

**SALES & DISTRIBUTION OPERATION PROCESS OF AKASH
DTH (BEXIMCO COMMUNICATIONS LIMITED): AN
EVALUATION**





Daffodil
International
University

Sales & Distribution Operation Process of Akash DTH (Beximco Communications Limited): An Evaluation

Prepared For:

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MBA Program

Major in Finance.

Daffodil International University.

Submission Date: 31st Dec, 2022

Letter of Transmittal

31st Dec 2022

Mr. Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

Subject: Internship report on "Sales & Distribution Operation Process of Akash DTH (Beximco Communications Limited): An Evaluation".

Dear Sir,

With great pleasure, here I submit my internship report on "Sales & Distribution Operation Process of Akash DTH" that you have selected & assigned as a compulsory requirement of MBA Program. I have tried my best to find out the original scenario with full of effectiveness & efficiency.

I have learned a lot and gained valuable experience & knowledge while collecting information for the project. It was a great opportunity for me to work on this real-life work to actualize my theoretical knowledge.

I think, this report completion would not be possible without your guidance and this report will meet your expectation, if you come across any question or quarries regarding these cases, it will be my pleasure to clarify your questions.

Sincerely,

Md. Shariful Islam

ID No:111-14-453

MBA, Daffodil International University.

Student Declaration

I hereby declare that, Internship report titled "Sales & Distribution Operation Process of Akash DTH (Beximco Communications Limited):An Evaluation" submitted to Daffodil International University is a real work fully completed by myself under the supervision of Mr. Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, & submitted in partial fulfillment of the requirements for the completion of MBA program.

I confirm that the report is only prepared for my academic requirement not for any other purpose.

Sincerely,



Md. Shariful Islam

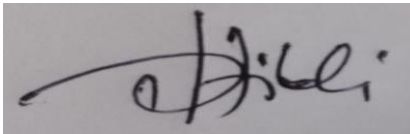
ID No:111-14-453

MBA, Daffodil International University.

Latter of Acceptance

This is to notify that Md. Shariful Islam is a student of MBA program, ID No :111-14-453, under the Department of Business and Administration. He has successfully completed his internship program entitled "Sales & Distribution Operation Process of Akash DTH (Beximco Communications Limited): An Evaluation " under my supervision as the partial fulfillment for the award of MBA Program.

He has done her job according to my supervision and guidance. He has tried his best to do this successfully. I think this program will help him in future to build up future career.



.....

Mr. Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University.

ACKNOWLEDGEMENT

A warm felicitation goes from me to acknowledge the people, who hold the desirability for encouraging, assisting as well as believing me on the tasks of Sales & Distribution operation what I have worked through my internship period.

First of all, I would like give a big thank to Mr. Mohammad Shibli Shahriar, Associate Professor, Daffodil International University, Faculty of Business and Entrepreneurship, who help me, assist me and guide me to complete this report successfully. He was constantly supporting me with his inspiring personality.

I would like to thank Mr. Saqib Hussain, Cluster Head Manager, Distribution & Sales, Beximco Communications Limited for being my on-site supervisor & providing me time to time information, suggestion as well as procedures to work with my topic.

Finally, I will show my gratitude to all the Regional and sales operational manager who have helped me during the internship period.

Executive Summary

Internship report is a mandatory requisite of completing MBA program, this research report helps to connect academic gained knowledge to the practical job experience. The report entitled " Sales & Distribution Operation Process of Akash DTH (Beximco Communications Limited): An evaluation" helps me a lot to observe and connect my university gained knowledge in daily Distribution Sales work at Beximco Commucations Limited.

Beximco Communications Limited, AKASH is the first ever Direct to Home (DTH) service launched in Bangladesh by BEXIMCO Communications Limited, with an aim to win the hearts of millions with its commitment to quality services that will revolutionize the entertainment industry in the country. Through DTH, as the name says, signals are directly received from the satellite by the dish installed at your premise. Customer will also need a set top box (STB) connected with your TV and a dish. Enhancing TV viewing experience for people is our top most priority and through continuous technological innovation, backed by its solid customer support, AKASH will redefine TV viewing experience like never before.

Among all other departments, Sales and Distribution department is the core department of any organization. This department works as a lifeblood or a breeze between ultimate customer and its Service. Business largely depends on their efficient distribution of products through sales and marketing. In the whole process of sales, Distribution operation starts from onboarding the distributor and creating the market infrastructure with proper retail channel system. To ensure the whole system in a smooth way from organization to distributor and retail to customer, lots of automated and manual process are maintained through an effective team.

This report will give reader a clear insight of total company profile, its Sales, Distribution process, problems & recommendation.

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Chapter-One

Introduction

1.1 Introduction

I have worked under the Sales & Distribution Department for past four years. My internship program is an educational requirement of MBA Program under an assigned faculty of Business, Daffodil International University, which is a professional degree. MBA students have to do an internship program as a applied orientation to the workplace where he/she can integrate the traditional hypothetical knowledge with practical work experience. I have completed my MBA from Daffodil International University with major in Finance.

1.2 Background of the Study

The primary aim to clearly understand the Sales & Distribution process and its impact of DTH Industry. Another reason to complete last Six-credit of MBA Program.

This study also helps to know the strength, weakness & mechanism of Distribution and Sales process and help to take decisions to improve any Distribution operation.

Finally, when I shall submit this report to university, any new students can get proper data about the procedure and can be benefited.

1.3 Objectives of the Study

Sales and Distribution management is one of the vital activities that any DTH/FMCG should handle in an efficient way. Distribution is the way through which the final goods reach to the ultimate consumers.

Broad objective of this research work paper is to identify and evaluate the Sales & Distribution Process of Akash DTH (Beximco Communications Limited).

The **Specific objectives** of the internship report is:

- To Describe the Sales & Distribution activities of Akash DTH.
- To know about the company profile.
- To find out the problems and the probable solutions of the distribution management process of Akash DTH.

1.4 Method of the Study

Academic knowledge required for the report was collected through some books on the respective field. The data that have been used for this study are both primary and secondary types.

Primary data:

The Primary data have been collected through direct observation, face-to-face discussion with Regional Sales Manager, Area Manager, Branch Manager, Distributor, and HR.

Secondary Data

The secondary data have been collected from retailers and wholesaler, article, company internal and official websites data.

1.5 Limitation of the Study

While doing the internship program, I faced some obstacles. These are given below: -

- Internship report is one kind of research work. Research work requires vast time and effort. But the time provide to us is not enough to do the report. Moreover, mine was on job responsibilities rather than Internship.
- As my working division is Sales & Distribution Department of Akash DTH, it's prohibited to disclose some information. This affects the quality of the report.
- Lack of experience of this type project is one of the main constraints of the study.

CHAPTER -TWO

Organization Overview

2.1 Background of the Organization

Beximco Communications Limited has brought to the nation the first ever world standard Direct to Home (DTH) service in Bangladesh under the brand name of AKASH with an aim to win the hearts of millions with its commitment to quality services that will revolutionize the entertainment industry in the country.

Akash Digital Tv started its operation early of 2019 and officially launched its commercial operation since 19th May 2019.

DTH is the superior technology in Pay TV industries worldwide. Although Bangladesh has a high TV penetration, the nation did not have the freedom to enjoy the perks of DTH technology so far. AKASH, the first & only legal DTH operator in the country, for the time being, aims at changing the game & taking the Pay TV industry of Bangladesh to a new era of excellence.

Bangladesh, the 57th country in the world to have its own satellite, being on its glorious journey towards the digital era has made it possible for Beximco Communications Limited as AKASH will provide its DTH service through the very own satellite of the nation- Bangabandhu Satellite 1.

With supreme quality picture & sound, AKASH has a large bouquet of popular & relevant Bangladeshi & foreign TV channels to cater to the need of Bangladeshi consumers. The bouquet includes 125+ channels. To add more color to the entertainment life of the customers & to cater to different needs of people, AKASH plans to bring more channels in future & introduce services like Video on Demand.

The AKASH connection includes state of the art HD Set Top Box, user friendly multi-function Remote Control Unit, heat & rain resistant AKASH branded Universal KU band Dish, necessary cable & connectors & other accessories. Enhancing TV viewing experience for people is our top most priority and through continuous technological innovation, AKASH will redefine TV viewing experience like never before.

In addition to high quality viewing experience & high-quality content, AKASH will offer exciting features like program reminder; favorite program listing, parental control etc. and in the near future program recording features will also be active. AKASH will also cater to every customer need with its 24/7 active call center & professional installation & after sales support.

2.2 Organization Vision, Mission & Values

Vision

Our vision is to create a world class digital entertainment ecosystem for a digital Bangladesh

Mission

Our mission is to connect our viewers digitally to enrich the TV viewing experience through high-quality content globally available for any screen, anytime and anywhere.

Values

Organizational values will not work unless you live your values! Our values are:



2.3 Products & Packages

Akash Set Top Box Type and Price:



Components	STB Type	MRP
Full CPE	Regular	4,999.00
STB Only	Regular	3,499.00

Components	STB Type	MRP
Full CPE	Basic	4,499.00
STB Only	Basic	2,999.00

Monthly Packages and Recharge Amount:

Type of Subscription Package	PRICE BDT Monthly	No of Channels	HD Channels
1. AKASH STANDARD Package	400	128	46+
2. AKASH LITE PLUS Package	350	97	30+
3. AKASH LITE Package	300	82	20+

2.4 Multi Package

AKASH DTH introduced a unique package of multiple TV connections. The customers can connect up to three television sets at lower cost by one account.

The new package will allow connecting up to three TVs in the same premise and enjoy a reduced monthly subscription. Under the package, Customers have to pay standard monthly subscription fee Tk 399 for first connection, Tk 300 for the second and Tk 200 for third connection. They can save respectively 12 percent and 15 percent cost by this way.

Transmitting signal from Bangabandhu Sattelite-1, AKASH introduced this package for the first time after the launch in May, 2019. Customers can also buy set-top-box (STB) with reduced price. Cost for the first set up is Tk 4,499 and second and third set up cost will be Tk 2,999 for each. They will also need to pay some extra money for changing the LNB and additional cable. It will save 15 percent and 20 percent cost for setting up AKASH DTH. Customers can experience excellent taste of digital TV connection with economical price.

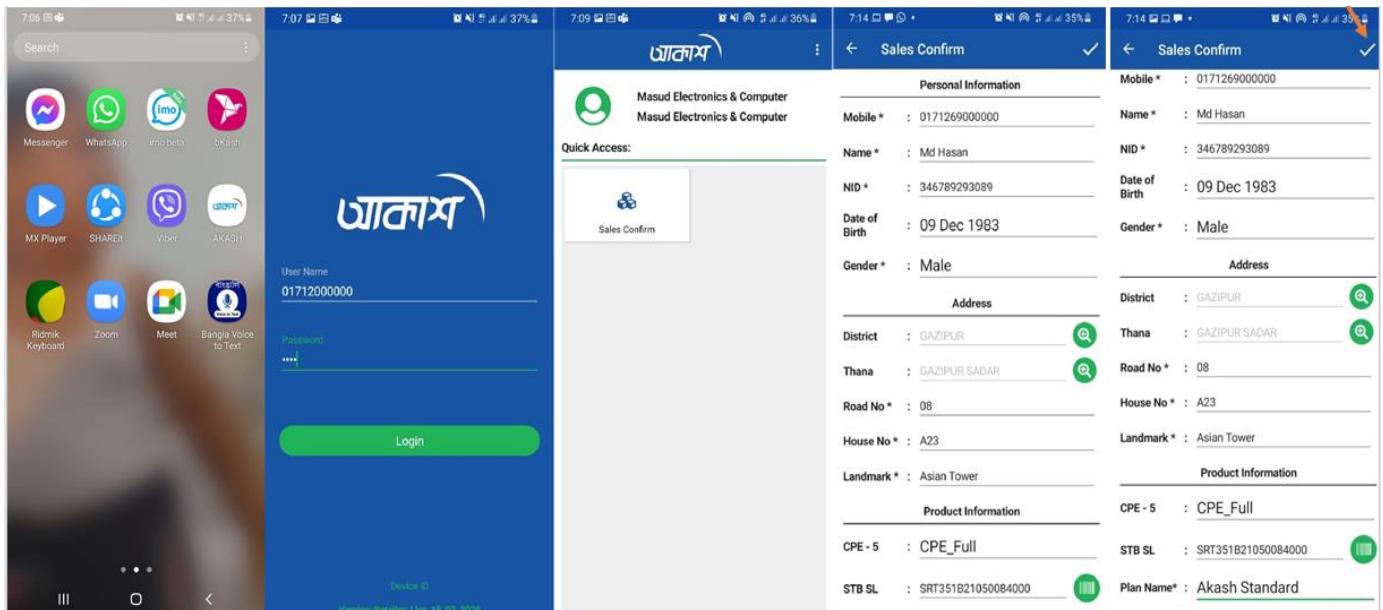
The customers can buy Multi TV connection package from any channels of Beximco Communications including regular retailers, online, corporate and tele sales.

All the connections need to be in the same premise. If a user wants to enjoy the reduced rate then all the connections needs to have sufficient balance. Existing customers will be able to subscribe to the Multi TV Package by dialling 16442.

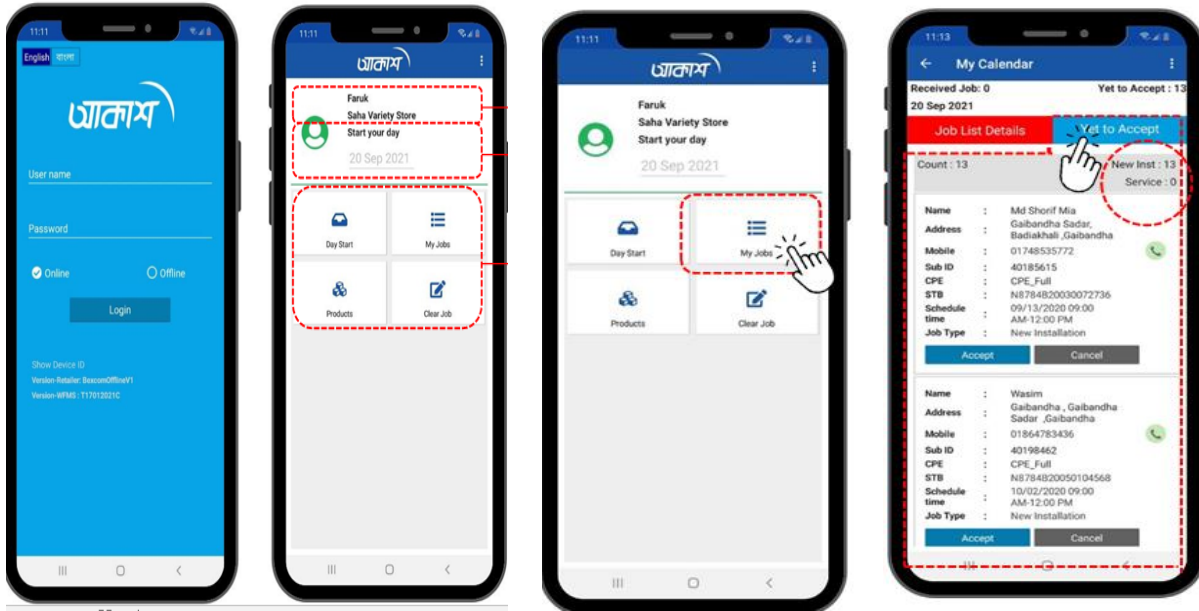
Multi TV Pack	Connection 1	Connection 2	Connection 3
AKASH Standard	399	300	200
AKASH Lite	249	200	200
AKASH Lite Plus	300	250	200

2.5 Subscriber Onboarding and Installation process through APPS

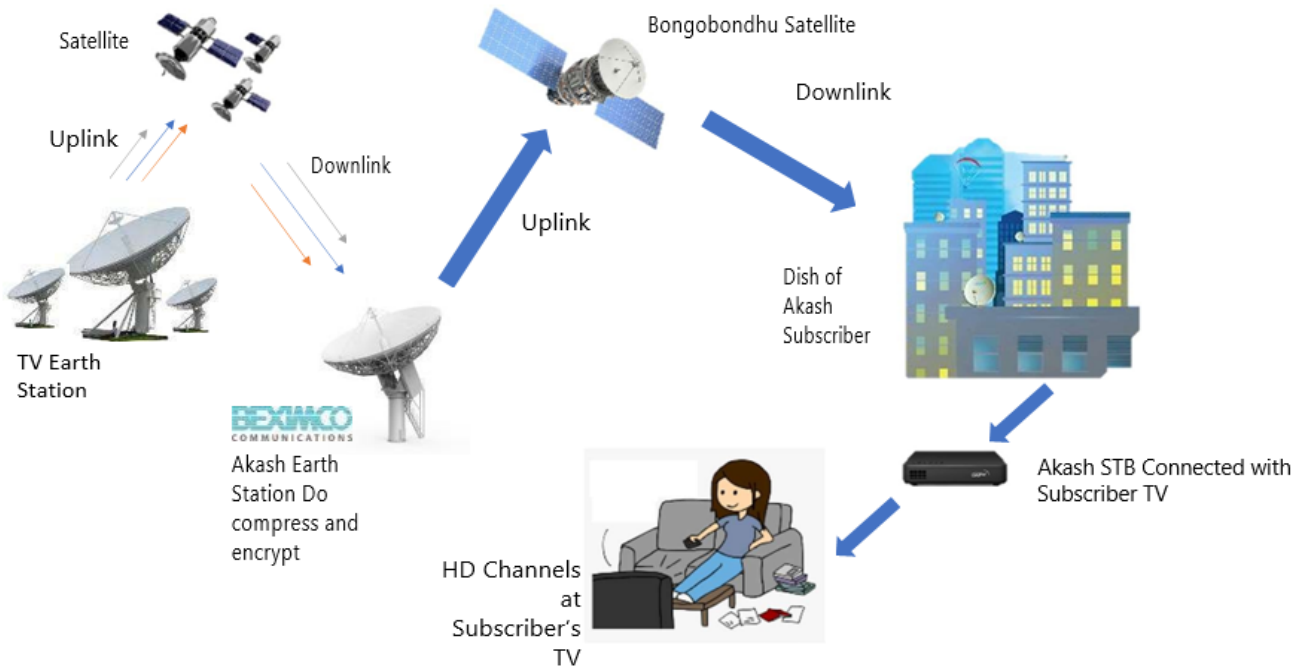
Subscriber (Customer) Acquisition Journey Sales to Customer






Subscriber (Customer) Acquisition Journey Installation Process



2.6 How Akash Does Work



2.7 Comparison among Akash DTH and other Operators

	 Digital Cable	 Analog Cable
Tk. 399	Tk. 400	Max Tk. 300
46+ HD, 125+ Channels	0-14 HD, 175+ Channels	No HD, 70+ Channels
All over the country	Covers Limited areas	In one area by one operator
Movable setup	Need new cables for every shifting place	Need new cables & connection for every shift
Consistent Signal Clear Picture	Consistent Signal Clear Picture	Inconsistent Signal
Pay through: bKash, Nexus, GPay, Rocket & iPay 15 Commercial banks	Cash payment & some MFS payments	Cash payment
Program search, 7-days scheduling, Parental Control & PVR	Parental Control & Recording	No additional feature

2.8 Sixteen features of Akash DTH

World class TV viewing experience

1. Direct to home
 - There is almost no downtime
 - World class technology
 - No hassle of cable cuts.
 - No electromagnetic interference
 - Record favorite programs
2. Parental control
 - Lock the channels you don't want your child to watch
3. HD quality
 - Each Channels are equally High definition resolution
4. Electronic Program Guide
 - You can check the TV program for the next 7 days
5. Transfer facility

- At the time of changing the house, you can open the current Akash connection and take it to anywhere of the country
6. 24/7 customer service
- Speak to Customer Service Executive immediately (within 30 seconds) by calling 16442
7. Field service engineer specific to your area
8. Fast installation facility
- Quick and hassle-free installation
9. Free installation
- World class installation equipment
10. MDU/Multi TV Solution
- All connections in one dish
 - Annual Service Agreement
 - Specific account managers
 - Best TV viewing quality
 - Multiple Bill Recharge Options
11. Package change facility
- Choose and change packages as per your convenience
12. Pay easily
- You can pay bills with any bank's Debit/Credit Card and Bkash, Nagad, Rocket and Upay
13. Add-on pack
- The add-on pack will give you Option to customize package
14. Record favorite programs
- The premium quality PVR box gives you up to 10 hours of recording

All attractive offers

15. Enjoy great benefits with long term plans
- Aakash Standard - 128 channels including 40+ HD channels - save 100 taka on 3 month plan, 1 month free on 6 month plan, 3 months free on 12 month plan
 - Aakash Lite Plus - 17 channels including 26+ HD channels - 1 month free on 6 month plan and 3 months free on 12 month plan
 - Aakash Lite - 82 channels with 20+ HD channels 1 month free on 6 month plan and 3 months free on 12 month plan
16. Digital TV channels
- Regular Set Top Box Compaq HD box - with recording only Tk 4,999 (including installation charges)
 - Basic set top box Compag HD box only Tk 4,499 (including installation charges)
 - 1 year warranty on set top box

CHAPTER -THREE

“Sales & Distribution Operation Process”

3.1 Terms and Conditions for Appointment of Distributors

3.1:1 Conditions to be practical before appointment

- (a) " Beximco Communications Limited" (Company/ Akash Digital TV / Akash)- Distributor must have social acceptance and local business influence / reputation. He cannot be involved in any anti-state or anti-social activities (which are unacceptable in the eyes of law).
- (b) Distributor shall ensure provision of required capital and keep Security Deposit as per agreement.
- (c) Distributor of "Beximco Communications Limited"- cannot be directly or indirectly involved in any other DTH selling organization/local cable business. He will conduct business exclusively only with Beximco Communications Limited.
- (d) Experience of working as a distributor of other companies for conducting business as a distributor of "Beximco Communications Limited" will be preferred.

3.1:2 To be done during recruitment

(a) If the distributor of "Beximco Communications Limited" agrees to fulfill the conditions of appointment initially, then the application should be submitted to the "Head of Sales and Distribution" along with the following documents.

- ✓ Application to the authorities for Distributionship.
- ✓ Three recent passport size photographs of the applicant distributor's
- ✓ Photocopy of National Identity Card, VAT (Value Added Tax), TIN (Tax Identification Number) and Trade License
- ✓ Bank Solvency Certificate and last six months banking transaction proof
- ✓ Partnership Agreement (if applicable)
- ✓ Tenancy agreement with shop or landlord (if applicable)

(b) After applying with the above documents, the applicant as distributor will be invited to "Beximco Communications Limited" for interview. If initially selected, will be assigned for the responsibility of distribution in areas determined on a trial basis. After initial assumption of responsibility, the authority can cancel the distributionship at any time within three months if the distributor is unable to comply with the given norms or meet the targets. After three months, the contract will be formally executed considering the performance.

3.2 To be done after recruitment

3.2.1 Distributor's personal involvement

- (a) The distributor shall be personally involved in the business of “Beximco Communications Limited”. If he cannot be personally involved, he shall appoint a suitable manager who shall be self-sufficient in decision-making as necessary, in no case shall the distributor's manager waste his time waiting on the owner.
- (b) The designated manager will be engaged only to manage the business activities of “Beximco Communications Limited”.
- (c) Every distributor or his designated manager will personally meet/telephone all the retailers in his area of assigned territory at least once in a month. Manager will visit physically top 50% retailer in a single month.
- (d) Distributors will maintain good relations with all retailers. If the business transaction with a retailer is temporarily deviated due to logical reasons, the problem should be resolved with the company official within the next three days. Under no circumstances should the resolution of the problem be delayed for irrational reasons.
- (e) Distributors cannot make any personal or financial transactions with company representatives. If he does, the company will not accept the responsibility.

3.2.2 Distributor Cooperative Activities

- (a) The distributor will be responsible for selling the products at the price determined by the company and also for implementing all trade offers correctly and at the right time.
- (b) The distributor will provide full support in POSM (Point of Sale Materials) BTL (Below the Line) Activity of the company.
- (c) The Distributor / Manager shall be responsible for duly filling all the Reporting Format (if any) prescribed by the Company and sending it to the Company.
- (d) “Beximco Communications Limited” may direct various concurrent activities to the Distributor for business interest and in such case the Distributor shall provide full cooperation.
- (e) Under no circumstances shall the distributor or any of his staff engage in any activity that damages the reputation of the company.

- (f) The distributor shall be obliged to display to the company representatives all the details of cost/asset value (fixed and temporary).
- (g) The Distributor shall provide financial assistance locally for the conduct of any campaign provided by the Company, if required, and shall thereafter reconcile the same by invoicing the Company.

3.2.3 Day-to-day operational activities of the distributor

- (a) Beximco Communications Limited" will send the goods through its own transport/courier. The distributor shall nominate three persons including himself to receive the goods on behalf of him. The name, photograph, title, signature and national identity card of the three nominees must be verified and submitted to the central warehouse of "Beximco Communications Limited" and to the local office of the designated courier service. It is specifically mentioned that no objection will be entertained after the distributor or authorized person has received the goods from the courier.
- (b) Distributor shall always maintain floor stock equivalent to minimum (Component Wise and Value Wise) twenty-one (21) days sales as per company instructions. The distributor needs to provide additional cash capital for business needs.
- (c) If the company adds any new product, then such product or part of the product shall be considered under business activities as per business policy.
- (d) Every distributor shall be informed of the sales target in Trade letter for that month before the commencement of any calendar month. The distributor will make every effort to achieve the target.
- (e) "Beximco Communications Limited" encourages business operation through distributor's own capital. Company doesn't provide any kind of credit facility to distributors.
- (f) The distributor will ensure necessary logistics support based on the socio-economic and geographical location of the local area. For the sake of security, it is advised to open an account in the nearest bank as possible and conduct transactions.

3.2.4 Mandatory activities that will be followed by the distributor

3.2.4.1 Coverage, Sales and Marketing

- (a) The distributor shall ensure the availability and visibility of Akash products at every retailer's who are selling TV/Electronics/Telco and other products in his area of responsibility. As a model distributor, will Continue to expand the coverage of retail until it is ensured that 1 retail (Akash products Selling) presence for every 1000 households. Later distributor will continue the necessary activities to make these retail productive through direct coverage.
- (b) Ensure display of any new promotional materials in the market within 6 working days. In this case Akash products should be arranged on the shelf or outside of retail in such a way that potential customers can easily understand that 'Akash' is being sold here.

- (c) No distributor can open a retail outlet of Akash products in the name or anonymously without the consent of "Beximco Communications Limited". If he is already operating a retail point, then the consent paper of continuing retail point should be taken from the authority of "Beximco Communications Limited". Under no circumstances, cannot violate the rules mentioned in the consent letter (eg: retail sales of Akash at retail prices are mandatory).
- (d) Distributors will sell all Akash products at company fixed price (not less or more). He is not allowed to sell any product or part of a product that is not approved by Akash.
- (e) Under no circumstances, distributor cannot transfer the capital permanently or temporarily to any other business or sector.
- (f) The distributor shall sell the product within his own territory (the territory designated by "Beximco Communications Limited"). Under no circumstances shall he send / sell the product to any other territory. If one Piece of the product is found outside his responsible territory, the distributor will be accused for illegal cross territory. Company may take the following official/administrative measures (subsequently subject to change) if cross-territorial allegations are proved:

Administrative Procedure for the first-time incident: Distributor's monthly installation cost will be deducted.

Administrative measures for second recurrence of incident: Incentives or market deductions including installation costs.

Administrative Action for Third Repeat Incident: Distributor will be Terminated.

- (g) No distributor can assign sub distributorship at his own choice in his area. According to "Beximco Communications Limited" policy, Should ensure coverage by its own manpower in the entire responsible area. However, if necessary, he can open Sub Distributor Point under his own management subject to the instructions of "Beximco Communications Limited".
- (h) No product of "Beximco Communications Limited" shall be wholesaled. Distributor will ensure product availability at all retail outlets. The amount of secondary stock required to be provided at each retailer in the market in proportion to the sales volume shall be supplied to the retailer accordingly.
- (i) At the time of new activation through the installer, installer must download "My Aakash App" on the customer's mobile. During Service or FR (Fault Resolution) management , If the customer does not have "My Aakash App" in their mobile, they will arrange to download it.
- (j) Distributor can only buy products from Company. No two distributors may exchange products between themselves without the prior written consent of the Company.
- (k) If Distributor take any kind of financial facility or loan from a bank or financial institution as a distributor of "Beximco Communications Limited", he will invest in the business of "Beximco Communications Limited" and cannot invest anywhere else - only on this condition distributor can use the identity of distributorship of "Beximco Communications Limited".
- (l) The distributor is not allowed to accept advance payment from the retailer at any circumstances.
- (m) The distributor or any of his staff shall visit the market wearing only Akash Brad T-shirts and shall refrain from wearing anything representing any other brand.

3.2.4.2 Installation and service requests

- (a) Should have sufficient number of Akash Certified Installers ready for installation and service.
- (b) Send installers to installation only with necessary accessories specified by Akash. Do not use anything other than Akash Digital TV's approved accessories for installation and service purpose.
- (c) Do not send the installer to any work that is (for him) risky. Ensure necessary safety equipment for installation and service, especially safety belts while working in multi-storied buildings.
- (d) Ensure supply of sufficient quantity of goods within specified area for installation and service.
- (e) Ensure use of Akash approved equipment for installation and service, do not send any installer at work without checking for missing parts of components.
- (f) If any service requests are received within 30 days of any installation, distributor shall perform the specified service requests at his own expense. Only in case of certain services (location, component change etc.) the company can accept the prescribed service charge from the customer. If unable to reach a decision in any matter, will take the support from the IFS (Installation & Field Service) supervisor.
- (g) Complete all installation and service requests provided by the company in a timely manner.
- (h) Distributor shall be responsible for any unprofessional conduct or work of installers.
- (i) Under any circumstances, do not charge more than the charges imposed by the company from the customers.
- (j) Ensure Installer's M. F. S. (eg: Bkash, Nagad) account availability.
- (k) Ensure that all installers have all required equipment and satellite meters specified by the Company.
- (l) Do not scan the QR (Quick Response) code of one's installation to another installer at any circumstances.
- (m) Give best efforts to achieve service standards or targets set by the Company.

3.3. Distributor Investment, Infrastructure and Manpower

3.3.1 Distributor Investment

The invested capital of the distributor shall be determined at 100% (+_20%) of the ongoing monthly gross sales (turnover) of the responsible area. The distributor will provide full cooperation to ensure the said investment.

Special Note: If requires distributor investment to be less or more, Cluster Manager (CM) / Regional Manager (RM) / Area Manager (AM) will inform it through e-mail/letter. Distributor will provide full support in its implementation.

3.3.2 Distribution House Infrastructure

Category	Distribution Office Size	Warehouse Size	Total Office & Warehouse Size
Category-1	300 to 600 square feet	100 to 300 square feet	400 to 900 square feet
Category-2	200 to 500 square feet	100 to 200 square feet	300 to 700 square feet
Category-3	150 to 400 square feet	100 to 150 square feet	250 to 550 square feet
Category-4	100 to 200 square feet	100 to 120 square feet	200 to 320 square feet

*Category policy will be communicated through company representative.

- (a) Office location should be located near major commercial areas/markets. But the office cannot be taken to a place where the office has to be closed on the weekly closing day of the main market. The distribution house should be open six days in a week (seven days a week for special business needs). If the office is assigned in a multi-storied building, it will be given priority to place it in the ground floor or first floor.
- (b) If office and warehouse are located or connected together, the warehouse shall have separate security doors (barricades).
- (c) Necessary furniture or lockers shall be provided for keeping the goods in the warehouse.
- (d) The distributor's office should have adequate seating arrangements for the Company's responsible Territory Manager, IFS Manager, Distributor Manager and required number of DSRs (Distributor Sales Representatives). The distributor will carry out the overall management at his own responsibility.
- (e) Every distributor's office should have computer, internet connection, printer, barcode scanner, IPS (Instant Power Supply), necessary cash memo, carbon, paper, pen and water drinking system (filter).
- (f) Distributor's cash memo shall be consists of three pages
 - ✓ Retailer's copy
 - ✓ Copy of DSR and
 - ✓ Copy of distributor's record keeping
- (g) The Cash Memo will be exclusive, which will use the format prescribed by "Beximco Communications Limited". The DSR's ordered Cash Memo will be handed over to the Manager by 9 AM the next day and left DB house for the market.
- (h) Written permission from the Cluster Manager / Regional Manager of "Beximco Communications Limited" should be obtained before using the logo or design of the company and use the logo (correct size) provided by the company. Any kind of promotional activities on social media should be done by taking the approval of CM/RM/AM of the company.
- (i) Use of separate Invoice Book for each DSR and its serial No. must be strictly followed.
- (j) Stock Book, Payment Register, Daily Sales Register, Service Stock Register and Daily Installation Register should be updated daily.
- (k) It is mandatory to maintain POSM register book at every distributor point.

3.3.3 Distribution House Manpower

- (a) The distributor shall be engaged in the business himself. If he is incompetent, in that case at least graduate pass manager (age not more than 45 years) will be appointed and full business ownership will be given to him.
- (b) In case of Category-1 and Category-2 Distributors, apart from the Manager, a Support Executive will also be appointed as Store Keeper, DSR Onboarding , Business Development Representative (when and where, as needed).
- (c) Appoint at least one DSR for each Thana/upazila.
- (d) One DSR shall be appointed for maintaining 20 to 30 retails on each route. And DSR should have 2 to 6 routes plan depending on market nature and structure. Prepare to recruit one additional Back-Up DSR for every six DSRs.
- (e) Each distributor shall appoint/prepare its own installer as per category and company provided policy.

3.4 Distributor Manpower's Responsibilities and Duties

3.4.1 Responsibilities and Duties of Managers

- (a) Ensure attendance of all employees in the distribution house by 8:30 am every day.
- (b) Analyzing the daily sales trends, searching for sales opportunities in those retails which are having relatively low sales and giving necessary directions to the DSRs accordingly. Manager will provide additional products to DSR for Push Sell if required.
- (c) Key Performance Indicators (KPI) are assigned to each distributor from the company. The distributor's manager will keep a close eye on it. Also the Manager will be bound to follow all the official instructions of the company received through the Territory Manager (TM) / Area Manager.
- (d) AM/TM will give the product requisition, the manager will make sure to deposit the required money in the bank according to the requisition. No objection will be accepted in this regard. The direction of AM/TM shall be considered as the final decision of the Company.
- (e) The IFS Supervisor shall take necessary measures to resolve the service requests due at the scheduled and expeditious time. The Manager will ensure transparency and accountability to the IFS Supervisor in this regard.
- (f) Instructions for Sale:**
 1. The monthly evaluation of performing DSR will be measure through his market sales activities, increasing the number of retailers, making the retailer productive and re-supplying the retailer. According to company guidelines, those DSRs whose monthly target achievement is below 80%, sales momentum is slow and those who are not able to perform daily activities properly, identify their problems quickly and take appropriate training measures.

2. Full CPE (Customer Premises Equipment) lifting is mandatory for product lifting, but in case of different parts of the product, the distributor can apply for less or more lifting at the discretion of the company. All types of (Serialized / Non-serialized) Akash Braded retail equipment should be sold through ERP (Enterprise Resource Planning) System.
3. Maintain inventory of physical product as per component available in distributor's warehouse and the stock quantity need to be equivalent to the ERP system. In this case every Saturday will be observed and inspected by the company representative. If for any reason, any discrepancy is observed between the stock of physical product and the stock of the system, all the documents/papers should be filed up at the distributor point mentioning the proper reason, so that they can be shown to the company representative on demand.
4. The following points must be observed in terms of compliance as set by the company.
 - Products cannot be sold and delivered outside the prescribed boundaries.
 - Products should be sold at secondary prices.
 - The component wise stock (which will be compatible with the system) of the retailer should be checked at the time of sale of the product.
 - Installation and customer service must be completed within the stipulated time frame.
 - Daily tasks should be completed in accordance with the guidelines.
5. Things to do in view of any kind of events, annual festivals and campaigns given by the company:
 - An annual events calendar should be prepared at the beginning of the year.
 - Preliminary activities should be started at least 3 weeks before the commencement of an event.
 - All concerned should play an active role in executing the event/booth campaign/annual festival.
 - To ensure increased sales or incremental sales by utilizing the opportunities of any type of events, festivals and campaigns, which must be measurable to the Company.
6. In the case of installation, the Turn Around Time (TAT) should be reduced that means the installation should be completed quickly. An installer will get a maximum of 4 hours for installation. Exceptions to this shall be intimated to the Installer Supervisor / TM with reasonable cause.
7. Company messages regarding Dead On Arrival (DOA) will be arranged to convey at every shopkeeper/retailer.
8. Any Financial Adjustment for DSR, Retailer, Installer and Customer by the Company shall be completed within 6 working days of handing over to the Distributor with supporting documents, otherwise the Manager shall be personally liable.
9. PJP (Permanent Journey Plan) and route segmentation of DSRs: While preparing the market visit plan according to the route of DSRs, the business volume of the market, number of retails by category, market distance, transportation system and population should be considered. Manager will ensure market visit to each DSRs as per route plan.

10. Route-plan, route-chart and area map (route plan should be clearly marked) should be finalized before the start of any quarter and after approval of AM/TM route-plan, route-chart area map and performance board (which should be updated daily) will be hung in the distribution house in such a way that all DSRs are aware. A sample route plan and chart is given below:

Route Plan for Q4' 2022																					
DB House: MS Trader		Territory: Gulshan		Updated on: 01.10.2022				No. of Selling Retailers					Category Wise Retailers					Route	Frequency	Last Outlet Distance	
SL	Name of Route	Name of DSR	DSR Mobile No.	Markets/Cluster		Avg. GAD	Electronics	TV	Telco	MFS	Others	Total	Cat-1	Cat-2	Cat-3	Cat-4	GRT	Total	Cat	Frequency	Last Outlet Distance
1	Gulshan-1	Limon Shikder	01893844447	DCC, Wareless, Mohakhali, Niketon Bazar		30	12	4	5	3	3	27				1	26	27		3	3 KM
2																					
3																					
4																					
5																					
6																					
Signature DB Manager		Signature Territory Manager				Signature Area Manager				Management Observations :											

Route Chart for Q4' 2022 (Updated on: 30 Nov'22)																				
DSR Name: Limon Shikder			DB Name: MS Trader			No. of Selling Retailers						Category Wise Retailers					Route	Frequency	Last Outlet Distance	
SL	Working Day	Name of Route	Markets/Cluster		Avg. GAD	Electronics	TV	Telco	MFS	Others	Total	Cat-1	Cat-2	Cat-3	Cat-4	GRT	Total	Cat	Frequency	Last Outlet Distance
1	Saturday	Gulshan-1	DCC, Wareless, Mohakhali, Niketon Bazar		30	12	4	5	3	3	27				1	26	27		3	4 Km
2	Sunday	Gulshan-2	Banani Bazar, Gulshan Circle, DCC 2		40	14	2	6	3	1	26		1	4	21	26			3	3Km
3	Monday	Gulshan-1	DCC, Wareless, Mohakhali, Niketon Bazar		30	12	4	5	3	3	27				1	26	27		3	4 Km
4	Tuesday	Gulshan-2	Banani Bazar, Gulshan Circle, DCC 2		40	14	2	6	3	1	26		1	4	21	26			3	3Km
5	Wednesday	Gulshan-1	DCC, Wareless, Mohakhali, Niketon Bazar		30	12	4	5	3	3	27				1	26	27		3	4 Km
6	Thursday	Gulshan-2	Banani Bazar, Gulshan Circle, DCC 2		40	14	2	6	3	1	26		1	4	21	26			3	3Km
					70	26	6	11	6	4	53	0	0	1	5	47	53			
* Day Off: Friday																				
Signature DSR			Signature DB Manager				Signature TM													

3.4.2 Responsibilities and Duties of Supporting Executives

- He/she will pass minimum HSC (Higher Secondary School Certificate).
- As a Hunter of DSR / Business Development Representative, Expand the business opportunities of "Beximco Communications Limited" by onboarding at least one new retail in every 2 days.
- Ensure Dead on Arrival (DOA) support.
- Perform duties of Store Keeper (where applicable).
- In case of any product related issue at distribution point / retail, take necessary action in coordination with TM / Installer / Manager.

3.4.3 D.S.R. Recruitment and Training

At least one DSR shall be appointed for each Thana/Upazila. One experienced Distributor's Sales Representative (DSR) will be appointed for every 20 to 30 retailers (minimum S.S.C pass with age limit 20-35).

- Terms of appointment of DSR:
 - Distributor and TM will select DSR through joint decision.
 - Undertake training after approval by AM.
 - On job activity follow-up (job-attachment) to the DSR for at least 1 working day.

- After passing the evaluation test given by Training Department under supervision of TM, go ahead for the DSR code opening process in ERP.
- (b) Informing product knowledge during training to DSRs:
- Must provide knowledge of product and educate him about the technology of the product, such as:
 1. What is DTH?
 2. Clear understanding of why sky is needed.
 3. Use of detailed parts/components of the product
 4. Clear understanding of D.S.R. kit/ retail kit.
 5. know the Retailer/dealer's commission structure and selling price structure
 - Providing knowledge about product features / USP (Unique Selling Proposition), such as:
 1. HD quality of picture plays a vital impact on viewer's eyes and health.
 2. Role of Parental Control feature to ensure Safe Entertainment of Children.
 3. Concept of all features of Akash including attractive channel's language change facilities.
 4. Concept of market, retail point, inspection system and sales process
- (c) Follow the sales call process as per training: i.e. physical and mental preparation, Self-presentation in retail, Placement of proper merchandising of POSM and stock verification,proposing secondary stock offerings, suggesting business enhancements and completing sales call.
- (d) explaining how sales are made on the Retail App.
- (e) Educating in detail about how customer registration, Job ID generation and Sub ID generation are done.
- (f) Collection of Customer Information: Retailers should be trained and competent to collect the customer's NID (National Identity) number, current address, Registered Mobile Number (RMN), any other mobile number (if any) correctly.

3.4.4 DSR Responsibilities and Duties:

- (a) The DSR shall be fully aware of the expected retail numbers based on population and households of its route as per the guidelines provided by the company. He has to continuously increase the number of retails by increasing coverage with Akash products, make retailers productive by increasing product knowledge and placing products at zero stock retail.
- (b) According to the sales trend (nature of sales), the number of product sales of the concerned retailer should be determined, in case of delivery of the product to the said retailer, quantity should be in a justified number so that stocked/products doesn't remain in a retailer not more than 2 months. In this case distribution of products should be ensured according to the capacity of the retailer.

- (c) For both CPE and ASK (Akash Starter Kit), all efforts should be continued to make stocking retail as productive retail. In this case (zero) sales retailer should be encouraged for minimum 1 sale. Also, a DSR should keep trying to carry out 1-piece incremental sales from each retail and hardly drive to increase 1 selling retailer to 2, 2 selling retail to 3, 3 to 4 and 4 to 5.
- (d) Merchandising of products and POSM: ASK, STB (Set Top Box), Dish & POSM products should be placed along the I-level of the store, so that they are easily visible to the customers by providing proper training to DSR and Retail.
- (e) Retailer who selling through only ASK, need to ensure the visibility of POSM in such a way so that potential customer can easily understand the products availability and DSR will educate retailer about the profitability compared with his investment amount (Return on Investment).
- (f) POSM placement, preservation and maintenance is one of the responsibilities of DSR. So its proper placement selection and properly utilization must be ensured. The storage or life cycle of POSM shall be considered as follows. For example: 15 days for Temporary POSM, 6-12 months for Semi-Permanent and more than 2 years for Permanent POSM.
- (g) Secondary of products at Retailers should be ensured before the product stock is exhausted and maintain safety stock for the next 21 days. In this case the concerned distributor / manager and DSR will be responsible.
- (h) Assisting Territory Manager in proper enrollment of retailers:
 1. DSR must provide Retailer's Lat-Long and Image at the time of retailer registration.
 2. At the time of Retailer enrollment, must submit all relevant documents including the retailer's trade license as per company rules.
 3. Registration of the retailer should be confirmed from TM/AM by providing all the information required to be maintained in the retail database.
- (i) Full CPE and ASK secondary sale -Coverage planning according to retailer category. Full CPE for retailers with high investment capacity and ASK for relatively low investment capable retailers.
- (j) Properly train the retailer:
 1. Informing retailer about product knowledge, campaigns, ongoing offers (recharge offers, referral offers and others) and USPs.
 2. Informed and well versed on the rules of proper use of retail apps. eg: Generating sub ID, confirming registration code, correct customer information, completing registration of products and packages as per demand.
 3. Encouraging retailers to use dedicated retail helpline (09609999111).
- (k) Ensure 100% first Recharge of all sold connections.
- (l) Ensure product lifting at retailer end with all Akash Original Accessories and encourage the customer to use Akash Original Accessories as well.
- (m) Providing detailed information about the package and product to the customer, promoting standard package and LDP (Long Duration Pack) offers.
- (n) Providing necessary advice/consultations to retailers to be productive.
- (o) Refrain from making false promises or misbehaving to customers under any circumstances.
- (p) Each DSR shall achieve daily Call Productivity / Strike Rate as per company given target.

- (q) DSR cannot conduct personal financial transactions with any retailer. If the complaint is proved, the employee will be immediately dismissed and the distributor will take full responsibility to solve the problem. “Beximco Communications Limited” will not take any responsibility.
- (r) DSR will follow and fill the prescribed Format/ Call card properly. Sample Call Card is given below:

DSR Daily Call Card											
DSR Name:				Route Frequency:				Total Outlet:			
Route Name:				Territory Name:				Date:			
SL	Retailer Name	Retailer Address	Retailer RMN	Retailer Category	Retailer Code	Visit Time	Today's Secondary	Current On-hand Stock	POSM TYPE (YES/NO)	Retailer Signature	Remarks
Findings:											
Submitted By Name:				Checked By Name:				Verified By Name:			

DSR's KPI will be provided as per Company's prescribed policies. For example: meeting daily sales target, 100% retail Visit and memo conformation for minimum 10% retail, always striving to increase retail coverage, increasing stocking and productive retail, increase 5 pcs and above selling retailers count and meeting monthly target.

3.4.5 Guideline of DSR's Daily Work

Station	Work Instructions	Time	Duration	% Of time
Distribution House	<ul style="list-style-type: none"> • Ensure presence at the distribution point by 8:30 am wearing clean clothes, shoes/, shave/trim • Check stock of salable products availability at distributor points before going to market • Attend kick-off/morning/gate meeting with AM / TM directly/online/mobile about the day's task and directions. Get instructions/guidelines on various objective i.e. day's secondary, tertiary and productivity targets, achievement against previous day's targets and sales review and Refrain from irrelevant discussion. • Make sure to carry product price list, generic leaflet, benefit comparator, channel list, retailer guidelines, order book, pen, calculator, product brochure, current month's campaign document and various promotional materials (if any) before going to the market. • Follow the following time management as per retail/store category: <ul style="list-style-type: none"> ➤ Category 1 Retail: 25 minutes ➤ Category 2 Retail: 20 minutes ➤ Category 3 Retail: 15 minutes ➤ Category 4 Retail: 10 minutes ➤ Category-General Retail: 5 minutes 	8:30 AM-9:30 AM	1 Hour	11%

	<ul style="list-style-type: none"> By 09:30 in the morning, DSR will leave for the market after completing all the work in the distributor's office. DSR Leave DB house between 8:30-9:00 am for distance markets. Before going to the market, aligned with TM's instructions and if there is anything to know, seek help from DB manager/TM. 			
Market Visit at retails	<ul style="list-style-type: none"> Initiate the first sales call/order by 10 am by attending the designated market as per PJP route. Work according to the allotted time management according to the retail/store category. Follow the steps below in the sales call / sales presentation: <ol style="list-style-type: none"> Preparation: Be mentally and physically prepared and refresh yourself with the necessary information to achieve the goal. Greetings exchange: Start conversation with greetings (salam/adab/namaskar). Product/Stock Check: Accurately and correctly check component wise stock availability. Presentation: Make a separate call (sales pitch) to the Full CPE and ASK selling retail and make them more active on akash selling by highlighting product features and benefits. Discuss the profitability and strategy of the business. Merchandising: Ensure presence of product and POSM at store eye level. Memo: Ensure delivery of product by confirming memo after correct presentation of products. Complaints management: First let the complainant fully express his/her attitude to get a chance to resolve the objection. Never interrupt him. The seller may get annoyed if interrupted. He may feel that his complaint is not being taken seriously. Resolve any complaints (past/current) by taking ownership of the issue; If necessary, take the assistance of the company representative. Relationship Building: Build personal and long-lasting business relationships with vendors. Closing: Once the order and payment are completed, collect a commitment for the next day. <p>Successfully completion of the above steps in sales presentation can ensure a successful memo. At the time of confirming the sales call, must complete the stock delivery of 10% of the total number of retails in the route (minimum 2 retails if there are 20 retailers), otherwise the target will not be achieved. Create at least one new stocking retail every day. Keep the work going on in the market till at least 5 pm. In that case complete lunch on time during market visit.</p>	10:00 AM - 5:00 PM	7 Hour (avg. 20 minutes at each retail)	78%
Distribution House	<ul style="list-style-type: none"> Hand over the order/memo book to the distributor manager after the sale is completed. Evaluate the day's work. e.g: Achievement against day's productive retail and stocking retail target, call productivity and achievement against target. Share with AM/TM the plans you have taken to achieve the target for the next day and listen to any advice. Attend the evening briefing session and inform the AM/TM if the retailer has any complaints along with the full day's experience. 	6:00 PM - 7:00 PM	1 Hour	11%

3.4.6 Responsibilities and duties of the installer

- (a) Distributor's permanent installer shall be present at the distributor point by 8:30 am. Then get clear instructions from distributor manager or supervisor with installation issue and pending installation/service schedule. All installers must attend installation and service by wearing clean clothing (provided by company), shoes, shave/trim.
- (b) Participate in morning meeting regarding customer management/follow up list as directed by Territory Manager, DB Manager and Installer Supervisor.
- (c) Balanced physical and software issued installations must be verified and updated.
- (d) Ensure the use of Akash prescribed/approved equipment during installation. shall not be go out without checking thoroughly for any shrinkage deficiency of equipment. Must leave by/before 9:30 AM for installation / service implementation.
- (e) Before proceeding to installation and service request, talk to the customer, know the details of his problem and take the necessary components with him, so that there is no need to visit again for the same service.
- (f) Proper route planning should be done so that it saves time and money in constructive way and if any installation/service jobs are assigned in between route journey, they could be possible to complete.
- (g) Must go to work with the customer at the scheduled time, under no circumstances should the schedule be missed. In case of delay in arrival/missing the schedule due to any reason need to inform customer in advance and the next schedule time should be fixed with the consent of customer.
- (h) Be courteous to the customer from the beginning to the end of the work.
- (i) Installers will inform the customer about the ongoing offers after generating the sub-id before completing the installation or completing the recharge, such as: LDP Offer (Long Term Pack), Recharge Offer, Referral Offer and other offers (if any).
- (j) Recharge methods should be clearly explained to the customer ie: My Akash App/Bkash/Nagad/Rocket/Others and any bank card (where applicable).
- (k) "My Aakash App" must be downloaded on the customer's mobile at the time of new activation. Even during the service or FR management, if "My Akash App" is not available on the customer's mobile, it must be downloaded. Installation and service must be done on a First in First Out (FIFO) basis.
- (l) After successful installation by scanning the QR code and recharge, the customer should be informed about the various components, functions and usage rules of Akash Digital TV and explain to the customer in details e.g: Recharging procedure, usage of remote (eg: language change facility, parental control, basic menu), usage of basic troubleshooting/hotline (16442), number for further contact and product warranty guidelines.
- (m) After completing the work/job, Installer should collect the bill and give a money receipt to customer and leave his premises politely, extra price or tips are not allowed to taken.
- (n) Under no circumstances shall any false promises or abuse be made to the customer.
- (o) Turn around time for installation (TAT) should be reduced. An installer will get a maximum of 4 hours for installation. If it takes extra time, Installer shall inform Supervisor /TM with rational cause of dealy.
- (p) Installation and service requests must be performed according to the schedule. It cannot be denied in any way.

- (q) A customer shall be kept under special focus/contact for the next 90 days from the date of activation. In this case, installers, freelancers should try to maintain regular contact with customers through messaging apps.
- (r) Inform the DB Manager and Installer Supervisor about all customer complaints/opinions and make plan for resolution.
- (s) Installation and service requests must be completed considering all criteria set by the company.
- (t) Must have Bkash and Nagad account.
- (u) If the customer is not available on the phone for any reason, they should leave a message.
- (v) The format of the message will be provided by the company.
- (w) Customer shall informed about the communication way of Akash:
 - Help Line Number-16442
 - Facebook page - www.facebook.com/akashdthbangladesh
 - Email – support@akashdth.com
 - Self Care – www.akashdth.com/selfcare
 - My Akash App

3.4.7 KPI of Installation and F. R. (Fault Resolution) TAT

“Beximco Communications Limited” is committed to providing maximum customer satisfaction. Its objective is to complete installation within maximum 4 hours of product purchase/ generation of sub-id and complete FR within 12 hours of receipt of service request. The Company has set the following KPIs, which will be effective from 1 November 2022 and are subject to change every month.

KPI Name	Below	Min	Good	Great	Weightage
	>24 Hrs	<=24 Hrs	<=10 Hrs	<=4 Hrs	
Installation TAR within [Avg. Hour] (Trade)	0%	50%	90%	100%	30
Installation TAR within [Avg. Hour] (Non-Trade/D/S))	0%	50%	90%	100%	30

KPI Name	Below	Min	Good	Great	Weightage
	>36 Hrs	<=36 Hrs	<=24 Hrs	<=12 Hrs	
FR TAT within	0%	50%	90%	100%	40

3.5 Causes of Distribution Termination/Cancellation

- (a) The employment contract as a distributor shall be terminated immediately upon being found to have engaged in activities contrary to state law for any reason.
- (b) "Beximco Communications Limited" reserves the right to terminate the business relationship if any person conceals any information from the authorities of "Beximco Communications Limited" causing breach of terms of appointment as a distributor.
- (c) "Beximco Communications Limited" reserves the right to terminate the business relationship with any distributor who opens a fake retail code without physical existence of that outlet as introduced to sale Akash without the permission of "Beximco Communications Limited" authorities.
- (d) The distributor agreement will be canceled if the complaint of selling the product at a price lower or higher than the price fixed by the company is proved.
- (e) "Beximco Communications Limited" reserves the right to terminate the appointment as a distributor if the "Cross Territory" complaint of the distributor is proved.
- (f) The Company reserves the right to terminate the Distributor Agreement if any Distributor fails to achieve sales targets for three consecutive months.
- (g) The Company reserves the right to terminate the Distributor Agreement if the Distributor provides any information on social media that discredits the Company.
- (h) "Beximco Communications Limited" reserves the right to terminate the business relationship with the distributor in case of various irregularities in the distributor's house, lack of investment and manpower and failure to fulfill the necessary conditions related to the office despite three consecutive reminders (by e-mail or letter).
- (i) "Beximco Communications Limited" reserves the right to terminate business relations with the distributor if he involves to sale external local products such as: LNB (Low-noise Block Down Converter, Connector, Cable) without selling the products specified by the company.
- (j) "Beximco Communications Limited" reserves the right to terminate the business relationship with any distributor who fails to provide installation or service following the criteria set by the company for three consecutive months.

Chapter-Five

Findings, Recommendations & Conclusion

Findings

Akash DTH (Beximco Communications Limited) is the pioneer of the DTH service in Bangladesh. It is trying to ensure the best quality of entertainment by providing best service to his customer and trying to increase the customer satisfaction level by initiating various products and packages. Since the industry is complete new in Bangladesh, so the standard operation process of distribution and others are being set by the organization own learning. Thus, lots of barriers or limitation in the market and inside organization are appeared during its operation. Though the company is continuously trying to resolve the issues with perfect and appropriate decision compared to market situation. Through my working experience in Akash DTH (Beximco Communications Limited), I have addressed few findings that are described based on my personal judgement.

- Stock Availability in the market (Retail): The price of Akash DTH full CPE is very high. Usually electronics, Electrical, Telecom, General Shop perform as s retailer of Akash DTH. They need to invest comparatively huge amount for starting business but the offtake period of lifting products takes more time to exhaust, thus retailer become reluctant to do repeated secondary lifting.
- Low BTL & ATL Activities: Since the products and service is new for Bangladesh, so most of the people are unaware about DTH service. So, organization should emphasize on the activities of BTL & ATL.
- Customer/Subscriber Onboarding System: Usually a retailer uses apps to create a subscriber ID to start journey with Akash. But the APPs is not user friendly for retailer, since most of the retailer are uneducated or don't have smart phone.
- Distributor sales Representative Salary & Incentives: Distributor sales Representative are the people who are the ultimate sellers of the company's product in the market premises. They always keep contact with the retailer. DSR need to more qualified to work with Akash DTH but their Salary and incentive package are very low and distributor are unable to provide more benefits due to current scenario of business. A supporting Salary should provide to DSR from Akash DTH back office to minimize the turnover ratio of DSR. Incentive program are available but due to market challenge they can't achieve it easily.
- Competitors: DTH Industry is completely new in Bangladesh and Akash DTH is one and only DTH operator in Bangladesh. So, considering the DTH operator it has no competitors but the target customer of DTH is already occupied with the service by local operator. So, Organization should take deep consideration of them to initiate the marketing strategy.
- Distributor ROI: Distributor ROI is satisfactory during the seasonal period like festival months, any International Sports event (WC,IPL,BPL,Copa America etc). It has no average sustainability of market; thus, distributor fall in negative ROI.

Recommendation:

On the basis of findings problems, recommendations are listed below:

- To reduced stock offtake problem company should initiate special offer of customer and promote its products through various way so that retailer lifting versus offtake or tertiary sale become consistent.
- BTL Activities (Retail Signboard, Poster, Feston, Dangler, Dummy Dish, Sunset Banner, liflet, Road Side Wall painting, etc) should implement aggressively to educate people about Akash DTH, beside these ATL program should also keep in consideration like Television advertising, Social Media advertising, National Program sponsored. Though the company initially did these activities but in recent days their such activities are very low.
- User friendly and language acceptable retail apps should be launched to make it more usable at retail end. Ultimately DSR are operating these apps to accomplish the subscriber onboarding task.
- A lucrative salary and incentive package should design for DSR and organization should provide financial support to implement the scheme by Distributor.
- Akash DTH could offer more product & packages with variable features to compete with the other operator particularly local Cable operators. A certain classes customer are unable to afford Akash DTH packages. This group of customers should grab Akash by initiating a rural/Economy package
- Organization should initiate various support program/scheme for low category distributor or challenging market operator

Conclusion

DTH (Direct-To-Home) Service is one of the significant inventions which shaped a revolution in the television viewing experience by the grace of modern technology and achieving popularity day by day. The findings revealed most of the users use DTH service for its clear picture quality, HD quality Channels, Movability, payment through mobile banking & the promotional benefits of numerous HD channels. DTH providers should improve their features and the level of services with the efficient expertise.

The industry is growing rapidly and should penetrate more operator to establish a competitive market for the sake of all stakeholders. Government shouldn't allow monopoly business in this segment. Huge possibilities of this sector are visible now.

It's a great opportunity for me to work with the new challenging products and explore new revolution of the potential market and enhanced my knowledge, developed skill.

In this report, I have presented the process of Sales and distribution of Akash DTH, activities of distribution from central warehouse to retail as well as customer premises, also described the major challenges and problems on business operation and finally recommended few guidelines to improve or overcome the scenario.

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