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BBA

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**Internship Report**  
**On**  
**Customer Dissatisfaction of BRAC BDMail Network Ltd.**

Report - 34  
Scan Done

**Prepared for:**  
**Chairman**  
**Department of Business Administration**  
**East West University, Dhaka.**

**Prepared by:**  
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**1997-1-10-007**

June 27, 2001  
School of Business  
East West University, Dhaka.



26 June, 2001

S.I Nsurat A Chaudhury,  
Chairperson,  
Dept. of Business Administration.  
East West University,  
Dhaka.

Dear Sir,

It gives me immense pleasure in presenting herewith the report, which was assigned to me as a partial fulfillment of the BBA Program. In preparing this report I had the unique opportunity to expose myself in the real life situation.

I have tried my best to follow your instructions, schedule, format and suggestions in every step of writing.

I will be pleased to answer any question and query you think necessary as now and further needed.

Sincerely,

*Naijur Rahman*  
Mostofa Md Naijur Rahman.

1997-1-10-007



## Acknowledgement

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## List of Acronyms and Abbreviation.

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<b>BBN</b>	<b>BRAC BDMail Network</b>
<b>BRAC</b>	<b>Bangladesh Rural Advancement Committee</b>
<b>DNS</b>	<b>Domain Name System</b>
<b>IT</b>	<b>Information Technology</b>
<b>IP</b>	<b>Internet Protocol</b>
<b>ISP</b>	<b>Internet Services Provider</b>
<b>KBPS</b>	<b>Kilo Bit Per Second</b>
<b>LAN</b>	<b>Local Area Network</b>
<b>MBPS</b>	<b>Mega Bit Per Second</b>
<b>Net</b>	<b>Network Organization</b>
<b>PPP</b>	<b>Point to Pint Protocol</b>
<b>UUCP</b>	<b>UNIX to UNIX Copy</b>
<b>VSAT</b>	<b>Very Small Aperture Terminal</b>
<b>WWW</b>	<b>World Wide Web</b>

## **Executive Summary:**

This report is based on the three months internship at BRAC BDMail Network Ltd, one of the leading and pioneer companies in the ISP sector. This report is prepared in two parts, organization and the Project part.

The organization part shows details about the organizational aspects like objective, purpose, structure, and activities. The project part will show the analysis, findings, and recommendation.

BBN has started its operation in 1997 as a commercial venture of BRAC. BRAC is the number one NGO in Bangladesh operating after the liberation. By this time BRAC has achieved a very strong reputation not only in Bangladesh but also in the world for its activities. Since BBN started its operation as a part of BRAC it also gained a good reputation in its field.

The Internet service market is more or less big and profitable one in Bangladesh. That is why numbers of ISP comes in the market every year. Currently 45 ISP is running its operation in Bangladesh. The best knows are BBN, Bangladesh Online, Proshika Net, Agni, Access Telecom, Grameen Cyber net, Aftab IT, Bdcom Online, Gono Net, ISN Ltd, etc. BRAC BDMail Network is facing a very strong competition against them.

BBN is providing mainly eight types of services to the clients, those are the PPP, Email to fax, Fax to Fax, Leased line, UUCP, LAN solution, software and web page developing, and radio linking. BBN currently owns 4000 PPP subscriber that is about 7% market share. Number of Fax to Fax subscriber 2000, number of Email to Fax client 1500, number of Software Client 10, number of leased line about 10, number of web clients about 20.

The project part shows the survey on the existing inactive clients, who now discontinuing the BBN service. An analysis is also done what are the reasons and how many people are saying what. This research is done on the basis of direct survey to exist inactive subscribers.

The purpose of the report is to show the reasons, the clients quit BBN and to show gathered practical knowledge during the three months internship at BBN.

The findings are based on the primary data collected from the questionnaire asked to clients. I have tried to give a clear explanation of the problems, objectives, scope, methodology, limitations, findings and analysis. Total number of inactive users list provided for study is 109 Clients, Total number of inactive user contacted 100 clients. Information collected from 26 Clients, Ratio of client's response 4.2 : 1 Samples were PPP user, and User Id Number taken for the study among inactive user 1191-1300

After analyzing all the information, we found that Customer's level of satisfaction is not up to the mark with the BRAC BDMail Network Ltd. A significant number of subscribers are quitting BBN, which is a big problem of BBN, and most of people are not reconnecting once they are leaving. So the people are switching to another company. The main problems that are detected are the high cost, low service quality, non-cooperation of the employee etc.

So, the overall analysis displays that, BRAC BDMail Network Ltd. is not giving a very satisfactory level service. The overall opinion of the customers does not reflect a high degree of satisfaction level. The quality of overall service has to improve a lot to reduce the dissatisfaction of the customers who obviously not enjoying the bad service.

It is clear that almost 74% of the total responses reflect the dissatisfaction level, 11% responses in satisfaction and 15% responses are indifferent in this aspect.

Therefore, BBN should improve the quality of their services to retain the existing customers, besides this they should take the cost factor in the consideration. Otherwise, they might loose the existing customers and fail to compete in the competitive market environment.

# Organization Part



## CHAPTER –1

### 1.0 INTRODUCTION

#### 1.1 Background of the Report

This report is the outcome of three months internship at the BRAC BDMail Network Ltd. (BBN). BBN was established as a commercial venture of the leading NGO of Bangladesh, BRAC. In 1996, BRAC began collaborating with Delta Network system to provide efficient and high speed Internet Access. The result is BRAC BDMail Network, which now provides a wide range of Internet service to subscriber. BBN is constantly facing strong competition from its rivals. The main competitors of BBN are AGNI, ISN, Proshika Net, BTTB, Aftab IT, Bangladesh Online, Grameen Cyber net etc. The strongest side of BBN is the number of Product and services.

This internship report is divided into two main parts. Part-1 describes the organizational aspects of BBN and the part-2 is on the project and findings.

#### 1.2 Purpose of the report

The primary objective of this report is to fulfill the requirement of the BBA program of East West University and secondly to match the real life and practical tips gathered from the internship with the theoretical knowledge achieved from the academy in BBA program.



The objectives of the organization part are as follows:

1. To have the detail knowledge of the ISP.
2. To find the overall organizational activities.
3. To find the organizational profile.
4. To show the department wise activities and responsibilities.
5. To have the overview of organization's Products and services.
6. To show the product wise cost.
7. To find the market share and position in ISP sector.

### 1.3 Scope

This report shows the overall activities of BRAC BDMail Network, its products and services and the problems facing with products and service and also deals with the customer dissatisfaction.

### 1.4 Methodology

Mainly the survey and interviews are the main sources of data. For the organization part, data was collected by interviewing the company's employees, visiting the web sites, annual reports, publications, official literatures, magazine, brochure etc. For the project part, a structured questionnaire is used to collect information. Both primary and secondary data are used in the report.

### 1.5 Population

The research population is all the customers of BBN who are currently inactive.



## 1.6 Sample

The population designed for this study was limited to the BRAC BDMail Network. The study was based on a survey on the current inactive clients of BBN. **Random sampling** technique was applied for drawing the sample and the sample size was 26 customers.

## 1.7 Limitations

The main limitation is the unavailability of data. Official data especially the financial data are considered as confidential, access is not permitted to the outsiders. Other limitations are the lack of coordination of the people and the lack of personal practical knowledge.



## CHAPTER-2

### 2.0 THE ORGANIZATION

#### 2.1 An Overview of BRAC BDMail Network Ltd.

BBN was established in 1997 to operate with 256Kbps high-speed VSAT link and IBM RS-6000 Firewall & Internet Server with a view to offer full-fledged On-line Internet Service in Bangladesh. A few months later BBN introduced LAN Solution and Radio Link for the improvement of IT sector in Bangladesh. As of now, BBN has over 4,000 Internet users, 2,000 Fax to Fax users, 1500 e-mail to Fax users and many LAN/Web/Software/ Leased Line clients all over Bangladesh.

BRAC believes that the effective use of information technology can play a major role in the economic development of Bangladesh. But making efficient use of technology innovation requires access and education. In 1996, BRAC began collaborating with Delta Network System to provide efficient, high speed Internet Access. The result is BRAC BDMail Network, which now provides a range of Internet service to subscriber.

#### **Chronological Developments of BBN.**

1996 - Collaborating with Delta Network system.

1997- Establishment of BBN with the PPP, Fax to Fax, E-mail to Fax, UUCP, Lease line services

1998- Start of Training service, Hardware service, and Software development.

1999- Drop of the Training and hardware services

2000- Novel NetWare purchased and installed as operating software for strong security.





## 2.2 Company's Vision

The company's vision is to provide the best Internet service in Bangladesh and to satisfy the needs of the customers, employees.

## 2.3 Company's Mission

Company aims to serve the IT sector and to provide high quality, cost effective Internet service and customized network solutions for the need of its clients.

## 2.4 Company's Objectives

Company's objective is to establish a digital data network to make available additional services and features for unique client requirements. By allocating adequate resources in maintaining its existing back-office technologies.

For upgrading and provisioning new technologies, company is maintaining a customer support division, which is always available for addressing, trouble shooting and resolving customer problems expeditiously.



## 2.5 Special Features of BBN

BBN believes that quality is never an accident. It is always the result of an intelligent effort. There must be a will to produce superior things. And that's why-

- ✓ Own VSAT.
- ✓ The simple and user friendly solution
- ✓ Low cost Internet solution for your network.
- ✓ Enterprise wide internet solution
- ✓ Flat rate ( monthly basis ) for your enterprise
- ✓ And also special affordable price available for home users
- ✓ IBM RS-6000 server as hardware platform with backup server for redundancy
- ✓ Dedicated IBM RS-6000 machine as Firewall SERVER that will prevent any unauthorized access or filter any virus attack from the Internet.
- ✓ At the HUB, encryption technology will give you the absolute confidentiality
- ✓ Expert outdoor/indoor trouble shooting team
- ✓ On-site and after hour installation advisory support team
- ✓ Personal attention from our support team members.
- ✓ Prompt and guaranteed response on any technical issue.
- ✓ Full fledged training facilities for non-computer user.
- ✓ On-line help and telephone support system.



## CHAPTER-3

### 3.0 COMPANY OPERATION

#### 3.1 The Purpose

Basically BBN was established as a commercial venture of BRAC to earn profit for BRAC. And at the same time, the belief was that the effective use of information technology could play a major role in the economic development of Bangladesh. In 1996, BRAC began collaborating with Delta Network system to provide efficient, high speed Internet Access. The result is BRAC BDMail Network, which now provides a wide range of Internet service to subscriber.

#### 3.2 Service

BBN believes in the high quality, cost effective Internet and Information communication service for the subscribers. The next world is heading to the Information Technology and Internet is the first step to cope up with the next world. Keeping this idea in front of its view BBN is serving the IT sector in Bangladesh.

### 3.3 Market Development

The ISP business in Bangladesh was started in the middle of 90s and running for about 6 years. In the six years a lot of ups and down happened in this sectors.

December, 1996- The number of Internet user was 1,000 (one thousand).

December, 1997- The number of Internet user goes up 12,000 (Twelve thousand)

December, 1998- The number of Internet user goes to 30,000 (Thirty thousand)

December, 1999- The number of Internet user increased to 42000 (Forty two Thousand)

September, 2000- Number of IPS about 35 and 1000 people employed In this sector.

2000 – The number increased to 60000(Sixty thousand).

March, 2001- Number of ISP increased to 45 and created employment of 2000 people

At the early stage the government authority, BTTB did not allow the ISP to select VSAT independently. And the charge was \$8000. The charge was much higher than international market.

Source: Data was collected from different computer magazines, and web sites.

### 3.4 Present Market Situation

45 companies are running in ISP sector and about 60,000 user are connected with Internet. BBN is having 4000 PPP subscriber that is about 7% market share.

- ✓ Number of Products and services -9
- ✓ Number of Fax to Fax subscriber -2000
- ✓ Number of Email to Fax client -1500.
- ✓ Number of Software -20
- ✓ Number of leased line -10
- ✓ Number of web clients -19



### 3.5 Expansion Plans of BBN.

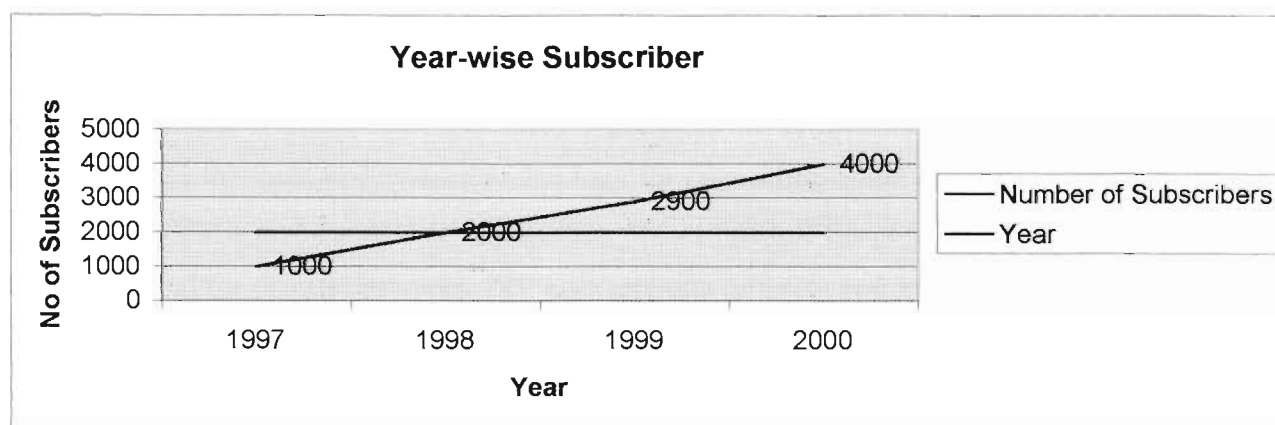
At the end of year 2001 BBN aims to have

- ✓ 5500 PPP subscribers.
- ✓ 2500 e-mail to fax clients.
- ✓ 3000 Fax to Fax subscribers
- ✓ Increase number of Products and Services.

### 3.6 Year-wise comparison

	1997	1998	1999	2000
Number of Subscribers	1000	2000	2900	4000
Rate of Increase	-	100%	45%	37.93%
Market Share	8.33%	6.66%	6.9%	6.7%
Number of Products	8	11	9	9

Source: Personal interview and Office Documents.





## CHAPTER-4

### 4.0 PRODUCT LINE AND SERVICES

BBN provides the following services to the subscribers:

- ✓ PPP Connection
- ✓ E-mail to Fax Services
- ✓ Fax to Fax Services
- ✓ Lease Line:
- ✓ UUCP Connection:
- ✓ Web Development:
- ✓ Software Development:
- ✓ Networking:
- ✓ LAN Solution

#### 4.1 PPP Service Overview

##### An overview

PPP stands for Point-to-Point protocol. The PPP is a flexible and extensive communications protocol for use with many types of point -to -point connection. PPP is unquestionably the most widely used technology for connecting home computer users to the Internet. PPP is also suitable for connection that are part of the core infrastructure of the Internet and for private networks. PPP also supports different and mixed types of data network, not just those that use Internet technology.

Basically PPP is the connection that individual takes as the Internet connection. PPP is the main earning products of BBN.



## Cost

BBN offers a broader range of Internet and related services as well as unparalleled customer training and support at a very competitive rate.

<b>Option :A</b>	
Registration Charge :	Tk. 500.00
Monthly Rent :	Tk. 1,200.00
Free time :	30 Hours/month (0.66 Tk. for first 30Hours)
More than 30 Hours :	Tk. 0.95 (06 a.m. – 06 p.m.)
Per minute :	Tk. 0.80 (06 p.m. -- 11 p.m.) Tk. 0.65 (12 p.m. – 06 a.m.)
<b>Option : B</b>	
Registration Charge :	Tk. 500.00
Monthly Rent :	Tk. 500.00
Free time :	12 Hours/month (0.69 Tk. For first 12Hours)
More than 12 Hours :	Tk.0.95 (06 a.m. – 06 p.m.)
Per minute :	Tk. 0.80 (06 p.m.-- 11 p.m.) Tk. 0.65 (11 p.m. – 06 a.m.)
<b>Option : C</b>	
Registration Charge :	Tk. 500.00
Monthly Rent :	No use no pay
Per minute :	Tk. 1.25 (06 a.m. – 06 p.m.) Tk. 1.00 (06 p.m.—11 p.m.) Tk. 0.95 (11 p.m. – 06 a.m.)



## 4.2 E-mail to Fax

### Overview of E-mail to Fax

E-mail to fax is a service provides by BBN. This service is only available or has access to those clients who use Internet connection from BBN. By using this connection one can send e-mail as a form of fax to the receipting end. The sender does not need any fax machine or any hard copy of information. Computer typed materials is send to the fax machine to other end. This is a very user friendly and cost effective service. The cost is one fourth of the conventional cost especially for the Europe, America, and Australia. . Those who need to send fax excessively can surely save considerable amount by using this service from BBN.

### Cost

<i>Registration Charge</i>	:	<i>Tk. 500.00</i>
<i>Advance ( Minimum)</i>	:	<i>Tk. 500.00 (will be adjusted with your usage bill)</i>

The amount will be adjusted from the advanced amount as per the rate fixed for the receiving country.





## 4.3 Fax to Fax

### **Fax to Fax Service Overview**

BRAC BDMail International Fax service is the world's easiest and most cost effective international fax service, allowing anyone with fax machine to send faxes anywhere in the world at a fraction of the cost of conventional faxing.

### **How it works**

Using BRAC BDMail's International fax service is simple. Just dial BBN's numbers and then enter the account number and password (which is provided by BBN) followed by the country code and fax number of any recipient in the world. The fax arrives at BBN's Fax server and then Faxed through the state of art high-speed equipment to the proper destination.

### **Service Feature**

With BBN's International Fax service, one can send a fax anywhere in the world for a fraction of cost of conventional faxing, 24 hours a day 365 days a year:

Price: BBN's prices are much lower than any other fax service available in the market.

Registration Charge : Tk. 1,000.00

Advance (Minimum) : Tk. 500.00 (will be adjusted with your usage bill)

Quality: Since BBN use the latest state of art high tech equipment, the quality of BBN's faxes is much higher than conventional faxing.



**Billing:** BBN provides clients with fax on demand detailed billing statement for any month of the year any time clients request it (24 hours a day, 365 days a year.)

**Undelivered Faxes:** If client's fax does not through because of dialing wrong number or because the line was drooped half way through the call, no charges will apply. Client has to pay for the delivered faxes only.

**Transmission Charge:** Clients pay for each minute of transmission time billed with six-second increment after the first minute.

**Charges:** Clients do not pay monthly charges, one has to pay for the cost of the transmitting fax to its destination.

**Equipment:** Only Fax machine is required. Additional equipment such as Computer, scanner and modem are not required this service.

Completing the registration information and making a payment to BBN will open account for a client. A prepayment is a pre-paid balance that BBN uses to allow clients to send Faxes. Each time clients send fax, BBN's computer deduct the amount charged to send the fax to the appropriate destination against client's advance deposit. Every time when a client sends a fax, the system notify client the balance of his account. Clients are to credit the amount when it is near depletion. Otherwise after 100% depletion, BBN discontinues client's FAX to FAX service.



## 4.4 Leased Line

### **Leased Line Service Overview**

Any fixed, that is permanent, point-to-point data communication link, which leased from a telephone company or similar organization. The leased line involves cable, such as twisted pair, coaxial or fiber optic and may involve all sort of other hardware such as coils, transformer, amplifiers, and regenerator

This service works exactly like the Dial-Up service with one major exception. In the Dial-Up connection, the customer dials a hunting number that chooses a number to get access in to the network. However, if other users occupy all the telephone lines, then the customer is unable to connect to the network. The Leased Line customer on the other hand has a private number that only he can use. The Lease Line customer never finds the port busy when dialing for connect. Further, the Lease Line customer can stay connected for 24 hours with one flat monthly rate. BBN is now having 18 leased line subscribers.

### **Special Features**

- ⇒ Unlimited Use (24 hours Internet access)
- ⇒ Pay only monthly Rent
- ⇒ Dedicated Phone Line
- ⇒ No Connection Charge
- ⇒ No Security Deposit required.

### **Dial-up Lease Line Facilities**

The Dial-up Leased Line will provide the following services:

- ⇒ Unlimited E-mail Account
- ⇒ E-mail (Inside & outside the LAN)
- ⇒ Internet Fax (If required)
- ⇒ World Wide Web (WWW) Browsing
- ⇒ Online Chat
- ⇒ Telnet



### **Training Services provided by BBN**

BBN provides free training to its clients on working days at its office. For any Dial-up Leased Line client BBN provides day long training to client at client's convenient place. However, BBN is always ready to provide additional training for exclusive clients at client site but for this BBN will charge accordingly.

### **After Sales Service of BBN**

BBN offers One Month free support services to its client. (Service period will effect from the final acceptance date of the said service). After the free service period, a Tk. 500.00 will be charged for each service call at the client's site, if required. But, services received at BBN office will be always free for its valued clients.

### **The formalities and charges for a leased line connection**

<b>Particulars</b>	<b>Amount in Taka</b>
Monthly Line Rent	Tk. 10, 000.00 + 15% VAT (Payable in advance Within seven days of each month)
Available IP address (As required)	5 IP address free & additional 1 IP: Monthly Rent Tk. 1000.00)
Per Workstation Configuration	Tk. 500.00 (Optional)
Each Server Configuration	Tk. 10,000.00 (Optional)

### **Some Major Lease Clients of BBN**

#### **Bangladesh University of Engineering & Technology (BUET)**

Dhaka – 1000.

Phone # 505171-77, 8614640-44.

Fax # (880) (2)8613046



**North South University**

12, Kemal Ataturk Avenue Banani, Dhaka.

Phone # 9885611-20

Fax # (880) (2) 8823030

**MITSUI & CO. LTD.**

**INCORPORATED IN JAPAN**

Iqbal Center (5<sup>th</sup> Floor)

42, Kemal Ataturk Avenue

Banani C/A, Dhaka- 1213.

Phone # 9884822,9884833.

Fax # (880) (2) 9881233

**SUMITOMO CORPORATION**

Dhaka Sheraton Hotel, Annex – 2 (3<sup>rd</sup> Floor)

1, Minto Road, Dhaka.

Phone # 9350956-9

Fax # (880)(2) 9350960

**International Labour Organization (ILO)**

House # 12, Road # 12, (31 old)

Dhanmondi, Dhaka.

Phone # 9112907,8114705

Fax # (880) (2) 8114211

**ARK TRADE SERVICES**

J & J Mansion (2<sup>nd</sup> Floor)

House # 2, Road # 13

Dhanmondi, Dhaka

Phone # 9127759, 9125486

Fax # (880)(2) 8119792



## 4.5 Web Page development

Web page displays information on Internet. Information displayed on a web page can include highly sophisticated graphics, Audio, Video. Web pages are linked together the World Wide Web.

### **Cost**

Development Cost (Per MB): TK. 4,000.00

(With Graphics, Text, Animation & others designing)

Advance (Hosting): for first 01 MB

[With virtual Domain Name Registration US\$ 70 to INTERNIC [Equivalent to Tk. 4,500.00] for first two years, Name Server Support (DNS) TK. 7,000.00 & hosting charge Tk. 4,500.00 per year. Next year, only pay hosting and DNS charge]

Total cost for 01MB : TK. 16,000.00

For each additional MB : TK. 2,000.00

### **Facilities**

# Free update for every three months.

# For daily and monthly update, charge should be as per negotiation.

# Free usage's report

# Free listing in yellow pages

BBN also includes clients web pages in to the world famous search engines like Altavista, answers, Excite, lycos, infoseek, MSN, National Directory, Web Crawler. To add something additionally to the web pages in search engines, clients are to pay US\$500(one time). For FTP access, fees will charged TK. 3000.00 additionally,



## Some of he BBN's web client

1. [www.brac.net](http://www.brac.net)
2. [www.jfashions.com](http://www.jfashions.com)
3. [www.ambassade-dhaka.com](http://www.ambassade-dhaka.com)
4. [www.bangladesh-epz.com](http://www.bangladesh-epz.com)
5. [www.brac-aarong.com](http://www.brac-aarong.com)
6. [www.ctgfashion.com](http://www.ctgfashion.com)
7. [www.bracinn.com](http://www.bracinn.com)
8. [www.samrtgroup.com](http://www.samrtgroup.com)
9. [www.bdmail.net/cimmyt](http://www.bdmail.net/cimmyt)
10. [www.bcsweb.com](http://www.bcsweb.com)
11. [www.buet.edu](http://www.buet.edu)
12. [www.bracbank.com](http://www.bracbank.com)
13. [www.braciti.com](http://www.braciti.com)
14. [www.afringroup.com](http://www.afringroup.com)
15. [www.bdsafehome.com](http://www.bdsafehome.com)
16. [www.vardbd.com](http://www.vardbd.com)
17. [www.rigsinn.com](http://www.rigsinn.com)



## 4.6 Software

Software is one of the highly earning items of BBN. BBN's software development department consists of a highly qualified technical team of 4 people called software developer and web designer. The team members are highly skilled and experienced professional, educated and trained in the BRAC Institute of Technology and Information (BITI).

The cost of developing software depends on the size and types of the software. And some times it is negotiable with the clients.

Software Development List, that BBN develops:

- Accounting System for Trading Concern
- Hospital Management System
- Accounting System for Garments
- Blood Bank Inventory System
- Accounting System for Manufacturing Concern
- Student Admission and registration System
- Transport Monitoring System
- Payroll Management System
- Loan Management System

**The feature of the software is given below:**

- ✓ **Accounting System for Trading Concern**
  - On Line Transaction
  - On Line Collection Report (Item wise and total)-- Display On Screen
  - Voucher Entry : *Credit Voucher (All sorts Cash And Bank related Income) Debit Voucher (All sorts Cash And Bank related Expenditure) Journal Voucher (All*





- *Transaction excluding cash and Bank like any Sorts of Adjustment Entry)*  
*Transfer Voucher (Transactions Between Bank and Cash)*
- Automatic Voucher Posting
- General Ledger Processed Automatically.
- Trial Balance---- Monthly, Cumulative
- Income Statement
- Balance Sheet
- Cash Book(Daily/Monthly/Yearly)
- Daily report
- Daily transaction Report
- Daily Collection Report
- Daily Cash Statement
- Daily Sales Report
- Daily/Monthly/Yearly Sales and Purchase Report
- Party wise Sales report
- Lim Register
- Warehouse(stock) Report

#### ✓ **Accounting System for Garments**

- Voucher Entry : *Credit Voucher (All sorts Cash And Bank related Income) Debit Voucher (All sorts Cash And Bank related Expenditure) Journal Voucher (All Transaction excluding cash and Bank like any Sorts of Adjustment Entry)*  
*Transfer Voucher (Transactions Between Bank and Cash)*
- *Automatic Voucher Posting*
- General Ledger Processed Automatically.
- Trial Balance---- Monthly, Cumulative
- Income Statement



- Balance Sheet
- Cash Book(Daily/Monthly/Yearly)
- Party wise ledger( Debtors and Creditors)
- Order-Wise ledger
- Receipt and Payment account.
- Back to Back statement
- Export earning Statement
- FDBP Statement

✓ **Accounting System for Manufacturing Concern**

In this system **Sales and Purchase with Accounts is integrated.**

It has following features:

- Voucher Entry : *Credit Voucher (All sorts Cash And Bank related Income) Debit Voucher (All sorts Cash And Bank related Expenditure) Journal Voucher (All Transaction excluding cash and Bank like any Sorts of Adjustment Entry) Transfer Voucher (Transactions Between Bank and Cash)*
- *Automatic Voucher Posting*
- General Ledger Processed Automatically.
- Party wise ledger
- Cash Book (Daily/Monthly/Yearly)
- Bank Book (Including Bank Accounts, Lim ,Ltr Account)
- Statement Of Daily Bank Position
- Bill Position Statement Report
- Trial Balance---- Monthly, Cumulative
- Manufacturing Account
- Trading Account
- Profit and Loss Account
- Profit and Loss Apprx. Account



- Balance Sheet
- Party wise Payment report including party balance
- Scheduling of Fixed assets
- Purchase Report
- Sales Report

### ✓ **Transport Monitoring System**

This software is designed for monitoring and distribution of transport for a large company.

This software has following features

- Automatic requisition processing .
- Transport Manager can easily find out which transport is available for a given time.
- Transport Manager can take report for those vehicles which is out at a given time and through that report he can also find out possible return time of those vehicles which help him in making decisions regarding distribution of vehicle.
- Vehicle movements report which shows total running time and total running meter for a specific vehicle in a given time.
- Vehicle-type wise or Department wise query for vehicle.

Above all this software will help to run transport department of a large company smoothly.



### ✓ **Student Admission and registration System**

This software will be required to maintain records containing personal information about each student who goes in for the admission test and each student who gets registered in the institution. The score obtained by each student in the admission test will also be maintained.

The registration information will also include the date of admission, the amount paid by each registered student, the amount due and the course currently being taken by the student. The grades obtained by each student for each course also are recorded.

Information related to each course will also be maintained. This includes a list of all the courses being offered the scheduling of each course, the name of the faculty member taking the course etc.

The software is compatible to all network system.

### ✓ **Blood Bank Inventory System**

BRAC has developed software on 'Blood Bank Inventory System'. The main purpose of using this software is to know the up-to-date inventory position of blood at any time and to see the donors of a particular blood group in case of emergency. The features contained are as follows:

- a. Maintain Records of Donors
- b. Maintain Records of Blood Collection
- c. Maintain Records of Blood Supply Through Registration Card
- d. Maintain Records of Blood Supply Without Registration Card
- e. Maintain Inventory Position of Blood
- f. Maintain Blood Balance of donors



### ✓ **Loan Management System**

Loan management system provides monitoring and controlling of various loan systems for an individual organization.

"Loan Management systems" will produce following reports:

- Monthly loan position report for each type of loan
- Total summary report for each type of loan

### ✓ **Payroll Management System**

The Payroll System maintains detailed records of all employees, permits authorized personnel

to obtain a variety of reports based on:

- Individual employee, or
- A selected group of employees, or
- Department wise

The Payroll System data file Contain following information:

- Each employee's salary structure
- Each employee's pay history
- Pension Plan
- Vacation Time accrual
- Total Earnings
- Loan Details
- Attendance
- Deductions
- Net earnings

Payroll system processes the following factors:

- Basic Pay
- Allowances
  - Inflation related allowance
  - Accommodation related allowances



- Communication allowances
- Medical allowances
- Deductions
  - Tax related deduction
  - Absent related deduction
  - Loan related deduction
- Attendance and working hour
- Provided fund and gratuity
- Promotion
- Bonus

### ✓ **Hospital Management System**

#### 1. Patient information System:

- Patient's personal information (name, age & others).
- Patient's admission related information (cabin number/ward date of admission and discharge, name of physician).
- Medical history of the patient (signs and symptoms, previous illnesses, prescribed medication etc.) at the time of admission.

#### 2. Automation of various tests & other activities:

- Automation of ordering pathological and radiological tests from wards for individual patients.
- Automation of pathological and radiological reporting to concerned wards/doctors for individual patients.
- Automation of ordering medicine from the hospital pharmacy for individual patients.

#### 3. Billing of patients:

---Automatically charging bills for individual patients regarding cabin/ward fare, various tests, medicine cost from the hospital's own pharmacy and other related medical costs. Test related and medicine related information would also be collected automatically from the other modules of the system.



## **Some Software Clients of BBN**

### **BRAC**

BRAC Center  
75, Mohakhali C/A  
Dhaka –1212  
Phone # 9881265  
Fax # (880) (2) 8823542  
(Brac Transport Management System)

### **Liberty Garments Inds. Ltd.**

Delta Dahlia, Suite # 13- B,  
16, Kamal Ataturk Avenue,  
Banani, Dhaka – 1213.  
( Accounts & Lc Management Software)

### **Arrival Fashions**

189, Motijheel C/A  
( Accounts & Lc Management Software)

### **Levant Trade International**

480 , D I T Road , Malibag, Dhaka-1217  
( Accounts, Invenry, Sales & Lc Management Software)

### **BRAC Printers**

Aarong Bhaban  
65-66, Mohakhali C/A  
Dhaka- 1212  
Phone # 9881265  
Fax # (880)(2) 8825026  
(*Accounting Software*)

### **Chittagong Steel Works Ltd.**

#### **Alpine Limited , Meerala Limited**

#### **Alpine Fish & Poultry Limited**

Ispahani Building, 14-15 Motijheel C/A  
Phone-9565331,9565332  
(*Accounting Software integrated with sales and purchase*)

### **Luman Garments Ltd**

480 , D I T Road , Malibag, Dhaka-1217  
Phone #8319895  
Fax # (880)(2) 8119792  
( Accounts & LC Management)



## 4.7 Radio Linking Service Overview

Radio linking is a medium of communication by which people can contact within a specific area with wireless phone set. BBN gives radio link connection to its client. It is the most costly item of BBN.

### Cost:

Sl. No.	Description	Quantity	Unit Price	Total Price
01.	P- Com AirPro 64 SR Radio Modem with built in BERT	02	2,00,000.00	4,00,000.00
02.	Router (2501 Series) CISCO with configuration charge	02	1,50,000.00	3,00,000.00
03.	Antenna with Reflector-24dBi Semi-parabolic	02	16,000.00	32,000.00
04.	Lighting Protector	02	10,000.00	20,000.00
05.	Andrew Heliac Coaxial Cable (Approx.)	300 ft.	250.00	75,000.00
06.	Andrew L4NM Connector	04	5,000.00	20,000.00
07.	Soft Cable	02	5,000.00	10,000.00
08.	Guy Mast with 3 Guy point	At Actual	At Actual	At Actual
09.	Installation & Associated Service Charge	01	30,000.00	30,000.00
Sub Total in Taka				8,87,000.00

### ◆ Note: *Tower Height & Cable charge actual basis*

Link (Monthly Rent) : (Advance with in 1st week of every Month):

64 KBPS	TK.	80,000.00 [ Including VAT]
128 KBPS	TK.	1,60,000.00 [ Including VAT]
256 KBPS	TK.	3,20,000.00 [ Including VAT]





## 4.8 LAN Service Overview

BBN is offering a low cost Internet solution under Network ( NT , Novel or Unix ). Here client can create as many as users i.e. as many as e-mail address as client needs for the corporate needs. Client can also assign passwords for each user or users can assign their passwords from their workstations. No outsiders have any control over the users.

A highly skilled and innovative team of professionals is active to ensure a total network solution and system integration for all types of organizations on the basis of state of the art technology. BBN's specialty will be considered on the Internet & Intranet ( LAN/ WAN) to provide wide area of database management, web based office management, local & remote messaging and conferencing and many new features.

### **The Cost for LAN**

Registration Fee : Tk. 10000.00

Installation Fee: Tk. 20000.00( limited to 15 work stations )

For each additional workstation: Tk. 1000.00

For each additional Server: Tk.10000.00

Yearly usage charge: Tk.30000.00 (for unlimited use )

VAT: 15 %

### **LAN Clients of BBN**

#### **Epic Designers Ltd.**

Abedin Tower ( 3<sup>rd</sup> Floor)

Plot # 35, Road # 17,

Banani, Dhaka –1213

Phone # 9881103-5



**Opex Garments Ltd.**

House # 368, Road # 28,  
New DOHS, Mohakhali,  
Dhaka –1206  
Phone # 8828860-4  
Fax # (880)(2) 8828856-7

**Urban Family Health Partnership ( UFHP)**

Progress Tower ( Level –2)  
House # 01,Road # 23,  
Gulshan –1, Dhaka – 1212.  
Phone # 9886992 – 5.  
Fax # (880)(2) 9883632

**Lenny Fashions Ltd.**

66-68, Dhaka Export Processing Zone.  
Ganakbari, Saver, Dhaka.  
Phone # 8319381  
Fax # (880)(2)8316434

**Pacific Resources Export Ltd. ( PREL)**

House # 3/A, Road # 36, Gulshan –1,  
Dhaka- 1212.  
Phone # 9880179  
Fax # (880)(2) 8826160

**Tajarat Group**

145, Motijheel C/A.  
Dhaka –1000.  
Phone # 9569228



## 4.9 UUCP

UUCP is an abbreviation of Unix-to-Unix Copy. It started out as a package of programs to transfer file over serial lines, schedule those transfer, and initiate execution of programs on remote sites. It has undergone major changes since its first implementation in the late 70s, but still rather span in the services it years. Its main application is still in wide area networks based on dial- up telephone link.

Basically UUCP is the option to use unlimited email services only.

### **Cost:**

One year (Registration +15% VAT) charge = Tk12000 For one PC

One year (Registration +15% VAT) charge = Tk12000 Network



## CHAPTER-5

### 5.0 ORGANIZATIONAL UNIT

#### 5.1 Departments

BBN is a very well structured organization with three main departments. About 44 employees work under the three departments. The department chief officers control each department.

The departments are:

1. **Support**
2. **Marketing**
3. **Administration and Accounts**

##### 5.1.1 Support Department

###### **An overview of Support Department**

BBN Support department consists of a highly qualified technical team of 12 people, called System Engineer. The team members are experienced professionals, educated and trained in the BRAC Institute of Technology and Information (BITI). Mainly this department gives the direct technical services to the clients. After the sale of any connection like PPP, Fax to Fax, Email to Fax etc. the connection request files come to this department and this department open account for the clients and then send this file to the server room.

After activation of line system engineer goes to the clients house and setup connection with BBN server.



Support department is split into three sections:

- ✓ **Server Section**
- ✓ **Customer Support Section**
- ✓ **Web and Software Development Section.**

### **Server Section**

Server section is totally isolated from the any activity of the organization. No one has the access to get into the server room, other than the system administrator. Three assistant system administrator works in the server section. From this section applicants' accounts are activated.

### **Customer Support Department**

Customer support department is consist of 12 employees are called the Support Engineer. The main responsibilities of these people are to solve the problems of the clients regarding the Internet and to install programs in the applicants PC.

Services and Responsibilities:

#### **Support Service**

BBN is committed to offer unparallel support service to its clients. BBN support services include installation, troubleshooting, and Web site development and hosting, Advisory services on Intranet solution and Training.

#### **Installation:**

BBN takes complete responsibility over the installation of necessary software and hardware for every client. Thus BBN makes every account operational.



### **Response Time**

BBN takes duration of maximum 1 day to install usual UUCP and PPP user account upon receipt of confirms official work order and availability of required hardware. Day is counted without considering holidays.

### **Troubleshooting**

BBN support service is designed to troubleshoot any problem regarding use of BBN's service. BBN's support service for troubleshooting is available 7 days a week through 9 am to 9 PM except national holidays.

### **Web site development and hosting**

BBN takes maximum one week to develop a web page for a client. BBN finalize a web page within 3 days on receipt of client's satisfaction on final draft. BBN takes 24 hours to host a web site.

### **Advisory services for Intranet Solution**

BBN support service is ready to render advisory service on specific issues of Intranet for special clients.

### **Training**

BBN offers short-term training for every client at the time of installation. Moreover BBN office is always open for every user to train up on Internet subjects.

BBN puts order number on every filled up service agreement form. So, when some one orders for any service, he/she is requested to ask for his/her order number. If BBN fails to install his/her account within the specified time, clients could put forward complain to the company quoting the order number. BBN records every call for support service from the clients. Clients are requested to ask for the call number and call time when any one calls for support service. So, clients could make complain to the company quoting his/her call number and time of cal if service is not provided within the specified time.



## 5.1.2 Marketing

### An overview of Marketing Department

Marketing is the earning department of for BBN. This department is consists of 8 people, called Marketing executives. Among the 8 executives 5 works as permanent rest are works as marketing trainee. The marketing manager heads marketing department.

### Overall Duties for Marketing Executives

#### **Sales**

To make regular phone calls for creating new sales.  
Meet with questions and objections to new client.  
Planning for effective sales (Corporate/ Personal).  
Attain monthly and yearly sales.

#### **Service**

Install product if necessary.  
Handle request for credits.  
Handle special order for customers.  
Establish priority when necessary

#### **Sales promotion**

Distribution of official literature, catalog to new customers.  
Train Jobbers personnel.  
Present survey report, layouts and proposal.

#### **Executive**

Prepare and submit daily report to office.  
Submit report on developments.  
Attend sales meeting.



## Duties for Senior Marketing Executives.

1. Supervise and coordinate all activities of all staff of the branch.
2. Monitor, guide and task all staff on the branch.
3. Write appraisal report of all staff of the branch.
4. Plan career and training of all staff of the branch.
5. Prepare and implements leave plan for all staff of the branch.
6. Maintain up to date list of all equipment's and item of the branch.
7. Ensure regular maintenance of all items and equipment as per technical/ maintenance manual.
8. Formulate strategy and prepare plan for expansion of market and sales of all BBN products.
9. Attain monthly and yearly sales target.

## Duties for Junior Marketing Executives.

### **Sales**

To make regular phone calls for creating new sales.

Meet with questions and objections to new client.

Planning for effective sales (Corporate/ Personal).

Attain monthly and yearly sales.

Meet at least 30 new clients/ office in ever week.

### **Sales promotion**

Distribution of official literature, catalog to new customers.

Train Jobbers personnel.

Present survey report, layouts and proposal.





### **Executive**

Prepare and submit weekly report to head of the department.

Prepare report on development of sales target.

Attend sales meeting.

### **Other Responsibilities**

1. Only any Junior Marketing Executive outdoors visited sells will be counted.
2. No incoming phone calls received during the presence of any permanent Marketing Executive.
3. Outdoors activities should done from 10.00 Am to 2.00 PM in every working day.
4. If any old client of BBN, do inquiry about any new connection like PPP. Fax to Fax or E-mail to fax, any Junior Marketing Executive will not handle it.



### 5.1.3 Administration and Accounts Department

#### **An overview**

A chief accounts and administrative officer heads the administration department. He is also heading the billing section, accounts section and administrative section. Accounts and the administrative station are divided in to two sections, which are named as billing and accounts section.

#### **The main roles of Accounts Section are:**

- ✓ Prepare the financial plan.
- ✓ Prepare budget and budgetary control.
- ✓ Keep records of transactions.
- ✓ Supervise financial report.
- ✓ Approving voucher and money receipt.
- ✓ Control over financial payments.
- ✓ Pays commission to the employees for sale.
- ✓ Pay the Salaries.
- ✓ Company's tax returns and ensures assessments.
- ✓ Ensure treasury deposit for tax, VAT and deduct as source.
- ✓ Vat return and revenue statement prepares.
- ✓ Internal audit and cooperation to the external audit.
- ✓ Receive client payments of bills.
- ✓ Deposit money to the bank.



**Responsibilities for the Administration section:**

- ✓ Clean the office environment.
- ✓ Maintain quality, and enjoyable work environment.
- ✓ Supervise all the lower level employees.
- ✓ Conduct Meeting.
- ✓ To maintain and update employee files.
- ✓ Reward for good performance.
- ✓ Ensure proper internal control.

**Duties of Billing Section:**

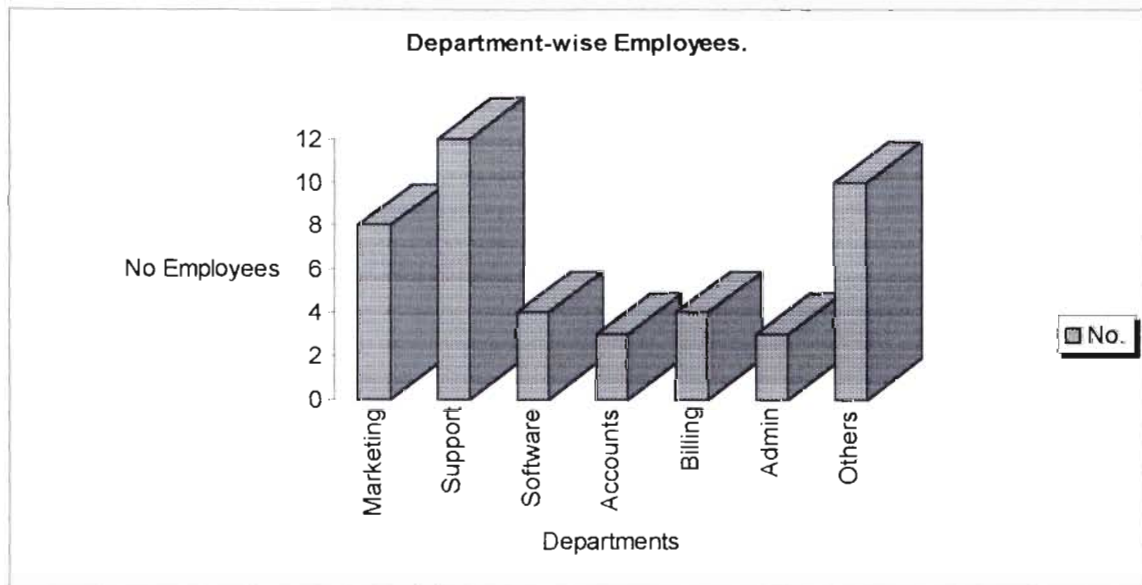
- ✓ Prepare monthly bill for clients.
- ✓ Handle objection regarding bills.
- ✓ Prepare request bill.
- ✓ Ensure delivery of the bills.
- ✓ Receive the payment of bills.
- ✓ Send important information to the clients' e-mail accounts.

## CHAPTER-6

### 6.0 EMPLOYEE

6.1 Employees are distributed at different departments as follows

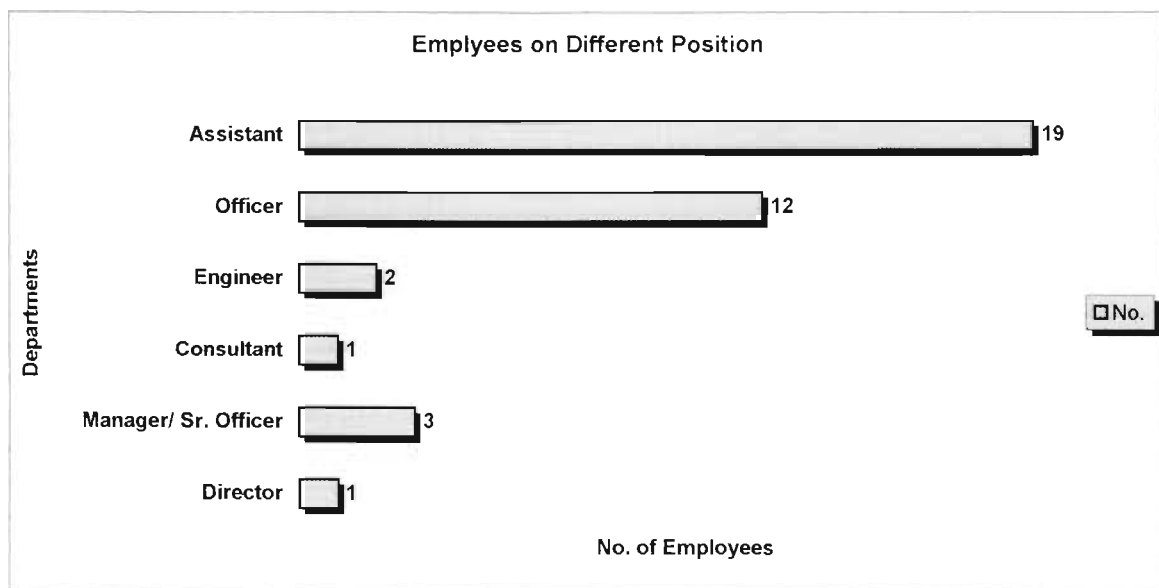
Department	No.
Marketing	8
Support	12
Software	4
Accounts	3
Billing	4
Administration	3
Others	10





## 6.2 Employees in Different position

Position	No.
Director	1
Manager/ Senior Officer	3
Consultant	1
Engineer	2
Officer	12
Assistant	19





## CHAPTER-7

### 7.0 STRENGTH, WEAKNESS, OPPORTUNITY AND THREAT (SWOT) ANALYSIS of BBN.

#### STRENGTHS

1. Venture of BRAC
2. Strong Management supports from BRAC.
3. Highly Professional employees.
4. Strong capital support.
5. Low cost services.
6. Various option of services.
7. Quality support services.
8. Various product and services.
9. Own property and equipment.
10. Highly secured service.



## WEAKNESSES

1. Lower speed of Internet than other others.
2. Management personnel from non-IT sector.
3. Absence of update product and service.
4. Low number of Telephone lines and hunting number.
5. Low salaries to employees.
6. Low number of business graduate.
7. No proper marketing plan.
8. Not enough public relation.
9. Complain to be hacked.
10. Nepotism.
11. Lack of formalities.
12. Bad office culture.
13. Old Technology.
14. No Advertisements.



## OPPORTUNITIES

1. Launch of new services.
2. Setup plants in different cities.
3. New and competitive price structure.
4. Huge demand of Internet services.
5. To export software to foreign countries.
6. Withdrawal of BTTB rules.
7. To get new telephone lines.
8. Chance of high sell of Internet connection to BRAC University's Students.
9. Economic Growth in Bangladesh.
10. Adopt new technology.

## THREATS

1. Establishment of new ISPs.
2. Price war.
3. New products and technologies.
4. Easier and user friendly technology using by other companies.
5. Government VAT, Tax.
6. Rigid government regulations.



## CHAPTER-8

### 8.0 COMPETITIVE ENVIRONMENT<sup>1</sup>

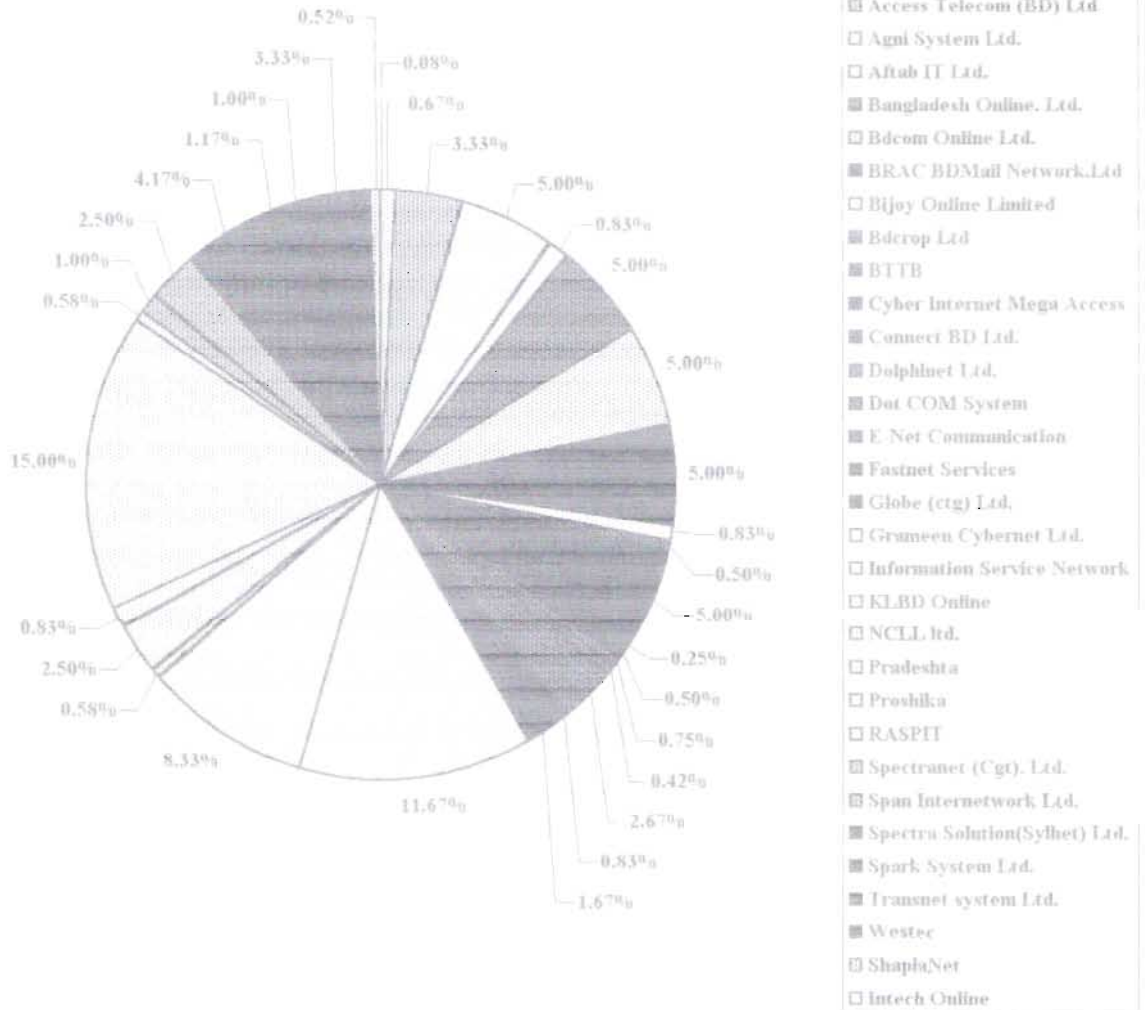
Name	Brand width Kbps/ Mbps	Tel. Lines	Year Estd.	No of Subscriber	Market Share
AB Net	64	24	1998	400	0.667%
Access Telecom (BD) Ltd	512	100	1999	2000	3.33%
Agni System Ltd.	1 Mbps	100	1996	3000	5.00%
Aftab IT Ltd.	256	400	2000	500	0.83%
Bangladesh Online. Ltd.	2 Mbps	200	1997	3000	5.00%
Bdcom Online Ltd.	256	35	1997	3000	5.00%
BRAC BDMail Network.Ltd	512	97	1997	3000	5.00%
Bijoy Online Limited	256	150	2000	500	0.83%
Bdcrop Ltd	64	15	1999	300	0.50%
Bts (Sylhet)			1998		0.00%
BTTB	512	108	1999	3000	5.00%
Cyber Internet Mega Access	128	14	1998	150	0.25%
Connect BD Ltd.	128	30	2000	300	0.50%
Dhaka com. Ltd.	64	30	-	-	
Drik net Ltd.	64				0.00%
Dolphinet Ltd.	64	100	1998	450	0.75%
Dot COM System	128	20	2000	250	0.42%
E-Net Communication	512	72	2000	1600	2.67%
Fastnet Services	64	30	1996	500	0.83%
Globe (ctg) Ltd.	128	176	1997	1000	1.67%
Grameen Cybernet Ltd.	786	130	1996	7000	11.67%
Information Service Network	1 Mbps	115	1996	5000	8.33%
KLBD Online	128	90	2000	350	0.58%
NCLL ltd.	128	40	1996	1500	2.50%
Pimedia Ltd.	-	-	-	-	

<sup>1</sup> Data Source: Computer Magazine "Computer Barta" November 2000



Pradeshta	192	50	1996	500	0.83%
Proshika	2 Mbps	450	1997	9000	15.00%
	512	100	2000	350	0.58%
RASPIT					
Spectranet (Cgt). Ltd.	64	20	1997	600	1.00%
Span Internetwork Ltd.	128	32	1999	1500	2.50%
Spectra Solution(Sylhet) Ltd.	64	250	1999	2500	4.17%
Spark System Ltd.	512	20	1999	700	1.17%
Transnet system Ltd.	128	30	1999	600	1.00%
Swiftline Automotion Ltd.					0.00%
Westec	256	40	1999	2000	3.33%
Vasdigital Com Ltd					0.00%
ShaplaNet	512	50	2000	310	0.52%
Intech Online	512	100	2000	50	0.08%

Market share of different ISPs





## CHAPTER-9

### 9.0 CONCLUSION

The most strong side of BRAC BDMail Network Ltd. is the length of its product line and width of its product mix. Another big factor of BBN is the competitive and flexible price of products and services. Since BBN is the one of the oldest ISPs in Bangladesh and gets direct support from BRAC, it's having some competitive advantages over others. Analyzing the company thoroughly, several strengths, weakness, opportunities and threat have been found. Analyzing the market situation, it also found that BBN is ahead of most of the ISP but also behind some ISP like Proshika Net, ISN and Grmeen Cyber Net. To compete with these ISP, reengineer of the service structure and adoption the new technologies is badly needed for BBN. They also need change in the management also. Some IT professionals should hire in the top management position. They have also lack of promotional tools, like the advertisement. So proper advertisement should be done. Proper market plan should also needed to have the leading position. A structured performance monitoring and evaluation of service is also needed to get the feedback about how they are doing and what the customers are expecting, so a continuos survey is should be done.

# Project Part

## Brief Contents of Project Part

Part II	Project
Chapter-10	Customer Dissatisfaction of BBN 51
Chapter-11	ISP in Bangladesh 58
Chapter-12	Analysis of the Survey 61
Chapter-13	Recommendation, Conclusion 71



## CHAPTER-10

### 10.0 CUSTOMER DISSATISFACTION OF BRAC BDMail Network Ltd.

#### 10.1 Background

As a partial requirement of Bachelor of Business Administration program of the East West University this report entitled “Customer Dissatisfaction of BRAC BDMail Network Ltd.” is done on the basis of direct survey on existing inactive subscribers.

The purpose of the report is to reveal of dissatisfaction of the clients.

The analysis and findings are based on the primary data collected from the client. I have tried to give a clear explanation of the problems, objectives, scope, methodology, limitations, findings and analysis.

#### 10.2 Objective

The main objective is to show the reasons, why subscribers are leaving BBN and the reasons of dissatisfaction, and how BBN can retain them. The entire research is based on the primary data collected by the questionnaire answered by clients.

Based on the clients’ answers, I have listed the major reasons of dissatisfaction and analyzed them. BBN can retain the clients and get back the lost clients or inactive clients by finding out the problems and taking corrective acti



The prime objectives of the project part are:

- ✓ To find out the major problems of BBN.
- ✓ Which areas of BBN are not acting properly?
- ✓ How to improve the performance?
- ✓ Why clients are not happy?
- ✓ The specific reasons of customer dissatisfaction.
- ✓ What are the expectations of customers?

### 10.3 Scope

Though BBN is one of the pioneer companies in the ISP sector, it is doing badly compare to the other established companies or the same aged company like Grameen Cybernet, Proshika Net etc. These two companies are having the leading position in the ISP market with 15% share and BBN is retaining only 6.66 % share in the market. In order to survive in the long run, BBN should try to find out the weak performance area and design the corrective action.

### 10.4 Methodology

The data used in the report are both primary and secondary. The primary data are collected from the survey on existing inactive clients of BRAC BDMail Network Ltd.

Questionnaires with close-ended and open-ended options were designed and send to the clients to gather the data.

Three ways were followed to reach the clients, 1. Questionnaires were send by E-mail, 2. Telephone conversations and 3. Personal Interviews.

By interviewing the company personnel, past survey findings, reports and computer magazines, secondary data was collected.



## 10.5 Limitations of Study

The aim of the study was to evaluate the customer service of BBN and find out if there is any scope for its improvement. In doing so, I have face several problems and hindrances that can be mentioned below:

- ✓ I was unable to spend sufficient time required to make an in-depth study on such an important issue.
- ✓ A bigger sample size could reveal the customer satisfaction level more accurately for sure.
- ✓ Lack of practical knowledge.
- ✓ Slow and low response rate from the clients' side.
- ✓ Non-cooperation of the company employees.
- ✓ Access to the financial data was denied.

## 10.6 Sources of Data.

Data was collected from the sources as follows:

### **Primary sources:**

The primary source was the clients who are currently inactive. Survey questionnaires send to the clients by e-mail, interviews were done on telephone and personal interview was also done to collect the answers.

## Secondary Source

- ✓ Different Reports & Journals
- ✓ Brochures and Leaflets and office literature
- ✓ Office Circulars
- ✓ Other Publications.
- ✓ Web sites.
- ✓ Interview

## 10.7 Benefit of the Study

The report is done on the customer dissatisfaction of BBN. From this report we can find the expectations of the clients, the reasons that make clients unhappy, and the possible ways to satisfy the clients and to show how can BBN bridge the gap between expectation of subscribers and service offered?

## 10.8 Survey Pattern:

The survey has been conducted for 16 days (From 3April to 19th April) during the office hour.

## 10.9 Sample Design

The population designed for this study was limited to the BRAC BDMail Network. The study was based on a survey on the current inactive clients. **Random sampling technique** was applied for drawing the sample and the sample size was 26 customers.

## 10.10 About the questionnaire

The questionnaire of this survey designed basis of Service Quality of BBN, Cost, Expertise, Physical facilities, equipment, the ability of personnel to perform dependably and accurately, Providing customers with prompt service, and the ability of employees to take care of the problems.

## 10.11 Survey Information

- ✓ Total number of inactive users list provided for study : 109 Clients
- ✓ Total number of inactive user contacted : 100 Clients
- ✓ Information collected from : 26 Clients
- ✓ Ratio of client's response : 4.2 : 1
- ✓ Samples were taken according to : PPP user ID
- ✓ User Id Number taken for the study among inactive user : 1191-1300



## 10.12 Literature Review

For service oriented companies, customer satisfaction is both a goal and a major factor in company success. These and other companies realize that highly satisfied customers produce several benefits for the company. They are less price sensitive and they remain customers for a longer period. They buy additional products over time as the company introduces related products for improvement. And they talk favorably to others about the company and its products.

Although the customer-centered firm seeks to deliver high customer satisfaction relative to competitors, it does not attempt to maximize customer satisfaction. A Company can always increase customer satisfaction by lowering its price or increasing its services but this may result in lower profits.

Customer satisfaction with purchase depends on the product's performances relative to buyer's expectation. A customer might experience various degrees of satisfaction. If the product performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation the customer is satisfied. If the performance exceed the expectation the customer is highly satisfied or delighted.

### **Customer expectation - Performance = Satisfaction**

Now, how do the buyer form their expectation? Expectations are based on the customer's past buying experiences, the opinions of friends and associates, and marketer and competitor information and promises. Marketer must be careful to set right level of satisfactions. If the set expectation too low, they may satisfy those who but fail to attract enough buyers. In the contrast, if they rise expectation too high, buyer are likely to be disappointed.



Today's winning companies track their customers expectations, perceived company performance, and satisfaction. However, customer satisfaction measures are meaningful in competitive context. Company must monitor both their own and competitors, customer satisfaction performance.

**How to track the customer satisfaction:**

- ✓ Customer Satisfaction Survey
- ✓ Ghost Shopping
- ✓ Lost Customer analysis
- ✓ Some Cautions in Measuring Customer Satisfaction.



## CHAPTER-11

### 11.0 ISP in Bangladesh

The introduction of Internet changed the communication system radically. If we would like to confront the challenge of 21st century, we must build the fast and cheap Internet service. The number of Internet uses in Bangladesh has increased significantly. On December 1996 the number of Internet user was one thousand and on December 1997, the number shot up to 12000 on December 12000, on December 1998 that goes to 30000. It is expected to be more than 80000 thousand in 2000 and the number of Internet uses will be more than one lakh in 2002.

At present, every ISP sends and receive 2 lakh e-mail on average everyday according to the data of 2000. Every month all ISP send and receive 40-lakh e-mail. Thus they send and receive 50 millions e-mail every year. The change for using Internet is very high in Bangladesh in comparison to other country.

#### **Numbers of ISP:**

There are about 45 ISPs are running in Bangladesh now, such as AGNI, ISN, Proshika, BBN, BTTB, Aftab, BOL etc and about 2000 employee work in those ISPs. Recently as the government has changed the policies about VSAT, new companies are coming in the market every year.

## Problems of ISP in Bangladesh

- ❑ VSAT is one of the most important parts of the operation of ISP in Bangladesh. But the ISP has no independence in selection VSAT. For VSAT operation monthly charges fixed by BTTB is much higher than the international market. In India the charge is \$1000, where as in Bangladesh the charge is \$8000. BTTB should let the ISPs to select the VAST operator under conventional law and allow setting up private satellite link according to the decision of JRC report.
- ❑ The Government Company has no technical relationship with VSAT operation. But the government is charging \$1000-\$2000 monthly.
- ❑ Recently the government has introduced BTTB itself as an ISP and it is simultaneously an operator and a regulator of ISP.
- ❑ BTTB is providing sufficient telephone lines to private ISPs. Approximately 1500 telephone lines are provided to the ISPs, whereas the government is increasing its company's number of phone lines.
- ❑ The telecommunication system of Bangladesh is very poor. Due to the very slow data transfer rate, the users are not getting full benefit of the Internet.
- ❑ A phone line is a must to be connected with Internet. In our country BTTB does not provide sufficient number of phone lines. Beside this, the govt. charges a high amount or even three times higher than that of other country. Moreover the process of having the telephone lines is a lengthy process. Many users can not use Internet due to the lack of telephone line, even though they are willing to.



- Currently users are to pay 15% VAT to the government, so in this sense using Internet is expensive.
- Most of the ISPs are not giving a satisfactory service to its clients. Especially the technical support is neither available in time or is up to the standard.
- The Internet uses rate for the private ISPs is a bit high in our country. The users have to pay in an average range of .80 taka to 2.00 taka per minute. In the peak our the range vary from 1.00 taka to 2.00 taka and in the off peak the cost vary from .80 taka to 1.55 taka.
- Due to the low number of phone lines of ISPs sometimes to establish connection with
- Internet access is difficult, especially at the peak hour.
- Hacking is another big threat for the Internet service provider. So in this sense ISPs are insecure.

Recently government has changed its policy on ISP, especially in VSAT selection and charges for VSAT operation. It will take effect after a certain period of time. But the ISPs will not be benefited for the time being. Good news is that new companies are coming in this business.

Source: Computer Magazines, Web Sites, Journals, and Different Internship Report on ISP.

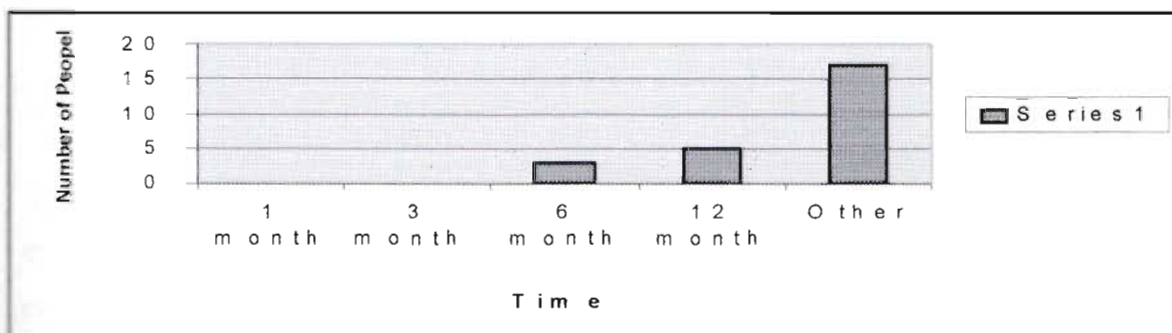


## CHAPTER-12

### 12.1 Analysis of the Survey

#### Q-01. How long have you been discontinuing our service?

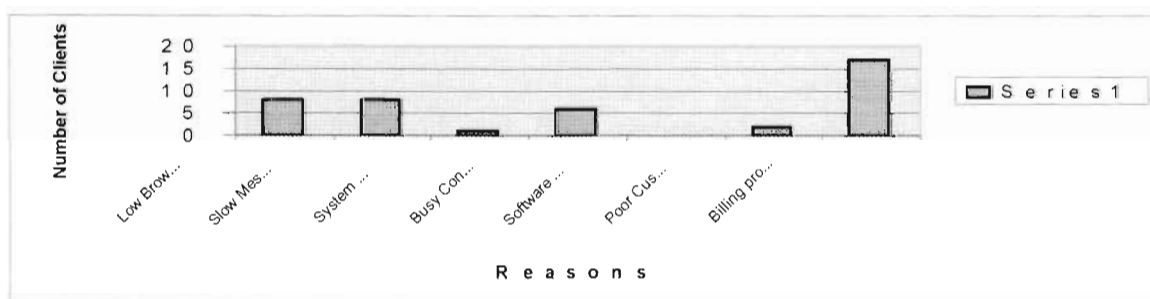
	1 month	3 month	6 month	12 month	Other	Total
Number	0	0	3	5	17	26
In Percents	0	0	11.53%	19.23%	65.38%	100%



The total 26 sample has taken and all of the clients have answered this question. Among them 3 people have been disconnected from BBN for 6 month, 5 people for 12 months and 17 clients are for different time period. Among the 17 people 11 people are disconnected for more than 1.5 year and the rest are more than 1 year but less than 1.5 year.

### Q-02. Why have you been discontinuing our service?

Low Browsing Speed	Slow Message Passing	System Damage	Busy Connection Tone	Software Problem	Poor Customer Service	Billing problem
8	8	1	6	0	2	17
30.76%	30.76%	3.86%	23.07%	0	7.69%	65.38%

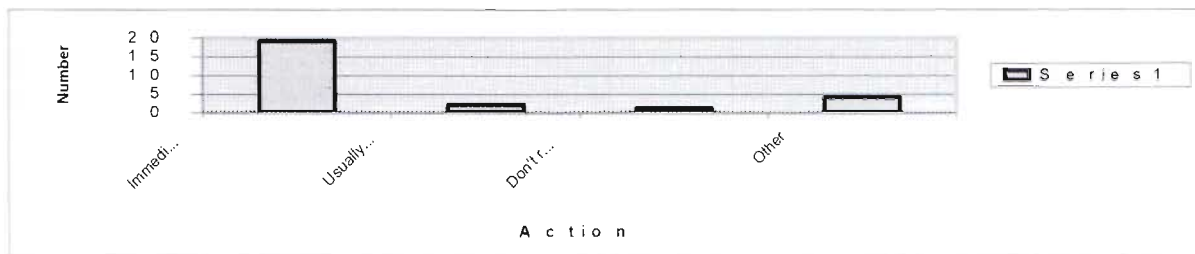


In this question clients have the option to answer or mark more than one. 8 people are discontinuing the service because of low browsing speed, and slow message passing, 1 client for system damage, 6 for the busy connection tone, 2 for the poor customer service and 17 people for billing problems. As poor customer services clients mentioned the non-fulfillment of BBN's commitment, Asked for reinstallation but nobody respond, a high amount charged for providing services at clients' site. As billing problems customer mentioned false billing, repeated claim for paid bill, repeated claim for incorrect bill, huge billing even after request for disconnection, misbehavior of the billing people.



**Q-03. How long BBN takes to response after putting complain?**

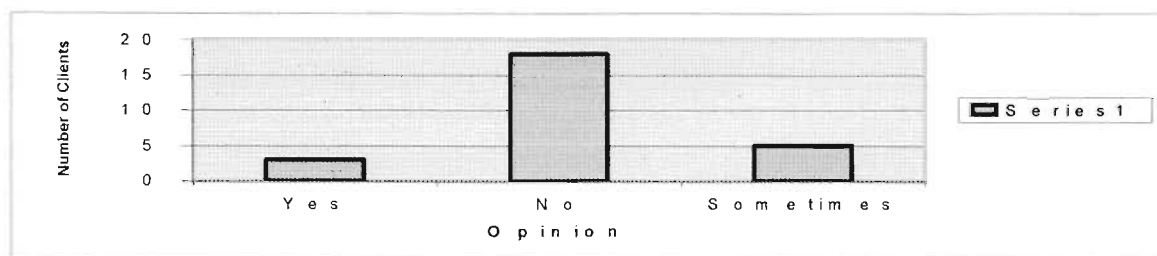
Immediately after putting the complain	Usually take long hour to response	No response at all	Other	Total
19	2	1	4	26
73.07%	7.69%	3.84%	15.38%	100%



In this question 19 people said that BBN response immediately after putting the complain, 2 people answered that BBN takes a long time to response, 2 clients said BBN doesn't response at all and 4 clients answer the other. One people answered other and mentioned that BBN does not response quickly.

**Q-04. Can you connect on first try?**

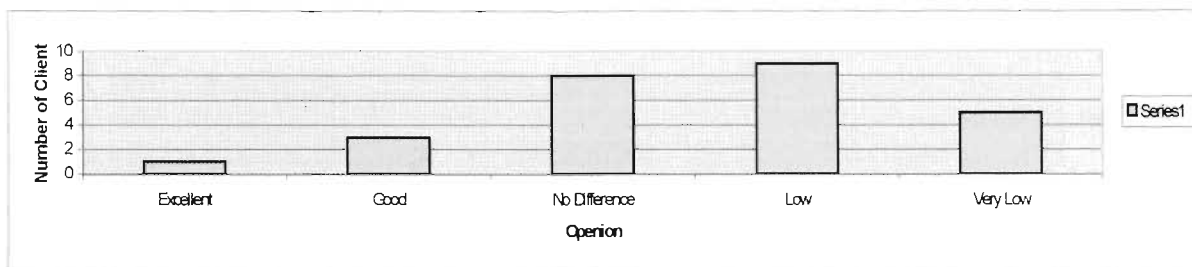
	Yes	No	Sometimes	Total
Number	3	18	5	26
Percent	11.53%	69.23%	19.23%	100%



For this question 11.53% percent answered that they can connect with BBN in first try but most of the clients said no, that is 69.23% and 19.23% said that they get the connection on the first try. This is happening due to the low number of telephone lines and the hunting lines compare to the size of clients.

### Q-05. How is our speed compare to others?

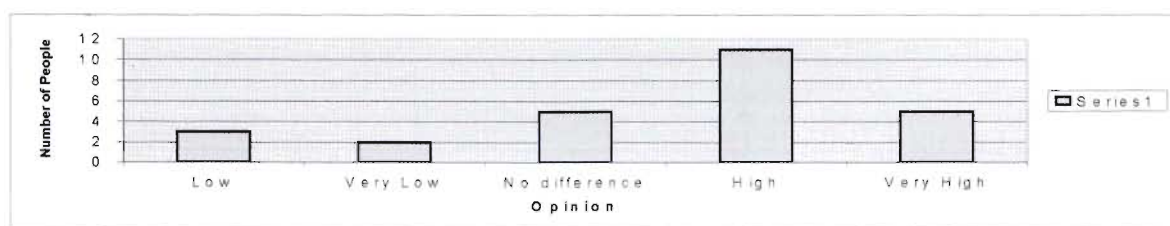
	Excellent	Good	No Difference	Low	Very Low	Total
Number	1	3	8	9	5	26
Percent	3.84%	11.53%	30.67%	34.61%	19.23%	100%



For the question of BBN's Internet speed compare to others, only one people said excellent, 3 clients said good, 8 people said no difference and a most number of clients answered low and very low.

### Q-06. ? How is BBN's cost compare to others?

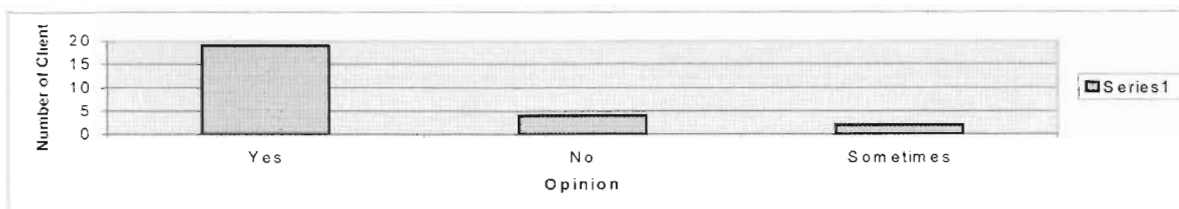
	Low	Very Low	No difference	High	Very High	Total
Number	3	2	5	11	5	26
Percent	11.53%	7.69%	19.23%	42.30%	19.23%	100%



About the question of cost of BBN, most of the clients answered negatively. Only 20% said that the cost is low compare to other and 62% said high and very high. 19.23 % people said no difference. Now 45 ISP are running their business, some of them are doing very well, specially Proshika Net, Grmeen Cyber Net, Aftab it etc because of the low cost and good services.

### Q-07. Do you receive the bill in time?

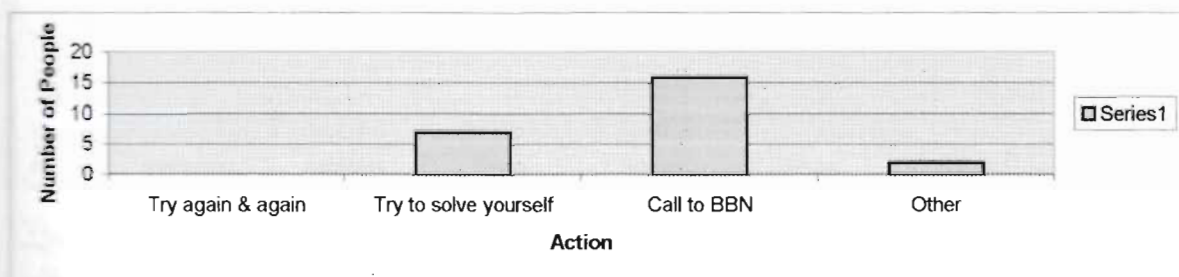
	Yes	No	Sometimes	Total
Number	19	4	2	26
Percent	73.07%	15.38%	7.69%	100%



About the Internet usage bill, almost all the people said about 'Yes' that they get the bill in time. Only 4 people said no and 2 people said sometimes. But also there are some problems in BBN billing department the clients have mentioned, like misbehavior of employee, further claim for the paid bill, unexpectedly huge bill etc.

### Q-08. What did you do when you face any problem?

	Try again & again	Try to solve yourself	Call to BBN	Other	Total
Number	0	7	16	2	25
Percent	0	28%	64%	8%	100%

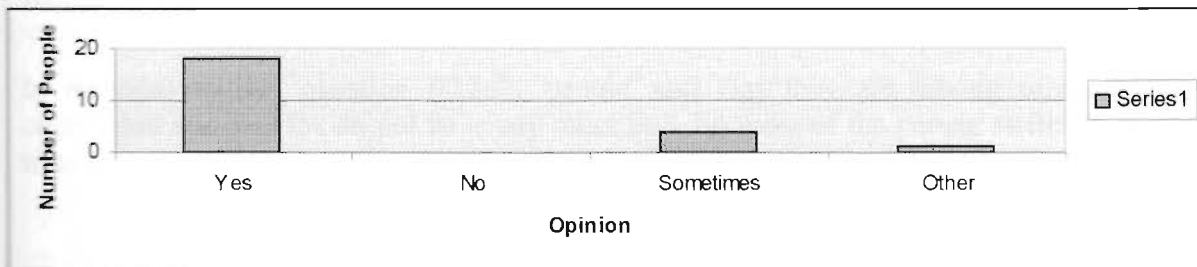


In answering this question 28% client says that they try to solve the problem they face and 64% people says that they call for BBN help. BBN has a reputation for helping the customers, 24 hours the support engineers are available for the call. In answering other people mentioned they asked the engineers for reinstallation but nobody respond, BBN's expert failed to install the system in the client's computer [MAC]



**Q-09. Does BBN always respond to your request for help?**

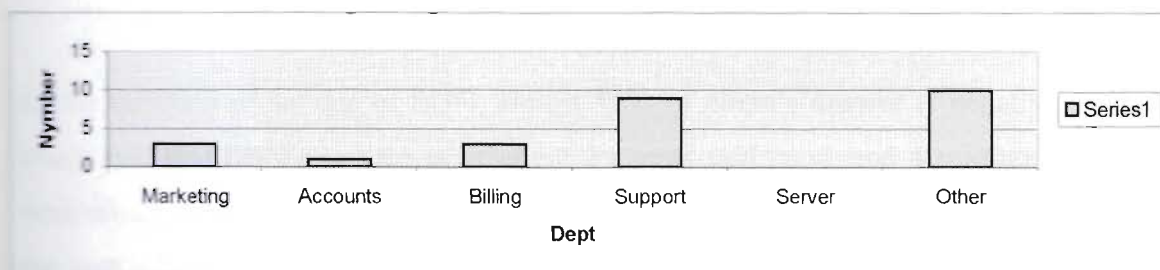
	Yes	No	Sometimes	Other	Total
Number	18	0	4	1	23
Percent	78.26%	0	17.39%	4.34%	100



78.26% People said ‘Yes’ answering this question. BBN has very good reputation for helping its clients. BBN’s support department is available for 24 hours a day and 365 days a year.

**Q-10. Which department of BBN helps you most of the time when you call for any problem?**

	Marketing	Accounts	Billing	Support	Server	Other	Total
Number	3	1	3	9	0	10	26
Percent	11.53%	3.84%	11.53%	34.61%	0	38.46%	100%



In this question, 38.46% people said about the other. 34.61% mentioned the support dept. Actually the support department gives the after sales services. So it should get the highest support. Marketing department got the 11.53% people’s support. This is a good side for the marketing dept. generally this dept. is not assigned to provide post purchase help.



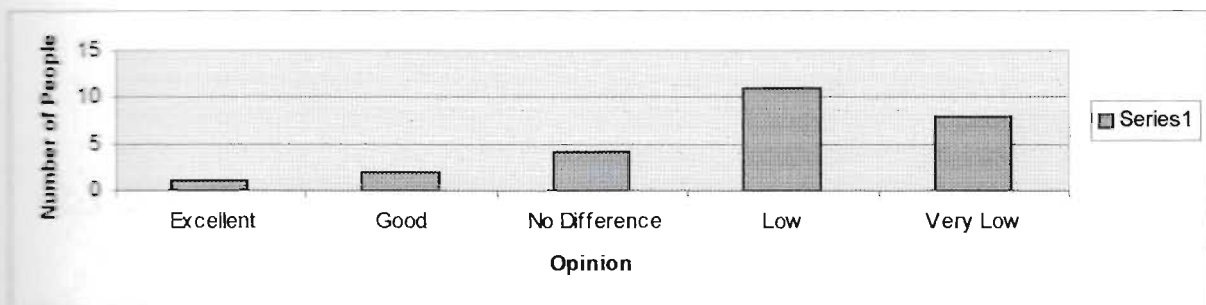
### Q-11. Are you using any other companies' Internet services?

	Yes	No	Total
Number of Person	14	9	23
Percent	60.86%	39.14%	100%

In response to this question 60.86% people said that they are having other ISPs' connection and 39.14% do not have any other line. So most of the people switched over to other ISP.

### Q-12. How is our service in comparison to other companies?

	Excellent	Good	No Difference	Low	Very Low	Total
Number	1	2	4	11	8	26
Percent	3.84%	7.69%	15.38%	42.30%	30.76%	100%



In the question of service of BBN, almost 75% of client's answer is negative. Only 1 client said that BBN's service is excellent 2 clients said good, and 4 said no difference with others. Actually BBN service is not that good compare to its rivals. Speed is low but the cost is higher.

## 12.2 Summary of the Customer Preferences.

<u>Customer Preference</u>	<u>No of Clients</u>
High speed & easy access-	19
Prompt & friendly customer service-	13
Low usage charge-	17
Competitive price -	10
'No use, no bill' option-	07
User friendly billing package –	05
Net to phone facility-	04
One stop customer service-	03
Free reconnection preferred-	02

## 12.3 Findings from the Survey

- ❖ Customer's level of satisfaction is not up to the mark with the BRAC BDMail Network Ltd. A significant number of subscribers are leaving BBN, which is a big problem of BBN, and most of the people are not reconnecting. So the people are switching to another company.
- ❖ BBN is having almost all the problems relating to the Internet service. Most of the people are dissatisfied with the billing department and the billing problems. The billing problems includes the false billing, reminder of paid bill etc. some clients are quitting BBN because of the low number of telephone line, hunting number and low speed etc.





- ❖ Customers are highly dissatisfied with BRAC BDMail Network Ltd. It fails to honor its promises. .
- ❖ Subscribers are not satisfied with the telephone number, and the hunting numbers. Currently BBN is having only three hunting numbers, which is not sufficient for the 3000 clients. Most of the clients said that they could not log in the first try or even can not connect at all.
- ❖ Customers have to wait for a long time for services. BBN takes almost 2 days to give connection to a client. Customers want better service as well as quicker & faster service. But they have to wait for longer time, which is not desirable.
- ❖ Most of the customers think that, the employees should be more polite and should have better knowledge to answer different questions asked by the customers. They think that, as they are clients, they have the right to get more attention.
- ❖ BRAC BDMail is slow to respond to problems faced by the clients. About 17.5% people said that the support people are not prompt to solve the problems.
- ❖ Some customers said that BBN expert are not qualified enough to solve the problems.
- ❖ In the term of cost, clients are highly dissatisfied. Most the clients said that the cost is not reasonable compare to their service and compare to other ISP.

## 12.4 Interpretation

So, the overall analysis displays that, BRAC BDMail Network Ltd. is not providing a very satisfactory level of services. The overall opinion of the customers does not reflect a high degree of satisfaction. The quality of overall service has to improve a lot to reduce the dissatisfaction of the customers who obviously do not enjoy the bad service.

Form the survey it is clear that almost 74% answer is negative which reflects the dissatisfaction symptom, 11% people responses that the services are at the satisfactory level and 15% people said that BBN's service quality is indifferent to other.

Therefore, BBN should improve the quality of their services to retain the existing customers, besides this they should take the cost factor in consideration. Otherwise, they might loose the existing customers and fail to compete in the competitive market environment.



## CHAPTER-13

### 14.1 Recommendation:

#### ❖ **Increase the internet speed**

Low speed is one of the main factors of dissatisfaction of the customer. BRAC BDMail network is now providing speed of 512 kbps, on the other hand its rivals like Agni system is providing 1MBPS, Bangladesh Online Ltd. is providing with 2 MBPS, Information Service Network Ltd. is providing 1MBPS, Proshika Net is providing 2 MBPS<sup>1</sup>. So to retain the customer and to gain additional customer BBN must increase the VSAT speed.

#### ❖ **Reduction of the cost**

Cost is one of the main reasons working as dissatisfaction factor to the clients. BBN should reduce the cost to retain the customers.

#### ❖ **Increase the number of Telephone lines.**

One of the main reasons of customer dissatisfaction is the few numbers of telephone lines. Currently BBN owns 137-telephone line on the other hand its competitors are ahead in this field also. Aftab IT has 400-telephone line, Bijoy Online owns 150 telephone lines, BTTB is having 108 telephone lines, Proshika net owns 450 lines, Spectra Solution owns 250 lines, which are, many more than BBN. Because the number is low compare to the client size, most of the time clients can not log in the first try, which dissatisfy them most. BBN should increase the number of telephone lines.

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<sup>1</sup> Data Source: Computer Magazine "Computer Barta" November 2000.



❖ **Hire Business graduate.**

Business people are much more smart and have better interpersonal and presentation skills than the traditional education system. They also have a broad knowledge about the business world. And BBN has a lacking in this field. Only one BBA and MBA works there, that's why they are far away from the modern business culture. Moreover business people are aware about the satisfaction of the clients.

❖ **Appoint IT or Business professional in the Management.**

BBN is running its business under a director, who is a retired Army person. Naturally he is not much aware about the IT business. So IT or business professionals should be placed there.

❖ **Human resource enrichment**

This department lacks sufficient human resources. For back office functions like filling, documentation, record keeping, inquiry and maintaining - a permanent staff should be appointed. It will minimize the workload for the employees & they would be able to attend more customers.

❖ **More marketing research:**

BBN should do more marketing research to test the satisfactory level of the customers, their needs and demands, the reasons of dissatisfaction. By proper marketing research they can also know the current market situation, their rivals positions etc. which would help them a lot.



### ❖ **Centralized plan**

A proper centralized plan should be done so that their employees can have a proper guideline to work for. In the most cases BBN does not have any planning. They just run the business, just to exist and survive in the market. A centralized planning can lead them to the top.

### ❖ **Understanding the customers problem**

Seeing situations through the customer's eye is the only way to understand what they think wrong, and why they are upset. Service personnel should avoid jumping to conclusions with their own interpretations.

### ❖ **Polite behavior with customers**

In the survey we found that some clients have mentioned about the misbehavior of the employees. Clients pay not for the misbehavior; they have the right to have the polite behavior.

### ❖ **Argument with customers should be avoided**

The goal should be to gather facts to reach a mutually acceptable solution, not to win a debating contest or prove that the customers are idiots. Arguing gets in the way of listening and seldom defuses anger.

### ❖ **Steps needed to solve the problems**

When instant solutions aren't possible, customers should be informed that the organization is taking corrective action to solve.



❖ **Customers should be kept informed of progress**

Customers tend to be more patient to disruptions if they know what is going on and receive periodic progress information.

❖ **Add new features to services**

Some additional feature should be added to the services, Like more than one E-mail account, more time to pay the bills, give reminder for unpaid bills without discontinuing the lines, Net to phone facility etc.

❖ **New promotional activities**

More promotion should be done. More advertisement is needed in different types of media, like Newspapers, Magazine, Television etc. There are some training workshop could be arranged for the clients, which might provide a good impression to the clients that they care them.

❖ **Strong user security and avoid false billing**

BBN should be careful about the user security. Sometimes huge false bill comes because of hacking. So more strong and automated security systems should be installed, so that it can automatically detect and save the client from the hacking.



## 13.2 Guidelines for Better Services.

The guidelines mentioned below might help them improve their efficiency and provide better customer services in future.

- ❖ Prompt answer to question of the clients
- ❖ Provide fast, accurate, friendly service.
- ❖ Let the customer know about the new developments.
- ❖ Prepare accurate and timely bills for the customers.
- ❖ Willingly ask clients about the problems.
- ❖ Show apologizes for any kind of problems.
- ❖ Quick technical service to the customers.

## 13.3 Some Other Suggestions.

- ❖ There should be enough brochures all the time.
- ❖ There should be brochures about the recent changes in the services or products.
- ❖ Door to door bill collection by the organization.
- ❖ Meeting with the clients for the feedback.
- ❖ Introduce new services, like-prepaid services.



#### 13.4 Conclusion:

The purpose of the report was to do an evaluation of the customer satisfaction of BRAC BDMail Network and scope for its improvement.

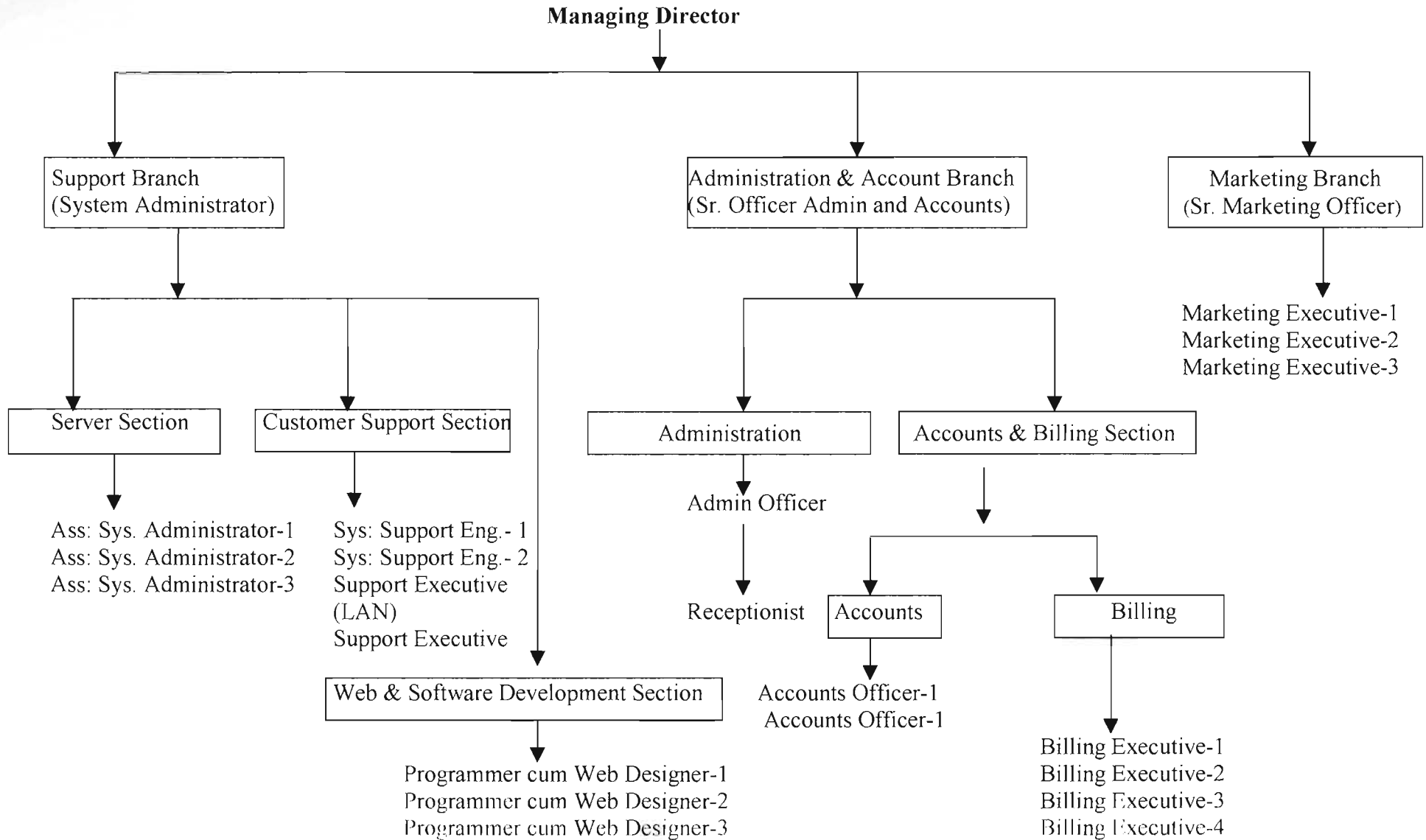
To survive in the competitive environment BBN should satisfy the customer, otherwise the environment is too competitive to loose the clients. And most of the time clients have a little cost and sometimes no cost to switch to other organization.

To satisfy the customer BBN can follow the proposed suggestion and can progress accordingly, which might help BBN to retain the clients and make the clients loyal to the organization.

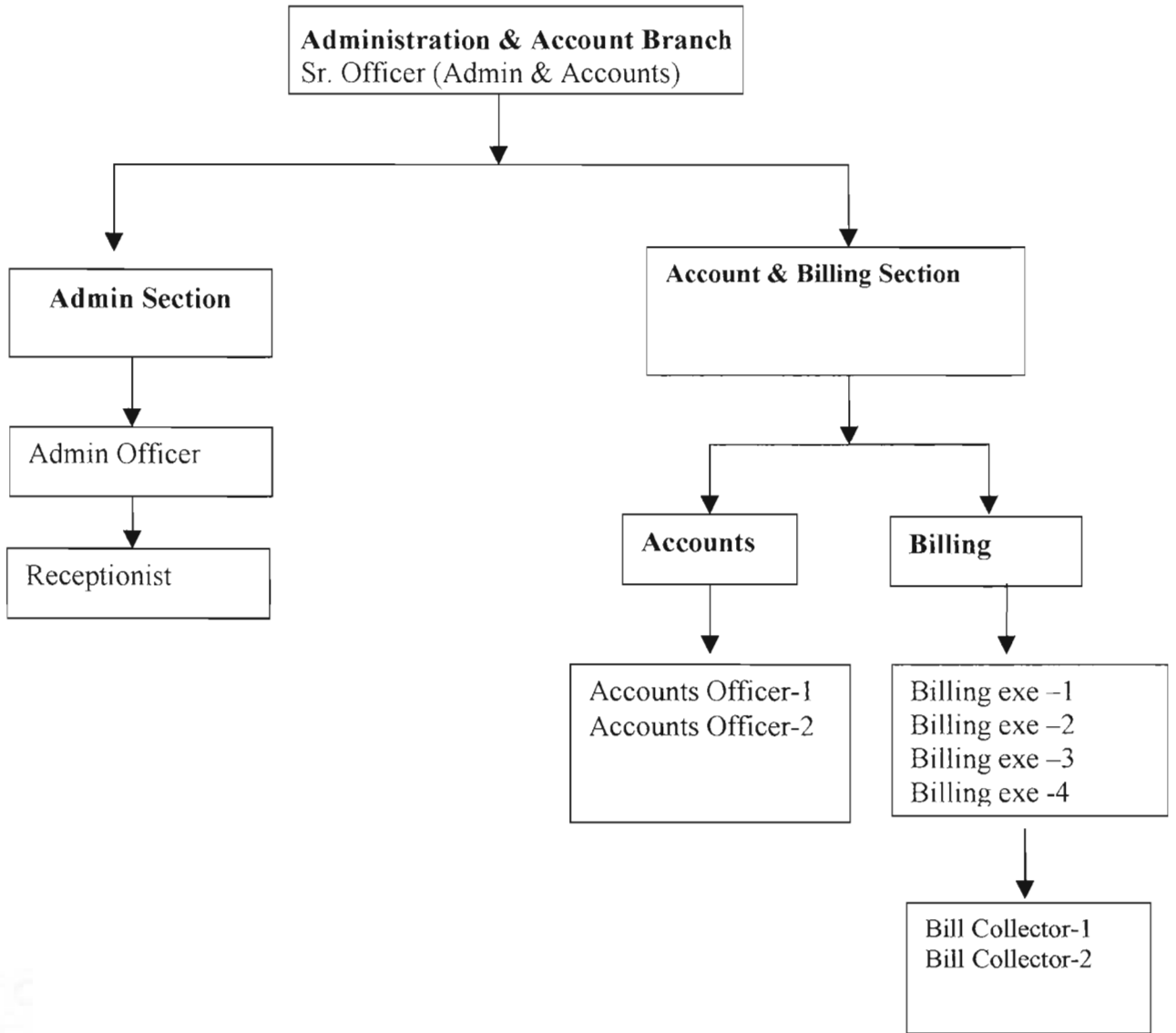


# Appendix

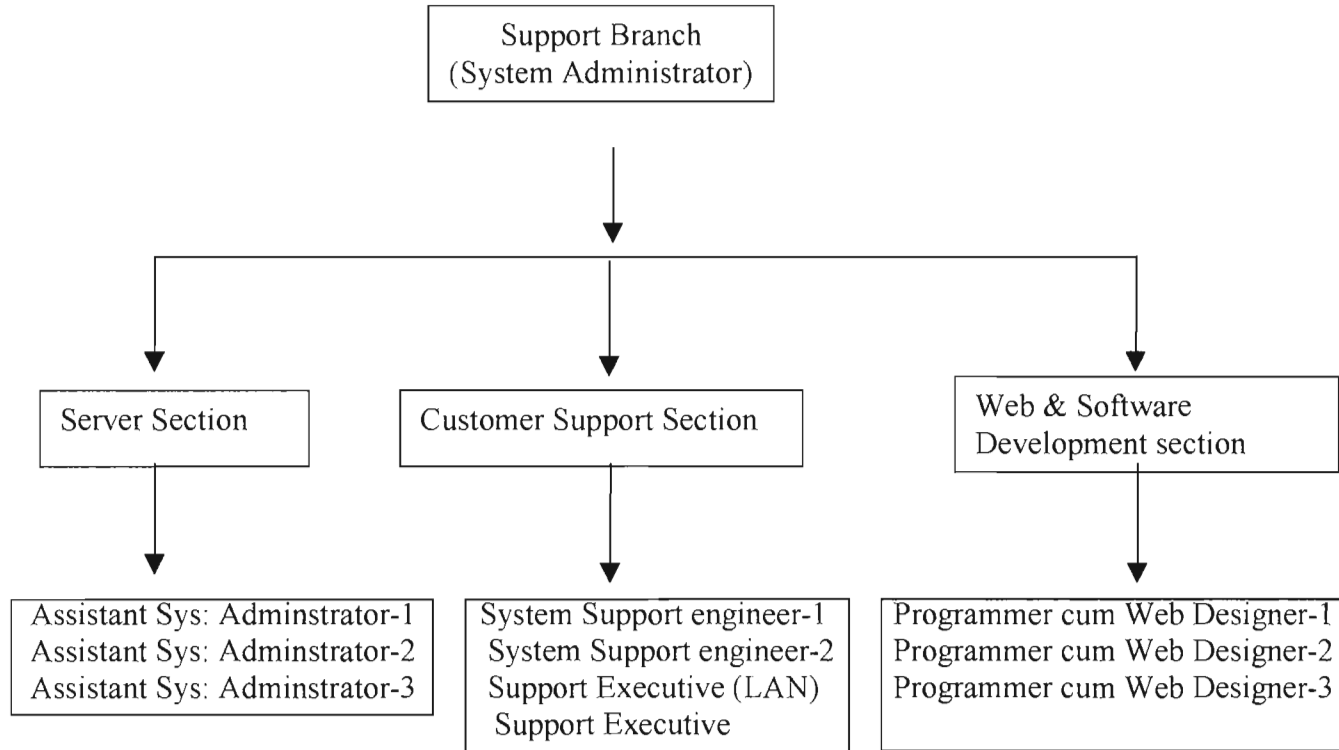
# Organogram of BRAC BDMail Network Ltd.



Organogram of the Administration and Accounts Department.



# Organogram of Support Branch



# Questionnaire

(Identify the Satisfactory Level of PPP [Internet] Users of BBN)  
Questionnaire for existing inactive PPP User

- ↪ Name of the Respondent: .....
- ↪ Designation: .....
- ↪ Organization/Institution: .....
- ↪ Address: .....
- .....
- ↪ Phone # ..... ↪ Fax # .....
- ↪ PPP ID # 

0	0	1	2				
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 ..... ↪ Login: .....
- ↪ Connection Date: ..... ↪ Signature/Office Seal:
- ↪ Option taken: .....

**Q-01. How long have you been discontinuing our service?**

- 1 month                       3 months
- 6 months                       12 months                       Other 

--
- Specify Please

**Q-02. Why have you been discontinuing our service?**

- Low Browsing Speed       Slow Message Passing       System Damage
- Busy Connection Tone       Software Problem       Poor Customer Service
- Billing problem                      

--
- Specify Please

**Q-03. How long BBN takes to response after putting complain?**

- Immediately after putting the complain       Usually take long hour to response
- Don't response at all                       Other 

--
- Specify Please

**Q-04. Can you connect on first try?**

- Yes                       No                       Sometimes

**Q-04. How is our speed compare to other?**

- Excellent                       Good                       No Difference
- Low                       Very Low                       Other

**Q-06. ? How is BBN's cost compare to others?**

- Excellent                       Good                       No Difference
- Low                       Very Low                       Other

**Q-07. Do you receive the bill in time?**

- Yes                       No                       Sometimes

**Q-08. What do you do when you face any problem?**

- Try again & again                       Try to solve yourself
- Call to BBN                       Other
- Specify Please

**Q-09. Does BBN always respond to your request for help?**

- Yes                       No
- Sometimes                       Other
- Specify Please

**Q-10. Which department of BBN helps you most of the time when you call for any problem?**

- Marketing                       Accounts                       Billing
- Support                       Server                       Other
- Specify Please

**Q-11. Are you using any other companies' Internet services?**

- Yes  No

If yes then, **please mention** it.....

- Bangladesh Online  Grameen CyberNet  
 Access Telecom  Proshika Net  
 Information Services Network (ISN) Ltd.  Bdcom  
 Other   
Specify Please

**Q-12. How is our service in comparison to other companies?**

- Excellent  Good  No Difference  
 Low  Very Low  Other   
Specify Please

**Please mention why and how .....**

**Q-13. What do you think what should be the line backup service of BBN?**

**Q-14. What are the facilities do you expect for re-continuing our service?**

**Will be filled by interviewer:**

⇒ New Query (If any):

⇒

⇒

⇒

⇒

⇒

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