



"Product Development Process of Robi Axiata  
Limited-Internet"

# "Product Development Process of Robi Axiata Limited-Internet"

## **Prepared For**

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May 14, 2019

## Letter of Transmittal

14 May, 2019

Dr. Khandoker Mahmudur Rahman  
Associate Professor  
School of Business and Economics  
United International University

Subject: **Submission of the Internship Report**

Dear Sir:

I would like to submit my internship report titled "Product Development Process of Robi Axiata Limited-Internet", which has been prepared as a requirement for the completion of the BBA Program of United International University.

Robi Axiata Limited (Robi) is a subsidiary company of the Asian telecom giant, Axiata Group Berhad, based in Malaysia. It has started its journey in 1997 in Bangladesh and now it is the second largest mobile operator of the country.

While dealing with the report, I have attempted to pursue every single rule that you have prompted. It has been an illuminating knowledge to work in this new pursuit and I have altogether made the most of my internship period at Robi Axiata Limited. The authority of Robi Axiata Limited has additionally expanded their participation at whatever point required.

Sincerely,

Prianka Rani Saha  
ID - 111 151 201

## ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my internship. I am very much grateful to Rabiul Miraz hemel (General Manager, Market Operation Division) for giving me the opportunity to complete my internship at Robi Axiata Ltd. I am sure that his dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Anika Nusrat (Graduate Trainee, Market Operation Division) also all individual of the Robi Axiata Ltd, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

## DECLARATION

I am Prianka Rani Saha, student of School of Business and Economics (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on "Product Development Process of Robi Axiata Limited-Internet" is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

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Prianka Rani Saha

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## Executive summary

Robi Axiata Limited is one of the leading telecommunication company in Bangladesh. It has 15+ departments, which conclude several teams to operate its function on a regular basis.

In this 21st century, everything is getting web-based which is also supported by the central government of Bangladesh. The Internet has now taken its place over voice calls. The demand for internet has increased vastly in the last few years. To be competitive and serve the best quality to its user Robi is coming up with so many attractive internet products day by day.

In this report, most of the information was collected from the primary source like practical observation and conversation with employees. This Report is based on the product development of the internet sector in Robi Axiata Limited. Usually to develop a product Executive members assign product managers in their respective team. Developing a product requires to follow certain steps, like idea generation, idea screening, concept developing, business strategy development, product development, test marketing, commercialization & finally the Introduction of the final product to its customer.

At the first stage, it starts with a raw idea which usually came from internal sources, market research, and competition as well. The raw idea gets a new dimension on the screening process in terms of customers need, company's affordability, current trends and most importantly expected ROI from that product idea. If that product idea passes the screening step then the development of the concept and business strategy are processed simultaneously to get approval from different departments like regularity department, Customer experience department, finance department, etc. These steps determine the competition against the new product, pricing, cost of the company, breakeven point, APPD, etc. After determining these important factors of the product it's time to develop the product by the IT department as their products are mostly based on programming, after that the product needs to tested by the product manager along with customer experience department before the launch and even after the launch of the product as well. Products get introduced to the market and later on the commercialization of new product are also processed through ATL, BTL, & TTL.



# 1. Background of the Report

## 1.1 Objective of the Report

To outline the practical inspection during internship period in a report so that the result from working in a sensible circumstance can be estimated, displayed and analyzed for distinctive purposes. The internship program helps a student in future professional advancement.

## 1.2 Scope of the Report

The report is relied upon to be loaded up with the most refreshed data about specific packages of a significant telecom in Bangladesh. While making the report, I had a broad discussion with the organization employees and the manager I was appointed to, which gave me an opportunity to get top to bottom information about process of making and the Product Development Process of Robi Axiata Limited.

## 1.3 Methodology of the Report

The report inputs were collected from two sources:

### 1.4 Primary sources:

- Practical observation
- Conversation with the direct supervisor
- Direct observations through working
- Conversation with employees

### 1.5 Secondary sources:

- Reports of the company
- Memos and Circulars
- Websites of the company
- Internet

## 1.6 Limitations

In preparing this report there were certain limitations:

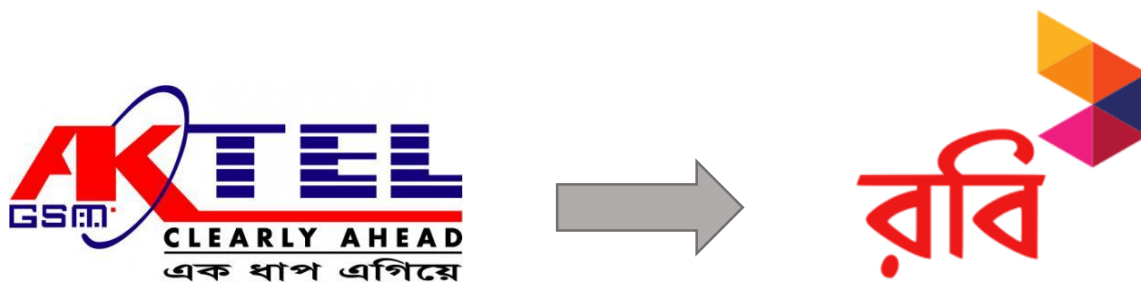
- The absence of adequate sources
- Using real data were precluded in certain area because of confidentiality
- The analysis exhibited here may differ with beliefs of experts in this field.

## 2 ORGANIZATION PART Overview of the Organization

### 2.1 About Robi Axiata Limited (Robi)

Robi Axiata Limited (Robi), (Bengali: রবি) is an auxiliary organization of the Asian telecom mammoth, Axiata Group Berhad, situated in Malaysia. Different investors in the element are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

Robi is the second biggest mobile network operator in Bangladesh with 46.88Mn endorsers as of the end of December 2018. The organization started activity in 1997 as Telekom Malaysia International (Bangladesh) with the brand name 'Aktel'. In 2010, it was rebranded as 'Robi' and the organization changed its name to Robi Axiata Limited.



Following the merger with Airtel Bangladesh, the combined organization, Robi Axiata Limited (Robi) began its business task on 16 November 2016. Starting at now, this is the greatest ever merger of the nation and first since forever merger in the versatile telecom area of Bangladesh.



Robi was the main administrator to present GPRS and 3.5G administrations in the nation. It is the main organization to dispatch 4.5G administration in all the 64 locales of the nation. Truth be told, this milestone achievement was accomplished on the primary day of the business dispatch of the

administration by Robi on 20 February 2018. Before the finish of 2018, Robi made the biggest 4.5G system of the nation with about 7,400 destinations covering 99 percent of the thanas of the nation.

Robi additionally gladly claims to have the amplest worldwide meandering inclusion with 398 administrators crosswise over 182 nations with most stretched out 4G wandering impression in 29 nations with 40 administrators.

The organization has presented numerous first of its thoughtful advanced administrations in the nation and has been the pioneer for making ready in taking versatile money related administrations to the underserved networks in the rustic and semi-urban zones. It is the main portable administrator to have effectively directed the preliminary kept running of 5G and Voice over LTE innovation on its 4.5G system.

Being profoundly engaged with the financial advancement, Robi has made the biggest online school, Robi-10 Minute School, set up web corners in seven divisional open libraries, set up safe drinking water offices in 10 noteworthy railroad stations and cooperated with Access to Information (a2i) for setting up the contact focus, 333, offering data on profiting taxpayer-supported organizations.

Robi has plainly spearheaded in the space of mEducation with the making of the biggest online school of the nation, Robi-10 Minute School, which is giving quality instructive substance to a great many understudies the nation over for nothing of expense. Among numerous honors it has won broadly and universally, the renowned GSMA Glomo grant for the Best Mobile Innovation for Education and Learning in the "Associated Life Awards" class at the Mobile World Congress (MWC) 2017, is very significant.

Robi has likewise been the pioneer in the business in uncovering extraordinary advanced arrangements. The nation's first complete Islamic way of life application, Noor, sports amusement application, My Sports, portable based medical coverage advanced administration, My Health, clients' computerized self-administration window, My Robi application, stimulation content stage, Robi Screen, far-reaching broad media advanced music stage, Splash, are a couple of the models.

Robi leads in the new boondocks of Digital Services. It has made the debut web-based business stage for every single advanced device, robishop.com.bd, gives the total scope of computerized publicizing arrangement through adreach, facilitates advantageous installment door for acquiring computerized content through direct administrators' charging for the clients under MIFE, gives IoT-based vehicle following arrangement, Robi Tracker, encouraging simple access to advanced contraptions in remote pieces of the nation through the helped online business brand, DigiRed, creating open doors for enterprise by making the biggest application store of the nation, bdapps.com, and so on.

These colossal advancements were a noteworthy draw for the clients as they joined the system by the thousand when the Mobile Number Portability office was presented in October 2018.

Making the biggest human banner, Robi has demonstrated that it moves to the tune of the rich culture and legacy of Bangladesh. Having the #1 system of companions, Airtel, as its free image just enlarges the organization's allure. As the intrigue gets settled in the general public, Robi feels certain that it will almost certainly convey on the guarantee of empowering computerized life for a superior future for all.

## 2.2 Mission, Vision & Principles of Robi Axiata

### **Vision:**

*To be a leader as a telecommunication service provider in Bangladesh.*

### **Mission:**

*Empowering You: "We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our*

## 2.3 Values and Principles

### 2.3.1 Core Values:

At Robi, we work with a firm commitment of Exceptional Performance and Uncompromising Integrity (UI-EP) to ensure creation of value, putting the Customer at the Center. (“Company Profile,” n.d.)

### 2.3.2 Guiding Principles:

Keeping pace with the evolving digital landscape of the country, we aim to establish ourselves as leader in providing customer centric data and digital services with our four Guiding Principles acting as a beacon of light to pave the path. The Guiding Principles are:

#### **Be Agile**

- Encourage questions to gain clarity
- Value and share information and analytics to gain perspective
- Seek trends to spot opportunities and solutions
- Learn from Failures for future success

#### **Inspire to Innovate**

- Focus on customers to understand their problems and unearth their desires
- Innovate to ensure customer satisfaction
- Constantly improvise on processes to ensure speed to catering to customers
- Create an authentic sense of purpose among people

#### **Collaborate to Deliver**

- Demonstrate respect for all you interact with
- Build Trust and Transparency around communication
- Cultivate Diversity and Inclusion
- Collaborate and engage with all stakeholders to achieve

## **Do Digital**

- Pursue employee ideas to develop entrepreneurial mindset
- Take financial risk to foster innovation
- Learn from failures and identify learnings for future success
- Demand consistent quality

## **Customer Care**

- 20 Customer Care Centers
- 83 walk in center in 64 districts
- 351000 retailers are serving all over Bangladesh.
- 25,000 retail selling points along with 100,000 voucher sales point all over Bangladesh.
- 430 Robi Care Points in 64 districts

### 3 Organization Structure of Robi Axiata Ltd

The organization is going by the Chief Executive assigned as the Managing Director who is in charge of generally speaking tasks of business of the association and driving powerfully for the achievement of its purpose. In accomplishing the reason for the association, the Chief Financial Officer, General Managers and office Heads helps the Managing Director. Robi has an aggressive and dynamic sales channel, which incorporates direct merchants and their very own business drive. The organization has an official council of Chairman, Directors, Managing Director, Chief Financial Officer and other General Managers.

Robi Axiata Limited has 9 major divisions each contain a few departments as indicated by the operational and authoritative need.

- MD's/CEO's Office Page
- Finance Department
- Information Technology Department
- Market Operation division
- Regulatory Affairs Department
- Human Resources Division
- Legal & Compliance Department
- Corporate Strategy Department
- Supply Chain Management Department
- Corporate Affairs Department
- Revenue Assurance Department
- Technical Division
- Internal Audit Department
- Corporate Strategy Department
- Credit & Control Department
- Security & Safety Department

### 3.1 Market Operation Division

Robi Axiata Ltd. is one of the main mobile network operators in Bangladesh. The market operation division of this organization is exceptionally solid and loaded up with both tremendously experienced businesses and enthusiastic young graduates. Market activity division is the main office in this organization which straightforwardly works for income age.

Pradeep Shrivastava is the division head assigned as the Chief business officer. There are 7 noteworthy Teams in the market activity division of Robi.

- Voice team Deals with the showcasing of voice call related offers and methodologies.
- Information team Deals with the advertising exercises of web administrations of Robi.
- BP-Deals with the issues with brand advancement.
- CLM team Support with the client life cycle the executives administrations.
- VAS team Works with the Robi's esteem included administrations.
- Gadget team Works with the promoting of explicit versatile handset contributions by Robi.
- Exchange channel-Deals with the elective territories of advancement.

### 3.2 Data Team

Data team contributes 21%-23% income of complete Robi's income. The exercises of the group can be talked about in a few stages. The primary focal point of the team is to offer the client rewarding internet bundles with the most aggressive yet gainful prices. From making alluring internet bundles for the clients and communicate it with them there are numerous procedures in the middle. There are numerous means the group needs to follow in this procedure and bosses of the group are given explicit tasks to carry out all the while.

- Vice President: Avinash Mathur
- General Managers: Asifur Rahim, and Md. Mamun Murtaza Shariff
- Manager: Rabiul Miraz hemel
- Graduate Trainee: Anika Nusrat
- Specialist: Abdullah- al- Hesham, Tasnim Raha, Tasnuva Ahmed



### 3.3 The job of Intern

There are some particular jobs for the understudy of the Data team. A portion of the errands are there which is expected to perform consistently once a day and others occasionally.

- Analyze the information of client's particular internet bundle buy every day.
- Collect and distribution of reports regarding daily market scenario.
- Communicate the examination report and the retailer's input with the product manager
- Offer internet packs broadly/area savvy as per the direction of the product manager.

## 4 Products

Robi offers diversified bundles along with the prepaid and postpaid facility, it offers a wide scope of significant product, for example, SMS, GPRS, EDGE, worldwide meandering, SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking on 4 August 2008, which offer endorsement of control which calls the person being referred to get or not and Bengali SMS.

### 4.1 Types of product for internet:

- **USSD:** Unstructured Supplementary Service Data. A specified code to buy a specific product. Example: By dialing \*123\*250#, Customer will get 1GB Imo pack for 30days in 49tk. But this will not be applicable for recharging 49tk. USSD makes easier to buy a product more accurately.
- **Retail Recharge:** The offers we get by recharging a certain amount. Example: If one recharge 209tk, will receive 2GB for 30days. For this type of product retailer plays a vital role in selling them to customer.
- **Single App:** The packages which are only available in My Robi App and the customer will be able to buy it only from the App. Example: 12GB only at Tk 316 (30days)! To buy check internet packs in MyRobi App. This type of products are usually made to attract the new customers and engage existing customer to buy more MB in less amount for retaining them.
- **Scratch Card:** This is one of the physical product which is relatable with recharge card. From recharge card customers usually get a certain amount of recharge to their account but from a scratch card they will get certain packages, it can be a bundle offer or data offer. This is the oldest form of buying packages but still popular in the market.
- **G-Store:** Ghechang store is a platform where Robi introduces aggressive offers in the regional context of Bangladesh. This platform is specifically created to provide customized packages for their customers.

### 4.2 Internet Products of Robi

Robi Axiata Ltd have a bunch of internet packages for their customers. They have different segments for each packages and along with that they provide special internet packages in Myrobi Application and Scratch cards. (Updated till 15 April, 2019)

<b>ROBI Internet Packages</b>		
<b>Recharge Amount</b>	<b>Product</b>	<b>Validity</b>
<b>13</b>	45 MB+7 Mins (any Operator) +100 SMS	3 days
<b>17</b>	100MB	3 days
<b>18</b>	350MB with the IMO Pack	28 days
<b>18</b>	350MB Facebook & whatsapp pack	28 days
<b>19</b>	1GB	3 days
<b>23</b>	150MB	3 days
<b>37</b>	500MB	3 days
<b>38</b>	1 GB	3 days
<b>41</b>	2 GB	3 days
<b>46</b>	250MB	30days
<b>48</b>	2GB+1GB 4G	3 days
<b>49</b>	600mb+200mb fb,imo bonus	7 days
<b>51</b>	400MB (for selected users its is 2GB for 15days)	7 days
<b>58</b>	600MB+30mint+30 sms	7 days
<b>61</b>	3GB	3 days
<b>74</b>	750MB	14days
<b>89</b>	1 GB	7 days
<b>94</b>	1GB	7 days
<b>98</b>	1GB+50mint+100sms	7 days
<b>101</b>	1.5GB	7 days
<b>108</b>	3 GB+1 GB 4G	7 days

<b>119</b>	1GB	30 days
<b>129</b>	6GB(3GB +3 GB 4G)	7 days
<b>149</b>	1GB+75mint+30sms	30 days
<b>199</b>	7 GB+3 GB 4G	7 days
<b>209</b>	2 GB	30 days
<b>228</b>	1.5 GB	30 days
<b>251</b>	2 GB+150 Min+150 sms	30 days
<b>316</b>	4GB	30 days
<b>399</b>	5G+2GB 4G	30 days
<b>427</b>	3.5 GB	28 days
<b>489</b>	3 GB+205 anynet Local Mins+ 200 Local SMS	30 days
<b>501</b>	7GB +3 GB 4G	30 days
<b>649</b>	15 GB	30 days
<b>746</b>	7 GB+500 Mins (any operator)+600 SMS	30days
<b>669</b>	12GB	90 days
<b>911</b>	20GB	30 days
<b>999</b>	30GB	90 days

Table No: 4.2.1

<b>Price</b>	<b>Robi App Based Internet Packages</b>	<b>Validity</b>
<b>21</b>	500MB(Whatsapp,IMO,facebook,Viber)	30days
<b>41</b>	3GB (2GB any+1GB 4G)	3days
<b>46</b>	500MB	30days
<b>48</b>	4GB(3GB any+1GB 4G)	3days

<b>74</b>	1.5 GB	14days
<b>89</b>	3GB (2GB any+1GB 4G)	7days
<b>119</b>	2 GB	30 days
<b>129</b>	8GB (5GB + 3GB 4G)	7days
<b>199</b>	14GB (7GB any+7GB 4G)	7days
<b>209</b>	10GB	15days
<b>316</b>	12GB	30days
<b>501</b>	13GB (7GB any+6GB 4G)	30days
<b>649</b>	20GB (15GB any+5GB 4G)	30days

Table No: 4.2.2

<b>Price</b>	<b>Robi Scratch Cards</b>	<b>Validity</b>
<b>10</b>	100MB (60MB any use + 40MB Imo, Facebook)	3days
<b>19</b>	200MB (100MB any use + 100 MB Imo, Facebook)	3days
<b>29</b>	200MB + 20min	7days
<b>49</b>	800MB (600MB any use + 200 MB Imo, Facebook)	7days

Table No: 4.2.3

## 5 Product Development Process of Robi Axiata Limited

To develop internet packages Robi Axiata Ltd follows 8 steps. They are:

1. Idea Generation
2. Idea screening
3. Concept development
4. Business strategy development
5. Product development
6. Test Marketing
7. Introduction
8. Commercialization



## 5.1 Idea Generation:

The procedure incorporates the way toward building through the thought, advancing the idea, building up the procedure, and conveying the idea to the real world. Making new internet packages is the cyclic work for Data tem. Product managers usually came up with new product ideas in terms of creating value to the revenue perspective of Robi Axiata ltd. In this competitive market, products changes rapidly. To be consistent, coming up with aggressive product ideas are the key. Ideas can be generated in many ways,

- **Internal sources** – The employees may come up with new ideas by brainstorming or realizing the need of customers.
- **SWOT analysis** – Usually Product managers review the company’s strength, weakness, opportunities and threats and come up with a good feasible idea.
- **Market research** – It can be generated by reviewing the changing needs of customers, wants, and trends in the market. Product managers collect market insights from the territory officers and retailers.
- **Customers** – Customer’s review and feedback sometimes help to generate new product ideas.
- **Competition** – It’s a regular analysis for product managers to review Competitors products to come up with more aggressive product than its competitors.

## 5.2 Idea Screening:

After generating the ideas, product managers usually discuss it with their supervisors like Manager and General Managers of the team. If the idea get positive feedback from the supervisors, product manager calls a team meeting to briefly discuss about the new product idea to entire team. After the brief discussion if everyone agrees about the product idea then it goes for further process of development. Key factors for identifying feasible idea are:

- Customer needs
- Affordability of the company
- Company’s strength
- Company’s weakness
- Current trends
- Expected ROI etc.

### 5.3 Concept Development:

Concept development is the most important and lengthy one in the product development process.

To generate the concept Product managers develop different analysis, they are:

- Competition Comparison
- Hit report of existing product
- Pricing of existing product analysis
- APPD (Average price per data)

#### 5.3.1 Competition Comparison analysis:

We all know that telecommunication industry in Bangladesh is highly competitive. So, to sustain in this competitive market every company needs to review the competitors' products. In terms of internet packages it's also the same. Before making new packages it is important to analyze what competitors are offering in the same price range, whether the product will be able to attract the customers, whether it will competitive to become a profitable one or not.

#### 5.3.2 Hit Report of existing product:

Here the Hits are the number of customer buying a particular product. Before making a new product, it is fundamental to know the current scenario of the company's internet packages. Which one is the trending one, getting market insights from the territory managers of different territory in Bangladesh, How many people are buying particular product and how many times they have bought that product etc.

#### 5.3.3 Pricing of existing product analysis

Existing Product price points needs to be checked before making a new product because of the cannibalization effect of new product in the existing product. Sometimes existing products get updated to launch a new product in the market.

#### 5.3.4 APPD (Average price per data)

This is the important financial factor in developing the concept paper for a new product. Cost per MB is decided by the BRTC and it varies time to time. Suppose the new product's price need to be 39tk and the Quota will be 1.5GB for 3days. If the cost per MB is BDT 1.1125 (Projected). Then the APPD will be BDT 0.022 (Projected)



## 5.4 Business strategy development

The testing results help the business in thinking of the last idea to be formed into a product. Since the business has a concluded idea, it's the ideal opportunity for it to analyze and choose the promoting, and different business procedures that will be utilized. Assessed product's productivity, marketing mix, and other product methodologies are chosen for the item.

Other significant analytics incorporates,

- Rivalry of the product
- Pricing strategies
- Costs involved
- Breakeven point, and so forth.

### 5.4.1 Rivalry of the products

To know the rivalry against the new product, competition analysis are mandatory to get budget from the Finance department of Robi Axiata Limited. Competitors' products along with the retailer commission against their product are reviewed by the product managers and listed for the Business case development of the new product. Key Competitors of Robi-Internet products are:

- Grameenphone
- Banglalink
- Airtel
- Skitto

### 5.4.2 Pricing strategies

For new product's pricing strategy, Product managers incorporate regularity department of Robi Axiata Ltd to communicate with Bangladesh Telecommunication Regulatory (BTRC) about the new product. BTRC then go through the product idea along with the desired price point, quota, and validity and then review the previous products whether the customer is getting appropriate quota against the price and whether it is following the rules and regulations of them. After checking all these points if they get contended then they approve an intimation letter for the product manager and if they need any changes then they provide their feedback against the intimation and product managers review it with the corrective action.

### 5.4.3 Costs involved

New product will require some investments from the company like for the promotional campaign, advertising, retailer commission etc. Product managers need to prepare a business case for the budget from the company which need to be approved by Finance department of Robi. Business case includes:

- Comparison of competitor's product price
- Margins/ cost associate with product's promotional campaign
- VAT
- APPD (Using ongoing rate from BTRC)
- Total Projected profits
- Sales forecast
- Payback in terms of 6month period

### 5.4.4 Breakeven point

The point where cost gets equal to its profit. It's an important point of the business case and finance department scrutinize the whole business case for new product.

The step of business strategy development takes the longest time of all the other step and it involves different departments of Robi.

## 5.5 Product development

After getting the intimation copy and budget from the finance department, its time for the product development. As Robi is a Telecommunication company so their most of the products are developed by programming. The product development is based on software and programming which is executed by the IT department. IT department requires all the information regarding the product for which the product managers need to fill up the concept paper. Which includes each and every information regarding the product, they are:

**Price:** Price of the product need to be mentioned with VAT, Service charge etc.

**Validity:** For how many days the product will be active on the customers SIM, it can be mentioned in Hours or days. Format used in this step can be 24 hour or 12 hour.

**Quota:** Quota is the allocation of the product like how much MB will the customer get against the price. Quota may include minutes, bonus, or separate 4G offer.

**Pop-up designing:** It is the design of mobile pop-up, after typing the USSD a pop up will appear on the screen which is also designed by the product manager.

**Recurring/Non recurring:** It refers to the activation of the product. Recurring means auto renewable product, and non-recurring means without auto renewable. For this thing, if a customer doesn't have enough balance at the time of renew then how many times the software will try is also decided by the product manager.

**Website pop up:** In this digital era, product are usually displayed on the official website. How it needs to be displayed are also designed by the product manager.

**SMS Notification designing:** There are six types of notification which are generally designed for the product

- **Activation SMS:** The SMS which are generated at the time of purchasing the product along with price, validity, time of purchase.
- **50% Consumption SMS:** The SMS which are generated when user consume half of the product quota.
- **80% Consumption SMS:** The SMS which are generated when user consume most of the product quota.
- **100% Consumption SMS:** The SMS which are generated when user consume total product quota.
- **Pay per MB use SMS:** The SMS which are generated when the user use Internet without purchasing any internet product.
- **Bonus activation SMS:** When the product has different quota to use as bonus or 4G, another activation SMS is generated including the bonus quota or 4G quota along with the product name and validity.

After designing all these things product manager send this as concept paper to the IT department and waits for the development of product which usually takes 7-10 working days. When the IT department developed the product, product manager get an email for testing.

## 5.6 Test Marketing

After the product develops by the IT department of Robi Axiata Limited. IT department sends a configuration mail to the product managers and the equivalents. Two types of testing are mandatory for the products. They are:

1. Pre- User Acceptance Testing (UAT)
2. Post- User Acceptance Testing (UAT)

### 5.6.1 Pre- User Acceptance Testing (UAT):

Pre-UAT means testing before the product gets live for the customers. UAT is one of the last and most basic programming venture techniques which needs to be done before the product gets live for the customers.

In other words, UAT is called beta testing, application testing or end client testing. As pre-UAT are done before the product gets live for the customers, product managers whitelist some test numbers for testing. Both prepaid and postpaid numbers are used in the testing. Product manager aligns the Customer Experience department about the new product launch and sets a testing schedule for the new product.

The following are the steps involved in the UAT:

- i. **Planning:** The UAT strategy is drafted in the process of planning step. Things that are counted for the planning of UAT are
  - Quota of the product?
  - Type of the product
  - Does the product have any added bonus?
  - Time of activation
  - Consumption speed
  - Consumption Notification SMS etc.
- ii. **Designing test case:** Test cases are intended to cover all the practical situations of the product in true utilization. It includes decisions like Products will be tested on prepaid or postpaid plan, is the product specifically designed for any social application etc
- iii. **Selection of testing team:** The testing team is comprised of product manager and customer experience department's representative.

- iv. **Executing test cases and reporting:** The testing group executes the predetermined tests. Additionally they executes some applicable irregular tests also. All bugs are reported in a testing report with the feedbacks.
- v. **Bug fixing:** After getting the testing report from customer experience department, the product advancement group (IT department) fix all the bugs and make last changes to make the product bug free.
- vi. **Close down:** After fixing all the bugs, the testing group shows acknowledgment of the product application. It refers that the product meets all the specification which was set by the product manager and the product is ready to be live for the market.

#### 5.6.2 Post- User Acceptance Testing (UAT):

Post UAT are conducted when the product get live for the general customers. After the product launches, product managers again test the product as per the pre-UAT steps whether it is bug free or not and ensure the customer experience department about the product's accuracy.

## 5.7 Introduction

After getting done with all the step above it's the time for product to be consumed by the customers and promoting it vastly to the targeted customers. Soon after the product is introduced product managers configured the data warehouse and received an email of configuration to get all the insight about the new product. E.g. Hits of the new product, Revenue generation by the new product etc. Launching a new product need to be informed to the management committee, executive management committee, retailers, and related departments of Robi Axiata Limited to avoid similar product development by other department.

## 5.8 Commercialization

Commercialization is the process of introducing new product into the market. In this point products are launched, advertising and promotional activities get started to grab the target customer's attention. For advertising Robi Axiata Ltd take different strategies.

Like:

- Above the Line (ATL)
- Below the Line (BTL)
- Through the Line (TTL)

Strategies are taken based on the product type. For national product they take ATL, for regional products they take BTL and mostly TTL is used for all other products.

### 5.8.1 Above the Line (ATL)

ATL strategies center at coordinating the correspondence towards the mass market. The thought behind this is to illuminate clients about the accessibility regarding the new product.

#### **ATL activities:**

- TV: Advertising efforts coordinated at the local or national dimension
- Print media: Promotional messages in papers, online articles, and commercials
- Radio: National channels
- Social Media: Facebook, Instagram, Twitter etc.

### 5.8.2 Below the Line (BTL)

BTL exercises are increasingly engaged and they are coordinated towards specific customers. The real preferred standpoint of BTL promoting is that the consequences of the campaign can be effectively followed.

#### **BTL activities:**

- Open air commercials: Billboards, fliers, flags, leaflets, etc.
- Direct Marketing: SMS, Social Media, leaflets
- Public relation: Press gatherings, viral promoting
- In-store activity: Visual marketing, retailer pop-ups, sales promotion

### 5.8.3 Through the Line (TTL)

TTL is a combined commercialization process of both ATL and BTL systems. The target here is to get an all-encompassing perspective available and communicate with clients inside and out. Taking into account that both ATL and BTL exercises are utilized here, all TTL systems lead to all the more likely brand perceive ability and brand review.

#### **TTL exercises:**

- 360-degree showcasing: Using both ATL and BTL activities – for instance, a TV commercial, newspaper publishing
- Advanced showcasing: Online standards and catches, web based life posts, blog articles.

## Conclusion

While working as an intern of the Data team, Market operation division, I observed and realized that each step of product development requires higher attentiveness because of the product type. Telecommunication company's products are different from the general physical product of the market, its product is based on programming and customer can get the product right after the product gets live by the IT department but in the physical product, it usually passes different distribution channels like distributor, wholesaler, and retailer. Any mistake in the product development process of the internet creates a blunder which affects the company's reputation. Each step is processed with great attention by the respective teams of different departments. A product of the internet is developed by the combined effort of a group of people.

Product's lifespan depends on its performance, acceptance of customers, and revenue generation. Usually, a product's lifespan is 3months. In these 3 months, product manager operates the product by promoting it to the customer, generating feedback from the market and most importantly checking its regular hit report. If the product performs as per the business strategy then the product manager commercializes it vastly and continue the product for a longer time, but if the product fails to attract the customer and not work as per the business strategy then the product gets discontinued by the product managers.

Robi Axiata Limited has developed its operational strategies to be competitive in the market and the data team plays a vital role in it. In the near future usage of internet products by the telecommunication company is expected to rise because of the digitalization of communication process.



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