasing day by day we have to increase our manpower and have to work in various shift to provide service and solutions 24/7.

Ask a Doctor:

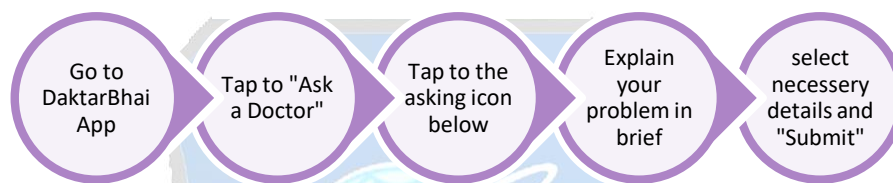
Details process of Ask a Doctor:-

In order to ask a question a customer should follow the following procedures:

01. Customer will first login to the DoktorBhai app using his/her account information
02. Select “Ask a Doctor” option
03. A customer can search for his/her desired problem form the “latest” or “Featured” section
04. Customer can also ask a question by clicking the blue doctor icon at the bottom right corner
05. Customer may ask a question using maximum of 500 characters
06. Select the desired category
07. Select other options
08. Customer can make the query “private”
09. Customer may also provide more information about the problem by selecting “Additional Questions”
10. Then click “Done”

11. After submission the assigned personnel from DoktorBhai checks the query and forward the query to the concerned doctor.
12. It takes maximum 25-30 minutes to provide a reply to the customer
13. Once answered, customer may see his/her reply in the “Your Question” section. (Home>Ask a Doctor>Your Question)

Details process of Ask a Doctor in flowchart: -



Additional Information:-

Issues

1. Operating hours (weekdays/weekends/public holidays)
2. Lead time (in minutes) to answer a question by doctor

Solutions

1. Current situation of operating hours are given below
 - a. Weekdays- Yes
 - b. Weekends- Yes
 - c. Public Holidays- Yes
2. Current situation of specific lead time is within 24 hours.

Doctor's Appointment Booking

Process of Doctor's Appointment Booking:

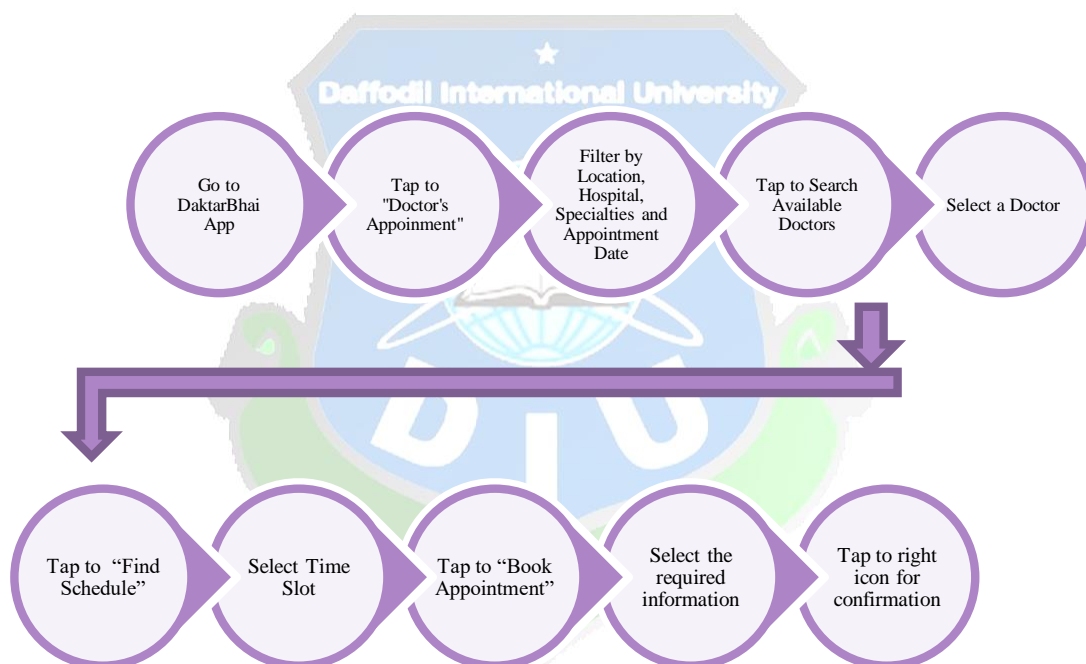
In order to book an appointment a customer should follow the following procedures:

01. Customer will first login to the DoktorBhai app using his/her account information
02. Select the "Doctor's Appointment" option from the home page.
03. Select the desired location and appointment date.
04. To find the desired doctor more easily, customer may check the "More Filter Option" box from where a customer may select his/her desired hospital and specialists or can find doctors all over the selected location based on specialty only.
05. After selecting necessary options press "Search Available Doctors"
06. Select the desired doctor from the list of the available doctors
07. Press "Find Schedule" option to see the available time slot
08. From "Appointment Schedule" page a customer can select a desired date as well as a time slot as convenient.
09. After selecting date and time slot customer will press "Book Appointment" option.
10. Customer will then provide appointment information by selecting the provided options on the info page.
11. After fulfilling the required information customer may proceed further by clicking the blue arrow button at the bottom right corner.
12. This will show the customer a summary of his/her appointment information
13. After viewing all the information customer may submit for booking an Appointment for the desired doctor.
14. After submission a confirmation message will pop up.
15. Press ok and this will direct the customer to the Appointment page.
16. Customer may see the appointment detail from Account>History>Appointment
17. After the submission form the customer, a customer care agent attends that query.

18. Customer care agent contacts the mentioned hospital and confirms the appointment of the desired doctor at the desired time slot.
19. After confirmation the customer care agent calls the customer and confirms his/her appointment and customer will get a conformation email in details.

Opinion: Customer does not have any option to cancel the appointment from the app.

Details process of Doctor’s Appointment Booking in flowchart:-



Additional Information:-

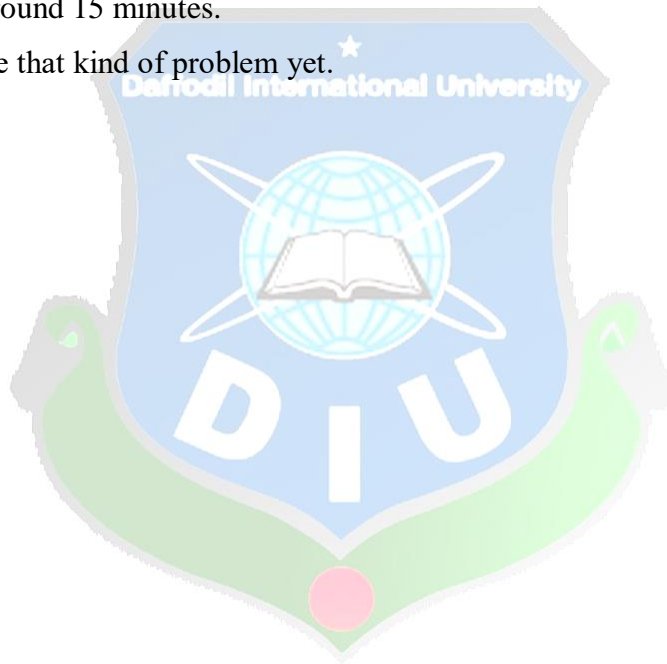
Issues

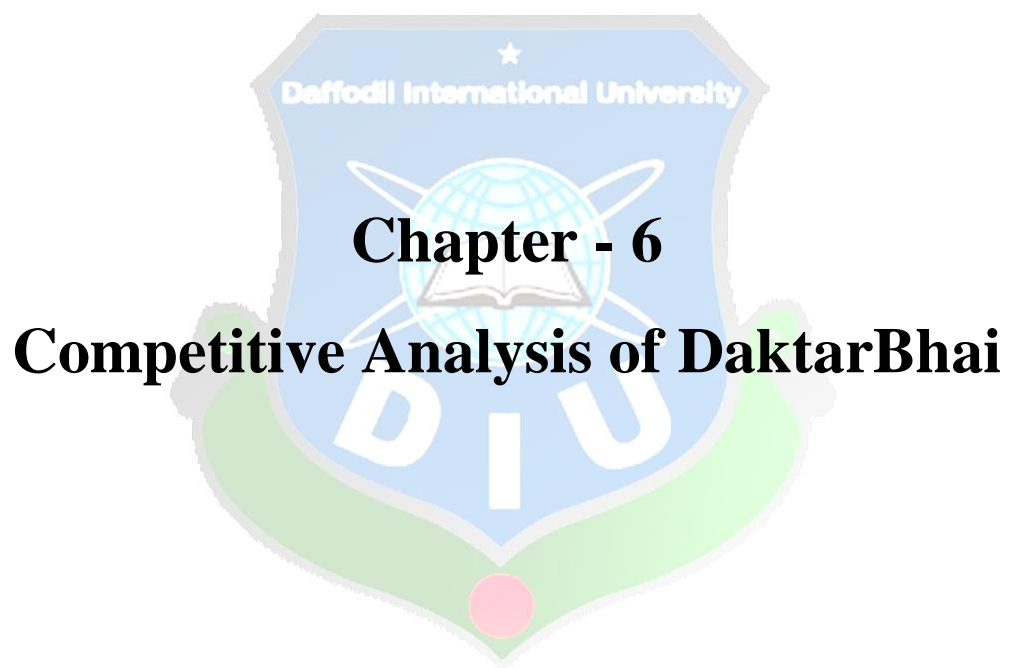
1. Operating hours (weekdays/weekends/public holidays) of DoktorBhai response team
2. Lead time (in minutes) to confirm an appointment to customer(s)

3. Conflict resolution procedure (if appointment confirmed by DoktorBhai but the hospital denies it to the customer later on)

Solutions

1. Current situation of operating hours are given below
 - a. Weekdays-Yes
 - b. Weekends-No
 - c. Public Holidays-No
2. Lead time- Around 15 minutes.
3. We didn't face that kind of problem yet.



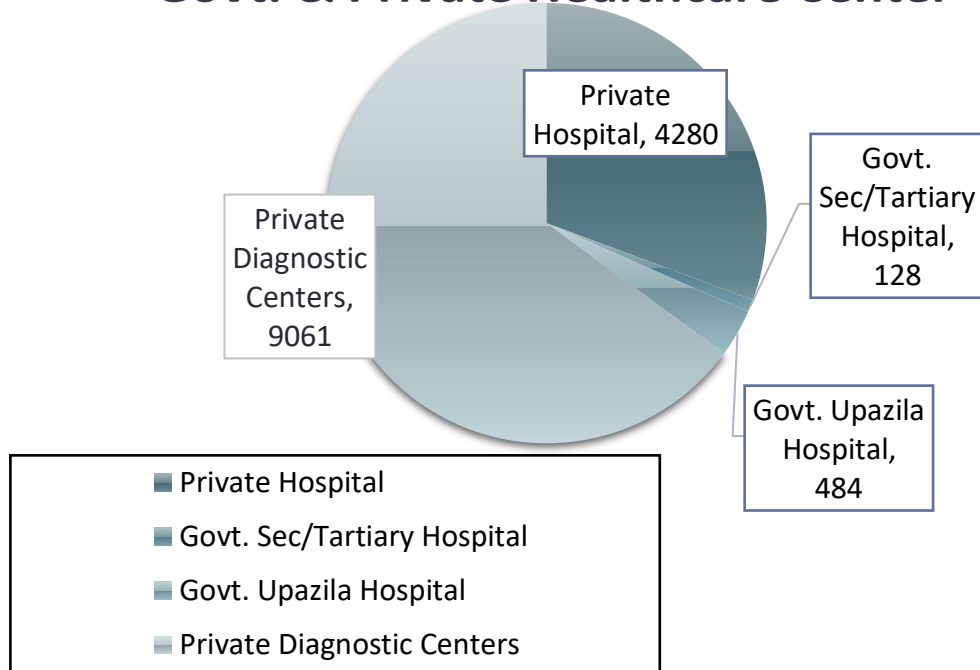


Chapter - 6

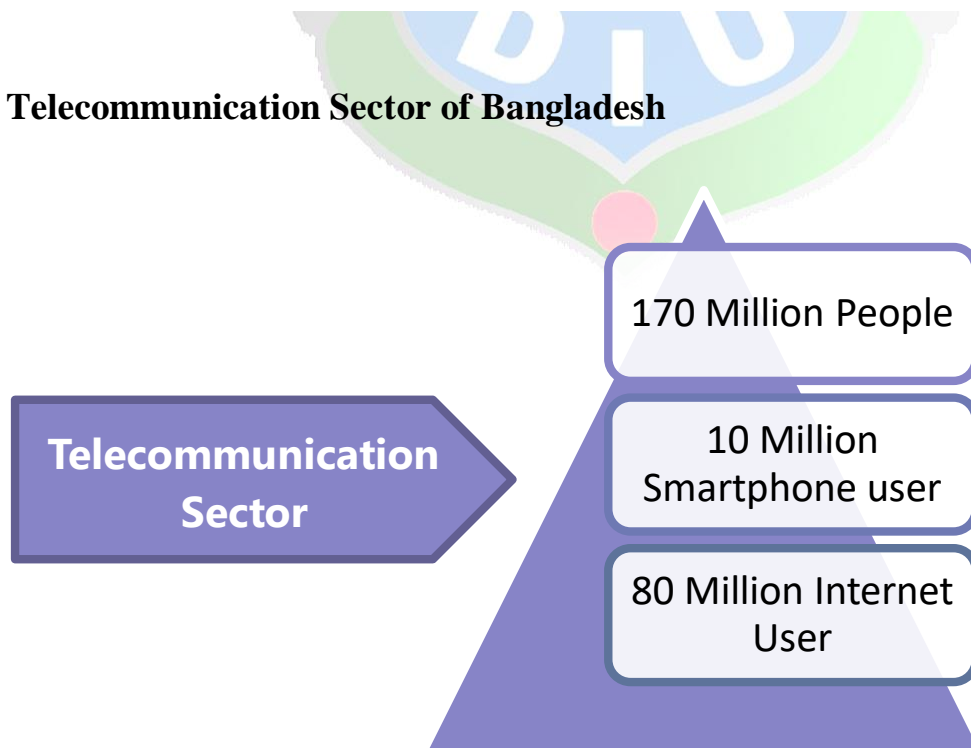
Competitive Analysis of DoktorBhai

Health Sector of Bangladesh

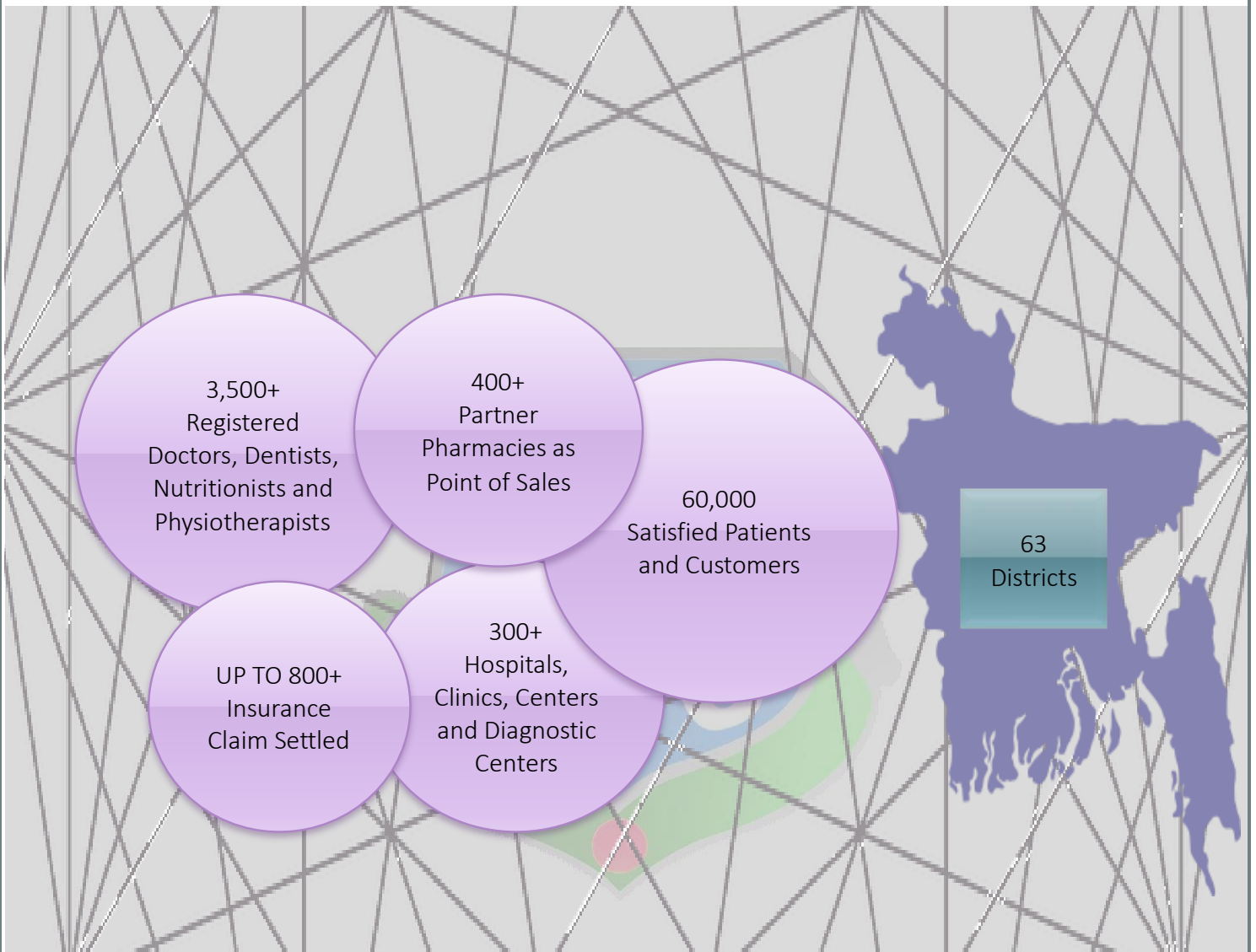
Govt. & Private Healthcare Center



Telecommunication Sector of Bangladesh



DaktarBhai have the strongest network in Bangladesh



Comparisons between DoktorBhai & other Healthcare Service Provider

Services	Daktarbhai		Tonic			Doctorola		Milvik	
	Classic	Regular Daily, Monthly, Yearly	Monthly(47TK)	Monthly(126 TK)	Monthly(296TK)	E-Shastho (600TK)	E-Shasto(300TK)	Milvik Robi	Milvik MFS
Track Health Records	Yes	Yes	No	No	No	No	No	No	No
Health Directory	Yes	Yes	No	No	No	No	No	No	No
Discount Benefit From Partners	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Doctors' Appointment Booking	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Ask A Doctor-App	Yes	Yes	No	No	No	No	No	No	No
Health Blog/App-Web	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Health Tips (Through App)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Medicine Reminder/App	Yes	Yes	No	No	No	No	No	No	No
Sleep Reminder/App	Yes	Yes	No	No	No	No	No	No	No
24/7 Dr. Consultation/Call	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Doctors Chat	No	No	Yes	Yes	Yes	Yes	Yes	No	No
Cash-Back On Hospitalization	360,000	Yes	25,000	10,000	10,000	20,000	10,000	30,000	Yes
Complimentary Life Insurance	10,000	Yes	No	No	No	40,000	20,000	60,000	Yes
Opd Cash Back	No	No	No	No	1,400	4,000	2,000	No	No
Accidental Coverage	20,000	Yes	No	No	No	No	No	No	No



Chapter -7

Findings from the DoktorBhai

Problem of DoktorBhai

DoktorBhai have good market place where DoktorBhai is going to be a market leader very soon but although they need some attention on some specific improvement, which improvements are really need for DoktorBhai to go beyond to the market success.

24/7 Doctor Call

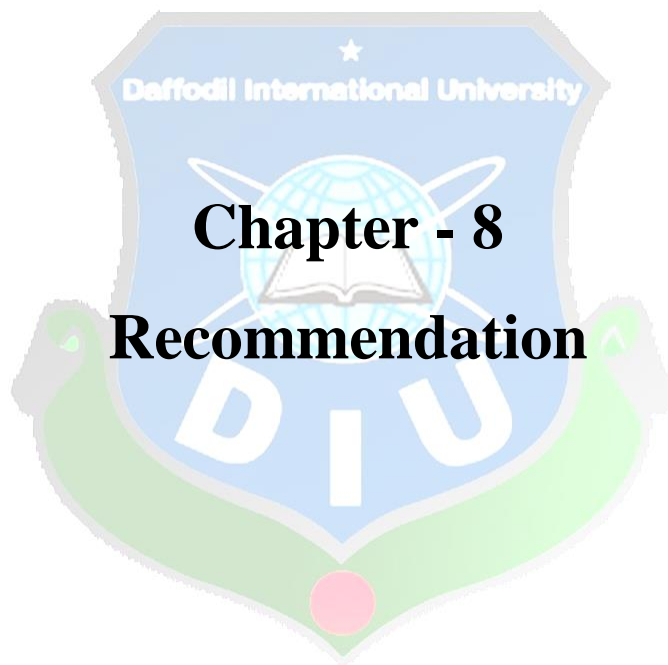
DoktorBhai don't have the 24/7 doctor call feature which is really surprising. In today's time every people is want easy access to talk with a doctor in case of any emergency situation or primary doctor consultancy. Where most of the competitor of DoktorBhai have is feature but DoktorBhai is absent from this feature market.

Doctor Chat

DoktorBhai have an unique feature which ask a doctor but I don't think now a days this feature a long lasting feature, because in this feature user can post his/ her question for the doctor and the related doctor will answer or reply for the question that's good but user will feel more comfortable if they can chat with the doctor for a certain time. So in my opinion this a problem for DoktorBhai.

Promotional Activities

DoktorBhai use many promotional activities but in my opinion I don't think that's enough to attract the customer towards DoktorBhai. Other competitor are using more promotional activities to get recognize and attract the customer. So this term also missing in DoktorBhai.



Chapter - 8

Recommendation

How to solve the Problem

As we already talk about DoktorBhai's problem which are not the huge problem but need some attention to solve these problem. These minor problems sometimes affect the market, that time the customer will get confused where to go and they will choose the easy option available in market.

24/7 Doctor Call

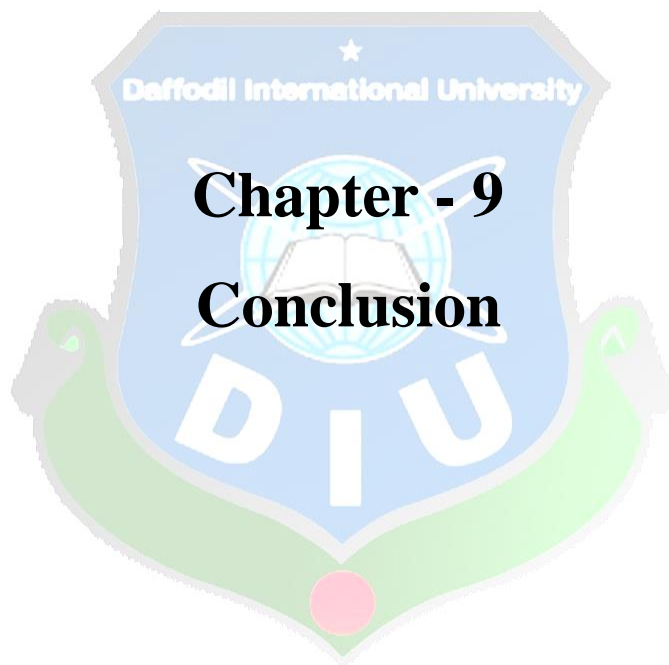
I think to solve this problem DoktorBhai need to recruit a care team who can give the primary medical support such as the team should be intern doctor who have good medical knowledge to solve primary problem of the user, if the problem is not a basic they will refer the user to the hospital.

Doctor Chat

As we already know that DoktorBhai have a unique feature **Ask a Doctor** feature that is good but not applicable for new generation market place. Some people are seems confused at the time while they ask a question to the doctor if there will not have an option to reply or random chat with the doctor the user can be confused at that time and for ask a question again is a lengthy process so I think to make the software use more comfortable for the customer DoktorBhai should add doctor chat feature.

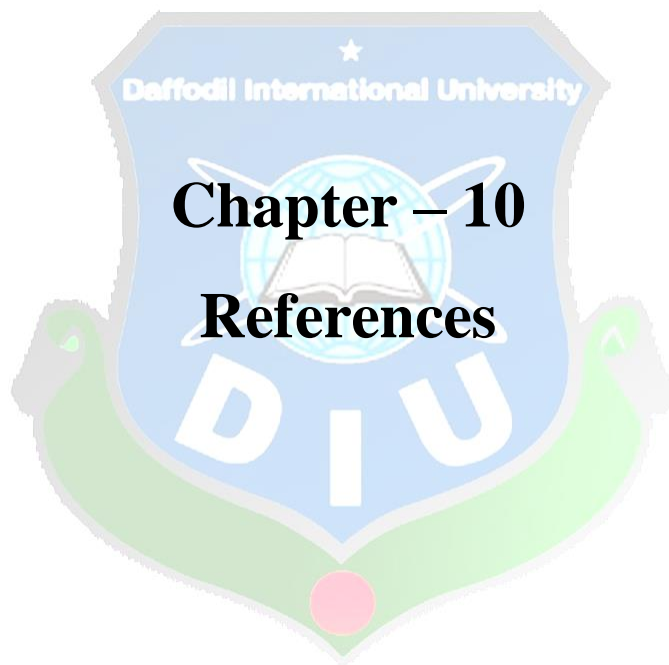
Promotional Activities

DoktorBhai have partnership with the No 1 telecommunication operator which is Banglalink but they are not well recognize by many people because of their low attention towards the promotional activities. In other hand the competitors of DoktorBhai are really more conscious on their promotional activities. So that, If DoktorBhai want to well recognize by more people in the marketplace they have to add promotional strategy and start more promotional activities for the next.



The Last Word about the Experience

Working in a Healthcare solution firm is a great opportunity for me. It's a very much exciting for me to learn such an organization where the employees are really helpful and supporting. I am happy to the point that, I could finish the last period of my undergrad life working in such a public healthcare supporting organization. For a youthful blood like me working with the inventive personalities and experts unquestionably was a Precious ordeal for me. The workplace and individuals there were extraordinary like home. We used to have a great time, work recently with high consolation since we had a feeling that, we are working for the customer as well as for the country and its kin. In this organization I passed my 3 month of internship period but learn a lots of thing which are really effective for me in my future career. Some things I learn here which I never know which are the most necessary things for a person in a corporate world. In this challenging market this experience will help me to improve myself for my next step. I worked with some people who always give me the right guidance to the right thing. As a marketing student I had to know about the market place and had to know the right way to reach to the customer and this organization give me the opportunity to learn these thing. In the beginning of my internship I was so much nervous because of the adjustability of mine in a new place where everything new for me, but truly now I can say that from today I can be a part of any organization which I learn from this organization. This organization make me adaptive in any place or with any people which is the most valuable thing in corporate world. This has been an extraordinary learning background for my profession. All of these now I can say that this three month internship period of my Bachelor degree is the most valuable and essential learning for me.



Chapter – 10

References

Data used sources

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- <https://www.thedailystar.net/business/telecom/news/banglalink-launches-healthcare-platform-daktarbhai-1789312>
- <https://bdnews24.com/health/2019/08/22/banglalink-launches-digital-health-service-platform-daktarbhai>
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