

# AN ANALYSIS OF THE MARKETING ACTIVITIES OF OPTIMUS NETWORK

Sept 13, 2022  
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## “An Analysis of the Marketing Activities of Optimus Network”

Submitted To:

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Date of Submission: 13th September, 2022



## Letter of Transmittal

**September 13, 2022**

**Professor Mohammad Masum Iqbal, PhD**

Faculty of Business & Entrepreneurship  
Daffodil International University (DIU)

Subject: Submission of Internship Report

Dear sir,

I am delighted to submit my internship report, which is titled “An Analysis of the Marketing Activities of Optimus Network”. While doing the study and creating reports, I was able to put my knowledge and talents to good use. I made every effort to locate relevant material based on my work. Your heartfelt compassion would be greatly appreciated for my unanticipated inadequacy in the report. I truly appreciated your patience and reinforce.

I sincerely predict that you would be kind enough to accept my report for appraisal and obliged thereby

Sincerely Yours

Md Alamin Sharkar

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## Declaration

I am Alamin Sharkar hereby declare that the report of internship program titled as “An Analysis of the Marketing Activities of Optimus Network” is individually prepared by me and also with the working practice on ‘Optimums Network’.

I certify that the report was written only for the purpose of meeting my academic requirements and not for any other reason. I can also guarantee that this study was not written by any other academics because it is entirely based on my research.

**Sincerely Yours:**

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## Certificate of Approval

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Optimus Network prepared by Mr. Alamin Sharkar, ID No-123-14-882, as a requirement of MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

**Professor Mohammad Masum Iqbal, PhD**  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University (DIU)



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## Preface

The motivation for this study stems from my desire to improve cable networking in remote locations. There will be a larger need to access estate evidence made with outmoded technology as the globe goes farther into the digital age, generating massive amounts of data and born digital content. How will we have access to this happiness? It is my ambition to not only discover, but also to advance tools that will help future generations overcome barriers to access. Without a strong support system, I would not have been able to achieve my current level of accomplishment. First and foremost, my parents, who encouraged and supported me with love and understanding. Second, my bosses, who have all been governed by patient counsel and guidance throughout.



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## Acknowledgement

First and foremost, I would like to express my heartfelt gratitude to Almighty Allah for guiding me through all of my life's challenges and pointing me in the correct direction. Allah is the one who has made my journey easier and more pleasant. I'd like to express my gratitude to the management of 'Optimus Network,' particularly the company director, for providing me with a pleasant working atmosphere in which to complete my report and internship. My heartfelt thanks go out to the honorable Dean and my supervisor, Pedagogue Mohammed Masum Iqbal, who has guided me from the start. His inspection and inspiration have given me the confidence and vigor to attain this life-changing experience.

Sincerely Yours

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## Executive Summary

This report provides an analytical overview of Optimus Network's marketing operations. Both theoretical and practical cognizance have been employed to justify the whole marketing efforts in order to justify existing practices and build future strategies to achieve prosperity.

Cable television networks in Bangladesh are facing a massive challenge. In my study, I'm attempting to identify marketing possibilities, barriers, and future plans so that we can provide high-quality networks at competitive pricing. In addition, I've highlighted the comparison with Aksh TV and other Cable TV providers. I also create a strategic plan, a marketing summary, market trades and market magnification, a SWOT analysis, a competition analysis, and a competitive advantage.

The paper emphasizes "An Analysis of the Marketing Activities of Optimus Network." A wide range of hard and soft skill development programs are available. The only organization in Bangladesh that can accommodate MMDS patients.

The purpose of this report is to identify Optimus Network's accommodations and to explain pricing by graphically assessing marketing demand based on activities. I also emphasized Optimus Network's competitive edge in this research, where we coordinate marketing segmentation, SWOT Analysis, and introduce brand management solutions.

The report is broken into five chapters, each of which discusses the exordium and formalities that must be followed in order to make a report worthy. The second chapter is concerned with Optimus Network's background and history. Accommodation, programming, and marketing activities are the focus of the third chapter. The fourth chapter discusses my findings and recommendations, the fifth chapter discusses the report's conclusion, and the final section comprises abbreviations and references. I optically canvassed Optimus Network's entire activities in order to plot my findings and optical discernment in this report.





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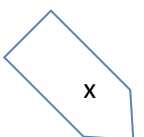
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# *Chapter One*

Introduction to the Study



## Introduction of the Study:

Internships are an excellent way to display one's enormous talent. Every subject should require us to learn something practical; otherwise, our education will be incomplete. Internships are extremely important for students to justify themselves, and they provide an opportunity for teachers and supervisors to justify themselves for a better future. Every course has a subject, and internship is considered the final course by varsity authorities. After that, he or she will be a graduate. It is critical to select an organization for internship that is superior to another. As a result, one can learn a lot from the organization. As a Marketing student, I went to Optimus Network to finish my course and feed my desire to learn as much as possible. I am currently working as an intern for Optimus Network. So far, whatever I have learned from books has not been too dissimilar, but it is too difficult to understand how an implement marketing strategic to the market and actually works by relying on books. The language of books is not as vibrant as the language of in-house practice. It is extremely beneficial to my future Marketing career.

## Origin of the Study

The internship report was created as a requirement for acquiring practical experience in study areas as part of an MBA degree. Because I am the CEO of Optimus Network, I thought it would be a good idea to do my internship there and provide a report on the marketing side so that we can further grow this sector.

Day by day, the networking systems change with the passage of time. The company must consider both marketing and demand while making decisions. Furthermore, I accept vicissitudes like as globalization, technological development, and worker diversity. The marketing department must collaborate with other departments and encounter problems.

I had to complete an internship and submit a report on my findings as part of my MBA requirements at Daffodil International University. I was studying MBA (Major in Marketing) as a prerequisite for the MBA program, and I was also working as the CEO of Optimus Network. I started by optically canvassing and amassing as much information as possible from Optimus Network, and I prepared a project called "An Analysis of Optimus Network's Marketing Activities." Theory will never be useful without real experience. As a result, the MBA program is structured in such a way that students can gain practical experience. A student must complete a practical orientation in an organization, where he or she is required to experience all of the responsibilities associated with each punishment.



## Objective of the Study

The study has been carried out for the following objectives

- ✦ To explain the marketing strategies of Optimus Network;
- ✦ To Identify the service of Optimus Network;
- ✦ To illustrate the pricing, distribution and promotional activities of Optimus Network;
- ✦ To identify problems related to marketing activities of Optimus Network;
- ✦ To make recommendations to solve the problems;

## Methodology of the Study

I learned several methodologies in the study process as a result of my school background. As a result, in this research, I was able to use my educational skills in a practical setting. I gathered information from a variety of sources:

### A. Primary Sources:

- Individual meetings with Optimus Network officials in an unstructured manner are used to collect primary information.
- Conversations with the directors, managers, officers, and employees face to face.
- Direct surveillance of Optimus Network Accounts and Finance, Marketing, and Sales Division activities.

### B. Secondary Sources:

- The internet is also utilized as a theoretical information source. ([www.lawinsider.com](http://www.lawinsider.com))
- Websites and newsletters from cable television are also employed as important sources (<https://electronics.howstuffworks.com/cable-tv.htm>).
- Optimus Network's prospectus
- A recent Optimums Network handout for distribution.



## Scope of the Study

In this study, I attempted to do a complete analysis of the Optimus network's marketing operations, categorizing the quality of lodging and providing a detailed report on marketing activities. Additionally, student experiences, student accommodations, and educator comments have all been used to develop the concept.

## Limitation of the Study:

The confinements of the report including the accompanying:

- Lack of time: The inquiry was seriously limited by its time constraints. The investigation's budget was inadequate. Since one student had to go to work and complete the review in this short period of time. Due to time constraints, I was unable to speak in-depth with experts and concerned individuals, which would have been extremely helpful for setting up. As a result, the report might have been much more comprehensive.
- Administrative mystery: Another important problem is that every privately owned company maintains some level of deal secrecy that was not anticipated. The specialist discharged a lot of information.
- Lack of Satisfactory data: The essential information I needed was missing.
- Limited knowledge of business activities involving materials.
- Lack of self-knowledge on report reading was another barrier to creating a top-notch report.



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# *Chapter Two*

## Organizational Overview





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## An Introduction of Optimus Network

With the goal of delivering 'Dish TV Service,' Optimus Network was founded in January 2018 by an experienced team of MMDS executives. It is committed to reaching this goal by employing MMDS technology to distribute quick and dependable Dish accommodations in new regions. Multichannel Multipoint Distribution System (MMDS) is a broadcasting and communications system that uses ultra-high-frequency radio waves and is also known as wireless cable. It was intended to be a replacement for traditional cable television (TV). In MMDS, a medium-power transmitter with an omnidirectional broadcast antenna is placed at or near the highest topographical point in the intended coverage region with an omnidirectional broadcast antenna. In level terrain, the workable radius can be up to 25 miles (significantly less in hilly or mountainous areas). Each subscriber receives a small antenna as well as a converter that may be positioned next to or on top of a traditional television set. There is a monthly cost, similar to what you'd pay for satellite TV. In January 2018, Optimus Network opened its first commercial accommodation in Sirajganj. Optimus Network is a young and enthused firm that provides prompt and dependable Dish TV services to residential and business customers in the Sirajganj district of Bangladesh. Optimus Network believes that everyone should be able to have trouble-free access to Dish Accommodation and the world of possibilities it provides.

Each subscriber receives a small antenna and a converter that can be placed next to or on top of a regular television set. There is a monthly fee, comparable to what you would pay for satellite television. Optimus Network opened its first commercial facility in Sirajganj in January 2018. Optimus Network is a youthful and energetic company that delivers reliable Dish TV service to both residential and commercial customers in Bangladesh's Sirajganj area. Everyone should be able to have trouble-free access to Dish Accommodation and the universe of possibilities that it offers, according to Optimus Network.

Optimus Network is launching in Sirajganj first, but plans to expand to other cities across the country quickly. It takes a lot of skill to develop a network like this. As a result, the business gathered a highly aptitudinal team right here in Bangladesh to develop a company dedicated to improving the Dish TV experience for millions of consumers — not just in Sirajganj, but ultimately throughout Bangladesh.



## Optimus Network's technical overview

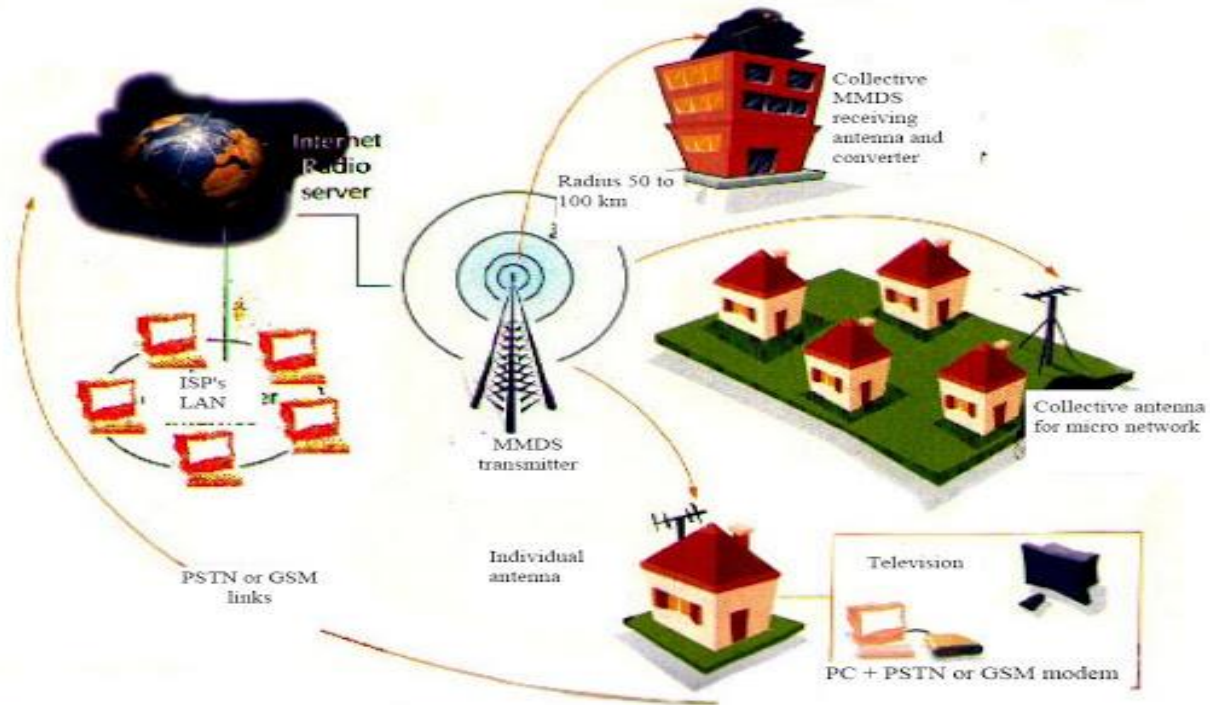
### Multipoint Distribution Service (MMDS)

Multichannel Multipoint Distribution Accommodation (MMDS) is a multichannel broadcast facility that operates in the frequency band of 2.0 to 2.9 GHz. It's intended to be a POINT-TO-MULTIPOINT broadcast facility capable of distributing several channels of digital or analogue television programs, as well as internet access, telephone, and data transfer services to individual reception sites. Individual households, multiple dwelling units, and business locations are served via channels including video, audio, and data transmitted from a central location. "Wireless Cable Television" is a term used to describe MMDS systems that can be set to exclusively provide television.

#### How Does MMDS System Work?

A typical wireless cable system's architecture can be broken down into two basic nodes: transmitting and receiving locations. The primary or "HUB" node of the MMDS system is the transmitting location.

Programming data is typically delivered to an MMDS system by satellite, although it can also be generated locally or from pre-recorded video cassettes. These signals are fed into discrete transmitters, where they are modulated and up-converted.



## The Objective of the Company

A business objective is a quantifiable outcome that an organization wants to achieve. The SMART goal method, which stands for specific, measurable, achievable, relevant, and time-based, is used by many business professionals to create objectives. A firm can be built on a strong client base and a professional, motivated team, but in order to expand, it must have specific goals. Setting goals for your business shows that you are dedicated to growing it in particular ways. Setting goals for your team will help them focus on defined objectives and areas for growth if you play a leadership role. Our core value are given below:

Collaboration: to collaborate successfully and efficiently in order to achieve organizational goals and feel a sense of accomplishment.

### Great Viewing Quality:

Enjoy a genuine HD viewing experience with crystal-clear audio and video.

### Dynamic World of Optimus Network:

Enjoy a variety of well-liked TV stations to keep you captivated!



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**Innovation:**

To consistently develop, promote, and apply unusual and unique ideas and technology that support corporate growth.

**Knowledgeable customer support:**

To anticipate, understand, and fulfill internal and external customers' needs while guaranteeing high levels of service delivery and customer satisfaction while adhering to the "customer comes first" approach.

**Variety of Qualities:**

With a variety of recharge options, a program guide, a list of your favorite channels, a program reminder, and parental control, you may enjoy TV like never before!

**Comfortable Consumer Experience:**

Our HD Set Top Box's small size, light weight, and appealing user interface will keep you competitive.

## Our Vision

We exist to assist our customers in getting the most out of their Dish TV service; we are here to assist.

## Our Mission

Optimus Network is the first ever MMDS service to be launched in Sirajganj, Bangladesh, with the goal of winning the hearts of millions of people via its commitment to providing high-quality services that will transform the entertainment business in the city.



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# *Chapter Three*

## Organizational Structure



## Organizational Structure of Optimus Network:

An organizational structure outlines how tasks are assigned, coordinated, and overseen in order to achieve organizational objectives. The basis upon which standard operating procedures and routines are built is provided by organizational structure. It decides who gets to take part in what decision-making procedures and how much their opinions influence the organization's activities. Organizations are a type of clustered entities, and organizational structure can be thought of as the lens or perspective through which people view their own organization and its surroundings. Depending on its goals, an organization can be set up in many different ways. The organizational structure will dictate how an organization performs and runs.

## Departments of Optimus Network

- HR Department
- The sales & Marketing
- Sales and Distribution
- Financial and Commercial
- Customer Service Operation
- Coverage and Distribution

## HR Practice

Administration and Human Resource: As the name implies, this department is divided into three basic departments. Contract, Licensing, and Protocol & Regime are all handled by the Administration section. Purchase & Support, Estate & Properties, Maintenance & General Security are all under the purview of Purchase & General Maintenances. The Human Resource department is in charge of recruiting future personnel. This department is also in charge of keeping the personnel database, as well as leaves, attendance, health care, and other related topics.

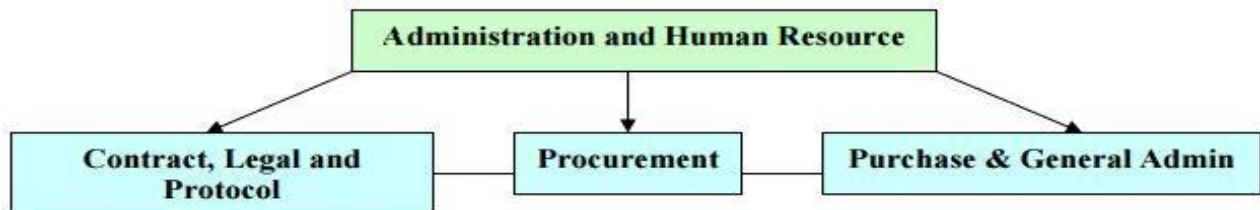


FIGURE-02

Even though Optimus Network is a new firm with a small staff, they are eager to manage their personnel through HR practices. Employees at Optimus Network are distributed across four layers. They currently employ 76 vivacious individuals to run their business.



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The CEO is the company's leader, and functional managers such as senior managers, managers, and assistant managers' report to him. Senior executives and executives, on the other hand, report to functional managers. Optimus Network creates synergy among its personnel and increases the efficacy of their combined effort by using these 4-layer human resource distributions.

## The Sales and Marketing division's roles

This division's main marketing goal is to capture a significant market segment that will generate the most revenue by passing on high-end Wireless Dish TV service directly or indirectly.

### Senior Vice President

The office of the Senior Vice President of Sales and Marketing Division is in charge of coordinating marketing efforts across the organization and providing top-level management with a comprehensive view of the market.

### Vice-President

The division's Vice-President is responsible to the division's SVP and manages the company's product and business growth scenarios. He is in charge of the Sales Division, which means he is in charge of all sales channels.

### Channel Sales

The associate vice president in charge of channel management has the critical task of establishing marketing channels via which packages are given to customers and feedback is received. This department is in charge of weeding out inexperienced dealers and motivating existing dealers to market Optimus Network bundles to their clients in their respective locations. This section is also in charge of visually ensuring that each dealer has an excellent support network and that they are satisfied with their monetary or non-monetary rewards.

### Marketing Department

Optimus Network marketing team is working nicely. Marketing department has three sub departments. These are....

1. Product Development
2. Branding
3. CSR/PR

### Development of New Products:



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This section is in charge of determining the new features that will attract current and potential clients. One of the company's most important departments is product development. This section must consider profit and cost when establishing preliminary packages and tariff plans. Under all of these restraints, the department has been developing enthralling and incipient features that attract clients. The product team is constantly working to develop new product versions that take into account the needs and desires of customers.

## Branding:

The company's brand department is in charge of the brand's image among customers. It allows the brand to present its intended image to a possible target audience in a basic way. Promotional efforts are handled by this department, as well as the Marketing Communication department. Because Optimus Network is a new company and MMDS is a new concept, it will take a lot of effort and promotional activities to get the word out about their product and accommodations. Another sub-discipline of marketing is branding. The marketing staff is working hard to advertise their goods. They've held a variety of events to market their product. They start by running a campaign in various villages, which has shown to be very successful. They are not currently heavily branding their goods, but they do have a plan in place to do so.

Optimus Network is now placing advertisements in various local publications in Sirajgonj, as well as on Facebook, to promote their product. They also put advertisements on posters and make jokes about it.

## CSR/PR:

Another department inside Optimus Network is the CSR/PR department. Though they do not currently engage in many CSR initiatives, they are planning to do so in the future. Optimus Network engages in a variety of public awareness campaigns to sell their product in the market, including campaigns at universities, schools, and villages. They are offering a Village package designed just for farmers, as well as a variety of Village campaigns to promote their products. They are also putting on various concerts in order to attract customers' attention.

## Sales and Distribution

Optimus Network sales and distribution team has five sub departments. These are....

1. Direct Sales
2. Corporate Sales
3. Tele Sales
4. Distributor
5. Retail Shop





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The residential users are handled by the direct sales team. They make an effort to make the product accessible to both business and individual users. There are almost 50,000 cable TV subscribers in Sirajganj. As a result, Optimus Network targeted Cable TV Users, and the direct sales team worked with them.

The Corporate Sales team works with business clients. Our corporate clientele include some well-known companies. They are.....

1. National Bank
2. Standard Chartered Bank
3. BRAC Bank
4. Different NGO and so on.

The manager of corporate sales, who is also in charge of corporate customer cognition, has his own office. In terms of sales and, more importantly, after-sales service, corporate customers are given top priority. This is, of course, due to the high usage and desire for long-term goodwill with such big clients. This department, on the other hand, is primarily responsible for sales to corporate customers and the maintenance of cognition with both current and potential incipient corporate clients, whereas the customer accommodations operations section of the company is responsible for after-sales accommodations and other issues.

The distributor ensures that the Optimus Network product is on the market. They make money through the Setup Box and the Monthly Bill.

Telemarketing sales team Making calls to potential clients to establish an Optimus Network connection. They have a clientele from the corporate world. They use a telemarketing method to sell to those people.

Optimus Network sells its product both directly and through third parties. They have their own store in Sirajganj Main Town, Ruby Electronics Store, and they distribute their products through Transcom as a third party. They've also granted exclusive rights to the sale of several computer accessories.

To distribute their product, a firm headquartered in Sirajganj Main Town was chosen. In some circumstances, they also offer their product through telemarketing.

Optimus Network has established experience booths in several locations to provide subscribers with hands-on experience, and they have placed a strong emphasis on that Experience booth to sell their product. At any village in Sirajganj, you may now try out the actual Dish TV experience from Optimus Network.

## Finance and Commercial:

There are two divisions in this department:

- ✚ LC preparation and Purchase
- ✚ Fund Management



The LC is established for the purchase of the Setup Box and equipment, and all of the mazuma accumulated is used and controlled for the company's advantage. This department is also in charge of the budgeting process, which takes place once a year for the next three years.

## Customer Service Operation, Billing and IT:

After the sale, this section deals with the customer. This department's main responsibilities include maintaining customer data bases, preparing, distributing, and collecting bills, activating incipient connections, deactivating connections, helpline accommodation, interchanging Setup Box, accumulating faulty and rehabilitate Setup Box, returning rehabilitated Setup Box, and transmuted Setup Box, among others. There are three divisions in this department:

- ✚ Billing
- ✚ Service Delivery

## Coverage & Distribution

### Initial Concentration:

Optimus Network has only been in service since January 18. They are only getting started in this new sector. As a result, they will not devote equal attention to all aspects of the firm at first. Optimus Network wants to focus on two key tasks in the beginning of their business. The first is "coverage expansion," and the second is to improve their "own service procedure."

### Increasing the scope of the coverage:

Optimus Network is a wireless cable TV solution that is based on a network. To do so, they need to increase their coverage throughout the Sirajganj District in order to accommodate targeted customers. Initially, they are concentrating on the Sirajganj District. Already, 30% of the city of Sirajganj is covered by their network. Within two or three years, they want to have covered all of Sirajganj's cities.

### Improve your own service procedure:

Another crucial action that Optimus Network is demonstrating is how they might improve their own accommodation procedure. They are still in their infancy on the market. So, they are still organizing their own processes. But they are striving to ameliorate their own internal process to giving

Customers are accommodated by them. The procedure where they can use all of their resources in a fluid manner to improve their ability to accommodate their customers is known as their own process of accommodation. If they can make changes to their network, coverage, service, marketing,



troubleshooting, speed, and product, for example. They will be able to serve their customers more efficiently if they do it on a regular basis.

## Competencies essential to success:

It all comes down to how clear your dish TV reception is and how many channels you can provide your consumers. Optimus Network's key core competency is the ability to supply consumers with high-quality pictures and quick wireless Dish TV service. Their primary competencies include superior customer service 24 hours a day, 7 days a week and more extensive network coverage.

Optimus Network have divided the Sirajganj regions they operate in into four polygons,

1. Polygon -1 Sirajganj Main Town
2. Polygon 2- Nolka Union
3. Polygon 3- Bohali Union
4. Polygon 4- Pagasi Union

They are now giving their services in these four polygons in Sirajganj city. Optimus Network's goal was to achieve 40% coverage in Sirajganj city by the end of December, and to begin operations in Ullapara Upazala in Sirajganj District at the same time. They delivered on their commitment.

## Activation

This is a one-of-a-kind department with a specialized job description. This aims to familiarize new consumers with MMDS technology through a series of Experience booths located across Sirajganj.

## Employee Motivation:

To motivate the employee of Optimus Network they use some motivational factors. These are.....

- ✚ Recognition
- ✚ Rewards
- ✚ Retention

Because the firm provides the aforementioned motives, employees strive to give their all to their jobs. The organization's production rises as a result of this.



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## *Chapter Four*

# Marketing Activities of Optimus Network



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## About the Marketing:

The practice of promoting and selling goods and services, including market analysis and advertising, is referred to as marketing. Today, marketing is a component of any business and organization's growth plan. Unaware that they are doing it, many businesses utilize marketing strategies to promote themselves and boost sales of their goods and services. One of the most important components of organizations today is marketing. When asked to define marketing, people frequently give vague definitions such as selling or advertising. These responses are not incorrect, but they are merely a component of marketing. Marketing is very broad and includes all the tactics that assist a business, brand, or individual in achieving its goals. Other aspects of marketing include product distribution, promotion, designing and creating materials like landing pages and social media content, improving customer experience, conducting market research, creating market segments, and much more.

## About Marketing Mix 4Ps:

Optimus Network's marketing strategy examines the brand using the marketing mix framework, which includes the four Ps (Product, Price, Place, and Promotion). Product innovation, price strategy, promotion planning, and other marketing tactics exist. These business methods, based on the Optimus Network marketing mix, aid in the success of the brand.

The Optimus Network marketing approach assists the brand/company in establishing a competitive market position and achieving its business goals and objectives.

Let us begin by understanding the Optimus Network Marketing Strategy & Mix's product, price, advertising, and distribution strategies:



Marketing Mix for service firms 7Ps:

- Product
- Cost
- Place
- Advancement
- People
- Procedure
- Physical Evidence



## Product:

The product strategy and mix in Tata Sky marketing strategy can be explained as follows:

One of the most well-known MMDS providers in Sirajgonj, Bangladesh, is Optimus Network. Direct-to-home platforms for content like movies, news, sports, and entertainment are offered by Optimus Network. As part of its product offering in its marketing mix, it offers products in the following categories:

### Type of Product

- Silver Package : Provide 35 HD channel + 50 SD Channel, Total 85
- Premium Package: Provide 50 HD Channel + 50 SD Channel, Total 100
- Gold Package: Provide 100 HD Channel + 50 SD Channel, Total 100



## Optimus Network Price/Pricing Strategy:

The sole aspect of the marketing mix that generates income is price. As a result, determining the price of a product is critical to the success of any business. As MMDS is consummately an incipient concept in Bangladesh determine the price of their product very sensitively.

Optimus Network had the advantage of being the first to introduce MMDS in Bangladesh. To join the market, they used the price skimming approach. When a new, creative, or much-ameliorated product is brought onto the market, the practice of 'price skimming' includes charging a comparatively high price for a limited time. The goal of the culling skimming approach is to "skim" off clients who are willing to pay more for a faster delivery. On the other hand, when a new company enters a new market, it must bear a significant amount of the cost of pioneering. As a result, they constantly try to charge a premium price for their goods in this situation. They must also follow the BTRC's pricing ceiling standards when setting the price of their goods.

## Pricing & Packages

Because the Bangladesh Revenue Board of Telecommunications has established a pricing ceiling for MMDS service providers, Optimus Network must price its services within that range.

Optimus Network uses a variety of pricing strategies.

## Pricing based on value:

Optimus Network uses a value-based pricing model. When settling on a price range, they take into account the purchasing power of their clients. They do, however, examine the Channel List and Picture Quality that they can supply within that range and fine-tune the price for each segment.





## Pricing for the product line:

Product line pricing varies depending on the range of services provided or the type of accommodation provided; their connections are shared; and different packages such as Premium, Silver, and Gold have different prices, as Gold has no restrictions, so it is slightly more expensive; and Premium and Silver Number of Channel circumscription has a limit, so the price varies.

They are currently offering free installation for every connection they provide as a promotion and to increase their popularity..

Description	Cost in BDT In Taka
One Time cost for Setup Box and Antenna (Need to paid in Advance on Signing the Agreement) Collect the Setup Box	Tk 2000
Installation Cost	Free

TABLE-01



## Optimus Network Package :

SI No	Packages Discription	Number OF Channel	VAT	Total With VAT
1	Silver	85	15%	150
2	Premium	100	15%	185
3	Gold	150	15%	200

TABLE-02

Remuneration. This department is withal responsible for checking that each dealer does not cut into the sales of another dealer in a very proximal region.

## Optimus Networks Promotion Strategy:

The promotional and advertising strategy in the Optimus Network marketing strategy is as follows:

As part of its advertising and marketing, Optimus Network employs a 360-marketing strategy. With a significant market share, Optimus Network is the industry leader in DTH services, closely followed by Tata Sky. Because the majority of participants in the industry have similar pricing, Optimus Network uses aggressive marketing to preserve a competitive advantage. It has come up with a number of inventive and fascinating commercial campaigns in recent years, "Everyone is passionate about Dish," and "Life with spice," respectively. Optimus Network's previous ad campaigns were aimed at cable TV subscribers, with the goal of persuading them to switch to MMDS because of the higher quality of service at lower pricing, Optimus Network has extensive experience designing, deploying, and operating MMDS networks in emerging markets.

Optimus's strategy is to Recognize new market opportunities:

Optimus Network 's cull criteria are predicated around sound business orchestrating principles which identify markets predicated on a number of key prosperities defining factors such as population (and urban density), literacy levels and GDP.



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Ability to 'operationalize' quickly in Sirajganj: Technology roll-out and integration, coupled with intensive training on the ground allows Optimus Network to quickly bring its services to market and the company's positioning as Bangladesh first MMDS service provider. The next advertising focused on the competition, while the most current ad commercial highlights the government's recent cable tv digitization mandate. The protagonist of ad reminds the viewers to switch to digital from analog cable before the deadline and ends with the tagline- "Set top box"

## Optimus Network Place & Distribution Strategy:

Following is the distribution strategy in the Optimus Network marketing mix:

Orders for Optimus Network set top box installations are mostly taken through three channels: online order booking, ordering over the phone, and visiting an Optimus Network dealer store. The first two channels are direct from the consumer to the company, but their penetration in the current Sirajganj setting is still limited. As a result, Optimus Network maintains a dealer network in order to reach out to rural and internet-challenged customers. Optimus Network's distribution network is set up in such a way that it owns the last mile subscriber. It has a large network of 52 dealers throughout Sirajganj, as well as 86 salespeople and six regional offices. A recharging system, similar to that of a mobile network, is used to purchase packs.. The packs are available for purchase on the Optimus Network website as well as at retailer stores. The same can be said about value-added services such as Movie on Demand, Miniplex, Active Services, and so on. Optimus Network recharges are also available on various Mobile recharge platforms like Paytm, Bkash and Nagod etc.

## Marketing and Public Relations

This department's primary responsibility is, logically, to promote and communicate incipient products and product concepts to customers, both directly through culling of advertising media, then dissemination of information through denotes of advertisements, and indirectly through dealers by providing promotional material. This department is also in charge of public cognitions that are not related to business cognitions. Other departments are in charge of this, as we can see clearly. This department's job is critical, especially in the early stages of a package for clients. They also supply resources for other departments, such as the front desk and lodging marketing, in order to promote Optimus Network packages to current and



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prospective clients. This is quite useful in dealing with unsatisfied clients as well as convincing customers with older packages to switch to the newer ones on offer.

The corporation outsources the creation of promotional materials to local businesses. To improve the image of Optimus Network and better market the packages on offer, a variety of events are held on a regular basis to combine promotional efforts with public awareness exercises.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Optimus Network.

## People:

Optimus Network is a DTH pioneer in Sirajgonj , focusing on quality through innovation, client happiness, and, most importantly, service delivery. Although it is a low-contact service with a mental stimulant providing, the emphasis on quality service delivery necessitates a technically sophisticated and highly motivated workforce. Optimus Network has a vibrant team of employees who take great pride in delivering exceptional service. To attract and keep the greatest employees, the organization strives to create an environment of support and rapid career advancement. In India, Optimus Network is a DTH pioneer, emphasizing on quality via innovation, customer satisfaction, and, most importantly, service Delivery. The emphasis on excellent service delivery needs a technically proficient and highly motivated team, despite the fact that it is a low-contact service with a mental stimulant delivering. Optimus Network has a thriving workforce that takes great pride in providing superior service. The firm attempts to establish an environment of support and rapid career growth in order to recruit and retain the best individuals.

## Physical Evidence:

Optimus Network prides itself on being the country's first MMDS service provider, positioning itself as a company of firsts. It is constantly developing new technologies and introducing them to the country for the first time. It has received multiple honors for its outstanding service delivery, which it proudly displays on the company's website and in promotional materials. In Sirajgonj, Optimus Network is the largest MMDS service provider. It also received an award for Best Promotional Marketing Campaign. Optimus



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Network also makes a point of highlighting its superior infrastructure and network technology. Optimus Network is the first in India to broadcast using three towers, and it has coverage in every area of Sirajganj. It makes use of a Toshiba Transmitter that was created specifically for MMDS operations and is equipped with Automatic Level Control, allowing for good broadcast performance even in severe weather.

## Process:

As previously stated, Optimus Network's service is classed as mental stimulus, so the consumer is not actively involved in service co-creation. As a result, if we consider the theatre model of service, the majority of the processing takes place behind the curtain. The process of service delivery is fairly technical and is abstracted from the users. Customers are only interested in the end result of a service, not the entire process. However, when it comes to purchasing packs and making reservations for an Optimus Network set-top box, the procedure is crucial. Optimus Network has a strong web presence and a large dealer network, which take care of this process and ensure that the customer has a smooth and pleasant buying experience. Online recharges are simple to use and include a lot of features. Orders can be placed either online, over the phone, or through the dealer network. Except for purchasing from a dealer, the buyer can complete the majority of the purchase procedure from the comfort of his own home, saving the customer a significant amount of non-monetary costs. As a result, this provides an overview of the marketing mix used by Optimus Network.



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*Chapter Five*  
**SWOT Analysis**  
**Optimus Network**



## SWOT Analysis of Optimus Network

### Strength:

Optimum Network opted three years ago to shift Dish Tv's business strategy by electing not to compete with entrenched cable operators in metros and metropolitan areas, instead focusing on rural areas and regions that were not served by cable television. Within two years of making the choice to modify the business model, Optimum Network has gained over 5000 subscribers.

- Technological Expertise with Optimus Network
- Superior Picture Quality
- Leads in Introducing new packages and service
- Customer Service
- Interactive Channels and Program Guide
- Innovative product Offering
- Superior Setup Box

### Weakness:

Weaknesses are roadblocks to a company's success in certain areas of strategy, or what it doesn't do well. The following are Dish TV's flaws:

- Second Mover After Aksh TV
- Cannot Match free service like local cable TV operators
- Currently does not offer free setup box like local cable operator
- Dependency on Broadcaster

### Opportunities:

Positive external circumstances that can give an organization a competitive edge is the focus of opportunities. The following are some of Dish TV's options:

- Larger disposal income in Sirajganj
- Tapping niche market with better & Product Offering
- Expansion of Distribution network through exclusive store
- Interactive advertising- Tie up of with Minister TV
- Increase in number of TV sold
- Growing demand for Quality of service over cable TV



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### Treats:

In the broadcast market, there are companies like Akash TV, Tata Sky, DEN TV, Airtel, and others that are a never-ending challenge. Furthermore, the expanding dominance of local distributors poses a danger to other markets, as the competition pays local distributors bigger margins.

- IPTV provides Superior Technology if Implemented
- Cable setup boxes provides easy switching due to negligible switching costs
- Increasing Competition
- Dependency on Broadcaster for their channel





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# *Chapter Six*

## Problems, Recommendations & Conclusion



## Problems and Recommendations

Optimus Network is the pioneer of the MMDS service in Sirajganj, Bangladesh. It has been trying to give customer better form of entertainment and trying to increase the customer satisfaction level by providing the better service to the customers. Optimus Network is still trying to improve in order to provide the best service. Working in the Optimus Network I have observed that there are many limitations in Services and people working there is continuously trying to reduce it, which in turn may cause the increase in customer satisfaction level. Regarding the issue, I have some recommendation which I think can help Optimus Network to improve the overall situation.

### Problems:

1. Up to now Optimus Network was targeting mostly the urban people, who want better picture quality and sound quality. Now more than 70% urban people use Optimus Network service. If the company try improve their market share, they must be finding other target market. What I have felt is Optimus Network should target the semi-rural and rural people. customers.
2. As MMDS service is a new concept for Bangladesh most of the people do not know what is the MMDS service and how does it work. Optimus Network is the only one company in Bangladesh who get the License. So, must of people in Sirajganj does not know the benefit of MMDS service.
3. Currently Optimus Network has one station situated in Sirajganj, Bangladesh. If rains heavily in Sirajganj the signal gets distorted. Among the common weather conditions, rainfall affects Wi-Fi signal the most. ... Because, the radio frequencies are absorbed and partially blocked by rain droplets. So, if you're using a public Wi-Fi signal that is light-pole-based, you're most likely to experience interrupted signal in rainy days
4. Currently Optimus Network has only Three (Silver, Premium and Gold) package which includes 98 SD and 52 HD channels. Different people have different demand so if they can introduce more packages as per customer convenience it would be very helpful.
5. Optimus Network should change their set-top box (STB) quality. The previous STB had some problems like hitting issues and the others. Which created dissatisfaction among customers. Other operator like Tata Sky, Aksh in our country is offering better quality STB. Some of them are Wi-Fi enable.



6. As Bangladesh has a very good market for MMDS service so the number of clients will be increased very soon. As the number, will increase and the moto of the company is giving the client best service so this service needs own payment gateway like Aksh service. Optimus Network use the tradition billing methods like cash on service.

## Recommendations:

1. Optimus has signal all over Sirajganj, Bangladesh. So, people from remote places where cable network is not available can enjoy Cableless service. Optimus Network already has subscribers in Nalka, Ullapara, Raigonj and all other remote places. So, I think those people should be their target customers. I think it is the right time to enter the city area like Sirajganj Sadar because in Sirajganj Sadar area cable tv service is very poor quality. Optimus Network has great opportunity to enter Sirajganj Sadar to increasing marketing awareness of MMDS Service
2. Optimus Network should educate people to this (MMDS) concept. Optimus Network marketing team already working on this issue. I felt if Optimus Network try to Enter Sirajganj Saddar, they must be educating the users about this new technology and aware the clients benefit of MMDS service. I think they should establish a team, whose work on educate the client about the MMDS Technology.
3. If Optimus Network have another station in less humid place, they can Improved the signal in rainy days. Otherwise, the clients in remote area from station they feel bad experience in rainy days.
4. Optimus Network should increase the channels capacity because now a day's cable tv operator offer more than 500 channels. If Optimus network competition with them they must be increase the channels capacity.
5. Optimus Network can provide more upgraded Set up Box it will attract more Clints. Optimus network try to Purchase better quality set up Box but they can't purchase because of COVID. I felt it should be done in short period of time because most of the clints already complaints.

Optimus Network could make own payment gateway than it will not only generate more revenue but also will give consumer a better service. I already suggested the Optimus network managing bodies to engage with BKASH and Banking billing method to collect the bill from Customers. If they enter these systems most of the clients easily pay bill.



## Conclusion

In Sirajganj's Dish TV market, Optimus Network still enjoys a positive image. It can be called the market bellwether in the Dish business because to its various new goods and vast market coverage, vigorous network, at a low cost with various accommodation centers and its value-integrated lodgings, and local competitors are far behind. The Pre-Paid System is in high demand on the market. The image and authoritatively mandate of Optimus Network is built on the people, process, and physical evidence of its accommodations. Employees who deal directly with consumers, as well as the company's customers, are referred to as "people." When consumers have issues with their setup box or any other connection issue that occurs due to the customer's own fault, there are gaps in physical evidence. Because subscribers must pay for any supersession, they believe that these inconveniences and expenditures might have been avoided if the Optimus network had desired. As part of value-integrated accommodation, Optimus network might have avoided these issues by instructing their clients on the proper use of handling setup Box and also informing them about the company's rules and regulations.

Bangladesh is a country where people have dreams, not degrees. Furthermore, in today's dynamic world, the true validity of "whether technology drives strategy or strategy drives technology" is a challenge for the company. So, between the Optimus Network and the utilizer group, there is still a massive question mark. – How much should be provided, what should be the appropriate limit, how much should be charged, are they likely to transmute, are they viable to operate in the area, and do the customers actually desire such extras? As a result, Optimus will either go after the utilizer to solve the problem or dismiss the task as impossible!!



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