



A landmark to create the Future

Internship Report

Analysis of Marketing Activities

Of Robi Axiata Ltd

Supervised To

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Submitted By

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Letter of Transmittal

January 07, 2023

Mohammad Shibli Shahriar

Associate Professor

Daffodil International University

Faculty of Business and Entrepreneurship

Department of Business Administration

Subject: Letter of Transmittal

Dear Sir,

Through prodigious preference I submit my Analysis of Marketing Activities process Robi Axiata LTD. That you devour allocated toward me by way of a significant obligation sequence. I have originated the training toward remain fairly stimulating, helpful and perceptive. I consume strained my equal finest to make a real and admirable statement.

The statement covers a full education happening Staffing and Assortment procedure and an appearance on in what method he remains complete fashionable the practical biosphere. Now we consume met material finished dissimilar bases such by way of websites & real meetings after my Manager of Robi Axiata Ltd.

I correspondingly poverty toward acknowledge you aimed at your provision & endurance aimed on me & I rise the chance providing through you finished transmission myself toward effort cutting-edge this considerate mission.



.....
Md.Rokunuzzaman

ID: 201-14-3168

Major: Marketing

Program: MBA

Daffodil International University

Acknowledgment

Opening rotten completely me would be similar to acknowledging my Mentor Mohammad Shibli Shahriar aimed at this man's tireless leadership, help, energy, and then proposal. I remain grateful to him. Deprived of her straight leader this statement couldn't remain conceivable. An actual lively character, Mohammad Shibli Shahriar continually enthused us all together the period to grow my vocation and part this woman information by us. I will continue to be thankful to Mohammad Shibli Shariar aimed at this man with strange signs and then persistent determination.

I remain grateful and recognized my supervisor Mr. Abdul Aziz Professional (HRD, Marketing), Robi Axiata Ltd., who was deprived of his straight assistance, and proposal, then help it continued to be unbearable aimed at myself toward whole this statement.

I would too similar to acknowledge the proficient of Robi Axiata Ltd. aimed at serving me through generous an occasion to effort by them.



Md.Rokunuzzaman

ID: 201-14-3168

Major: Marketing

Program: MBA

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Declaration

My name is Rokunuzzaman bearing ID # 201-14-3168, student in the MBA program at Daffodil international university my major remained in marketing hereby state that the internship report enables the Marketing Activities process Robi Axiata Ltd is an original.

The consigned work is by me for partial fulfillment of my MBA degree and as a part of the academic program. It has not been submitted by me before for any other degree.

Yours Sincerely



Md.Rokunuzzaman

ID: 201-14-3168

Major: Marketing

Program: MBA

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Letter of Acceptance

This is near authorizing the internship report aristocratic Marketing Activities process Robi Axatia LTD approved available through Rokunuzzaman ID: MBA-201-14-3168 under my supervision, for the partial fulfillment to complete the gradation of Master of Business Administration major in Marketing from Daffodil International University I reason no share of the residency statement consumes remained succumbed for somewhat degree, heading, already credit previously.

I appeal to him for each achievement in his upcoming attempt.



.....
Mohammad Shibli Shariar

Associate Professor

Department of Business Administration

Daffodil International University

Executive Summary

Through the method of a part of arguable duty then the conclusion of MBA package, I eat continued owed toward entire placement declaration trendy Examination of Publicity Robi Axatia Ltd below the leadership of Mohammad Shibli Shahriar.

Advertising of the Analysis process remains an appearance ENT of the anthropological standby process. Method of such I bothers designated this topic to make him strong. I eat estranged this statement cutting-edge about signifying sections. By way of a new doctor in a hypothetical cable commercial like Robi Axatia Limited myself eat stressed my best to potency ended their Marketing Analysis process within little tenancy of 03 months.

The statement over an overall plan Robi Axiata Ltd Finished technique of appropriate through the technique of his drive option formerly controls. Before this account, income happened the early chat around Robi Axiata LTD. Robi Axiata Ltd sole of the innovators leading-edge the infrastructures secluded subdivision of Bangladesh, it leftovers a combined undertaking business among Axiata Cluster Berhad, Malaysia, and NTT DOCOMO INC, Japan. Primarily he presented by a make name AKTEL in 1997 then he ongoing a novel trip on 28th March 2010. I devour exposed the dream planned goalmouth formerly standards of he. Later now deliberate around Robi Axiata Ltd. Dissimilar Separation Then Division. Formerly it transmits happening by Robi's Extended Period Vision, CSR doings, and Attainment. Then the account profits by the job part, anywhere the professions which remain complete by me remain deliberated.

Later that I previous trendy toward my principal stress of the account Robi's Promotion Analysis procedure real the unlike ladders of it. The main share remains manpower demand then apiece section gives demand rendering to her HR planning to the HR Division. Later receiving endorsement after the CHRO statement leftovers assumed confidentiality inside the group before in outside TV like bdjobs.com and calling the website of Robi.

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1.1 Introduction

This is an internship report Master of Business Administration(MBA) Progression needs a three months' add-on by a group shadowed through a statement allocated through the superior cutting-edge group and permitted through the ability mentor. myself removed the chance to prepare my residency cutting-edge an international telecom corporation pardon remains unique of the foremost telecom facility provider in Bangladesh. Below the good leadership of onsite supervisor Mr. Abdul Aziz, I consume led my education on Marketing Activities procedure Robi Axiata Limited. My aptitude superior Mohammad Shibli Shariar too accepted the subject and then officially made this statement as a share of the satisfaction of residency obligation besides giving me good supervision and then supporting the finished period

1.2 Backgroun of the study

There remains no doubt that the world of effort remains fast altering. By way of being part of a group then, Advertising necessity remains armed to contract through the possessions of the changing environment of work. Aimed at them this income understanding of the suggestions of globalization, technology changes, and workforce diversity. Changing skill requirements, incessant development creativities depending on staff, dispersed exertion sites, and employee involvement are the issue for confronting. Now it is a big challenge for the Marketing to provision the group by if the finest workers aimed at the suitable site cutting-edge conventional likely time.

Preliminary knowing the jobs and preparation for them is a great task. Additionally, selecting and enticing the appropriate applicants and choosing the best being in retro remains a test.

The price of the staffing is important. So good preparation then expresses a person's plan is the job that needs additional emphasis than development. Equal chance and obtaining remains too an energetic share. Understanding this essential we strained toward the discovery of the change and then resemblances amid theoretic aspects by the applied steps occupied by the business. We removed an effort to prove the feature for additional development.

1.3 The objective of the study

Toward distinguish general around the business of Robi Axiata Ltd. then too distinguish each share of the Marketing activities and process of that business.

- ✓ In the direction of provide a strong knowledge around the business Robi Axiata Ltd.
- ✓ To identify the marketing mix of Robi Axiata Ltd.
- ✓ To identify the analysis of the marketing activities of Robi Axiata Ltd.
- ✓ Find out some problems.
- ✓ Make some suggestions to overcome Robi Axiata Ltd.

1.4 Scope of the study

Greatest conspicuously, its determination influences the examiner by getting a solid hypothetical of the HR separation and his employed series fair as its important purposes cutting-edge group.

Also, Humanoid Reserve remains a developing impression in Bangladesh then relatives aimed at instance a Set put evocatively additional sense happening this workplace so this examination will help the association too. In this politeness, this examination will assist with cumulative the connotation's exhibition leading-edge a means the explanatory of the association will think.

At extended last, he will inspire additional study here and then will bounce obliging rules to this sort of inspection.

1.5 The Mythology of the study

Foundation of Indication:

Principal: the major evidence was composed of finished confrontational meetings, and opinions, then through the contribution of cutting-edge recruitment and assortment procedure.

Secondary: the subordinate info is composed after the website Periodical Communication Periodicals books and approximately additional pertinent bases.

Together main then subordinate information bases determination remains rummage-sale to make this explanation. Main databases remain arranged inspection, informal conversation by specialists then remark while employed in dissimilar desks. The subordinate databases remain dissimilar available intelligence, guides, value informs, and different books.

1.6 Scope of the Research

Most Governments. Furthermore, the study determination helps to distinguish amid the repetition then the philosophies that straight toward understanding in what way the collection container recovers their Marketing Process. The account contracts by the Analysis of the marketing procedure cutting-edge footings of the theoretic opinion of opinion and then the applied use. The study determination let knowledge around the analysis of marketing issues, position, contemporary methods, and replicas rummage-sale to brand it additional well-organized. The education determination assistance toward studying the applied events shadowed through the fore

1.7 Limitations of the study

Aimed at the formation of this account I consume test such enormous statistics of tests meanwhile he's a dangerous quantity of jumbled to place now all the honest then important info of this company then intensely incomplete.

- The chief curb of this account remains Sets strategy of not skimpy approximate information then info for a strong aim which might remain very abundant and valuable.
- Incomplete time for leading the study makes it incomplete. It is very difficult to arrange Information after the Robi Axiata Ltd.
- The report has been prepared and expressed only based on that information can be obtainable on the website and annual report Robi Axiata Ltd.

Chapter-Two

Organization Background

2.1 History of Robi Axiata LTD

Name & Organizational History of Robi

Robi remains the lively and foremost endways nationwide GSM mobile announcement answers of Axiata (Bangladesh). The work place of post besides wires of the management of Bangladesh obtainable Axiata Bangladesh a national numerical cellular certificate cutting-edge 1996. Axiata Bangladesh Limited hurled its facilities to fashionable Bangladesh cutting-edge 2008 previous he remained below Telecom Malaysia Bangladesh Limited which ongoing commercial happening November 15, 1997, below the make name of AKTEL. In 2010, the rebranding of AKTEL removed home and he exposed himself by way of Robi with the motto Jole Uthon Apon Shoktite. Subsequently the beginning of his process Robi has remained a power toward remain calculated in the wire manufacturing of Bangladesh, being one of the fastest-growing mobile communication companies offering comprehensive GSM mobile explanations to more than two million subscribers. Today, Robi boasts the widest international Roaming service in the marketplace linking 315 workers across 170 republics. By a net cover altogether the 61 allowable regions of Bangladesh joined by the primary Brainy Net (IN) prepaid phase in the country, Robi is geared to deliver a wide range of products and services to clientele all ended Bangladesh. On the feeling of all of the attainment of Robi, today remains a new lively staff including about 1350 highly interested and expert specialists.

Nowadays Robi remains documented by way of a foremost make in Bangladesh then this remains ambitious by his tenacious pursuit of excellence and then skill hitting the fast of the break. The upcoming by Robi potentials to remain exciting as he strives to employ the best capital and then the newest skill to influence numerous extra revolutionary then exciting harvests and amenities.

Finished violent speculation to extend network coverage and improve call quality, Robi has been in constant motion to maintain its promise to provide subscribers with the best possible cellular service. The momentum enveloped all (allowed) upazilas through the end of 2008. Robi invested to board 8 million subscribers by end of 2008, eased through more than doubling the number of the base stations. That is, the impartiality of Robi's communication appears to be to generate sales and then to method building a strong and consistent brand copy in the care of the clientele to deliver them a goal toward choosing Robi over.

2.2 Back ground of the study

Fashionable instruction toward becoming happening by the beat of the contemporary world, infra-structural development of the telecommunication sector should get the priority. As an important, Robi Axiata Ltd. unique innovator not only in the telecommunications private sector of Bangladesh but also as a dynamic and leading nationwide GSM message solution provider. He is a combined undertaking business between Axiata Group Berhad, Malaysia, and Ntt Docomo Inc, Japan. With a mission to meet the communication needs of the people of Bangladesh, Robi Axiata Ltd. previously known as Telekom Malaysia International (Bangladesh), began its operation in 1997 under the brand name Actel. Later, on 28th March 2010, the companies ongoing its new voyage with the new makes name Robi.

Through serving the urban dwellers formerly country people concurrently Robi is successful in fulfilling the country's dream to brand the message as a basic need and finished the spread at all levels of society. Sharing Robi's experience and expertise with the people of Bangladesh will not only assist in the development of the telecom structure in the country but most outstandingly the people of Bangladesh remain associated and quicker thru separately added.

Robi is a people-oriented make in Bangladesh. Robi has confidence in cutting-edge fast with novelty then originality. The commercial remains if the wire facilities toward provision nationwide wire rule for an advanced grade of infrastructures ratio then attention in Bangladesh. Robi is committed to providing warm, friendly approachable service to its appreciated clientele by way of healthy as form society. Robi amenities its subscribers with the attitude of excellence with the limited interconnection

By method of a client-absorbed Info Infrastructures Business, Robi trusts cutting-edge if the superior facility that leads to decent profitable and decent growth in the civilization. Robi trusts that fineness is continuous and not ever ending trip. Hence, a step Robi is taking continuously to upgrading and expands their network for better and well-organized services to subs.

2.3 Company Introduction

Vision

Toward remains the most favored GSM cellular facility breadwinner in Bangladesh

Permanent Imagining of the Corporation:

Robi powerfully trusts that subscribers remain their greatest valued possessions. They consume a robust Client Facility Midpoint. To uninterruptedly remain by their clientele, the Robi help Streak remains obtainable. Robi consumes positively traveled near a novel change by industrial volumes cutting-edge footings of obliging a higher client base and as healthy by way of to let them use all the basic extra services below GSM skill. That is why the information then information of Axiata Bangladesh is documented throughout the industry. Demand is growing all the time, not simply aimed at the services it already provides, but for greater and more feast services than smooth higher quality presentation. The business presented both-way national wandering all finished its net attention.

the prepaid facilities with improved topographies consumption remained commercially beginning positively and today they are captivated by schemes to accumulate extra progressive technical topographies cutting-edge their net. In footholds of Net Fineness, the business ensures, not only that the gear is of first-rate value, but extra highly, that its scope or capacity is catered to the right dimensioning of the client base, in order not to face the difficulties of drop noises or cramming. All these are completed through decent groundwork, switch, then arranged upkeep programs. They support the standard for quality facilities. They screen these by making even reports also on-site reviews.

The clienteles consume valued the hurled Correctness and Holding Package to a big degree by the way they remain getting the chance to share their opinions and oppositions about the service with the Robi operates. Founded on customer complaints, if there remain any weak signals or a call drops, the accomplished causes remain if facilities rotund the clock toward resolving the problem punctually. The utmost significant standby subjects in Axiata Bangladesh leftovers its well-organized humanoid reserve. Also, his choices remain founded on happening indications from market investigation and then maintenance review. Formerly he leftovers a frank complaint that the entire overhead substances ampule only remains reached finished the exact persons then finally, Robi is protection fineness facilities by

fineness persons. Axiata Bangladesh eats the plan to stretch accidental to each national cutting-edge by the income of cellular facilities cutting-edge the republic at a shy value if the highest excellence facility and client upkeep. In reaching this box, they can't delay additional interconnection facilities by the fixed network. So, Axiata Bangladesh is planning to apply its strong labor to make its independent network. They have previously continued the Dhaka-Chittagong Robi backbone. The future strategy is to actively increase the net, which remained named cell-to-cell growth covering closely all the areas of Bangladesh, and to usual building, chunks to develop the marketplace leader by 2015.

2.4 Mission

Toward delivering entire client gratification the business struggles toward developing the utmost favored GSM cellular facility breadwinner in cutting-edge Bangladesh. Axiata Bangladesh's determination attains this finish emerging peoples, crops, and facilities of the uppermost excellence and conference the wants of its clientele, staff, stockholders, and the state. Melody

Robi always struggles to support the pronouncement Client Primary.

The Commercial Motto

Jole Uthun Apon Shaktite

2.5 Objective

Entire Promise to the needs of clientele.

- Toward shadow the highest moral values.
- Incessant development of altogether work procedures
- Lasting growth of altogether the operatives' information then services.
- Safeguarding the excellence of the service to competition the excellence of facility obtainable by the biosphere's greatest fruitful businesses in the turf.
- The preservative is the business's foremost location in the nationwide market of mobile communications.
- Worldwide Assignment of the Business.
- Robi wants to deliver his clienteles the finest excellence facility in footing.
- Right-hand knowledge about the world.
- Extensive attention with arithmetical clearness.

- Numerical safety with the agreement of attention.
- Numerous assortments of value-added features.
- Healthier client service-not fair assured, nonetheless transported.
- Unsure proportion then recovering billing

The most significant key reserve factor leading-edge Axiata Bangladesh is its efficient human resource. Not only this, its decisions are based on facts from market research and then coverage surveys. Also, the above can only be achieved through the right people. Robi has put keen eyes on developing its staff through proper training, as they believe that the most significant asset for Axiata Bangladesh is its staff since they are the interior clientele. When the internal customers are well skilled, interested, and confident around their performance, only formerly they will deliver the most to content the outdoor clientele.

2.6 Information

The Worldwide Arrangement for moveable before GSM skill of Robi remains the greatest extensively putative arithmetical system cutting-edge the environment, now rummage-sale by over 400 million people's cutting-edge 150 countries. Leading-edge Bangladesh, Robi uses the 900 GSM technologies because Robi is enthusiastic towards give the customer the actual best. Presently, Axiata Bangladesh proposes GSM digital cellular facilities in altogether local H.Q. then all main large regions.

Chapter-Three
Organizational Structure of Robi
&
Marketing Activities

3.1 Organizational Structure of Robi

Robi takes on an elevated worth on human resource development and the grants made through its staff. They persevere to uphold a creative and congenial employed setting in the entire group. Robi continuously perseveres through its labors to recover the effectiveness of its staff and bring into streak them to the correct locations through highly identified responsibilities.

Since the good developments of its nets and the huge development of its subscriber base, the company has increased its workforce Robi has positively chosen approximately key older bosses who were hired based on their expert skills and knowledge. To cope with the bouncing countryside of the business's commercial, creativities are continuously occupied to regroup and know the business's existing usual up. It unceasingly evolves dependable organization approaches and schemes crosswise useful divisions, intent, on the real combination then version of all the structural components.

3.2 Product Development

The produce growth component remains similar to the R and D component of an initiative, supervising and developing novel crops and facilities. This component remains carefully related to the advertising investigation component and then composed the components to grow new ideas and facility ideas. The creation growth component remains also accountable for the management of rudimentary facilities (Pre-Paid and Post-Paid). Alike toward additional components, this unit too consumes a leader who reports to the meeting

3.3 Marketing Research and MIS

Robi has a component that covers together Marketing Investigation and Then Advertising Info Scheme (GIS). The component transmits out a three-monthly investigation finished an investigation business than internal doctors. The constituent is also in custody of next the latest novelties and novel offerings from other workers. In Axiata Bangladesh, this unit is not yet an indispensable unit.

Global Wandering

Global wandering (GW) component leftovers are chiefly responsible for ISD, Worldwide SMS, etc. The chief job of this component remains to sell by foreign telecommunications companies and to broaden international attention to finished agreements through them. A person in the care of Manufacturing Relatives report to the meeting.

3.4 Marketing Division

The Marketing Separation handles the selling of crops then facilities to additional businesses. The unit achieves contracts by various businesses near be Robi's business customer's then lone contract by sales on the business equal.

Direct Sales

The straight auction component remains accountable and aimed at the auction of crops and then facilities to mass customers through the client facility centers. Robi eats eleven customer facility middles about the republic then these middles vend the facilities to the clientele straight.

Trader Organization

The merchant administration component supervises the merchants of the business about the state. Robi has four wholesalers and then a unique operator and they ought to be checked and directed always. The skull of these unit intelligences toward the meeting of advertising.

3.5 Information Technology Division

Computer science separation establishes seven components then they are carefully effort composed.

Value Added service

Esteem included benefit may be a component that executes the created ideas and concepts of the showcasing separation. The unit is capable of the advancement of the program, which is able, is utilized for the application of the unused administrations created by the item advancement unit. At the same time, this unit handles the VAS substance suppliers who are

the third party to the company.

Billing

The charging unit is capable of handling and checking the charging frameworks for Post-Paid clients. The unit incorporates a director who reports to the AGM of IT.

Rating (Post-Paid)

This unit is dependable for charging the rates of Post-Paid benefits. Hello settles the unit cost per minute and beat rates conjointly fix the beat terms. It too changes the rates on a request basis.

Pre-Paid

This unit as it were bargains with the Pre-Paid benefit. It regulates the e-fill and scratch card frameworks. At the same time, it fixes per-minute and beat rates and fixes the beat lengths for paid ahead-of-time customers.

3.6 Produce Formation

This component is watchfully and aimed at preparation and making materials and management. It makes the drawing of the product design.

Billing Operation Team

- ✓ Promoting process side is accountable for managing the whole indorsing process and emerging
- ✓ Obligatory
- ✓ Software

3.7 Client Relatives Organization (CRM)

This component supplies obligatory packages toward the customer upkeep midpoints then the whole thing by these middles side through side. The middles as a rule counsel CRM about their necessities and the constituent plans sensible package for them.

Finance Division

Economic separation consumes eight unit's commerce by financial materials of the company.

Treasury Management

The business back unit includes treasury administration and L/C. Treasury administration bargains by the influx and outpouring of the business, while L/C (Letter of credits) bargains through the L/C inaugural sets and additional distant sets.

Books Owed

This unit saves path on the books owed of the business.

Books Receivable

This component saves path happening the books receivables of the business while planning the regulate piece. By way of Axiata Bangladesh might be a extensive business by thousands of financial connections conservative, a component toward save track on the books remains essential.

Essential: Explanation

Center explanation is a basic component of the spinal separation supervision by the cheap then settled possessions. The yearly cheap of typical workplaces is ready beneath the near judgement of this component.

Income Pledge

Income validation unit includes of revenue validation and coercion administration. Income affirmation screens the exchanges and guarantees full security of the accounts. On the other hand, extortion administration ensures the fraudulences take put within the day by day dealings.

Taxation

Taxation unit takes care of the charge, VAT and tariffs of the company.

Reportage Component

The detailing unit intelligences the whole budgetary exchanges of Axiata Bangladesh to the parental business.

Estimate

This component estimates the estimate of distinctive offices then intelligences the anticipated consumption of any alteration.

Practical Separation

The particular separation includes of three main units – spacing, basis then stuff organization.

Preparation

The spacing component brands tactics by respect to the particular belongings such by way of the RF, SWITCH etcetera They guarantee the correct state of particular devices then gear's.

Infrastructure

The basis unit selects the areas then shapes the dishonorable receiver position (BTS) barbicans. They remain also watchful for the support of the barbicans.

Stuff Organization

The stuff management component oversees the specific provisions then possessions.

3.8 Human Resource Division

Humanoid advantage workplace remains accomplished aimed on the mobilization then preparing of the administrations of the commercial. They furthermore gumshoe the application and grip the promotion and salary connected things. In conjunction by the HR separation, there's a group. The group is capable for providing decorations and supplies to all the separations and divisions. They too regulate the controls of the business.

Business Procedure Section

The business procedure division decides the lasting procedures and the temporary plans. All the commercial equal preparations come after them, and they are furthermore watchful aimed at the application.

Business Matter Section

The business undertakings division is dependable for keeping up a contact by additional main businesses. Finished this office, Axiata Bangladesh makes commerce bargains with other organizations and assistances apiece additional.

Organization Section

The organization division is capable for the inner and outside harmonization. At unique hand they facilitate by exterior businesses. In conjunction by that, they match amongst the separations and separations inner the business.

3.9 Association amongst dissimilar Separations & Sections

A group is a similar multifaceted device including characteristic stocks. Diverse utilitarian separations and offices are the distinctive shares of this structural device. In this manner, to form an organization a victory, the divisions and offices must work in like manner. In Robi altogether the separations and divisions are carefully knotted with unique additional.

Sales component brands contract approximation knows the marketplace's possible opportunity and sends it to the specialized division for doing the arrange for modern scope range. These two divisions mutually arrange for increasing the scope range. If there's somewhat complaint concerning the systems Client Connection Administration unit educates the specialized division for understanding it. Once more Client Connection Administration Unit advises promoting the division on almost the issues and proposals concerning the items and their offering method. Back separation is connected with all the divisions for finance allotment and financial administration of all sorts and giving recompense to altogether the Persecute.

3.10 Upcoming Boards of Robi

Robi may be a company with expanding development drift after the exceptionally initiation stage. At show, within the 13th day of its processes Robi consumes attained a endorser shameful of around 7.85 million. The business includes several tactics aimed at the prospective upcoming ages. Within 2015, Robi consumes the target toward feast a endorser base of 15,000,000 and tall income producing client base of 500, 000. Inside this day the business is imagines to cover all the areas of the nation. Captivating altogether the plausible dangers within the industry beneath thought, counting the presentation of WARID telecom, Robi is planning to usual its structure quadrangles to gotten to be a showcase pioneer by 2015.

3.11 Promoting Plans of Robi

Axiata Bangladesh continuously needs near attain the specified deals development and client dishonorable. It needs to empower the current clients to utilize additional of their administrations. They propelled a movement named Golden Call which remained unique in their effective activities aimed at getting possible clientele. By way of a look of gratitude to their clients, conjointly to strengthen the organization with them Robi has propelled a mega campaign The Vivid call a, to begin with of his kind inside the state in satisfying their steadfast clients.

3.12 Produce Putting

Originally the board for Robi remained to reach the finest, but additional versatile administrators are too focusing on to the grass roots level and in this way expanding their client dishonorable. Axiata Bangladesh needs toward be the pioneer by great quality and planning items for the center and inferior midpoint sequence run too.

3.13 Marketing Mix

Produce

- ✓ Incessant development of excellence
- ✓ Relocation of sluggish touching crops to dissimilar board marketplaces
- ✓ Continuously branding Robi by all packages with a GSM service

- ✓ Value
- ✓ Essential vicissitudes in tariff construction, and changes and terms and circumstances.
- ✓ Diffusion valuing in the expression of rivalry
- ✓ Scanning rule likely
- ✓ Raise
- ✓ Flyers by all vital info
- ✓ Press ads
- ✓ television advertisements (fashionable upcoming)
- ✓ Ads

Business to Business

Business-to-business (B2B) portrays trade exchanges amid trades, such by way between a producer and a distributor, or between a distributor and a shop. “B2B” is contemporary shorthand aimed at a longtime contract improvement named business-to-business. B2B connections fundamentally board businesses and extra discount purchasers, while exchanges concentrating on people are called B2C, or business-to-customer. Numerous organizations have both B2B and B2C components, but it’s not unordinary for a business to specify in B2B management or contracts. Cutting-edge realism, the boundless superior part of items formerly managements sold are careful to be B2B in the countryside.

One main reason aimed at the ubiquity of B2B deals and management remains sheer volume. A being client might visit a sartorial builder’s site set and position binary sets of shoes or a sweater. The purchaser aimed at a countrywide cable of sartorial supplies, in any case, might arrange 5,000 sets of shoes and 2,000 sweaters. Without a B2B component, the producer would have misplaced out on a profitable contract. This can be why numerous companies give B2B choices nearby the B2C aids on their websites than other openings.

The capacity of B2B (Business-to-Business) connections is abundantly more advanced than the capacity of B2C connections. The essential reason for this is often that in an ordinary supply chain, there will be numerous B2B exchanges including deputized constituent or crude resources, and as it were one B2C exchange, particularly deal of the wrapped up item to the conclusion client. Aimed at the case, a car producer brands a few B2B connections

such as the technique of procurement exhausts, glass for windscreens, and elastic tubes aimed at his cars. The ultimate exchange, a wrapped-up car vended to the customer, could be solitary B2B is additionally utilized within the setting of the message than teamwork. Numerous trades are presently utilizing communal television to put through by their customers; in any case, they are presently utilizing comparable apparatuses inside the commercial so operate ampule border with unique another. Once the message is captivating put among workers, this could be alluded to as “B2B” communication. B2B deals are moreover created by giving a specialized item line or benefit not accessible to the common open. This shape of B2B exchange is exceptionally common within the fabricating biosphere. A business that crops splinter ointment cutting-edge dismisses, expected at the case and might require a specific plastic spout. A few plastic infusion molding companies would send deals agents to pitch their specific plans. These jets would be futile aimed at personal clients, but a producer may arrange thousands of them.

With the development of cutting-edge electric infrastructures, B2B consumes occupied on indeed more significance. Rather than essentially centering on business-to-business deals, cutting-edge enterprises are leading additional budgetary exchanges connected. B2B infrastructures remain currently existence utilized to advance speculation, exchange frameworks, and form budgetary unions. Since the cost of these exchanges is distant past the spread of the greatest people, there's no comparable business-to-customer other nearby. A few B2B exchanges dealt with automatic containers truly track into the billions of bucks.

B2b Marketing

- File showcasing is utilized by skills that advertise to buyers, recognized as business-to-consumer or B2C promoting, and by trade that advertise to other businesses, known as business-to-business or B2B showcasing. Since data approximately commerce is regularly more promptly accessible than data approximately customers, those companies that lock in in B2B showcasing will regularly have bigger information stockrooms than B2C businesses.
- Business to business Web promoting is comparable to conventional business to business (B2B) promoting hones. The exception is that the Web gets toward be the essential average for interfacing with possible trade customers through communication

or other Web-based tools.

B2b Advertising

- Moreover, recognized by way of commerce to commerce or b2b promoting, mechanical promoting is the technique of drawing in the consideration of additional commerce and persuading that company to buy the merchandise and administrations advertised by another commercial.
- Nor is it likely that they can manage to depend on word of mouth or notoriety to be the catalysts in getting other businesses to approach. Conventional promoting techniques
- Similar television publicizing movements often work with shoppers, nonetheless they strength not be right to attraction additional skills.

B2b Manufacturing

- B2B deals remain moreover produced through giving a particular item line or benefit not accessible to the common open. This edge of B2B exchange is exceptionally common within the fabricating world. A business which produces shaving cream in cans, for case, may require a particular malleable spout.
- Inside the nourishment manufacturing, grocery store manacles depend happening acquiring products after producers at modest estimating that licenses them to exchange nourishment things toward customers.

Etymology

The period “business-to-business” remained initially invented to depict the electric infrastructures amid trades before ventures cutting-edge arrange to recognize it afterward the infrastructures amid businesses and buyers. It in the long run came to be used in promoting as well, at first portraying as it were mechanical or capital merchandise showcasing. Nowadays it is broadly utilized to depict all items and administrations utilized by endeavors. Numerous proficient teach and the exchange distributions center much more on B2C than B2B, in spite of the fact that most deals and showcasing staff are within the B2B subdivision.

3.14 Origins of Business Marketing

Within the widest intelligence, the hone of unique gossipmonger of products responsibility exchanges by additional is as ancient as trade himself. As a specialty within the field of showcasing as we know it nowadays, be that as it may, its history is later. In his presentation to Principal of Trade Showcasing Inquire about., J. David Lichtenthal, teacher of showcasing at the City College of Unused York's Zicklin School of Trade, notes that mechanical showcasing has been around since the mid-19th century, in spite of the fact that the bulk of investigate on the discipline of commerce showcasing has come around within the final 25 years. Morris, Pitt and Honeycutt, 2001, point out that for numerous a long time trade promoting took a back situate to customer promoting, who involved suppliers of products or administrations contribution straightforwardly to family components finished mass media and selling channels. This started to change in midpoint to late-night 1970s.

An assortment of scholastic journals, such as the Diary of Business-to-Business Showcasing and the Diary of Commerce & Mechanical Showcasing, presently distribute considers on the subject routinely, and proficient conferences on business-to-business showcasing are held each year. What's more, trade showcasing courses are commonplace at numerous colleges nowadays. In reality, Dwyer and Leather treater (2006) point out that more promoting major start their vocations in trade promoting nowadays than in customer advertising.

3.15 Business Marketing vs. Consumer Marketing

The terms B2B and B2C are brief shapes for Business-to-Business (B2B) and Business-to-Consumer (B2C). Both depict the nature and offering handle of products and administrations. Whereas B2B items and administrations are sold from one company to another, B2C items are sold from a company to the conclusion user.

Showcasing to a commerce attempting to make a benefit (Business-to-Business showcasing) as restricted to an person for individual utilize (Business-to-Consumer, or B2C showcasing) is alike in footings of the rudimentary leaders of indorsing. In B2C, B2B and B2G indorsing conditions, the publicist necessity continuously.

- Successfully match the product/service strengths with the needs of a definable target market.
- position and price to align the product/service with its market, often an intricate balance; and
- Communicate and sell it in the fashion that demonstrates its value effectively to the target market.
- These are the fundamental principles of the 4 Ps of marketing (the marketing mix) first documented by E. Jerome McCarthy in 1960.

3.16 B2B Marketing Strategies

B2B Branding

B2B Branding is distinctive from B2C in a few vital habits, counting the got toward carefully adjusting business makes, local makes, and creation/facility makes then smearing your brand guidelines to fabric frequently careful “relaxed” such as e-mail and formerly additional electric postal.

Place (Sales and Distribution)

The meaning of an erudite, knowledgeable, and compelling coordinate (interior or exterior) contracts drive remains frequently rudimentary within the trade promotion. In case you offer through dissemination channels too, the quantity and sort of deals powers can change infinitely and your conquest as an advertiser is exceedingly subordinate to their achievement.

B2B Advertising Infrastructures Practices

The reason of B2B promoting infrastructures remains toward back the governments’ deals exertion and progress business productivity. B2B showcasing infrastructures strategies for the most part incorporate promoting, open relations, coordinate mail, exchange appear bolstering, deals collateral, branding, and intuitively administrations such by way of site plan and look motor optimization. The Commerce Promoting Affiliation is the conversation group that helps B2B promoting experts. He remained established in 1922 then proposals guarantee agendas, inquire about administrations, sessions, manufacturing grants and preparing agendas.

Locating Declaration

A critical to begin with stage in Business to Business showcasing remains the improvement of your situating articulation. Usually a articulation of what you are doing and how you are doing it in an unexpected way and superior and additional effectively than your contestants.

Emerging the mails

Another stage remains toward create your mails. Theres more often than not a essential message that passes on more emphatically to your clientele pardon you are doing and the advantage it suggestions to them, upheld through a amount of auxiliary mails, apiece of which might consume a amount of secondary arguments, realisms and statistics.

How long is business Marketing?

Hutt and Speh (2001) letter that “business marketers serve the largest market of all; the dollar volume of transactions in the industrial or business market significantly exceeds that of the ultimate consumer market.” Aimed at instance, they note that companies such as GE, DuPontand IBM devote additional than \$60 zillion a day happening acquisitions toward support their processes.

Dwyer and tanner 2006 approximately the acquisitions complete through businesses, administration agencies and organizations “account for more than half of the economic activity in industrialized countries such as the United States, Canada and France.

A 2003 study sponsored by the Business Marketing Association estimated that business-to-business marketers in the United States spend about \$85 billion a year to promote their goods and services. The BMA study breaks that spending out as follows (figures are in billions of dollars):

- ❖ Trade Shows/Events — \$17.3
- ❖ Internet/Electronic Media — \$12.5
- ❖ Promotion/Market Support — \$10.9
- ❖ Magazine Advertising — \$10.8

- ❖ Publicity/Public Relations — \$10.5
- ❖ Direct Mail — \$9.4
- ❖ Dealer/Distributor Materials — \$5.2
- ❖ Market Research— \$3.8
- ❖ Telemarketing — \$2.4
- ❖ Directories — \$1.4
- ❖ Other — \$5.1

The fact that there is such a thing as the Business Marketing Association speaks to the size and credibility of the industry. BMA traces its origins to 1922 with the formation of the National Industrial Advertising Association. Today, BMA, headquartered in Chicago, has more than 2,000 members in 19 chapters across the country. Among its members are marketing communications agencies that are largely or exclusively business-to-business-oriented

What’s driving growth in B2B marketing?

The huge development and alter that trade promoting is encountering is due in huge portion to three “revolutions” happening around the world nowadays, agreeing to Morris, Pitt and Honeycutt (2001).

First is the mechanical insurgency. Innovation is changing at an phenomenal pace, and these changes are speeding up the pace of modern item and benefit improvement. A expansive portion of that needs to do with the Web, which is examined in more detail below.

Buying behavior in a B2B environment

Some characteristics of organizational buying / selling behavior in detail:

- For shopper brands the buyer is a person. In B2B there are ordinarily committees of individuals in an organization and each of the individuals may have distinctive states of mind towards any brand. In expansion, each party included may have distinctive reasons for buying or not buying a specific brand.
- Since there are more individuals included within the decision-making handle and technical points of interest may ought to be examined in length, the decision-making prepare for B2B items is as a rule much longer than in B2C.

- Companies look for long term connections as any try with a diverse brand will have impacts on the whole commerce. Brand dependability is hence much higher than in buyer products markets.
- While customer merchandise ordinarily fetched small in comparison to B2B products, the offering handle includes tall costs. Not as it is it required meeting the buyer various times, but the buyer may inquire for models, tests and taunt ups. Such point-by-point appraisal serves the reason of killing the chance of buying the off-base item or service.

The main features of the B2B selling process are

- Marketing is one-to-one in nature. It is moderately simple for the vender to recognize a imminent client and to construct a face-to-face relationship
- Highly proficient and prepared individuals in buying forms are included. In numerous cases two or three choice creators have to be be considered in acquiring mechanical products.
- High esteem considered purchase
- Purchase choice is ordinarily made by a bunch of individuals (“buying team”) not one person.
- Often the buying/selling prepare is complex and incorporates numerous stages (for case; ask for expression of intrigued, ask for delicate, determination prepare, granting of delicate, contract arrangements, and marking of last contract)
Selling exercises include long forms of prospecting, qualifying, charming, making representations, planning tenders, creating procedures and contract negotiations.

Typical examples of a B2B selling process are

- An organization is looking for to construct a unused stockroom building. After carefully archiving their prerequisites, it gets three recommendations from reasonable development firms and after a long prepare of assessment and transaction it places an arrange with the organization that it accepts has advertised the most excellent esteem for money
- An organization has critical require for lawful administrations and gets entries from two law firms. Examination of the proposals and ensuing talks decides that there's no

cost advantage to setting all of the work with one firm and the choice is made to part the work between the two firms based on an assessment of each firm's capabilities

Developing a sales strategy/solution selling/technical selling

- The “art” of specialized offering (arrangement offering) takes after a three arrange process...
- Stage 1: Offer the arrangement: Never offer over the phone. The point of the primary contact with a imminent buyer is to offer the arrangement. The reason is basic; mechanical deals are complex, any endeavor to offer over the phone will trivialize your item or benefit and run the hazard of not completely understanding the customer's need.
- Stage 2: Understand their needs: The leading strategy of offering is to play down the data approximately your products or administrations until you've got fully understood your customer's requirements.
- Stage 3: Create and propose a arrangement. The arrangement is (of course) created from your (or the firm simply speak to) item or benefit offerings.

The key features of successful Business sales

In mechanical showcasing the individual offering is still exceptionally compelling since numerous items must be customized to suit the necessities of the person client. Pointers such as the deals channel grant data on the anticipated deals within the close future, the hit rate shows whether the deals organization is active with promising deals leads or it is investing much exertion as well on ventures that are in the long run misplaced to the competition or that are deserted by the prospect.

Marketing Automation System in B2B

As of now it is considering or effectively assessing, a showcasing robotization framework to progress the B2B lead era and lead sustaining prepare. It requires distant better; a much better; a higher; a stronger; an improved">a stronger understanding of arrangement providers' client benefit introduction, connected exercise/help assets, handle aimed at progressing out unused topographies/forms / germ doses, then whether or not sole has remained awed by their volume toward create him or this woman as a planned client

finished computerized implies, together self-evident and fewer self-evident. Different Promoting Mechanization sellers give the key highlights clients require nonetheless, afterward the agreement is marked, client fulfillment with the merchant and trade comes about will generally be decided through the four mechanisms overhead.

- Important then actualizing a midpoint CRM aimed at together Deals and Promoting usage.
- Evaluating mail benefit suppliers as portion of a cost/benefit examination for proceeded venture in an in-house framework vs. outsourcing a few or all usefulness to a 3rd party vendor.
- Adding a promoting request era framework, and coordination with Deals drive, to progress lead scoring, mechanize center lead sustain campaigns and move forward data deals agents have around prospect interest
- Selecting a learning administration framework for inside deals preparing (at first), client preparing and prospect education/lead nurture.

Chapter-Four

Literature Review and Internship Experience

4.1 Literature Review

Each advertising automation seller remains to view, and the footage then ligatures together each change by way of possible customers before clientele visit their website, transfer their gratified, and obtain automatic before adapted communications after them, then more. When slightly business twitches using these schemes, he understands just in the pardon method abundant info is obtainable to dealers using these schemes as they craft automatic agendas to develop prospects. He's a lot. Altogether this skill and information should deliver a nearly unified knowledge to the commercial, as the potential purchaser greeneries the sensation Winner they truly get it. They're tenacious in a helpful way I always feel like I'm knowledge rather new formerly valued after each memorandum then surely not just assertive products/answers I don't vital.

4.2 Internship Experience

We consume effort account script. Persons the whole object help in what way to current gratified formally. During my residency retro, various intellects have been printed through me.

- ✓ New skill development
- ✓ Communication skill
- ✓ Ease at stressful
- ✓ Skill applied in my internship
- ✓ Effective and efficiency
- ✓ Time management
- ✓ Effective and efficiency
- ✓ management Effective
- ✓ Report writing:

Chapter Five

Findings, Recommendations and Conclusion

5.1 Findings

Robi Axiata Ltd. mostly stresses interior than external bases for marketing Activities

- Inside the group reveals the locations of the occupation and then proclaims it to the overall current staff. The nature of the position formerly the obligation needs to be aimed at the occupation is labeled in the statement so that the absorbed applicant's container applies.
- Robi Axiata Ltd. workers the families than the children of the worker for résumé cutting-edge approximately bags.
- The additional method toward finding interviewees' leftovers remains finished worker transfers by additional subdivisions. Relaxed communication amongst superiors who can principal the detection for the premium applicants who are employed in additional section in the secure.
- Founded happening employee facilities, instructive contextual, and knowledge of effort workers can be employed in the group.
- Aimed at outside bases the group fixes ad, takes assistance after employment activities (lone for the skill section), fixes campus staffing, arranges residency for the scholars, and takes an employee from individual interaction or by worker hired.
- Robi Axiata Business Ltd. consumes a more organized than normal assortment procedure. This is severely shadowed by the assortment panel that remains authorized by the group.

They first shade qualifications. This development remains complete through approximately discerning standards which remain wanted to be aimed at the business. Formerly early meeting is held. After that discerning candidates are requested aimed at printed tests. Persons who have positively approved the exam are called for the final meeting.

- When the staffing and assortment procedure is complete formerly the staffs remain chosen based happening their occupation account the group seals the location by endorsing the current staff. But greatest of the eras it workers after outdoor.

5.2 Recommendations

Robi possesses the third site cutting-edge telecom manufacturing. To grasp this site before lifting the location he needs to concentrate similarly meant on composing the bazaar client marketplace and then the commercial market. He necessarily suggests extra worth toward his profitable clientele. Robi necessity form an opinion of change aimed at its lucrative SIM. The leading-edge condition of, sales plunging before destined at a profitable client, who revenue to alteration toward extra commercial, it necessity categorize the difficult then attempt to raise himself as each the competitors. Finished document messaging earlier about an extra technique he needs to inform commercial clientele about original publicity helps or original value plans about the business SIM, through the method of Robi does not repetition publicity. It remains experiential that it lasts a price strategy aimed at a lengthy retro, which is not predictable by the operators. He must uphold a price strategy for a specific retro or he can propose a discount after an intermezzo cutting-edge lengthy period by way of money discounts unceasingly stimulate the recurrence practice. Aimed at big and fresher VAS he must custody otherwise. He must promote the excellence of its GPRS or Robi Internet. Robi must minimalize the difficult deciding period, which meant at the internet issues as he bagasse the reproduction highly.

Leading-edge the primary control he is bare that the vigorous of prize is likewise aimed on male and female together. Now, Rob's suggestion alone allowable Talk time and SMS trendy to last for a new joining. Nevertheless, with free SMS, he can offer an experimental bundle of his new-fangled VASs on a two-three-month foundation. He can propose allowing the internet sideways to an incomplete capacity. Rabi can brand the supplementary handsome. He can demonstrate the biosphere and remain customer, the whole streak of prize or extra, amongst which customer fortitude select the auspicious two before three as he or this lady favoritism.

Meant at an example, a client who scraps not happy with SMS, he beforehand this lady favors a free talk retro end-to-end by somewhat extra proposal alike a new bundle of VAS Namaz attentive or commercial melody tune. An extra technique is that before she strengthens income the allowable chat period binary, which determines the upsurge in both the period border and the amount of allowed chat time.

Meant at the extra control, the model continued, noise upkeep aimed at commercial users

intimate the collection & meant at others VAS and GPRS all four are likewise important, which developed supposed. Robi must be worth overall the four facilities vigorously and competitively. Correct today's leftovers are abundant and absorbed trendy the sound custody confidential the group. However, scraps must revenue the similarly extra leading-edge hypothetical. It ampule suggestion discount for rotten residual is often cutting-edge an assumed period before it container dose a retro similar 12.00 Pm-3.00 PM inside this time boundary the off residual visitor's willpower develop discount aimed at an ordinary basis then, it ampule proposal mediocre custody before present the cashback proposal. For business operators altogether the VAS doesn't grip an alike sense. Robi necessity trail available the characteristically used VAS through commercial customers and peoples too which remain likely meant at profitable energy. Beforehand his ampule worth them competitively before being somewhat inferior to the contestants. With the cutting-edge state of GPRS, Robi suggests paying apiece practice formerly a monthly set. These binary endure the answers for the very low and high workers.

Leading-edge the third control, remains exposed that, the rank of GPRS is the same in altogether occupations or commercial kinds. In this subject, Robi can remain helped after the before suggested answer small toward average letters. Customers can select a set as per his or this woman's commercial stresses. Aimed at computer science software and Medicinal companies aimed at whom GPRS is the additional greatest significant facility, Robi must construct a price strategy for them otherwise it determines to enhance more worth for customers. Aimed at these unpackaged operators of GPRS. Robi can position rather healthier and extra-ordinary. Meant for instance cutting-edge therapeutic trades alike BEXIMCO, and INCEPTA wherever 350-450 efforts use commercial software to fix their dull shops. Robi container site an effort workshop for them leading-edge which the rudimentary usage age of internet or GPRS will be taught. By responsibility that Robi can brand them as better operators & also heavy operators of GPRS shortly.

Meant at the area control, the attitude continued, and the vigorous of VAS remains the similar cutting-edge all-age group, which developed putative. Robi must classify the respect of a specific VAS cutting-edge a sure age collection and in agreement, he must competition them through client wants. Robi delivers heaps of info to his client's finished VAS. Approximately indispensable informs of the part market and might additional vital breaking

newscast. Lucrative workers who moveable a lot of strength essential the info about hotels or motels of a specific home before a GPS scheme. Finished sympathetic jobs the caring of saleable the possible customer has or the kind of operator he on this woman remains Robi can indorse before the present a novel VAS cutting-edge that collection or section. For example, a customer demonstrates attention or consumes inquiries around the VAS which deliver informs on the share marketplace. That income also he or this woman is a lively saver in the share market or enthusiastic to contribute somewhere. Now, Robi has another VAS which gives an update about all significant commercial minutes successful on and the method to revenue home comparable skill fairs leading-edge unlike hotels, exhibitions, REHAB sensible and the similar. It ampule proposal this VAS to him or this woman a trial foundation.

The leading-edge circumstance of communicating broadcasting, Robi offers the Business Messaging Stage (CMP) Business theme. He must proposition additional it, similar to azure forecast marketing, MMS Advertising & so on. He can found an information cubicle for its business users whether it container be connected or business attention, anywhere Robi container notify the board audiences of the early supplies to become the least acquisition grade, billing and sum subjects, least and all-out praise limits, and the similar. He must shine in the fineness of business advice and construction of a healthy clear way of guiding the info or investigations elevated by comprising the current and likely customers. Robi has distinct preparations meant for the clientele who continue business and massively operators of worldwide wandering, nonetheless it tailspins to notify the board audiences efficiently. In such circumstances, the info cubicle can lead the info seeker correctly. In the leading-edge circumstance of additional influence, Robi does three kinds – acquisition extra, practice extra and repurchase extra, which is allowed SMS and allowed conversation period happening remaining lone. Its container brand is additionally stimulated by the contribution of the remaining by a reduction or completely allowed. Robi concentrates lone on the price strategy for the business users inside the collection.

5.3 Conclusions

General this complete procedure, definite inspiring belongings connected to business vending developed to remain known. Certainly, he remains a stimulating subject toward following commercial customers cutting-edge about limited choice & through treatment the additional hurdles leading-edge commercial vending. A few exact glitches remain resolved which complete this account composed orally & exactly, respectable & outgoing. He remains strained to achieve the impartiality & drive aimed at, which this account is assumed.

Here remain approximately robust and weak opinions of Robi business vending separation. Now, the robust sentiments remain valued and feeble opinions are documented, meant at good refinement. Now Robi leftovers fighting by Bangla link meant on the additional location before contestant blunder leading-edge the telecom manufacturing. Therefore, establishing a decent copy for business customers would remain an actual dressed preliminary aimed on the goal, it wants to attain. Bangladesh is rising at a fast step & each diurnal a novel company gets its natal. In this situation, he remains a large examination aimed at Robi to encounter awake with this everyday rising marketplace. By way of we know, commercial varies massively after each additional. Approximately remain chastely profitable similar sets and businesses and approximately remain aimed on absent after these standards today many persons remain to capitalize cutting-edge their native parts and using the obtainable chances. Approximately remain to close the Dhaka and approximately cutting-edge distant parts. Robi must be careful cutting-edge giving them and filling them, through upholding the calibration. He must propose modified forms of letters for these collections.

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