

INTERNSHIP REPORT ON

An Overview of Symphony Mobile handset in
Dinajpur Region

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Batch

This internship report is submitted to the faculty of Business Studies,
Hajee Mohammad Danesh Science and Technology University,
Dinajpur, in partial fulfillment of the requirements for the degree of
M.B.A. (Evening) program



HSTU

Faculty of Business Studies

HAJEE MOHAMMAD DANESH SCIENCE AND
TECHNOLOGY UNIVERSITY, DINAJPUR-5200

OCTOBER, 2016
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Master of Business Administration (Evening)



HSTU

Faculty of Business Studies

HAJEE MOHAMMAD DANESH SCIENCE AND
TECHNOLOGY UNIVERSITY, DINAJPUR-5200

OCTOBER, 2016



DEDICATED TO
MY RESPECTABLE
PARENTS
AND
HONOURABLE
TEACHERS

Letter of Transmittal

24 October, 2016

Dr. Shaikh Mostak Ahammad
Associate Professor
Department of Accounting
Faculty of Business Studies
HSTU, Dinajpur

Subject: Submission of Internship Report of MBA (Evening) Program.

Dear Sir,

It is my great pleasure to submit the internship report on An Overview of Symphony Mobile handset in Dinajpur Region which is a part of MBA (Evening) Program to you for your consideration.

I made sincere efforts to study related materials, documents, observe operations performed in organization and examine relevant records for preparation of the report.

Within the time limit, I have tried my best to compile the pertinent information as comprehensively as possible.

Thanking you,

Suranjit Chandra Sarker
Student ID- E140503029
M.B.A. (Evening), 3rd Batch
Major in Marketing
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Student's Declaration

The discussing report is the terminal formalities of the internship program for the degree of Master of Business Administration (Evening), Faculty of Business Studies at Hajee Mohammad Danesh Science and Technology University, Dinajpur which is compact professional progress rather than specialized. This report has prepared as per academic requirement after successfully completing the 45 days internship program under the supervision of my honorable supervisor Dr. Shaikh Mostak Ahammad, Associate Professor, Department of Accounting. It is my pleasure and great privilege to submit my report titled An Overview of Symphony Mobile handset in Dinajpur Region, as the presenter of this report; I have tried my level best to get together as much information as possible to enrich the report. I believe that it was a fascinating experience and it has enriched both my knowledge and experience.

I believe everyone is not beyond of limitation. There might have problems regarding lack and limitation in some aspects and also some minor mistake such as syntax error or typing mistake or lack of information. Please pardon me for that mistake and clarify these of my further information on those matters.

Suranjit Chandra Sarker
Student ID- E140503029
M.B.A. (Evening), 3rd Batch
Major in Marketing
HSTU, Dinajpur

Declaration of Supervisor _____◆

It's my Pleasure to Certify that Suranjit Chandra Sarker, Student ID: E140503029, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled An Overview of Symphony Mobile handset in Dinajpur Region under my Supervision and Guidance.

Therefore, He is directed to submit his Report for Evaluation. I wish his Success at every sphere of his Life.

Dr. Shaikh Mostak Ahammad
Associate Professor
Department of Accounting
HSTU, Dinajpur

Declaration of Co-Supervisor_____▶

It's my Pleasure to Certify that Suranjit Chandra Sarker, Student ID: E140503029, MBA (Evening) Major in Marketing, 3rd Batch has Successfully Completed MBA (Evening), Internship report titled An Overview of Symphony Mobile handset in Dinajpur Region under my Supervision and Guidance.

Therefore, He is directed to submit his Report for Evaluation. I wish his Success at every sphere of his Life.

Md. Kutub Uddin
Associate Professor
Department of Management
HSTU, Dinajpur

Acknowledgement

At first I would like to thank my honorable supervisor of internship program, Dr. Shaikh Mostak Ahammad, Associate Professor, Department of Accounting, and Co-supervisor Md. Kutub Uddin, Associate Professor, Department of Management, HSTU, Dinajpur for providing me such an opportunity to prepare an Internship Report on An Overview of Symphony Mobile handset in Dinajpur Region Without their helpful guidance, the completion of this project was unthinkable.

During my preparation of the project work I have come to very supportive touch of different individuals and friends who lend their ideas, time and caring guidance to amplify the report's contents. I want to convey my heartiest gratitude to them for their valuable responses.

October, 2016

Author

The

Abstract

Now a day, everyone likes to have more comfort in life. As progress insistently towards this it has been appreciated that this is the time to disburse increasing concentration to the subject of human console and entertainment. That's why there is a significant choice of modish goods in this world and a lot of companies are paying their awareness in this concern. The Symphony Mobile; the customer service given by the company is successful and well planned, lack of marketing and finance sector. Because of some problems, Symphony cannot come up with their competitors. All through this competitive market there have various competitor companies who provides better service than Symphony. To solve the problems Symphony Mobile should keep an eye on the phones quality; maintain a good relationship with suppliers, dealers and retailers, appointing skillful employees and make a good marketing system. Therefore this paper on "An Overview of Symphony Mobile" shows a clear picture of different competitors market position, tries to explore the field forces sale performance, excellence of the products, financial condition, advertising usefulness, consumer service, quality of goods, communication, transportation, dealer's satisfaction and so on.

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1. INTRODUCTION

The age we are living in is an age of science indeed. Every footstep of our lives is being carried forward by the modern innovations of science. There is not a single activity of our life which is not influenced by it and our communication network is of no exception. Communication means exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior. It is the process of sharing information. In a simplistic form, information is sent from a sender or encoder to a receiver or decoder. This requires a symbolic activity, sometimes via a language and sometimes via electronic media. In the electronic world, communication refers to the transmission of data and information from one location to another. And nothing does it better than the mobile phones. In today's world, mobile phones are probably the most accessible and user friendly gazettes human beings can carry to communicate to each other. The revolution of the mobile phone industry has been astonishing for the last two decades. There are several mobile phone companies who are competing to each other in providing better services to its consumers. Symphony is one of them. Symphony is one of the most popular and leading mobile phone brand in Bangladesh. Symphony mobile is also available in some other Asian countries like India, Pakistan and China. Nowadays four people out of ten uses Symphony mobile phone in Bangladesh. The main seven reasons of gaining such popularity and why should you buy a Symphony mobile device are smooth, smart, innovative and exclusive design, durability and longevity, powerful battery, lower price, high performance, suitable and huge model for all types of people.

1.1 Importance of the study

This study will significantly provide the contribution of better concept for the firms to understand better on the factor that affecting purchase intention of Smartphone. Smartphone firms such as Symphony and Walton may gain information about the factor that cause consumer to request a Smartphone and understand the features of Smartphone that request by consumer such as taste, design, colors, application and also price setting. The firms can have a better strategies planning with an accurate information and certainty on consumer. Understanding the factors that have influenced their purchase intention, future researchers or Smartphone companies in Bangladesh can refer to this research to understand more what young generation in Bangladesh think, how to trigger their purchase intention in Bangladesh. Therefore, it can improve the movement of motivation to adopt the Smartphone among young adults in Bangladesh toward Smartphone. Secondly, this research may benefit the firm on understanding how consumer does to perceive the product via knowledge, past experience of using similar product, value, belief, and need. The more the innovation is perceived to be consistent with existing procedures, belief and value systems, the greater the chances are for its adoption. Consumers will have a positive perception towards product as the firms have make it to fulfill market demand, as the product is giving a lot of benefits. The firm may benefit from understand how the social influence the buyers. Most consumers 'behavior models recognize social influence as an important component of the decision-making

process. Word of mouth is an important driver of consumer behavior on such as the adoption of a new technology products, the decision to see a movie, or the preferences of which laptop or Smartphone to purchase. It may affect awareness in some cases, or preferences in others. Therefore, the organization not only can focus on their specific target market, but also can deliver the message to the relative of consumer. In today's scenario Smart phones are vast used in exchange of information becomes the necessity of life to a man. In modern world as individual tends to communicate anything to everything tight from the place where he or she stands. Even while riding a vehicle he or she wants to communicate within a fraction of second with clear voice, without any disturbance. Customer wants more facility in mobile like SMS, design, durability, sound, quality, display, camera, music, multimedia, internet, discount price, availability etc. Today the Smart phone company growth has been excellent. Day by day many new attractive schemes provide additional, add few new features to existing ones, reduce the price of mobile, introduce varieties of handset models a healthy competition that benefits subscribers hence in this context. It is important to study which shape the consumers mind during taking or switching over the new Smart phones.

1.2 Objective

- To know the existing Mobile handset of Symphony in Dinajpur District.
- To analysis the target market of Symphony for Mobile handset in Dinajpur District.
- To analysis the marketing strategy for Symphony Mobile handset in Dinajpur District.

1.3 Limitation of Study

Although I tried my best in preparation of this study, but this study is prone to some limitation. The market is a vast thing to properly explain

and understand any marketing strategies success or failure is somewhat erroneous. Some limitations acquainted with this report are as depicted beneath:

- Time limitation: restriction of time appeared due to the fact that I had collect data within my working hours and it was not easy get in touch with necessary personnel as per my convenience and moreover, I had a deadline of submission.
- Limitation of data: Some trade secrets and confidential data were omitted as to protect the privacy of the company and its strategic plans.
- Real situation: it is hard to assure that all the information and data provided by the customers, retailers, distributors and my fellow colleagues as well as appointed personnel were unbiased and their perception was not influenced by any other relating incident, event or factor.
- Gap of communication: Many customer and dealers/retailers showed less interest in providing information and haven't cooperated.

2. BACKGROUND OF THE MOBILE PHONE

2.1. History of Smartphone

Early years

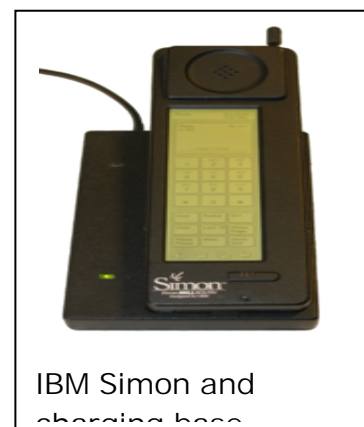
Devices that combined telephony and computing were first conceptualized by Theodore Paraskevakos in 1971 and patented in 1974, and were offered for sale beginning in 1993. He was the first to introduce the concepts of intelligence, data processing and visual display screens into telephones. In



1971, Paraskevakos, working with Boeing in Huntsville, Alabama, demonstrated a transmitter and receiver that provided additional ways to communicate with remote equipment, however it did not yet have general purpose PDA applications in a wireless device typical of smart phones. They were installed at Peoples' Telephone Company in Leesburg, Alabama and were demonstrated to several telephone companies. The original and historic working models are still in the possession of Paraskevakos.

Forerunner

The first mobile phone to incorporate PDA features was an IBM prototype developed in 1992 and demonstrated that year at the COMDEX computer industry trade show. A refined version of the product was marketed to consumers in 1994 by BellSouth under the name Simon Personal Communicator. The Simon was the first cellular device that can be properly



referred to as a "Smartphone", although it was not called that in 1994. In addition to its ability to make and receive cellular phone calls, Simon was able to send and receive faxes and emails and included several other apps like address book, calendar, appointment scheduler, calculator, world time clock, and note pad through its touch screen display. Simon is the first Smartphone to be incorporated with the

features of a PDA. The term "smart phone" first appeared in print in 1995, for describing AT&T's "Phone Writer Communicator" as a "smart phone".

PDA's

In the late 1990s, many mobile phone users carried a separate dedicated PDA device, running early versions of operating systems such as Palm OS, BlackBerry OS or Windows CE/Pocket PC. These operating systems would later evolve into mobile operating systems. In March 1996, Hewlett-Packard released the OmniGo 700LX, which was a modified 200LX PDA that supported a Nokia 2110-compatible phone and had integrated software built in ROM to support it. The device featured a 640x200 resolution CGA compatible 4-shade gray-scale LCD screen and could be used to make and receive calls, text messages, emails and faxes. It was also 100% DOS 5.0 compatible, allowing it to run thousands of existing software titles including early versions of Windows.

In August 1996, Nokia released the Nokia 9000 Communicator which combined a PDA based on the GEOS V3.0 operating system from Geoworks with a digital cellular phone based on the Nokia 2110. The two devices were fixed together via a hinge in what became known as a clamshell design. When opened, the display was on the inside top surface and with a physical QWERTY keyboard on the bottom. The personal organizer provided e-mail, calendar, address book, calculator and notebook with text-based web browsing, and the ability to send and receive faxes. When the personal organizer was closed, it could be used as a digital cellular phone. In June 1999, Qualcomm released a "CDMA Digital PCS Smartphone" with integrated Palm PDA and Internet connectivity, known as the PDA Smartphone. In early 2000, the Ericsson R380 was released by Ericsson Mobile Communications, and was the first device marketed as a "Smartphone". It combined the functions of a mobile phone and a PDA, supported limited web browsing with a resistive touch screen utilizing a stylus. In early 2001,

Palm, Inc. introduced the Kyocera 6035, which combined a PDA with a mobile phone and operated on Verizon. It also supported limited web browsing. Smartphone's before Android, iOS and BlackBerry, typically ran on Symbian, which was originally developed by Psion. It was the world's most widely used Smartphone operating system until the last quarter of 2010.

2.2 About Symphony

Symphony – a brand of EDISON Group is proud to enjoy indisputable leading position in mobile handset industry. Within short period of time since its introduction at the end of 2008 the brand Symphony has emerged as the fastest growing leading mobile handset brand in Bangladesh. Relentless work of the company to ensure exemplary service at all times and ability to provide stable and consistent solutions made Symphony the market leader in the handset segment in 2010. Aggressive pricing strategy, contemporary features & styling, international quality build a strong distribution network and after sales service have contributed to make Symphony Mobile the preferred choice of Bangladesh customers. The core focus of the company is to consistently provide outstanding customer service as it continues to explore new horizons to deliver newer and better solutions to its most valued premium asset, its customers.

The Past – Md. Aminur Rashid (Chairman), Jakaria Shahid (Managing Director) & Mr. Rezwatul Haque established Symphony – a brand of EDISON Group is proud to enjoy indisputable leading position in mobile handset industry. Within short period of time since its introduction at the end of 2008 the brand Symphony has emerged as the fastest growing leading mobile handset brand in Bangladesh. Relentless work

of the company to ensure exemplary service at all times and ability to provide stable and consistent solutions made Symphony the market leader in the handset segment in 2010. Aggressive pricing strategy, contemporary features & styling, international quality build a strong distribution network and after sales service have contributed to make Symphony Mobile the preferred choice of Bangladesh customers. The core focus of the company is to consistently provide outstanding customer service as it continues to explore new horizons to deliver newer and better solutions to its most valued premium asset, its customers.

The Present – April 2015, Rezwanul Haque, the chairman and Managing Director of Edison Group, announces that Symphony mobile Incorporated would be known as mobile Incorporated. He also reveals the long anticipated Phablet, a combination of an Internet-enabled smartphone and the Tab. In June 2010, he announced that the Smartphone 3G already has been released in July 2013, this newer version added support for 3G Networking and assisted GPS navigation, among other things.

The Future – Symphony mobile plans on focusing on satisfying personal consumer demands rather than merely fulfilling a demographic requirement as well as, improving performance and stability rather than introducing new features when releasing new versions of any product.

Symphony Mobile Electronics market especially small gadget market is growing pretty fast in Bangladesh, people are always looking for new and attractive products which is a natural human way of growing. That's why Symphony is working behind the scene to present new

technologies and surprising features in their upcoming devices. Symphony Mobile Phone, one of the popular mobile phone brands in Bangladesh. Because of its unique propositions Symphony Mobile now occupies good position in Bangladesh mobile market according to market share. Innovation and exclusive design clearly differentiate Symphony from other brands available in the market. The brand has launched the first ever branded dual sim phone in the country. Continuing with the same trend of delivering breakthrough products, Symphony Mobile launched X110, Bangladesh's first ever Qwerty keyboard phone with Track ball. Moreover in the coming month's lot of new products are introduced which include full touch screen and smart phones.

Products and Features

Types of Symphony products in Bangladesh There are two types of symphony phones are available in the cell phone market in Bangladesh. They are : 1.Symbian Phones 2.Android smart phones. Over the past years Symphony has presented devices like W150, W125, W35, W80, W70, W60 and more excellent Xplorer W series mobile phones that got a huge amount of selling all over the country. The different colors, mp3 ringtone, mp3 player etc. features for Symphony mobiles also attracted a lot of potential customers especially in the rural area where many people use cell phones as a medium of calling and sending SMS only. Symphony has proved itself as a reliable mobile phone for its chief price in relation to best configuration, its quality, performance and longevity.

Price

After the Market research we found that people are actually looking for a mobile phone that are in the price range of BDT 5,000 to 15,000 and most of the Symphony mobile phones actually are in this price range. This is the most important fact which is behind the success of them. Another thing is that Android is currently the most popular operating system in Bangladesh and The Xplorer phones are running on Android. So currently Symphony is following a simple equation, Cheap price +

Android OS = Huge number of customers. Also they have created excellent design and highly flexible 2G cell phones that are from BDT 2,000 - 5,000 which is the second highest price group of mobile consumers in Bangladesh. Symphony mobile has given lots of opportunities to the low budgetary people to enjoy smart phones. Previously Symphony has provided us with some highly modern technology based android phone with lower price such as W90, W80, W60, and W25. And now Symphony is going very well with newer android mobile- Symphony Xplorer W125. It has a very premium look, which simply attracts anyone. After the big success of Xplorer W125 they have released the Symphony W35 which has also gone big. Android mobile with 3G network, 2 MP primary camera, front camera, 512 MB RAM, Wireless LAN connection, FM Radio, 1 GHZ processor is costing only BDT 6,290. There is no offer from any mobile company that is even around this price in the market. So, the W35 became a huge success for Symphony. It should be mentioned that not only the Xplorer series but they have also presented the FT, S and T series which are excellent and very stylish gadgets for people who want to get a cell phone only for calling and text massaging purpose.

It has already earned a high attraction by the new generations. Day by day its popularity is increasing so high that symphony has proved itself as a leading mobile phone company in Bangladesh. Symphony Mobile has introduced some standard smart phones to the Bangladeshi mobile market.

2.3 Product and Price



Symphony D29

- 2.4" TFT QVGA Display
- 0.3 MP Camera
- MP3, MP4, 3GP
- GPRS

Price: Tk. 1,270.00



Symphony D22

- 2.4" TFT QVGA Display
- Camera
- MP3, MP4, Wireless FM
- 1000mAh Li-ion Battery

Price: Tk. 1,170.00



Symphony D19

- 2.4" TFT QVGA Display
- 0.1 MP Camera
- MP3, MP4, FM
- 1000 mAh Li-ion Battery
- LED Torch

Price: Tk. 1,150.00



Symphony D18

- 2.4" TFT QVGA Display
- 0.1MP Camera
- 1000 mAh Li-ion Battery
- MP3, MP4, FM
- Bluetooth

An Overview of Symphony Mobile handset in Dinajpur Region

Price: Tk. 1,240.00



Symphony D150

- 2.8" TFT QVGA Display
- 1.3 MP Camera with Flashlight
- MP3,MP4,FM, Bluetooth
- GPRS, EDGE
- Power Bank Option
- Facebook, Opera Mini

. Price: Tk. 1,840.00



Symphony D140

- 2.8" TFT QVGA Display
- 0.3 MP Camera
- 2750 mAh Li-ion Battery

An Overview of Symphony Mobile handset in Dinajpur Region

- MP3, MP4, FM

Price: Tk. 1,590.00



Symphony D120

- 2.4" TFT QVGA Display
- 0.3 MP Camera
- MP3, MP4, FM, Bluetooth
- 2750 mAh Li-ion Battery

Price: Tk. 1,590.00



Symphony D115

- 2.4" TFT QVGA Display
- 0.3 MP Camera with Flashlight
- MP3,MP4,FM, Bluetooth
- 2750 mAh Li-ion Battery

An Overview of Symphony Mobile handset in Dinajpur Region

Price: Tk. 1,650.00



Symphony roar V25

- Android 4.4.2 KitKat
- 4" TN WVGA Display
- 5 MP + 0.3 MP Camera
- 1 GHz Dual Core
- RAM 512 MB & ROM 4 GB
- 3G, Wi-Fi, EDGE
- G-Sensor, Accelerometer Sensor

Price: Tk. 4,090.00



Symphony P7

- 5.3" HD IPS 2.5D Display
- 1.3 GHz Quad Core
- Android Marshmallow 6.0
- 13MP+8MP Camera with Dual Flash

An Overview of Symphony Mobile handset in Dinajpur Region

- 16GB ROM + 2GB RAM
- 2600mAh Li-ion Battery
- OTG

Price: Tk. 8,990.00

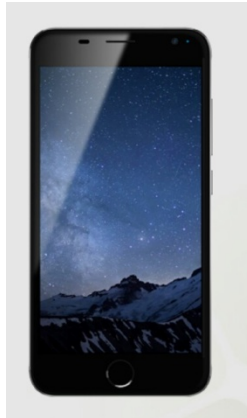


Symphony P6 PRO

- Android Lollipop 5.1
- 5.5" IPS HD Display
- 13 MP + 5 MP Camera
- 1.3 GHz Quad Core
- 2 GB RAM & 16 GB ROM
- Smart Remote Controller
- OTA
- G-Sensor, Light Sensor, Proximity Sensor, IR Sensor

An Overview of Symphony Mobile handset in Dinajpur Region

Price: Tk. 8,990.00



Symphony i50

- 5" HD IPS 2.5D Display
- 1.3 GHz Quad Core
- Android Marshmallow 6.0
- 8MP + 5MP Camera
- 8 GB ROM + 1 GB RAM
- 2500 mAh Li-Polymer
- Fingerprint, OTG

Price: Tk. 7,590.00



Symphony i20

- 5" HD IPS Display
- 1.3 GHz Quad Core

An Overview of Symphony Mobile handset in Dinajpur Region

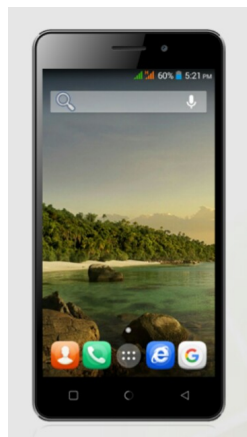
- Android Marshmallow 6.0
- 8MP +5MP Camera
- 8GB ROM + 1GB RAM
- 2500mAh Li-Polymer Battery

Price: Tk. 6,590.00



- 5" HD IPS Display
- 1.3 GHz Quad Core
- Android Marshmallow 6.0
- 8MP (AF) +8MP (AF)
- 1 GB RAM + 16 GB ROM
- 2500mAh Li-Polymer Battery

Price: Tk. 6,990.00

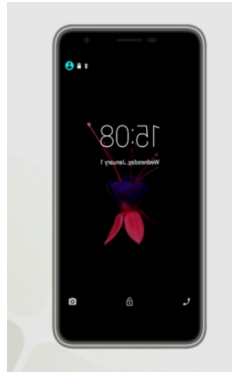


- Android 5.1 Lollipop
- 5" IPS HD Display
- 8MP + 2 MP Camera

An Overview of Symphony Mobile handset in Dinajpur Region

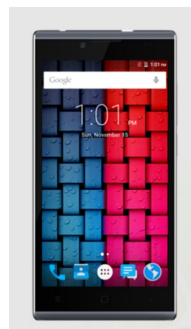
- 1.3GHz Quad Core
- 1 GB RAM & 8 GB ROM
- 2500 mAh Li-Poly Battery
- OTG (supports pendrive & mouse)

Price: Tk. 6,290.00



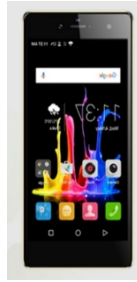
- 5" HD IPS; 2.5D Glass
- 1.3 GHz Quad Core (64 bit)
- Android Marshmallow
- 13MP + 5MP Camera
- 16GB ROM + 2GB RAM
- 3200 mAh Li-Polymer
- Fingerprint

Price: Tk. 9,990.00



- Android 5.1 Lollipop
- 5" IPS HD Display
- 1.3 GHz Quad core
- 8 MP + 5 MP Camera
- 1 GB RAM + 16 GB ROM
- 3200 mAh Li-Poly Battery
- OTA

Price: Tk. 6,990.00



Symphony H300

- Android 5.1 Lollipop
- 5" IPS HD Display
- 1.4GHz Octa Core
- 13MP + 5 MP Camera
- 2GB RAM + 16 GB ROM
- 2500 mAh Li-ion Battery
- OTA, OTG
- Smart Awake, Smart Gesture, Super Power Saving Mode
- Free Flip Cover, Free OTG Cable

Price: Tk. 8,590.00

3. DISCUSSION

3.1 MARKET ACTIVITIES IN DINAJPUR REGION

December Q4'15

Route Name	Responsible DSR	DSR Contract No.	Market	Outlet	Current Month Sales Target	Last Month Total Sales	Dec'15 Symphony Sales	Market Share	First Outlet	Last Outlet	Category	Frequency
Shatebganj, Birol	Md.Biplob	01740963982	Shatabganj & Birol Bazar	32	970	1860	1150	62%	Sabina Telecom	Momo Telecom	A	6
Kaharol	Md.Rasel	01738666304	Kaharol Bazar	27	830	1780	980	74%	Akbar Telecom	Mobile Mala	C	6
Hilly	Md.Sunny	01749985015	Hilly Bazar	4	790	1630	865	70%	Mariya Telecom	Robbani Telecom	C	6

Dinajpur zone market share and total sale symphony handset. Dinajpur zone total outlet 72 and this zone total DSR 3 person. That are the separately given bellow sale of DSR

1. Setabgonj and Birol Bazar total others mobile Sale 1860 and Symphony handset sale 1550 and symphony market share 62%

2. Kaharol Bazar total others mobile Sale 1780 and Symphony handset sale 980 and symphony market share 74%
3. Hili Bazar total others mobile Sale 1630 and Symphony handset sale 865 and symphony market share 70%

March Q1'16

Route Name	Responsible DSR	DSR Contract No.	Market	Outlet	Current Month Sales Target	Last Month Total Sales	March' 16 Symphony Sales	Market Share	First Outlet	Last Outlet	Category	Frequency
Shatebganj, Birol	Md.Biplob	01740963982	Shatabganj & Birol Bazar	32	1150	1800	1120	62%	Sabina Telecom	Momo Telecom	A	6
Kaharol	Md.Rasel	01738666304	Kaharol Bazar	27	1080	1675	990	74%	Akbar Telecom	Mobile Mala	C	6
Hilly	Md.Sunny	01749985015	Hilly Bazar	4	950	1980	884	70%	Mariya Telecom	Robbani Telecom	C	6

Dinajpur zone market share and total sale symphony handset. Dinajpur zone total outlet 72 and this zone total DSR 3 person. That are the separately given bellow sale of DSR

1. Setabgonj and Birol Bazar total others mobile Sale 1800 and Symphony handset sale 1120 and symphony market share 62%
2. Kaharol Bazar total others mobile Sale 1675 and Symphony handset sale 990 and symphony market share 74%
3. Hili Bazar total others mobile Sale 1980 and Symphony handset sale 884 and symphony market share 70%

June Q2'16

Route Name	Responsible DSR	DSR Contract No.	Market	Outlet	Current Month Sales Target	Last Month Total Sales	June'16 Symphony Sales	Market Share	First Outlet	Last Outlet	Category	Frequency
Shatebganj, Birol	Md.Biplob	01740963982	Shatabganj & Birol Bazar	32	1360	2270	1120	49%	Sabina Telecom	Momo Telecom	A	6
Kaharol	Md.Sunny	01738666304	Kaharol Bazar	27	1120	1790	1080	74%	Akbar Telecom	Mobile Mala	C	6
Hilly	Md.Sunny	01749985015	Hilly Bazar	4	1040	1590	748	70%	Mariya Telecom	Robbani Telecom	C	6

Dinajpur zone market share and total sale symphony handset. Dinajpur zone total outlet 72 and this zone total DSR 3 person. That are the separately given bellow sale of DSR

1. Setabgonj and Birol Bazar total others mobile Sale 2270 and Symphony handset sale 1120 and symphony market share 49%
2. Kaharol Bazar total others mobile Sale 1790 and Symphony handset sale 1080 and symphony market share 74%
3. Hili Bazar total others mobile Sale 1590 and Symphony handset sale 748 and symphony market share 70%

September Q3'16

Responsible DSR	DSR Contract No.	Market	Outlet	Current Month Sales Target	Last Month Total Sales	Sep'16 Symphony Sales	Market Share	First Outlet	Last Outlet	Category	Frequency	Frequency
Shatebganj, Birol	Md.Biplob	01740963982	Shatabganj & Birol Bazar	38	1520	2590	1120	43%	Sabina Telecom	Momo Telecom	A	6
Kaharol	Md.Sunny	01738666304	Kaharol Bazar	30	1350	2350	1080	74%	Akbar Telecom	Mobile Mala	B	6
Hilly	Md.Sunny	01749985015	Hilly Bazar	4	1230	1980	984	70%	Mariya Telecom	Robbani Telecom	C	6

Dinajpur zone market share and total sale symphony handset. Dinajpur zone total outlet 72 and this zone total DSR 3 person. That are the separately given bellow sale of DSR

1. Setabgonj and Birol Bazar total others mobile Sale 2590 and Symphony handset sale 1120 and symphony market share 43%
2. Kaharol Bazar total others mobile Sale 2350 and Symphony handset sale 1080 and symphony market share 74%
3. Hili Bazar total others mobile Sale 1980 and Symphony handset sale 984 and symphony market share 70%

An Overview of Symphony Mobile handset in Dinajpur Region

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

Symphony is one of the foremost companies, center of attention on the part of mobiles in Bangladesh. It is devoted to generate and distribute products of absolute quality that enable people to enjoy more entertainment and comfort. In this spirit, Maximus encourages its employees to ensure quality products and service. No doubt in Bangladesh Symphony is one of the top four in low category phone. Symphony has also maintained to increase its Sales. They are confident about their continuous expansion and achievement.

But from my observation, I come up the conclusion that the customer service given by the company is not effective and well organized. Because of some problems, Symphony come up with their competitors. All through this competitive market there have numerous competitor companies who provides better service than Symphony. They provide prompt service, service the show rooms and even care service. They as well maintain a superior relationship with all dealers and salespersons. They provide the distributor's additional benefit, special gifts and so on. In this view the Sales of Symphony are to some extent behind them. Quartel Infotech Limited's higher authorities and Marketing Team should be more concern and active. However, if the management takes prompt and imitative steps to solve the discussed problems then definitely Symphony can reach to the number one position in Bangladesh.

4.3 Future Work

If flexible screens are not enough to compensate for the small screens on smartphones why not integrate a projector within? Symphony mobile was released back in the second half of 2010. It features a built-in DLP (Digital Light Projection) WVGA projector that is able to project future-features-smart-phones/ at up to 50 inches in size at 15 lumens. Well, for

one thing, future smartphones can actually be turned into an interactive gaming consoles without a need for a TV screen; all you'll need is a flat surface. Instead of a physical controller, you can use your body or your voice. Similar to Kinect, a smart camera and a voice control function can capture your movements and voice commands to let you interact with objects and future-features-smart-phones/ on the projected screen.

In future the present work can be entered by applying the following-

- As I work in one shop, in future others will work two or more shops.
- My questionnaire contains based in 100 customers, in future other will work more than this.
- As I work only 45 days, in future others will work more than this.

As I work in domestic shop, in future other will work based on foreign shop.

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