

An Analysis of the Marketing Activities of IP Communication Ltd.



Daffodil International University

An Analysis of the Marketing Activities of IP Communication Ltd

Prepared by

Md. Selimuzzaman

ID No # 123-14-927

MBA Program, Major in Marketing
Department of Business Administration
Faculty of Business and Economics
Daffodil International University

Prepared For

Mohammed Masum Iqbal

Associate Professor & Head

Department of Business Administration
Faculty of Business & Economics
Daffodil International University



Daffodil International University

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LETTER OF TRANSMITTAL

29th August, 2014

Mohammed Masum Iqbal

Associate Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

Subject: Submission of Internship Report on an Analysis of the Marketing Activities of IP Communication Ltd.

Dear Sir,

I would like to thank you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore one of the most important aspects of the IP Communication Ltd of "**An Analysis of the Marketing Activities of IP Communication Ltd**".

This opportunity provided me with the scope to implement my knowledge of the Activities especially on marketing & Sales and gain firsthand experience on the real market.

I wish my research would be beneficial to the company and provide the company necessary information to take action regarding the issues discussed in the report.

Yours sincerely

Md. Selimuzzaman

ID No # 123-14-927

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Faculty of Business and Economics

Daffodil International University

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Certificate of Approval

I am pleased to certify that the Internship Report on "An Evaluation of the Marketing Activities of IP Communication Ltd" prepared by Md. Selimuzzaman, ID No: 123-14-927, Masters of Business Administration, Faculty of Business & Economics has been approved for presentation and defense. He worked with IP Communications Ltd, Head office, Dhanmondi, Dhaka as an internee under my supervision.

He bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all successes in life.

Mohammed Masum Iqbal

Associate Professor

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

ACKNOWLEDGEMENT

In context of rapidly changing global scenario the importance of practical knowledge cannot longer be ignored. In this view Department of Business Administration, **Daffodil International University** always encourages the students for improving their skills and efficiency.

In this learning process. Hence, whatever is the yield, internship report undoubtedly enriched my learning with a lot of potential knowledge not available in the traditional education system. Thus, I express my humble gratitude and thanks to my honorable internship supervisor **Mohammad Masum Iqbal** for his co-operative approach that enabled me to taste such as experience.

The authorities of IP Communications Ltd for providing me with an opportunity to conduct this study in their organization I am grateful to all the respondents who at the cost of their pay.

I express my sincere to the person I meet who helped me a lot by providing valuable information along with enough articles and theory while preparing this internship report. I believe that this report will be helpful for the next students who are going to prosecute further research in this important field.

Last of all I express my gratefulness to Allah, without whose will and help nothing would be possible in this world.

EXECUTIVE SUMMARY

The report represents the 3- month working experience on IP Communications Ltd. This report gives a clear idea regarding the activities, the operation strategies and the performance of IP Communications Ltd. June 17, 2009 IP Communications Ltd Private limited company with limit liability incorporated as private limited company with a view to provide exclusive services facilities to its clients and accordingly meet the demand of internet services provider all over Bangladesh. During the short span of its operation the ISP had been widely acclaimed by the business community from large business persons to service conglomerates for forward looking business outlook and innovative services solution.

Working in IP Communications Ltd department of Executive sales and Marketing for about three months. The report is done on ISP operations like link procedure, type of data link, Broadband, IP Phone, Web services etc.

Some problems of sales and marketing department of IP Communications Ltd, Dhanmondi, Head Office. Although the IP Communications Ltd is not being affected by those problems in short term but in long term ISP can lose the attention of the customer. I have also provided some suggestions and recommendation against those problems. These suggestions may remove the problems of Internet Services provider.

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Chapter-1

Introduction

1: Introduction:

IP Communications Ltd today is apparently the largest ISP communication company in Bangladesh. It operates its function with an aim to accomplish two principal targets. Firstly, as with other commercial organizations, it operates in such a manner that it receives a good economic return on the investment. Nonetheless, secondly, it contributes significantly to the economic development of the country in making ISP communication a popular medium for exchange of information. IP Communications ltd in its operation has to address a large number of customers throughout the country. It is therefore imperative to get to the customers to know their impression on the services of this important communication medium.

1.1: Objectives of the study:

The broad objective of the study is to analyze the Marketing activities of the IP Communications Ltd. The specific objectives of the study are as follows:

- To identify the target market of IP Communications Ltd;
- To analyze marketing mix of IP Communications Ltd;
- To identify problems related to marketing activities of IP Communications Ltd;
- To make some recommendations to solve the problems.

1.2: Methodology of the study:

Different data and information are required to meet the goal of this report. Those data were collected from various sources, such as, primary and secondary.

Primary Sources of Data:

- Officers of the IP Communications Ltd.
- Clients of the IP Communications Ltd.

Secondary Sources of Data:

- Annual report of the IP Communications Ltd.
- Website of the IP Communications Ltd.

Data Collection process: Primary data were collected through direct & face to face conversation of the different personnel of the organization. Personal observation was also carried out.

Data Analysis process: Collected data have been processed in the form of chart diagram through using different computer software, like MS word, MS excel etc. Report has been prepared the basis of working experiences.

Sample Size: Data have been collected from 30 respondents and out of those 5 officers and 25 customers.

Sampling Method: Convenience sampling has been performed for selecting samples.

1.3: Significance of the Study:

This topic is very important because of three key reasons. These are given below,

- It will give a transparent view to the management of IP Communications Ltd to measure whether their different offers are really catchy or effective to the customers or not.
- IP Communications Ltd can evaluate and analyze to find out the effectiveness of their strategy with the help of the statistical output of this report.
- To find out Customer's actual satisfaction rate related with the using of this service and offers of IP Communications Ltd.

1.4: Limitations of the study:

There are several limitations in this study:

- The sample size is small from the population.
- The survey is limited within Dhaka city, which may fail to represent the actual population.
- It is difficult to collect some of the important data and information due to the working pressure of the officers.
- The officials didn't want to provide all the information that I needed. So, some assumptions have been made.

The report has been completed based on information of Dhanmondi branch only, so it may not reflect the whole picture of IP Communication Ltd.

Chapter-2

The Organization

2.1: Background of the IP Communications Ltd:

In a highly populated country like Bangladesh, communication can play a vital role to boost the economy and social level of people. June 17, 2009 IP Communications Ltd Private limited company with limit liability incorporated as private limited company. IP Communication's mission is to deliver world class telecommunication services, through our global networks and expertise to highly populated and emerging markets throughout the world, while instilling innovative solutions and unsurpassable quality in all of our services Ever since its initiation in year 2008, IP Communications has been a prominent VOIP service provider. In fact, it has made a significant growth in developing customer base and carrier-interconnections with its thriving IP business solutions.

Currently IP Communications:

- Is handling more than 2.5 million minutes per day & lateral partnerships with several Tier-1/ILD operators.
 - Is Equipped with state-of-the-art infrastructure at multiple strategic locations including Bangladesh, HK, Singapore and UK.
 - Ensures excellent voice quality including maximum ACD, ASR and minimum PDD to tune your communications structure.
 - Efficient 24/7 technical support through telephone, online chat and email to deliver you the fastest resolution to your queries.
- Pursue a confined business replica wherein over 70% of our business operations are conducted from off-shore.

2.2.1: Mission of IP Communications Ltd:

IP Communications Ltd aims at providing reliable, widespread, convenient mobile and cost effective telephone services to the people in Bangladesh irrespective of where they live. Such services will also help Bangladesh keep pace with other countries including those in Canada region and reduce her existing disparity in telecom services between urban and rural areas.

2.2.2: Vision of IP Communications:

we'll strive to provide the most reliable and cost effective internet access to our valued customers. We want to cover the entire country with our network in the least possible time. Why to choose us IP Communications

- Optical Fibre Connectivity
- 99% Uptime
- Uninterrupted Connection Cost Effective
- Make it Easy

2.2.3: Objectives of IP Communications:

IP Communications Ltd has a dual purpose to receive an economic return on its investments and to contribute to the economic development of Bangladesh where ISP communications can play a critical role. This is why IP Communications Ltd in collaboration with Canada and Telecom is aiming to place one phone in each deistic level to contribute significantly to the economic benefit of the poor.

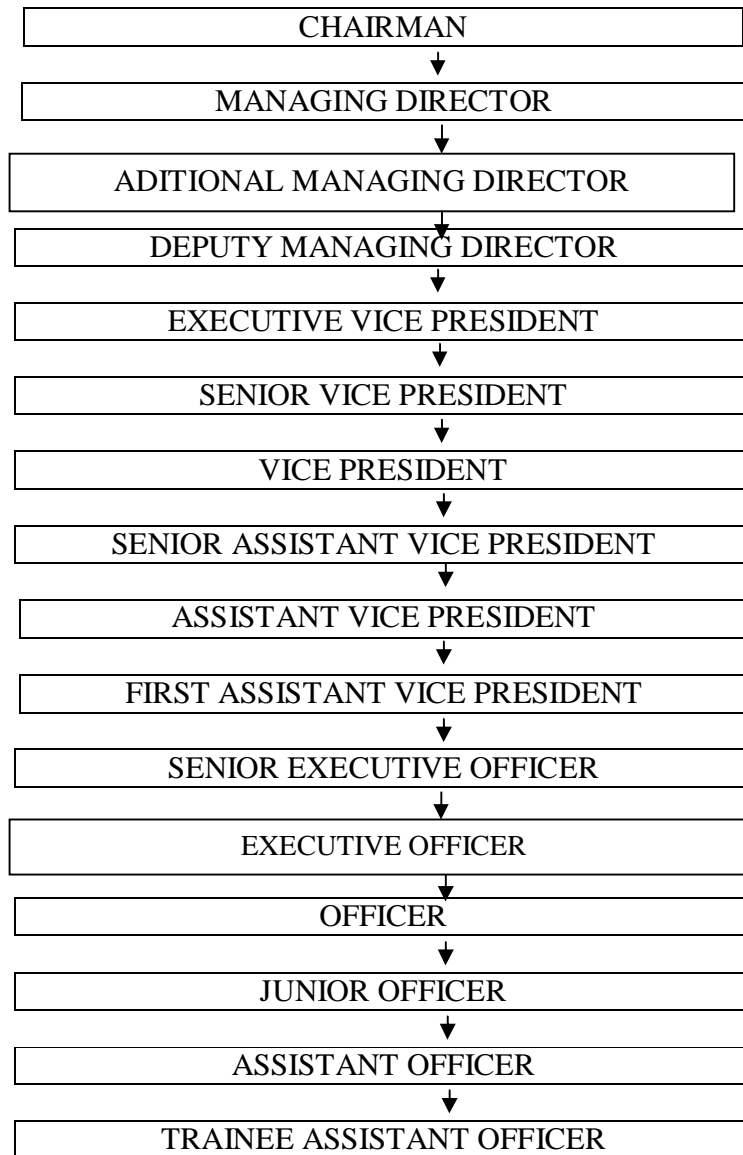
2.2.4: Strategies of IP Communications:

IP Communications Ltd strategy is coverage of both urban. In contract to the “island” strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, IP Communications Ltd builds continuous coverage. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of coverage is applied throughout IP Communications Ltd network.

2.3: BOARD OF DIRECTORS:

Alhaz Nasiruddin	:	Chairman
Mr. Munshi Asaduzzaman	:	Vice Chairman
Mr. Md.Sayedur Rahman	:	Vice Chairman
Major (retd.) Dr. Md. Rezaul Haque	:	Director
Alhaj Sultan Mahmood Chowdhury	:	Director
Hamdord Laboratories represented by Mr. Anisul Haque	:	Director
Mr. Abdul Awal Patwary	:	Director
Mrs.Nargis Mannan	:	Director
Mrs. Zohra Alam	:	Director
Mr. Kamaluddin Ahmed	:	Director
Mr. A. Jabbar Mollah	:	Director
Mr. Md. Humayun Kabir Khan	:	Director
Alhaj Sk. Mohd. Rabban Ali	:	Director
Mr. Md. Sayedur Rahman	:	Director
MD.SHARIFUL ALAM	:	Managing Director

2.4: ORGANIZATIONAL HIERARCHY:



Chapter-3

The Marketing Activities of IP Communications Ltd

3.1: Target Market

Market segmentation mainly depends on customer requirement mean how much user they need to satisfy their purpose. On the basis of following things Market segmentation occurs at IP Communications Ltd. The sectors are:

Corporate Client

There is a separate office for the manager of corporate sales who is also responsible for corporate customer relations. Corporate customers are given high priority in terms of sales and also in terms of after sales service. Of course this is due to the high usage and need for good long term goodwill with such corporate clients. This department however deals mainly with sales to corporate customers and maintenance of relations with both current clients as well as scouting out potential new corporate clients, whereas the after sales service and other issues are dealt with by the customer services operations section of the company.

Individual Businessperson

A business also known as an enterprise or an organization involved in the trade of goods, services, or both to consumers. Businesses are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange of other goods, services, or money. Businesses may also be not-for-profit or state-owned. A business owned by multiple individuals may be referred to as a company.

Salaried Person

A Salaried Employee is paid annually. Salaried employees are usually supervisory, managerial, or professional employees who work on an annual basis and are not paid an hourly rate. Salaried employees are typically considered to be exempt from overtime pay.

3.2: Marketing mix of IP Communications Ltd

Today marketing must be understood not in the old sense sale telling and selling. But in the new sense of satisfy customers needs. If the marketer does a good job of understanding customers need develops a products that provide superior value and price distributes and promotes them effectively, this products will be sell very easy. Thus selling and advertising are only a part of larger marketing mix a set of marketing tools that work together to affect the marketplace.

Once a company has selected a target market it must decide how satisfied the needs of target through the marketing mix the contribution of four elements: Product, price, place, promotion, Distribution and packaging.

3.2.1: Products and Services

Product can be a goods or services or an idea. Manufacturing a product (creating from utility) is production function. But marketing managers have the responsibility to inform the production people about product consumer would appealing about the existing product that need to be a changed or that are no longer needed. Marketers also developed brand names, packaging warranties.

IP Communications Ltd currently offers Internet packages of varying speed and data limit. This plan on providing following services:

High-speed Internet services

Internet access connects individual computer terminals, computers, mobile devices, and computer networks to the Internet, enabling users to access Internet services, such as email and the World Wide Web. Internet service providers (ISPs) offer Internet access through various technologies that offer a wide range of data signaling rates (speeds).

Live IP TV

Internet Protocol television (IPTV) is a system through which television services are delivered using the Internet protocol suite over a packet-switched network such as a LAN or the Internet, instead of being delivered through traditional terrestrial, satellite signal, and cable television formats. Unlike downloaded media, IPTV offers the ability to stream the media in smaller batches, directly from the source. IPTV services may be classified into three main groups:

- Live television, with or without interactivity related to the current TV show;
- Time-shifted television: catch-up TV, start-over TV (replays the current TV show from its beginning);
- Video on demand (VOD): browse a catalog of videos, not related to TV programming.

E-Learning

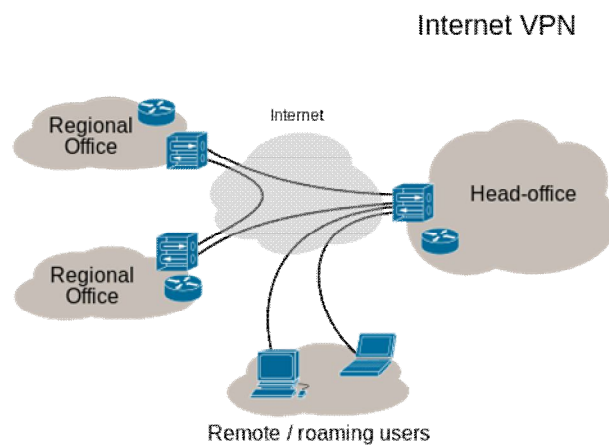
E-learning in learning and education refers to the use of modern technology, such as computers, digital technology, networked digital devices (e.g., the Internet) and associated software and courseware. There are several aspects to describing the intellectual and technical development of e-learning, which can be categorized into discrete areas.

Video Conferencing

Videoconferencing is the conduct of a videoconference by a set of telecommunication technologies which allow two or more locations to communicate by simultaneous two-way video and audio transmissions. It has also been called 'visual collaboration' and is a type of groupware.

Videoconferencing differs from videophone calls in that it's designed to serve a conference or multiple locations rather than individuals.

VPN connectivity

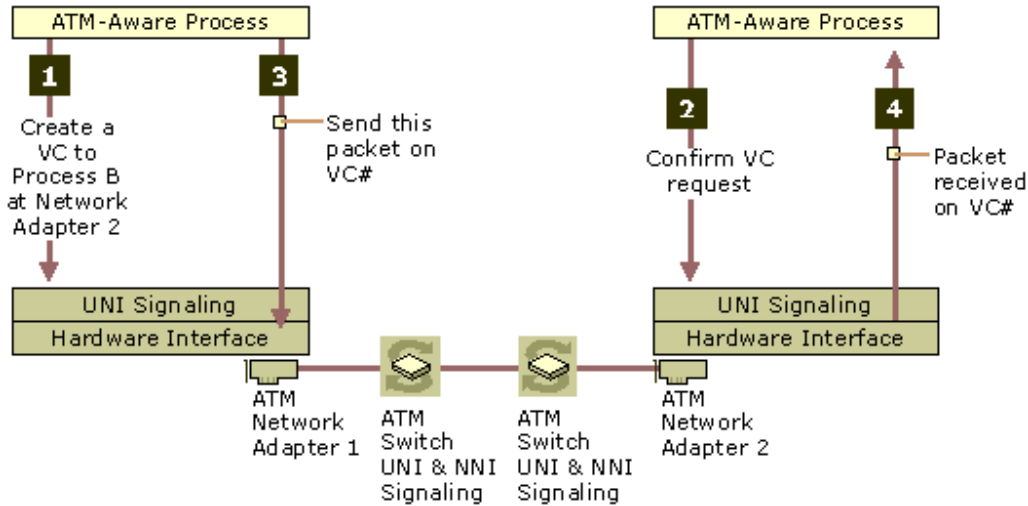


A virtual private network (VPN) extends a private network across a public network, such as the Internet. It enables a computer to send and receive data across shared or public networks as if it is directly connected to the private network, while benefiting from the functionality, security and management policies of the private network. A VPN is created by establishing a virtual point-to-point connection through the use of dedicated connections, virtual tunneling protocols, or traffic encryptions.

ATM Connectivity

Asynchronous Transfer Mode (ATM) is according to the ATM Forum, a telecommunications concept defined by ANSI and ITU (formerly CCITT) standards for carriage of a complete range of user traffic, including voice, data, and video signals. ATM was developed to meet the needs of the Broadband Integrated Services Digital Network, and designed to unify telecommunication and computer networks. It was

designed for a network that must handle both traditional high-throughput data traffic (e.g., file transfers), and real-time, low-latency content such as voice and video.



IP PABX

PBX is a system that connects telephone extensions of a company to outside public telephone network as well as to mobile networks. An IP (Internet Protocol) PBX (Private branch exchange) is a PBX that provides audio, video, and instant messaging communication through the TCP/IP protocol stack for its internal network and interconnects its internal network with the Public Switched Telephone Network (PSTN) for telephony communication.

Online Radio

Internet radio is an audio service transmitted via the Internet. Broadcasting on the Internet is usually referred to as web casting since it is not transmitted broadly through wireless means. Internet radio involves streaming media, presenting listeners with a continuous stream of audio that typically cannot be paused or replayed, much like traditional broadcast media; in this respect, it is distinct from on-demand file serving. Internet radio is also distinct from pod casting, which involves downloading rather than streaming.

Audio-Video streaming

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. Its verb form, to stream, refers to the process of

delivering media in this manner; the term refers to the delivery method of the medium rather than the medium itself.

Tele Medicine

Telemedicine is the use of telecommunication and information technologies in order to provide clinical health care at a distance. It helps eliminate distance barriers and can improve access to medical services that would often not be consistently available in distant rural communities. It is also used to save lives in critical care and emergency situations.



3.3: Price

Price is the amount of money charged for a product or a service. More broadly price is a sum of all the values that consumers exchange for the benefits of having or using of product or services. Once a company develops a products it must set a price. Pricing requires crucial decision making because price is very visible to the consumer is closely tide to company's profit. Customers may not accept product price is too high a company may not recover its cost when a product is priced too low. At the same time the company may seek additional objectives; Common objectives include survival, current profit maximization market share leadership and product quality leadership. Company survival as their major objective if they are trouble in too much competitors. To keep plant going company may set a low price.

There are different types of pricing methods but IP Communications Ltd follows two methods such as cost based and competition based methods. The cost based methods because this is a method where by a company determines a product total cost there adds a mark up to the cost to achieve the desired profit margin. As a growing company IP Communications Ltd at this stage want to not making profit like an established internet company and want to provide their speed at a reasonable price. IP Communications Ltd also follows the competitor based pricing method because if IP Communications Ltd can not provide their speed and coverage in the market the hire price than competitors as a new company IP Communications Ltd are not able to set the price higher than competitors. If the IP Communications Ltd do that target customers may not buy the connections.

3.3.1: IP Communications Ltd Bandwidth pricing

Corporate, SME, RMG, Buying House, University, Pharmaceutical etc.

Bandwidth	pricing
128kbps	6000TK
256 kbps	7500TK
512 kbps	13500TK
768 kbps	17000TK
1024 kbps	24000TK
1536 kbps	35000TK
2048 kbps	46000TK
3072 kbps	60000TK

3.3.2: Financial Institution, DSE, Govt.

Bandwidth	Dhaka	Chittagong	Other Division
64Intra	1500TK	2000 TK	2000 TK
128 Intra	2500 TK	9500 TK	12500 TK
256 Intra	3500 TK	11500 TK	14000 TK
512 Intra	8500 TK	14500 TK	18000 TK
1 Intra mbps	11000 TK	19500 TK	23000 TK
2 Intra mbps	14000 TK	30000 TK	38000 TK

3.3.3: IP Communications Ltd Packages & pricing

Speed	Monthly Fee	Monthly Usage
256kbps	TK.800	5GB*
	TK.1000	Unlimited**
512kbps	TK.1250	5GB*
	TK.1450	10GB*
	TK.2150	Unlimited**
1mbps	TK.2215	5GB*
	TK.2750	10GB*
	TK.4750	20GB*
	TK.5150	Unlimited**

Note :

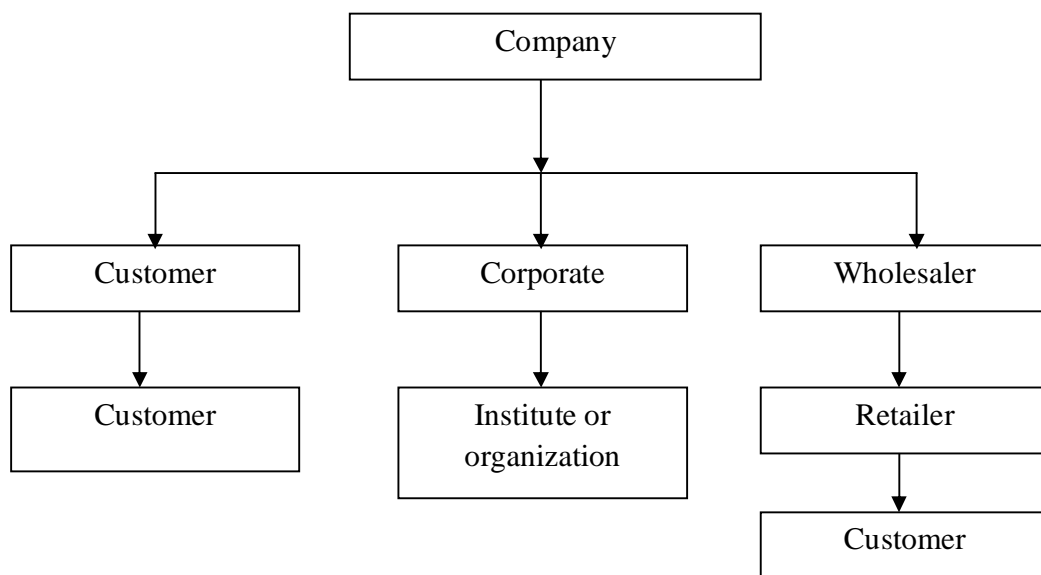
- *Vat is applicable on monthly fee.
- *Additional Usage Tk 0.15/MB
- **Fair usage policy is applicable for unlimited package.

3.4: Distribution

The distribution function is very important to the society because it enables goods and services to reach customer. To maintain this distribution process company always have to maintain market channel.

Marketing channel (channel of distribution) is a group of interrelated organization that directs link between the producer and customer that are called marketing intermediaries. The two major categories of marketing intermediaries are the wholesaler and retailer. Wholesalers are individuals and organizations that sell primarily to other sellers, wholesaler are large quantities of goods. Retailers specialize in selling product to customer. They resell the product that they obtain from wholesaler.

3.5: Distribution Process Flow chart



3.6: Promotion

The fourth element of marketing mix are promotion support, product , pricing and distribution decision. It is current to the success of any company. Without promotion it is not possible for any company to introduce the company's product to its customers.

Every company spends a lot of money for promotion. The companies are doing their promotional activities according to their target customer. The customers are all educated people and all of the institute and organization. IP Communication Ltd marketing executive always work in the field to promote the device.

IP Communication Ltd marketing executive has different area that divided by the company. According to the division they are doing their work. They visit the customer and go to the customer house as well to the institute and tell about the company product and packages offering. Marketing executive provide information to the customers. Providing information and advertising is an effective way to sales promotion. IP Communication Ltd also provide discount or offer to the customer to promote the device. Marketing executive always try to keep good relation with customers and provide good product and service only reason of promotion. The Marketing executive keeps good relationship with customer by given some gift such as Anti virus CD and companies different offers and up to date information of the company. Promotional activities are: Sales promotion, Advertising, Public relation and direct marketing.

3.6.1: Sales promotion

IP Communication Ltd is different ways to promote a product. Among the ways sales is one of them and promote the product by direct selling. At the time of sales the executives provides some additional things with the product. It is very effective way to promote the product.

3.6.2: Advertising

Advertising is one of the important ways to sell any product. To familiar with the product to the customer advertising is effective. The company provides Advertisement in different media to make the product familiar. They promoting their product by arranging different program and participating in different cultural program. They are giving advertisement in:

- Radio
- Television
- News Paper

- Bill Board

3.6.3: Public relation

Each and every company has to maintain the relationship with public. In the way IP Communication Ltd is also maintaining the relation with the different people and different corporation to enhance their business.

3.6.4: Direct marketing

Direct marketing is a form of advertising that reaches its audience without using traditional formal channels of advertising, such as TV, newspapers or radio. Business communicates straight to the customer with advertising technique such as fliers, catalogue, distribution, promotional letters and street advertising.

Direct marketing is predominantly used by small to medium-size enterprises with limited advertising budget that do not have a well-recognized brand message. A well-executed direct advertising campaign can offer a positive return on investment as the message is not hidden with overcomplicated branding.

Chapter-4

Problems and Recommendations

4.1: Problems Identified:

- They have intention to give priority to selling the product rather than giving service to the customer.
- The procedure of billing system is not well planned. As a result, they are not able to give services to the customer at the time of bill payment that means monitoring of billing system is not good.
- Without any notice they disconnect the customer internet connection if the customer doesn't pay the monthly subscription bill at right time.
- Man power is one of the important assets for a company. They have a lack of skilled manpower.
- The company information is not available in their website because they don't update their website regularly.
- Compare to the location and target customer their customer care services is not available. As a result customers are not able to solve their problem when they needed.
- The network coverage is not strong and clear like other operators. As a result customer will show the negative impression to use their services.
- Technical support is not sufficient to solve the technical problems.
- Their promotion activities are not smooth. For this reason they are not able to give information about the product in right time. As a result other competitors are taking the facilities.

4.2: Recommendations:

- They have intention to sell the product without giving the better services. They should change these types of practice.
- The bill payment paper should be prepared in an easy way, so that the customer can understand easily. They can run software which software will help the customer to pay the bill with the help of internet from any place and any time.
- Before disconnecting the connection of the line they should give the warning to the customer about the due bill, because customer can be busy on their personal activities. They can give extra two or three day to repay the bill. Otherwise it will fail a negative impression on the company.
- Since the company lacks efficient manpower, they should organize training for the existing employee to increase their skill. They have to give training each and every employee of the company, so that they can give the better services to the customers.
- The company should update their web-site regularly.
- Their customer care facility is not available compare to location. So they should increase the number of customer care centres. So that customer can solve their problem with in the nearest place.
- The company network coverage is not large; The Company has to increase the network coverage area to avoid negative impression of customers.
- The company should use the new technology as well as they can update themselves with the new technology. So that they can run their business smoothly.
- The company should provide emphasis to their promotional activities, selecting each and every market segment, like they can arrange educational institution.
- Customer facilities should be increased, as well they have to consider about the problem at the customers. When the customer will complain, it should be solved without any delay. They can arrange door to door services for the customers.

Chapter-5

Conclution

5: Conclusion:

In conclusion, it can be said that IP Communications Ltd has the skill and resources in every aspect of marketing intricacies. They have become the leader in the market of ISP communication primarily through their tremendous marketing skills and knowledge about the market.

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