



**Corporate Sales Operations of  
Banglalion Communications Limited:  
An Evaluation.**



# **Corporate Sales Operations of Banglalion Communications Limited: An Evaluation.**

**Prepared by:**

**Md Shamiul Islam  
ID # 072-11-1858  
Major in Finance  
Program: BBA  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University**

**Prepared for:**

**Mohammad Masum Iqbal  
Assistant Professor  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University**

**Date of Submission: 03 May 2014**



## Letter of Transmittal

Date: 03 May, 2014

Mohammad Masum Iqbal  
Assistant Professor  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University

**Subject: Submission of internship report on “Corporate Sales Operations of Banglalion Communications Limited: An Evaluation”.**

Dear Sir,

It is a great pleasure and privilege to present the internee report titled “**Corporate Sales Operations of Banglalion Communications Limited: An Evaluation**” which was assigned to me as a partial requirement for the competition of BBA Program.

Throughout the study I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. I sincerely believe that it will satisfy your requirements. I however sincerely believe that this report will serve the purpose of my internee program.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall remain deeply grateful if you kindly take some pan to go through the report and evaluate my performance.

My effort will be rewarded only if it adds value to the research literature.

Md Shamiul Islam  
ID # 072-11-1858  
Major in Finance  
Program: BBA  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University



## Letter of Approval

This is to certify that, Md Shamiul Islam, ID No- 072-11-1858 and majoring Finance is a regular student of Bachelor of Business Administration, Faculty of Business & Economics, Daffodil International University. He has successfully completed his internship program at Banglalion Communications Limited. He has prepared this report under my supervision. His assigned internship topic is “Corporate Sales Operations of Banglalion Communications Limited: An Evaluation”. I think that the report is a worthy of fulfilling the requirements of BBA degree.

I wish him happiness, good health and every success in life.

---

Mohammad Masum Iqbal  
Assistant Professor  
Department of Business Administration  
Faculty of Business & Economics  
Daffodil International University



## Acknowledgement

It is needless to mention that completing this assignment is a ‘mammoth’ task and the way through working is not so far easy. At the very beginning, I would like to express my deepest gratitude to almighty ALLAH for giving me adequate patience and knowledge to prepare this report.

At first I have to confess to continuous support advice and supervision of my honorable supervisor Mohammed Masum Iqbal, Assistant Professor of Department of Business Administration, Faculty of Business & Economics, Daffodil International University. His suggestion and guidelines made me able to stand the report on “Corporate Sales Operations of Banglalion Communications Limited: An Evaluation”.

I would also like to pay the best regards from the very core of my heart to my parents for their overall steadfast and loyal support during the preparation of this report.

I am grateful to all those people who have minimum effort to complete my report. I feel so much lucky to get the co- operation of all the members of Banglalion Communications Limited.

Lastly, I am very much thankful to all of my friends who helped me instantly via phone or mail.



## **Executive Summary**

Banglalion Communications Limited is the largest WiMAX operator in Bangladesh. It operates on a nationwide license in 2.5 GHz band with 35 Mhz spectrum from BTRC. The license covers Data, Voice and Video. Banglalion Communications Limited is a private limited company incorporated in Bangladesh on 5<sup>th</sup> November 2008 under the Companies Act, 1994. Corporate customer of Banglalion Communications Limited is also the largest among the WiMAX operator in Bangladesh. The objective of my study has been to analyze corporate sales Operations of Banglalion Communications Limited. I do face to face conversation with officers and client to collect data for my study.

The report contains some important factors which include introduction of the project, background, scope, objective, methodology and limitations of the study. Discussion, analysis and findings give the idea about corporate sales operations, Target Customer, Corporate sales process, Corporate Solutions, Corporate Packages and pricing, Sales growth of Banglalion Communications Limited.

Different suggestions, recommendations have come at the end of the report. The Problems findings during the three-month long internship period & suggestions are given from observation, comparative analysis, strategic point of view etc. To increase the efficacy in customer service Banglalion Communications Limited should try to develop the process of providing services. Already it has earned a strong positioned in the field of customer service. To continue to hold the position and be perfect in this sector it will have to keep more and more attention to the customer retention and development.

## Table of Contents

S.L.	Particulars	Page
I	Letter of Transmittal	I
II	Letter of Approval	II
III	Acknowledgement	III
IV	Executive Summary	IV
<b>1</b>	<b>Introduction</b>	1
<b>2</b>	<b>Background of the study</b>	1
<b>3</b>	<b>Scope of the study</b>	2
<b>4</b>	<b>Objectives of the study</b>	3
<b>5</b>	<b>Methodology of the study</b>	3
<b>6</b>	<b>Limitation of the study</b>	4
<b>7</b>	<b>Company Profile</b>	5
<b>8</b>	<b>Corporate Sales process of Banglalion Communications Ltd</b>	6
8.1	Target Customer of Banglalion	6
8.2	Corporate Sales Process of Banglalion	7
8.2.1	Maintain a data base	7
8.2.2	Making Cold Call	7
8.2.3	Fix an appointment	7
8.2.4	Daily sales and visit report	8
8.2.5	Giving guidelines to the new comers	8
8.2.6	Attend team meeting	8
8.3	Corporate Solutions	9
8.4	Corporate Support	9
8.5	Corporate Packages & Pricing	10
8.5.1	Corporate Dedicated Package	10
8.5.2	Regular Corporate (Shared) Package	12
8.5.2.1	Postpaid Packages	12
8.5.2.2	Prepaid Packages	13
8.6	Device Option	14
8.7	Coverage of Banglalion	14
8.8	Benefits to the Customers	21
8.9	How Banglalion WiMAX Works	22

8.10	Sales Growth of Banglalion	-----	25
<b>9</b>	<b>Future Targets of Banglalion</b>	-----	26
<b>10</b>	<b>List of Suppliers</b>	-----	26
<b>11</b>	<b>Problems</b>	-----	26
<b>12</b>	<b>Recommendation</b>	-----	27
<b>13</b>	<b>Conclusion</b>	-----	28
<b>14</b>	<b>Reference</b>	-----	29

## List of Figures

SL	List of Figures	Page
01	Fiber work flow	11
02	WiMax Work Flow	13
03	Dhaka Coverage	15
04	Chittagong Coverage	16
05	Sylhet Coverage	17
06	Rajshahi Coverage	18
07	Khulna Coverage	19
08	Rangpure Coverage	20
09	Barshal Coverage	21
10	Single User Internet Connection	22
11	Multi User Internet Connection With Existing LAN	23
12	Multi User Internet Connection With Existing WiFi	24
13	Sales Growth	25





## **1. Introduction**

Today's life is being changed step by step very thanks to the evolution of telecommunication industry. Internet, broadband and mobile technologies have become the part of our daily life that people cannot live without it. The requirements of portable, mobile and high speed connectivity are increasing rapidly. Services such as wireless VOIP, IPTV, streaming media and interactive gaming need to be supported with broadband access.

Banglalion Communications Ltd is the largest 4G Wireless Broadband operator in Bangladesh which is using WiMAX technology at present and obtained nationwide license from BTRC to provide Broadband Wireless Access services. Banglalion license covers Data, Voice and Video. Banglalion now covers 7 divisional headquarters and 38 major districts of Bangladesh and expanding rapidly with a goal to cover the whole country by the end of 2013. Banglalion is proud to declare that it is the largest 4G network of Bangladesh in terms of coverage, subscriber number and revenue.

At present Banglalion is using the latest 4G WiMAX (Wireless Interoperability for Microwave Access) technology allowing you to get as fast as 2 mbps speed which enables you to enjoy high speed wireless mobile connectivity. Banglalion understands that people and businesses in Bangladesh need and want faster, accessible, and affordable wireless broadband services. Banglalion is working hard to ensure those. Banglalion has already obtained the permission from BTRC to deploy more advanced 4G LTE (Long Term Evolution) network. Through this technology, Banglalion would be able to provide even faster mobile broadband connectivity more effectively. LTE would enable our customers to enjoy blazing speed and more stable, uninterrupted connectivity in both fixed and on the go environment. Banglalion is expecting to start offering LTE based services from mid-2014.

## **2. Background of the Study**

Banglalion Communications Ltd is a private limited company incorporated in Bangladesh on 5 Nov 2008 under the Companies Act, 1994. Banglalion provides broadband internet services to residential and commercial users in Bangladesh using WiMAX technology. We understand that consumer and businesses in Bangladesh need and



want faster, accessible, and affordable broadband internet service and we are working hard to ensure that. We are a new company with Integrity, Dynamism, Commitment and Innovation who continuously developing our infrastructure starting in Dhaka and some major cities, thus bringing the whole country under coverage.

We are passionate about our products, services and customers. We are committed to develop new services, products and facilities to meet client requirements whilst undertaking infrastructure improvements on our existing systems. All of us believe that, in this ever changing world, Bangladesh is changing and Banglalion will remain focus to your needs and we are bringing to you a smooth and nonstop online access to the world of information, excitement, fun and lifestyle.

Alepo Technologies Inc. announced its partnership with Banglalion Communications Ltd. to provide a fully convergent prepaid/postpaid solution for WiMAX services spanning data, voice and video. With plans to provide seamless WiMAX coverage to the entire country by 2011, Banglalion has selected Alepo to provide a high-performing, reliable solution, citing the maturity and stability of Alepo. In selecting Alepo, Banglalion is assured of a solution that is not only feature-rich, but also serves to lower operational expenses by automating service activation and customer care, while also allowing for the rapid introduction of new services without service interruptions. Alepo will deploy the following proprietary products: Billing and Charging engine, Web Self Care Module, Activation Module, Service Enabler Voice & Video modules, and the Alepo Voucher Management System.

### **3. Scope of the Study**

The scope of the report is limited at drawing descriptive and analytical rather than critical presentation of Banglalion Communications Limited, as ground-field, one of the three broadband service providers in our country. It has been operating here since 2009 and has almost become an icon among the internet service. The study would focus on the following areas:

- Corporate Sales of the Company
- Evaluation of the Company



Each of the above areas would be critically analyzed in order to determine the efficiency of Corporate Sales Operations of Banglalion Communication Ltd. An Evaluation.

#### **4. Objective of the Study:**

The specific objectives of the study are following:

- To identify target customers of Banglalion Communications Ltd;
- To analyze corporate sales process of Banglalion Communications Ltd;
- To find out the problems related to Corporate Sales Process of Banglalion Communications Ltd;
- To make some recommendations to overcome the problems.

#### **5. Methodology of the study:**

##### **5.1 Identifying data sources:**

Essential data sources both primary and secondary had been identified which were needed to complete and workout the study.

##### **5.2 Sources of Data:** Sources of data are given below:

###### **5.2.1 Primary Sources:**

- Officers
- Client

###### **5.2.2 Secondary Source:**

- Products & documents
- Websites

### **5.3 Target Population:**

All officers and clients of Banglalion Communication Ltd, Head Office.

### **5.4 Sample Size:**

- No. of employees: - 10
- No. of clients: - 25

### **5.5 Sampling method**

- Convenience sampling

### **5.6 Methods of Data Collection**

- Face to face conversation with officers and clients

## **6. Limitations**

First of all, I did not find any secondary data specifically on the Internet Service Providers of Bangladesh. For this reason, to get the answer of certain questions I had go through people's opinion. While doing the survey lots of people did not want to respond to many questions. Sometimes they even did not fill out the questionnaire properly for the busy schedule. For this reason, sometimes I had to ask them questions from my questionnaire instead of giving them hard copy.

Secondly, Time was one of the major constraints. As our internship program is only three-month long, it was difficult to cover and collect all the necessary materials for completion of such a large report within this time boundary.

I also would like to mention that the people of telecommunications and ISPs are under tremendous workload. Although, they wanted to co-operate me in writing my report, their busy schedules sometimes did not allow them to do so. On the other hand, due to secrecy of official information, sometimes they showed unwillingness .to provide me information.

Finally, political unrest of our country such as strike or hartal was major problem in this regard as it is difficult to go out and work during that time and to maintain the work schedule.

## 7. Company profile

Banglalion Wimax was first founded in our country in 2008 as only some limited internet connection, but as day by day it become a largest wimax internet connection all around the country. Banglalion is connection people in anywhere. We will do so by offering the best consumer experience in an environment driven by high performance, constant innovation, teamwork and opportunity for wealth creation.

Name of the business	Banglalion Wimax
Form of Business	Private
Industry	Telecommunication
Type of Business	Service oriented
Service offering	Connecting people with in a moment
Target market	All over the country
Location	Silver Tower (18th Floor), 52 Gulshan Avenue, Circle-1, Dhaka-1212
Starting of Business	2008
Source of capital	Personal and borrowed fund



## **8. Corporate Sales Operations of Banglalion Communication Ltd.**

### **8.1 Target Customer of Banglalion Communication Ltd.**

Corporate Sales team works with the corporate clients. The target customers of Banglalion Communications Ltd are Banks, Embassies, Multinational Companies, Corporate houses, Hotels, Universities, Government offices, Buying houses, NGOs, Real Estate and Employees of these companies as well.

Some of Banglalion's renowned corporate clients are as follows:

- American Embassy
- China Embassy
- Libiyan Embassy
- Bangladesh Bank
- Sonali Bank
- Prime Bank
- Uttara Bank
- Chevron
- Nitol Motors
- Rangs Group
- Kallol Group
- WASA
- Edison Group
- Grameen Telecom
- Save The Children
- Hotel Washington
- Rapid Action Battalion (RAB)
- Alliant Event Management
- Pran-RFL
- DOM-Inno
- BRAC Bank



## **8.2 Corporate Sales Process of Banglalion Communications Ltd:**

In the beginning, I was assigned to a corporate sales team where I do lots of activities. Banglalion arranges an extensive training session for us. This was really effective for me because my product knowledge was poor when I joined in Banglalion Communications Ltd. After getting the proper training I became more confident.

Following process should be followed by a Corporate Sales Executive:

1. Maintain a data base.
2. Making Cold Call
3. Fix an appointment
4. Daily sales and visit report
5. Giving guidelines to the new comers
6. Attend team meeting

### **8.2.1 Maintain database:**

My Line Manager advised me to maintain a potential customer database. I have followed the instruction of my Line Manager and start maintaining a database where I had different organizations phone number as well as the top level management contact details. I have made this database by the help of yellow page, my known peoples visiting cards, relatives reference and so on.

### **8.2.2 Making cold call:**

From my potential customers data base I do call at a regular basis. This technique was really effective because whenever I make a call they are getting my number so they can easily communicate with me for any clarifications. It is a very good way of making a strong network.

### **8.2.3 Fix an appointment**

After making a cold call I fixed an appointment with my respective customer. Though sometimes it is difficult to take an appointment from the top level management but



somehow I managed it. By the help of appointment I have got chance to describe my product and show them the demo of our product. I always tried to make my meeting effective and come up with the interested customers are tentative date of purchase.

#### **8.2.4 Daily sales and visit report**

Back at office, we had to make a report on the specific client and their requirements. It was mandatory to send a regular visit report to my supervisor. Visit report contains customer name, address, contact number, e-mail address, whether he is interested or not, if not then what is the reason and so on. He looks after my visit report. Those who were interested customer he tries to close the sale as soon as possible. My supervisor advised me to follow up my existing customers and interested customers.

#### **8.2.5 Giving guidelines to the new comers:**

As I was the best performer in our team for consecutive two months so my supervisor told me to guide the new comers. He attaches at least one new employee with me whenever I visited any new places. He gave me the power to supervise the new employee and also advised me to educate the new comers how to make the meeting effective as well as how to make a good sale.

#### **8.2.6 Attend team meeting:**

Every day morning, our whole direct Sales team used to sit together and made plan for the day. There were 12 Sales Executives and we had a sales target to meet. For one week, the whole team needed 60 Clients to meet the goal. Our supervisor usually provides the Potential list of clients, and we had to make appointments with them. Then we had to visit the clients' office and sit with them to close the sales deal. It is must to attend in a team meeting. My supervisor gave us the proper guideline about our visit, at first he asked us where we are going today. Which organization we will visit? If any of our employee needs any help for particular day we directly pass it to him and he tried to help us out accordingly. In every week we had a meeting with our direct sales manager. He gave us some techniques about a good sale. After attending his meeting I became more motivated. Finally, in every end of the month our head of sales sits with us. He handed over a prize to the highest seller of the month.



### **8.3 Corporate Solutions:**

Banglalion Communications Limited brings state-of-the-art technology to provide the fastest and most reliable wire base and wireless connection. Banglalion provides following corporate solutions:

- Dedicated and Shared Bandwidth
- Secured VPN for Banks/Financial Ins/Corporate houses
- IP Telephony and IP PABX
- Remote Security Surveillance by IP Camera & Sensor
- Video Conference solutions
- Mobile Office
- Remote Training
- IP Telephony
- ATM Connectivity
- Live IP TV
- LAN & Wi-Fi solution
- IP Video surveillance
- Domain & Hosting facilities

### **8.4 Corporate Support:**

- 24/7 Hotline.
- Live Support.
- Quick response to queries.
- Dedicated Corporate support team.
- Web based self care.



## 8.5 Corporate Packages & Pricing:

Banglalion Communications Limited has different packages according to the clients need. The packages are divided into two broad categories: Corporate Dedicated and Regular Corporate (Shared).

- Corporate Dedicated
- Regular Corporate (Shared)

### 8.5.1 Corporate Dedicated Package:

These packages are only provided through Fiber connection. Following are the packages Banglalion Offers:

SL	Packages	Monthly Fees
1	Lion Dedicated 1Mbps	TK.4500
2	Lion Dedicated 2Mbps	TK.8500
3	Lion Dedicated 3Mbps	TK.12000
4	Lion Dedicated 4Mbps	TK.15000
5	Lion Dedicated 5Mbps	TK.17500
6	Lion Dedicated 6Mbps	TK.19500
7	Lion Dedicated 7Mbps	TK.21000

- Additional per mbps cost Tk 1500.
- All prices are inclusive 15% VAT.

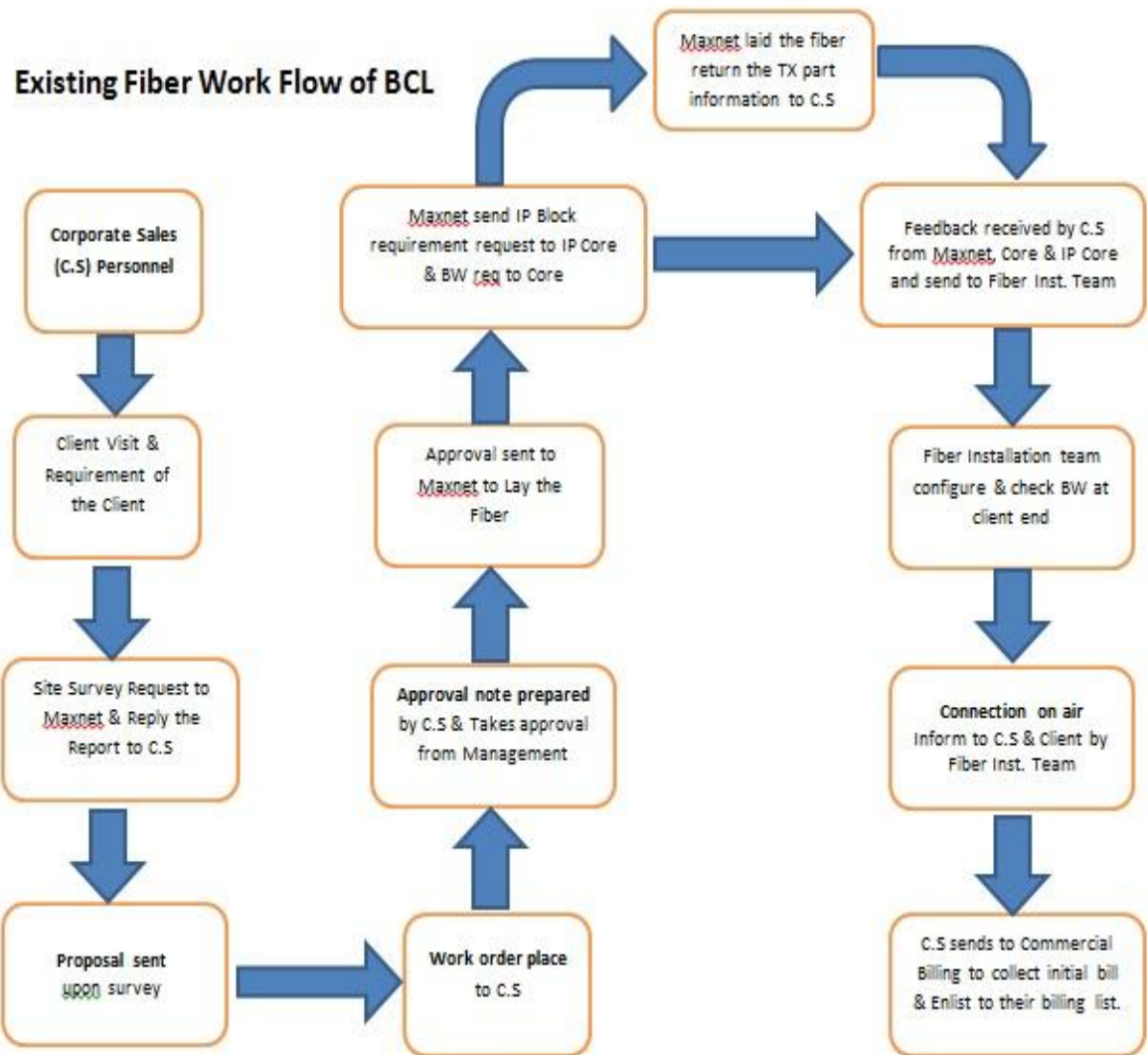


Figure: Fiber work flow

## 8.5.2 Regular Corporate (Shared) Package:

There are two types of Regular Corporate (Shared) package:

1. Postpaid
2. Prepaid

### 8.5.2.1 Postpaid Packages

#### Limited Data Plans

Speed	Data Limit	Monthly Rent
512Kbps	5.5 GB	Tk.650
	8 GB	Tk.800
	16 GB	Tk.950
768Kbps	8 GB	Tk.850
	12 GB	Tk.1050
1Mbps	16 GB	Tk.1300
2Mbps	16 GB	Tk.2200

#### King Plans

Speed	Data Limit	Monthly Rent
300Kbps	King	Tk.950
512Kbps	king	Tk.1250
	King Pro	Tk.1950
1Mbps	king	Tk.2100
	King Pro	Tk.2750
2Mbps	King	Tk.4950
	King Pro	Tk.5650

- 1) 15% VAT is applicable on Monthly Fee
- 2) Additional usage charge is Tk. 0.15/MB (VAT applicable)
- 3) Fair Usage Policy is applicable on all King and King Pro Plans

### 8.5.2.2 Prepaid

Speed	Scratch Card	Data Limit	Validity
512 Kbps or	Tk.150	600 MB	10 Days
	Tk.400	2.5 GB	30 Days
1 Mbps	Tk.600	3.5 GB	
	Tk.699	5 GB	

No contracts! No monthly bills! That is the flexibility and convenience that Banglalion Prepaid offers you. Access the internet as much as you want and whenever you want. It's an easy, no-commitment plan that powers you to manage your internet experience the way you want at a value-for-money rate. Your Internet access is supported by our 4G (Fourth Generation) WiMAX Technology.

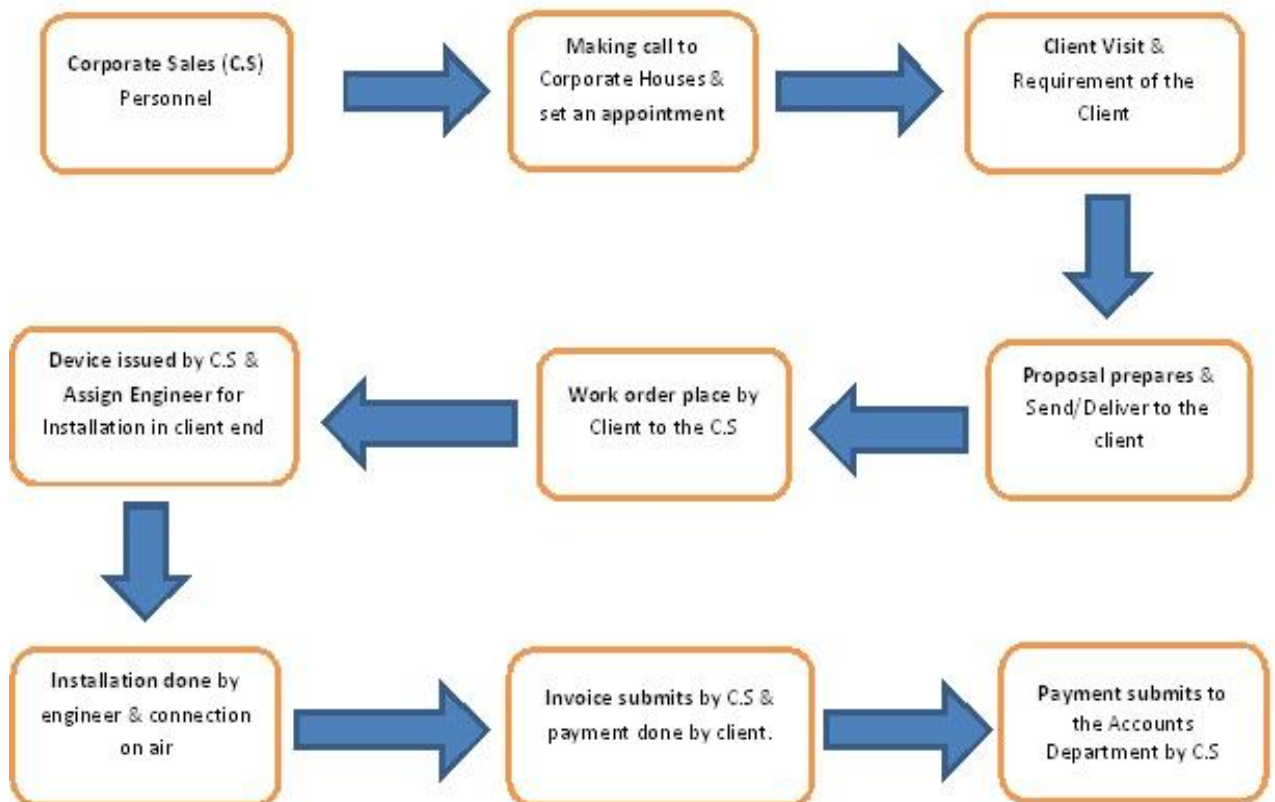






Figure: WiMax Work Flow

## 8.6 Device Option for WiMax Connections:

The Banglalion Communication has different types of device. The Devices are;

Device Name	Image	One Time Charges (current market)
Dongle Unit (USB)		Postpaid TK.1999 Prepaid TK.2499
Indoor Unit		TK.7800
Pocket Router(i-fi)		TK.4950
Outdoor Unit		TK.10000

## 8.7 Coverage of Banglalion Communications Limited:

Banglalion is already in 7 divisional headquarters (Dhaka, Chittagong, Sylhet, Rajshahi, Khulna, Rangpure and Barisal). Almost every day they are covering new areas thought their planned network expansion to cover Bangladesh gradually. The divisional coverage is shown into the map below:

## Dhaka Division Coverage:

The citywide network diagram for Dhaka city is shown below. This shows most of the localities are covered in the Dhaka city. This enables 4G technologies to provide high-speed data access to clients according to their requirements.

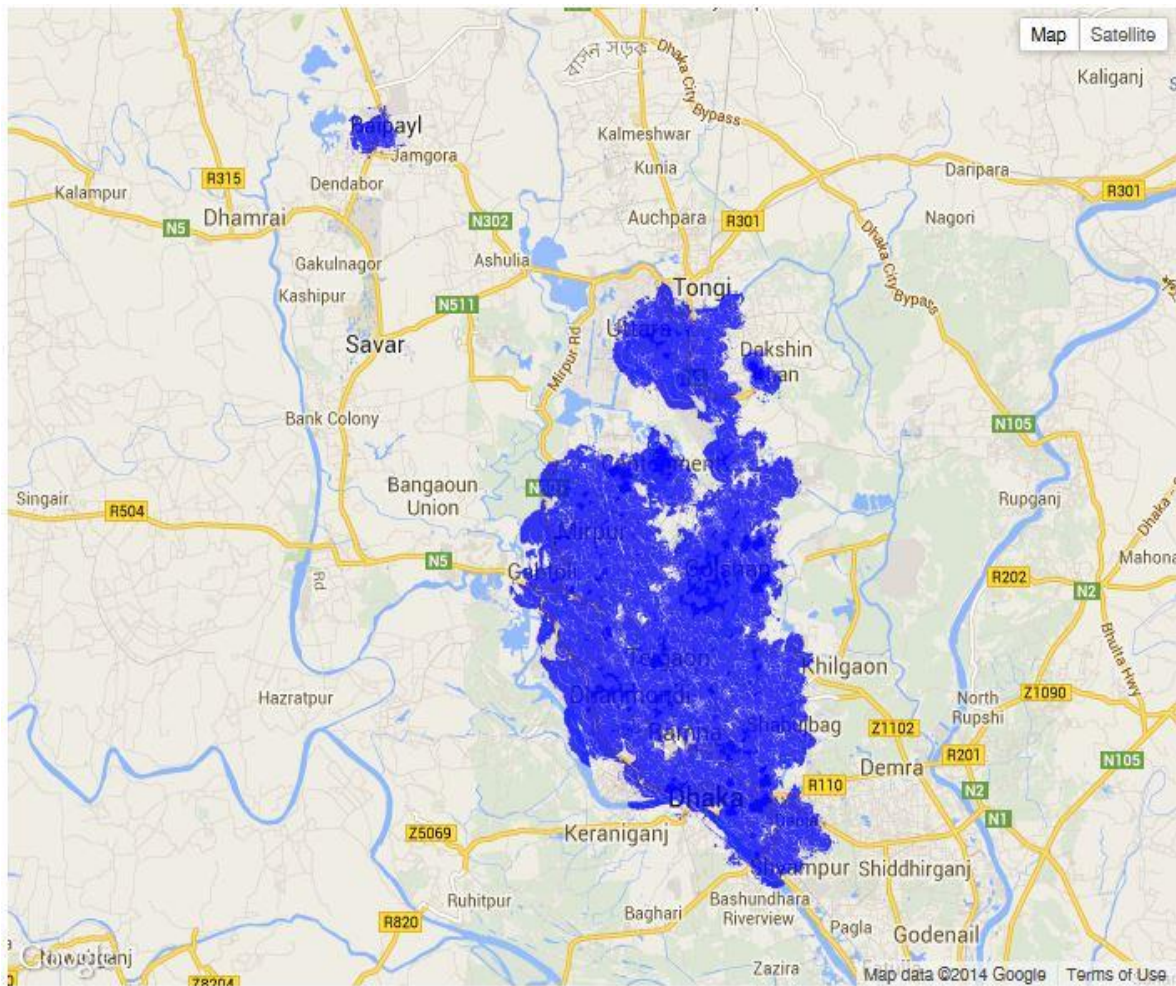


Figure 4: Dhaka Coverage

## Chittagong Division Coverage:

The existing network in Chittagong is shown in the diagram shown below.

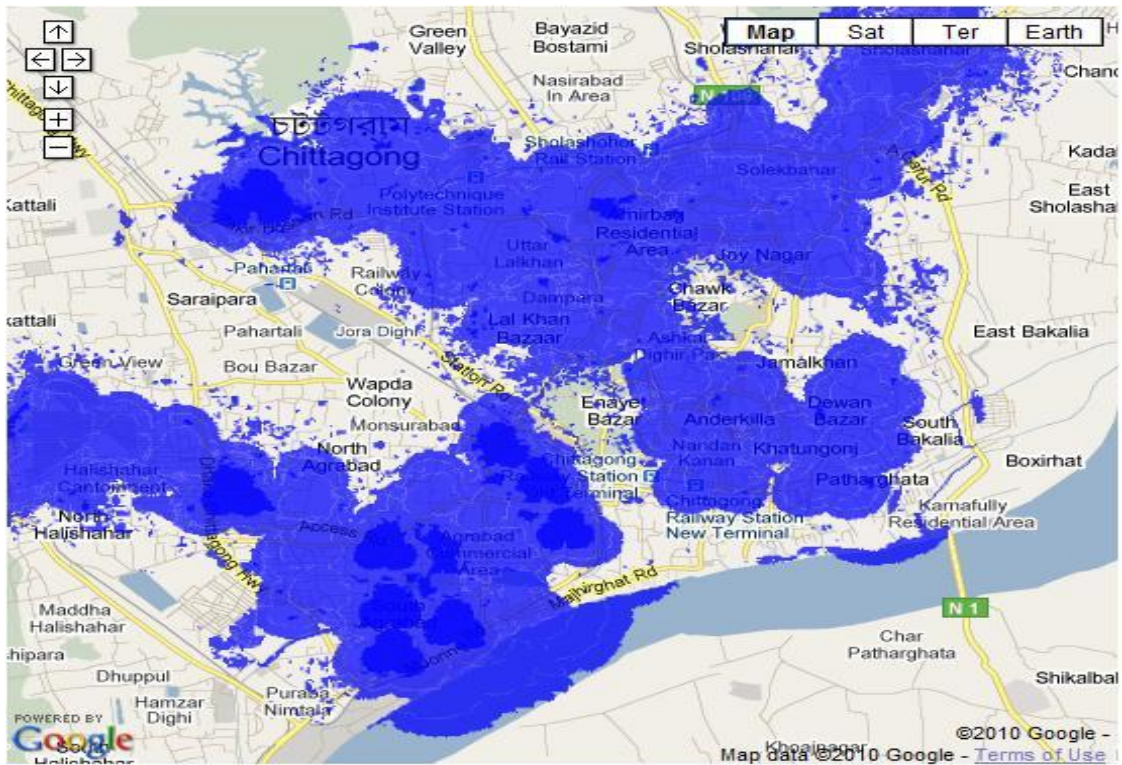


Figure 5: Chittagong Coverage





## Rajshahi Division Coverage:

The existing network in Rajshahi is shown in the diagram shown below



Figure 7: Rajshahi Coverage

## Khulna Division Coverage:

The existing network in Khulna is shown in the diagram shown below

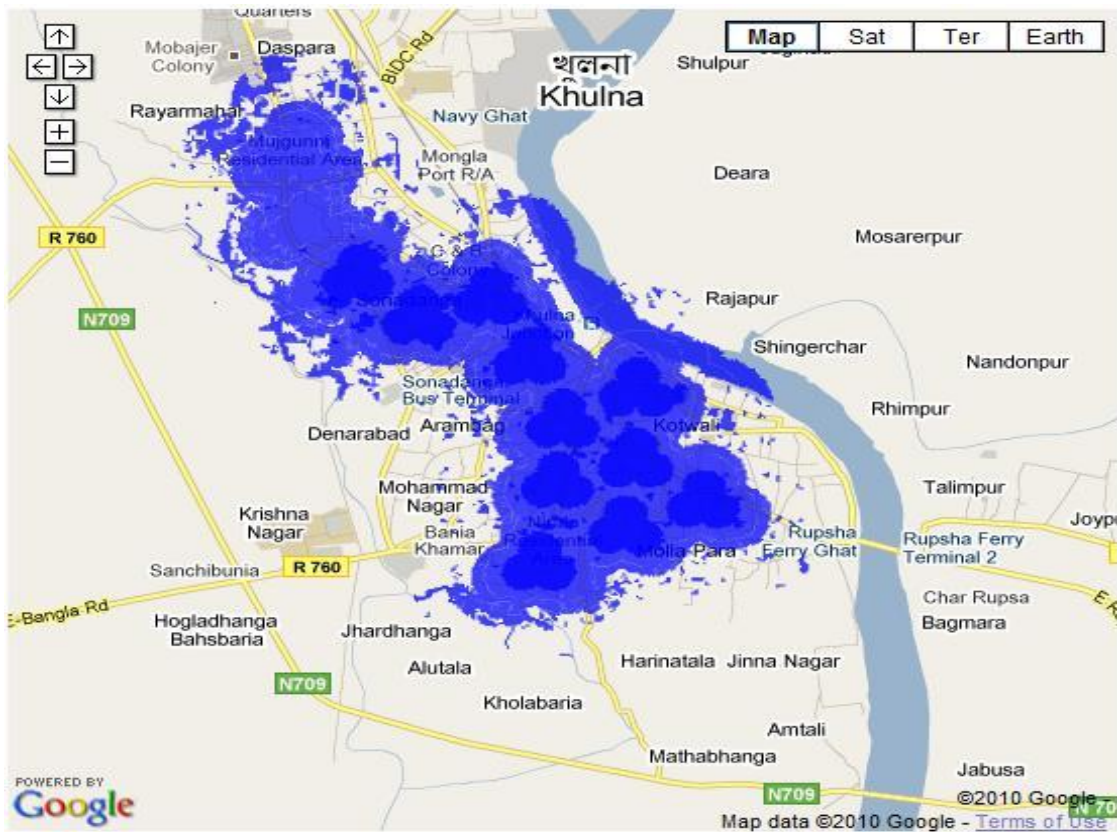


Figure 8: Khulna Coverage

## Rangpure Division Coverage:

The existing network in Rangpure is shown in the diagram shown below

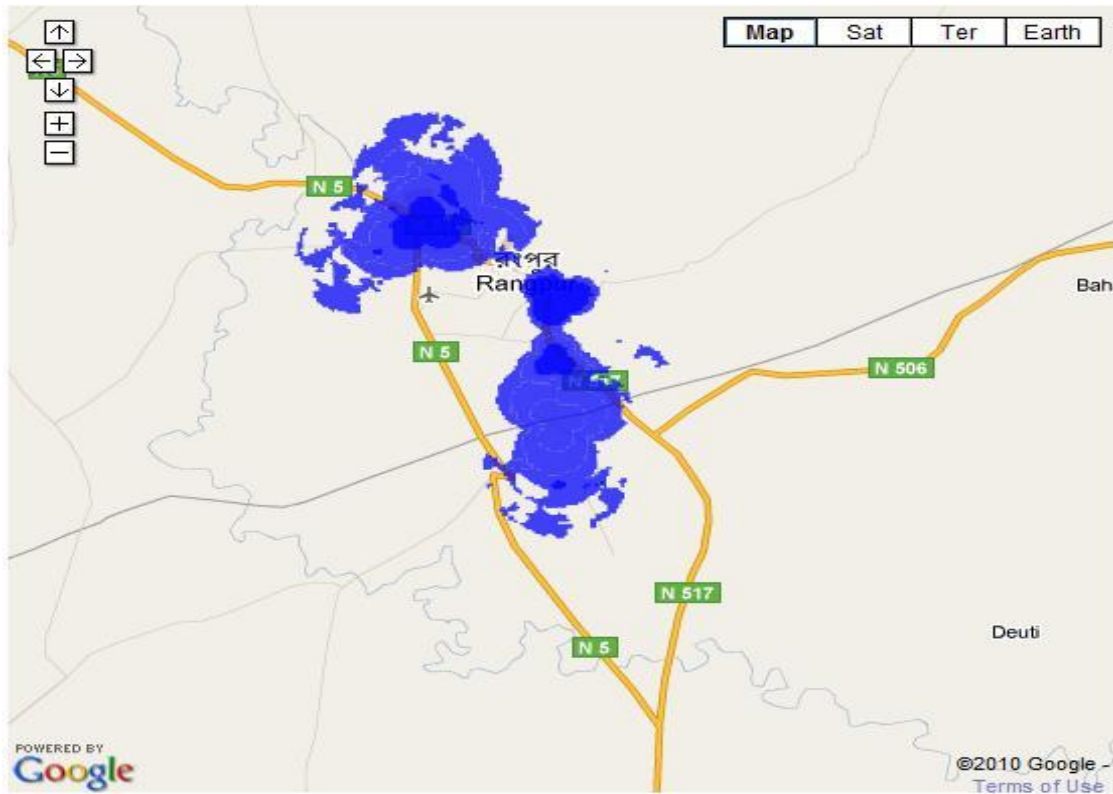


Figure 9: Rangpure Coverage

## Barisal Division Coverage:

The existing network in Barsha is shown in the diagram shown below

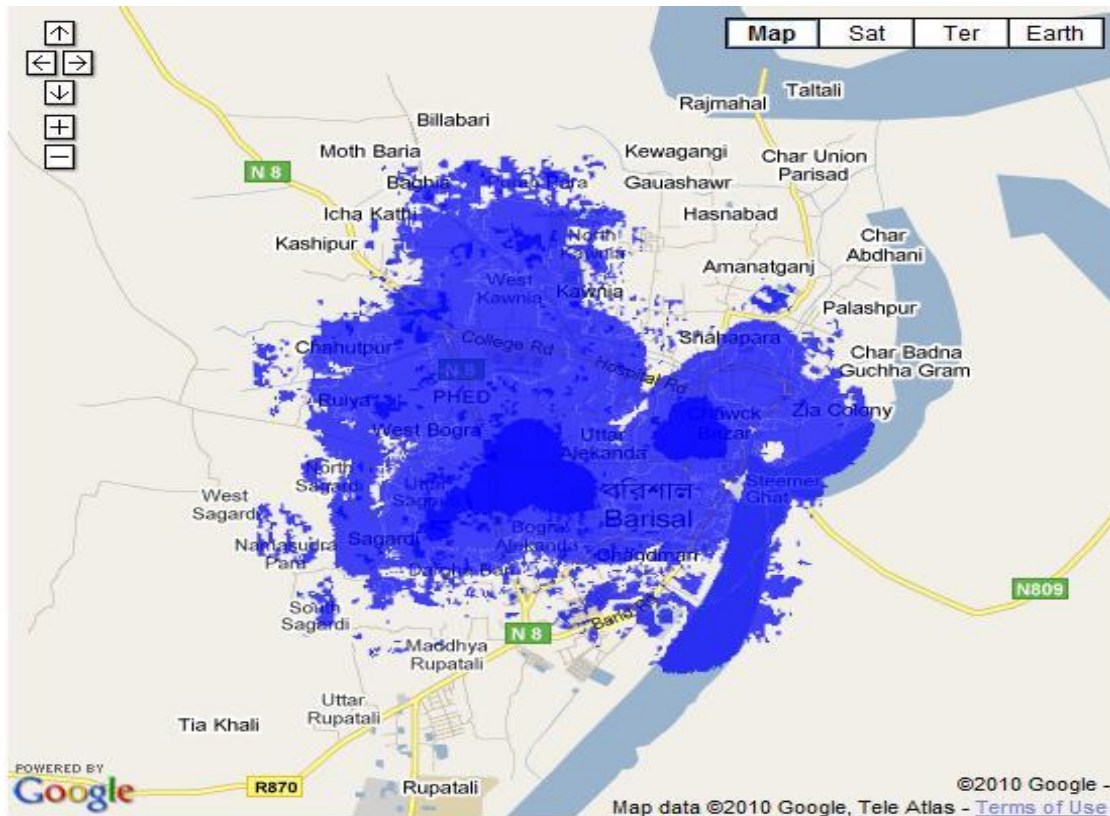


Figure 10: Barishal Coverage

## 8.8 Benefits to the Corporate Customers:

WiMAX service from Banglalion will benefit to Corporate customers in many ways:

- High speed internet will allow the customers to enhance their business efficiency through uninterrupted connectivity
- Widen the scope of communication through simultaneous impact of data, voice and video

- Open the scope of distance education through e-learning both at local and global level
- Widen the avenue of telemedicine & affordable health care services
- Lowering the cost and enriching communication through IP Telephony and Video conference
- Enhance the accountability, transparency, resource allocation & expenditure within various organizations.

## 8.9 How Banglalion WiMAX Works:

### CPE (Dongle), B/W Capacity

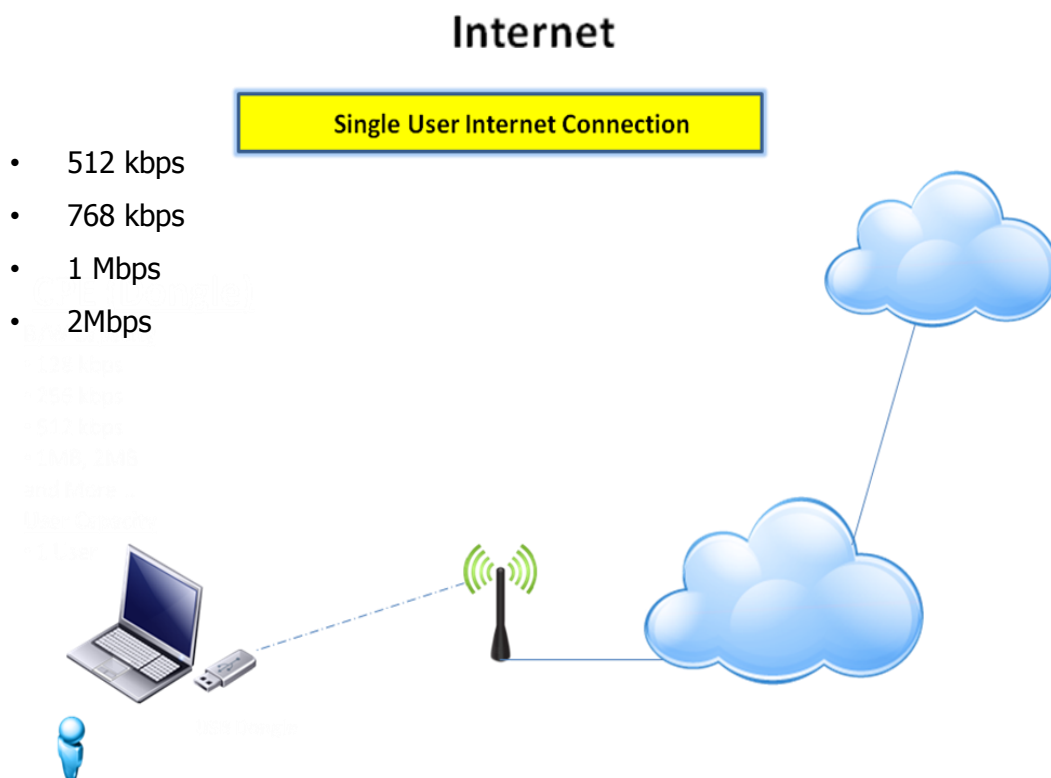


Figure 1: Single User Internet Connection

### Indoor Multi User Internet Connection

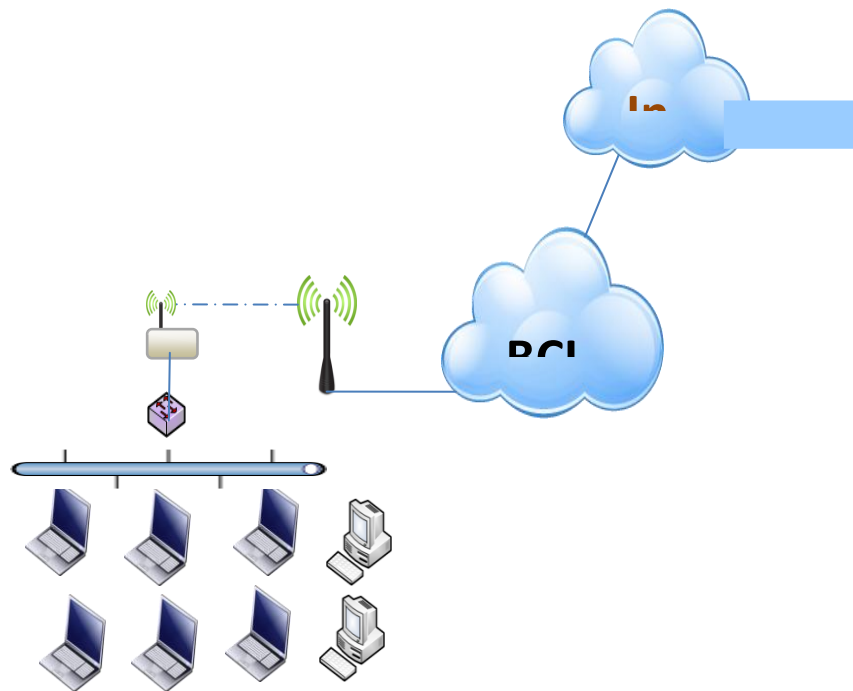


Figure 2: Multi User Internet Connection With Existing LAN

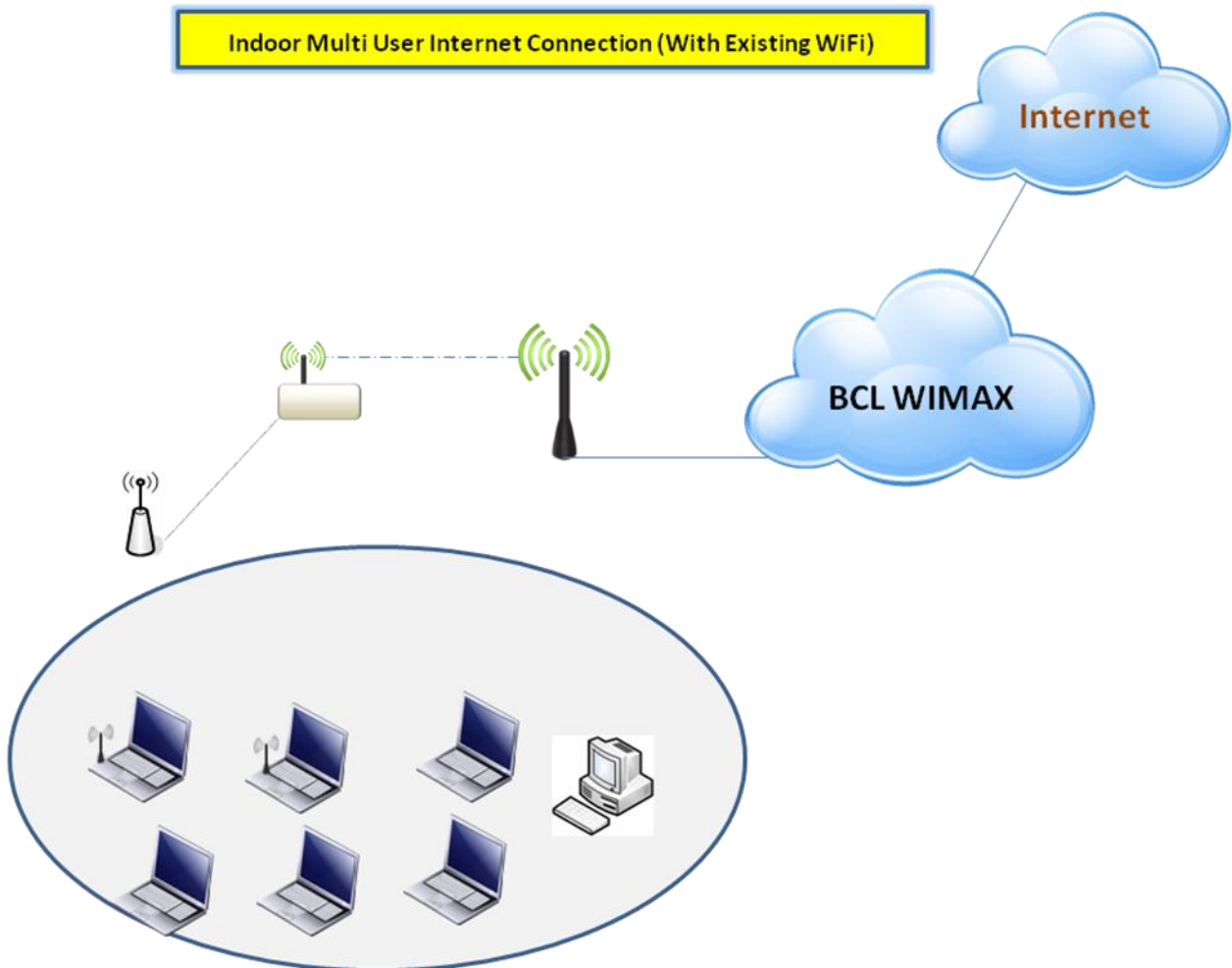


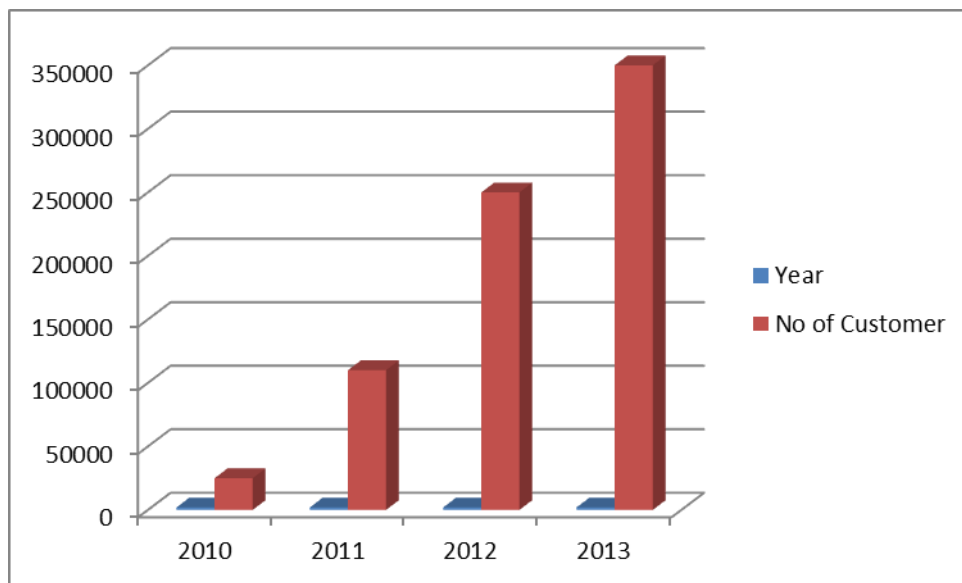
Figure 3: Multi User Internet Connection with Existing WiFi



## 8.9 Sales Growth of Banglalion Communication Ltd.

Banglalion Communications Ltd was incorporated in Bangladesh on 5 Nov 2008 but they started their business in 2010. In the beginning of the, they did not have sufficient network coverage due to technical problem that's the reasons they did not have sufficient customer. After that they improve their network coverage increased their sales. Here are given bellow the growth of sales in different years.

Year	No of Customer
2010	25000
2011	110000
2012	250000
2013	350000



Here, we can see the graph the growth rate of sales is increasing year to year for good network coverage, well established technology and manpower

## 9. Future Targets of Banglalion Communications Ltd:

Banglalion Communications is company with increasing growth trend from the very inception phase. At the present, in the 4 years of its operations Banglalion Communications has achieved a subscriber base of approximately 4 lakh.

Within 2014, Banglalion Communications has the target to reach a subscriber base of 6 lakh. Within this year the company is intending to cover all the districts of the company. Taking all the probable threats in the industry under consideration, including the introduction of Qubee, City Cell Zoom, Banglalion is intended to set its building blocks to become a market leader by 2015.

## 10. List of Suppliers:

Banglalion have different clients from those they collect the raw materials for the company in this case connecting devices like modem, Other accessories for BTS etc they are collecting from the following company

<i>No.</i>	<i>Company Name</i>	<i>Country</i>
<b>01</b>	<b>ZTE</b>	<b>China</b>
<b>02</b>	<b>Accton</b>	<b>China</b>
<b>03</b>	<b>Quanta</b>	<b>China</b>
<b>04</b>	<b>Zyxel</b>	<b>China</b>
<b>05</b>	<b>Air Stream</b>	<b>Tiwan</b>

## 11. Problems:

1. They do not have sufficient network coverage yet.
2. The price of the modem and packages is higher than other competitors.
3. There is a very lengthy process of sales that is the reason Executive can't done the sale on time.
4. The quality of modem is not good, that's why customer do not interested to buy the modem.

5. They do not have proper advertisement to know the new corporate customers of their product and packages.
6. They can't give support to the corporate customer in time for lack of customer support engineer.
7. Banglalion's website is very poor to get proper information about corporate offers. So, Clients need to call to call Centre.
8. Sometimes sales department can't maintain the specific time to delivery of product like modem. That's why it is being very tough to send product to the customer within the specific time period.

## **12: Recommendation:**

1. They should have sufficient network coverage in every district.
2. The price of the modem and packages should be minimized to achieve more potential corporate clients.
3. The process of sales should be easier to give service on due time. When an executive get work order it should be processed within two working day.
4. They should provide quality product like modem, media converter, Fiber Optics to the market for minimizing competitive risk.
5. They should extend their advertisement to get corporate potential customer and give promotional offer. They should start marketing through internet, billboards and TVC.
6. They should increase their customer support engineer to give quality customer support and ensure that they have all the resources for ISP services one stop solutions.
7. Employee pay structure should be consistent with the employee. work pressure, in order to stop their tendency to switch job. Company should introduce service bonus or service benefit in order to encourage and motivate their employee.
8. They should give corporate gift to its existing and new corporate clients.

### **13. Conclusion**

I have completed the internship in the Banglalion Communication Ltd. It was an excellent opportunity to get some idea about a specific world. There's huge gap between studying a particular discipline and implementing it in the particular field. Everything was not according to the books. As per observed that the organization run their business smoothly. They have to face some problems with the working environment of this organization. I think the training and development process or system was not sufficient. This company management staff at the operating level officers has not independent decision making authority. The organizations employees don't get adequate transport facilities or any provision for entertainment allowance. The company does not provide meals to the overtime workers. The salary of the provisionary workers is not good enough. But they are very conscious In the process of employee's recruitment the organization give emphasis on educational level. They give emphasis on the skills of employee. Top management is willing to give employee's salary in the due time. That's why employee turnover rate is not too high.

After evaluating every answer, I have identified some hypothesis regarding the Banglalion Communications Ltd sales division:

H1: Working environment is wonderful throughout the organization.

H2: The communication gap between the top level management, Seller and buyers should reduce.

H3: The organization is paying well salary to the deserving employees.

Majority of customers are satisfied with brand image and product pricing. Network connectivity has a also positive effect on satisfaction via brand image. However customer care service has a impact on the customer satisfaction. To get the initial customers who will spread the world how wonderful the organization is, there will have to be initial advertising. One important area is employee relations and training. If employees are disgruntled, under trained or underpaid, they will never interact in a positive approach with customers and all of the knowledge and good intentions are for nothing. There is a simple rule. If customer does not know about the product then the will not purchase that product. For better business Banglalion Communications Ltd must concentrate on advertisement.



## 14. Reference

Griffin W.Ricky; Principal of Management.

Philip Kotler. Principals of Marketing

Malhotra K. Naresh. Marketing Research. Prentice Hall, Inc, New Delhi

### Internet:

[www.google.com](http://www.google.com)

[www.banglalionwimax.com](http://www.banglalionwimax.com)

<http://www.indexmundi.com/bangladesh/>