
FEASIBILITY OF DHAKA TRIBUNE'S ONLINE NEWSPAPER
SUBSCRIPTION IN BANGLADESH

Dhaka Tribune

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



26 December 2022

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

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Internship /Project Report Topic: Feasibility of Dhaka Tribune's online newspaper subscription in Bangladesh

Term (Tick one):

☐ Spring 2022

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SUPERVISOR APPROVAL

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☒ Approved

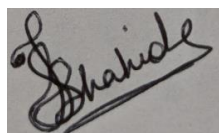
☐ Not Approved

☐ Partial Re-write

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4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

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26 December 2022

Letter of Transmittal

26 December 2022

Ms. Tazrian Shainam Shahid

Senior Lecturer

ULAB School of Business - BBA Program

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Subject: Submission of Internship Report for Fall 2022

Dear Ma'am:

It is a great pleasure to be able to submit this report titled "Feasibility of Dhaka Tribune's online newspaper subscription in Bangladesh". I have tried my best to cover all the requirements needed for this course, BUS 499, given our time was very limited due to a sudden change in the schedule. This report has been prepared by following the guidelines provided by ULAB and you. I took permission from my host organization, Dhaka Tribune to use their information for the credibility of my report. I made sure to give my full effort and concentration for this research report and made sure to keep it as transparent as possible. It would be an absolute gratification and pleasure for me if the research report can serve its purpose. If you have any queries regarding any part of the report, please feel free to contact me through my email. Thank you Ma'am for helping me in choosing such an amazing topic and authorizing this report. It really helped me to understand the depth of the newspaper industry in Bangladesh and how much a thorough market research is needed before implementing a new system in a new marketplace.

Sincerely Yours,



Ramisa Tabassum Chowdhury

183011044

ULAB School of Business - BBA Program

Acronyms:

ULAB – University of Liberal Arts Bangladesh

DT – Dhaka Tribune

E-Paper – Electronic Paper (Online Version of Printed Newspaper)

CSO – Career Services Office

CV – Curriculum Vitae

CGPA – Cumulative Grade Point Average

FMCG – Fast Moving Consumer Goods

COVID-19 – Coronavirus Disease of 2019

DLF – Dhaka Lit Fest

USAID – United States Agency for International Development

FAOBD – Food and Agriculture Organization Bangladesh

WFP – World Food Programme

Table of Contents

PART - A	1
Chapter One: Internship Preparation	2
Chapter Two: About The Internship	5
Chapter Three: Self Reflection	7
Chapter Four: Personal Development Plan	9
PART - B	11
Executive Summary	12
Chapter One: Introduction	13
Research Title:	13
Research Objective:	13
Research Context/Background of the Study:	13
Background:.....	13
What is payment based online newspaper subscription?	14
Research Questions:.....	15
Chapter Two: Methodology	16
Type of Research:	16
Sampling:	16
Sampling Methods and Data Collection:	17
Chapter Three: Findings and Discussions	18
Questions	18
The responses from the respondents	18
Chapter Five: Conclusion	26
References	27
Appendix	28
A: Research Instrument:	28
B: Screenshot of the Article	30
INTERNSHIP PROPOSAL FORM	31
Copy of Internship Acceptance Letter	32

PART - A

Chapter One: Internship Preparation

i. The reason for planning to do an internship was that I wanted a real life experience in an organization. I believe we have learned enough theories about corporate life in our entire university journey of four years, and now is the perfect time to implement that in our actual life. Moreover, since starting my internship, I realized there is a difference between learning about business concepts in a book and actually working on it in an office environment. I have plans to learn how to communicate with different people in order to complete my assigned work. In addition, what kind of unwanted situations one can face and how to deal with them with an ease of mind. I will definitely get to work in different organizations since I can see myself indulged in corporate life in future. Work etiquettes and maintaining a schedule are a big part of office life and adjusting them in my own lifestyle has been a challenge for me, which was difficult at first to adapt; however, with time I have been able to successfully adapt to it.

In my opinion, there is no boundary to learning; one can learn a new thing about the world, technology, science etc. every single day. People do learn a lot from their academic experiences but in my opinion, learning from a practical life experience is a bit different, because you get to have a hand-on experience with the situation better.

As an intern working in the brand and marketing department of Dhaka Tribune, one gets to learn about the depth of the newspaper industry in Bangladesh. It is then observable that how it is suffering due to having difficulty in earning enough revenue to run their business. In addition, they get to learn how newspapers, which are very different from regular commodity products, can also do brand and marketing by doing strategic promotional activities. This has helped me to understand that the concept of marketing is much broader than I expected it to be and it is very different in practical life from the way it is in theoretical concepts. Every day and everywhere, you will get to experience a whole other level of the concept of marketing.

ii. I have looked for internship offers in Facebook groups, pages and even through LinkedIn. I even submitted my CV to the career service office (CSO) of ULAB but as it was instructed in our internship orientation, do not only depend on ULAB to find an internship offer for you, rather start to look out for yourself. If I have to be very honest, it was actually a very good suggestion. This is because at the end of the day, we have to look for jobs by our own ability

and connection because our university has already guided us enough for that; therefore, looking out for an internship by our own ability is the first step towards the success journey of our corporate life. A university is always there to help its students but one must also strive for himself/herself to go in a higher position.

While searching for internship offers on Facebook, I came across many different groups, which were made solely for letting people know about internship offers from different companies. I made sure to mail my Curriculum Vitae (CV) in all the available offers to not miss any chance. In one such group called Internship Bangladesh, I came across the internship offer from Dhaka Tribune. I have mailed my CV to Dhaka Tribune as it was instructed in that post. After the entire process of mailing my CV to every possible organization, I came across. Then I started to get phone calls for interviews and got offers from a number of organizations. The reason why I chose Dhaka Tribune as my internship organization was that I got to work here as an intern in the Marketing and Brand department which was my target while looking for an internship. In my university life, I participated as an organizer in a number of events. However, I tried to avoid direct communication related work like contacting through mail or phone or hosting; however, Dhaka Tribune has been able to push me out of my comfort zone and I did both communication through mail and phone and also hosted five roundtable discussions organized by them.

By the time I was called for my interview in Dhaka Tribune, I already gave three other interviews in Transcom Beverage, Paxzone Electronics and in Twelve Clothing. The interview in Dhaka Tribune was my fourth one; however, my interview experience there was phenomenal. The interviewees were the Manager and Senior Executive of the Brand and Marketing team of Dhaka Tribune. They were highly interested in my extra-curricular activities that I have done in ULAB over my CGPA. They even asked me what my opinion was regarding Dhaka Tribune and I gave them some criticisms regarding their content and advertisements, which they accepted very positively and even agreed with some of them. The manager mainly took the interview and he made it feel like I was feeling very comfortable and having a regular conversation with them, which honestly helped me to calm my nerves and eased my mood. This indeed helped me to give a way better interview than I myself expected. They were even quite impressed that I already have good ideas about Microsoft Excel, Word and PowerPoint. It went so well that right after I reached home, they called me to let me know that I am selected as one of their interns and I can join the office within the

next week, despite the fact that I was yet not done with my last semester classes. They were flexible enough to give me a break to study and give my final exams of that semester.

Dhaka Tribune is an English Language based global newspaper founded in Bangladesh in the year of 2013 on April 19 by 2A Media Limited that is owned by Gemcon Group. It is one of the sister concerns of ULAB. It has been one of the fastest growing English newspapers in Bangladesh; therefore, making it the second most popular English language news brands in context of web traffic. It publishes around fifty and more stories everyday through their channels. It is also the second most popular Bangladeshi English newspaper on social media platforms.

The core products of Dhaka Tribune are printed newspapers, e-paper, website and social media platforms. They are very active on Facebook and they share their articles separately on their official Facebook page. Other than these core products, they even publish magazines and supplements occasionally. For example, they recently released two special edition magazines based on sports. The first one was for ICC Men's T20 World Cup 2022 and the second one was for FIFA World Cup 2022. They even release special supplements during national days of Bangladesh and also of other countries or on special occasions like International Women's Day, Mother's Day, World Health Day, World Climate Change Day etc. They used to release fashion magazines called Avenue T; however, due to the pandemic caused by COVID-19, this project was kept on hold and waiting for the right time to start again. Since it is a newspaper company, they obviously cannot do regular advertising or promotion like FMCG products based companies. Therefore, to promote their brand to their target audience, they organize various strategic and promotional activities like, roundtable discussions, panel discussions, webinars, talk shows and interviews. They even organized a debate show on Channel 24. They even have specialized social media content PR campaigns and promotional video productions to promote their brand and reach their target audience. Dhaka Tribune's target audience includes youth, hardcore serious readers, and social opinion leaders, elites of the society, ambassadors and diplomats. They also arrange fairs and other events for entertainment purposes. Dhaka Tribune in Bangla Academy arranges Dhaka Lit Fest (DLF), which is one of the biggest festivals that focuses on promoting English literature in Bangladesh. They are the title sponsor of the event. It started its journey from 2011 but right after the establishment of Dhaka Tribune in 2013, they have been working on this event. Our university, ULAB, is the gold sponsor for Dhaka Lit Fest 2023.

Chapter Two: About The Internship

i. I was assigned as an intern under a supervisor in the Brand and Marketing department of Dhaka Tribune. DT's office is a two-floor office in a ten-floor building. The upper floor (sixth floor) is assigned for the journalists, designers and other people who are responsible for making the contents for the newspapers of DT. The lower floor (fifth floor) is for the business departments like marketing, human resource management, distribution, advertising, accounts etc. Whenever there was a heavy workload, we interns used to sit on the fifth floor, and if there were less workload, we normally sit on the sixth floor considering there is less amount of space in the area assigned for the marketing department. The working environment in DT is very friendly and everyone addresses each other as brother (Bhaia) and sister (Apu). From the very first day, they have been very helpful and considerate about making me feel comfortable and adapting to a new environment. Other than my supervisor who is a senior executive of DT, there is one more senior executive who is also a supervisor for the other interns and we all work under one manager of the brand and marketing department of DT. For the first week, I was assigned to collect and make the database of embassies, NGO's and cultural centers of Bangladesh by searching through the data available on the internet and by directly calling the organizations. I had to communicate and send them DT's credentials through email. After that, I even helped them in an emergency by writing an article for PizzaBurg, which was published, on their official website portal and Facebook page. The title of the article was "Pizza for Bangalis" published on September 29, 2022. (Tribune Desk, 2022) (See Appendix B for reference). This was a first time experience and it went very well. After a month of making databases of different organizations and communicating with them, my communication level upskilled. In the second month of my internship period, DT started to organize their events for their strategic promotional activities. During my internship period, I participated as an organizer in five such events that included roundtable discussions, panel discussions and seminars. I was even an emcee for one of the events. Before the day of the events, I assisted my supervisor in organizing it. For example, I helped them in calling and inviting the guests and sending them our invitation letter and E-card through email. I made the database of the guest list in the google sheets with all of their details so that it would be easier for my supervisor to contact them. This made our work more efficient and we were able to save time and utilize it. These were my regular work as an intern to assist my supervisor in his work.

ii. During my internship I focused and worked more on my communication skill, specifically in talking on phone with different levels of people. I considered it at an average level; therefore, I emphasized on it more while working in the office. Even though my public speaking skills were good. However, I did not think of being an emcee for an event. DT made me do it and I actually ended up being an emcee for one event where Bangladesh's former foreign secretary, people from GHUSAID, FAOBD, WFP and top managerial people from different organizations were present. This has boosted my confidence level and now I am more than ready for getting a job in any Marketing or communication department of any organization. Since my internship was in a newspaper organization, I ended up communicating with people from government organizations, public and private organizations, public and private universities, embassies, NGO's, cultural centers etc. While upgrading my communication skills during the internship, I even helped my supervisor with writing emails with better English since I knew better. In addition to that, I had good knowledge about Microsoft office like Microsoft Excel, Word and PowerPoint and about Google sheets, docs and slides. This was a big help in office work and my supervisor really appreciated the fact that I knew how to use them so it made our work easier, which in return was also efficient and effective. Though I considered my communication skills average; however, my organization really appreciated my contribution.

iii. As for relating my internship roles and responsibilities with my educational learning, I believe that learning in my courses has helped me in numerous circumstances and each learning I got from my university journey, starting from basic etiquettes, technological knowledge to theoretical knowledge has helped me while working in an office environment. I was bound to learn excel for one of my course's assignments and since then I learned more about it by myself, which has been a benefit for me. From our business communication course, we already have to learn how to write basic emails and proposals that I believe is very important for an intern to know before he/she joins an organization since they believe that he/she should already have basic knowledge regarding these. Therefore, one should not just do his/her course work just for completing a course and finishing the semester, rather he/she should learn and understand the concept of the course, so that it helps them when the right time comes.

Chapter Three: Self Reflection

i. Every organization has things and systems that someone would like or dislike; it is honestly a part of office culture. Since it is a different and a new environment especially for interns, it does take them time to get out of their comfort zone, which was their university to adapt to a completely new and professional environment. I believe it is the same case for every intern out there but getting out from your own comfort zone and adapting to a new environment is also a part of the internship journey, which is honestly just the start of one's career journey. The work environment in DT was very friendly and comfortable, since it is a two-floor office, almost everyone knows each other. DT usually only takes interns for their marketing, human resources and journalism departments, therefore others really even treat the interns nicely. DT's seniors' attitude towards interns was one of the best attributes in the organization, as they always made sure to look out for interns and make them feel comfortable. The marketing department is responsible for arranging different events for strategic promotional activities, where interns and other volunteers from outside go to help them in organizing. They try their best to provide transportation and if they cannot, they always make sure the interns' conveyance bills are always paid. In addition, DT also gives interns a volunteer's remuneration like other outside volunteers to motivate them, which actually does make the interns happy. This is a very good practice of DT. Other than the work environment and the practice of giving remuneration to interns for volunteering in events, DT makes sure to be lenient to their interns as much as possible, as if they gave me a day off every time I had to go to university for internship purposes. In my opinion, DT is a very good place to work as an intern. However, there are some aspects where they could improve. For example, I believe if DT could have provided lunch or snacks, other than only black tea, the workplace would be more efficient as employees would not go outside for lunch and waste their time. Moreover, I believe food is always the best motivation for every moment. As mentioned in this report, the workplace of DT is arranged in only two floors. I believe that a better workplace would be better for everyone, since every department would get their personal space.

ii. The best part about my work experience in DT was that I was already familiar with their pattern of work that is organizing events, since I have been working as an organizer in a number of different events in ULAB. I always made sure to give my best effort. However, I believe there is always room for improvement and for me that would be working with full

confidence instead of being perplexed about anything and not being overwhelmed when the situation is not favorable for me. My supervisor while working with him has also advised this. He explained that days in an office would not always be your best day; there will be days that will be the worst of your life. However, that is not the end and not to be too bothered about it but rather pass it as a learning experience and make sure not to repeat the same mistakes. This is a daily part of office life. There are times when I thought DT could utilize me better if I was given the opportunity to explore my creative side. Their work mostly consisted of communication and wherever some creativity was needed, they did it by themselves to avoid any mess. I believe if interns were given this opportunity, they might also get some fresh ideas from young minds instead of only making them follow.

iii. While being an intern in DT, I realized one of the main aspects of working in the marketing department is to have a high communication skill with the highest amount of convincing power. This is to make sure your client or target audience has no way to refuse your proposal and to make sure to never take no or not possible as an answer. Therefore, I really want to work more on my communication skills and make sure to have the ability to convince my target audience at any cost, and this will help me to be a better employee for the marketing department of the organization. In addition to that, I want to improve my technical skills like using Microsoft Office more, efficiently which would in turn help me to be a more effective employee. The competition out there in the corporate world is very tough and I need to assure the organization that I am the perfect choice for their role. As mentioned above, there is always room for improvement but these are the basics, I would suggest every fresh undergraduate student should have. DT could improve their internship program by making their interns work more independently and giving the liberty of bringing out their creativity. I believe this will eventually push the interns out of their comfort zone and will try to be better to cope up with the situation.

Chapter Four: Personal Development Plan

i. Considering, I was born and brought up in a different country and it has been only five years in Bangladesh. I used to think that it would be more difficult for me to find jobs, since I am still learning about Bangladesh every single day. However, my university has guided me well enough to adapt and deal with the new environment. In addition, joining DT has encouraged me more about myself and now I am ready to join the race of the corporate world. I believe that completing my internship is just the beginning of my career journey and the pathway is a never-ending journey. During this journey, I just have to have the amount of experience, which can be related to the tip of an iceberg, therefore now I should be both mentally and physically prepared to go into more depth and have more experience. There will definitely be times and situations where I feel overwhelmed and exhausted but my entire university journey has taught me what expected and unexpected situations I might face and how to overcome them. As this is just the beginning, therefore, right after finishing my internship journey with being an organizer in Dhaka Lit Fest 2023, I would start to look out for jobs. I already have contacted all my seniors and known people who are in the corporate world to make sure they would let me know about the vacancy. I even made sure to join all corporate groups in all social media platforms and made sure to check my LinkedIn account to look out for job circulars.

ii. I have been a very good team player in my organization and the seniors really appreciated it. I was even committed to my work and made sure that my supervisor never has any complaints regarding my contributions, as I made sure to complete my assigned task with full effort and concentration. As if it was said during our internship seminar, I made sure to follow the work ethics and have a good time management. There were five events organized by DT during my internship period and I made sure to participate in it with my utmost efforts because I believed a mistake of mine would not only ruin my reputation rather it would even have a negative impact on the brand image of DT.

However, I believe that I should work more on working independently without taking approval for everything. I should have more belief and confidence in myself about my work, which I think already, got better by my third month of internship. However, I want to work on it more since I am trying to build my career in the marketing department and this department is all about confidence. One more aspect, I want to work on for securing my

future career, is to have the ability of making and taking instant decisions when some kind of situation arises. This is because while working as an intern, I have realized that there would always be unwanted and sudden issues that would arise out of nowhere despite how long you have been planning it and there would be even no way to escape it which does create small chaotic moments. During these times, the best way to overcome these kinds of problems is to keep calm despite the chaotic surroundings and use your own brain to come up with an instant solution or take a decision, which might have a huge percentage of risk but still have enough confidence to take the risk.

PART - B

Executive Summary

Dhaka Tribune is a newspaper company, founded in 2013 by Gemcon group. It is an English language newspaper operating in Bangladesh. They have both printed newspaper and online E-paper. In addition, they also have a website portal where consumer can get access to the news and they are even very active on their social media platforms, especially Facebook as they share their articles even on their official page. It is a non-profit organization.

The newspaper industry in Bangladesh is facing a crisis due to the increasing production cost while selling it at a price lower than the production cost. Instead of generating any revenue, they are suffering with loss. The only revenue they earn are from the advertisements in both printed newspaper and online version of the newspaper (E-paper) and on their website portals. However, this is just not enough revenue for an organization to survive in the competitive business market. The cost of production for printed newspapers is more than their selling price and the e-paper and the articles can be read completely free online. Then why not earn a revenue and also save costs on printed newspapers by reducing the production. However, the question that arises “are the people in Bangladesh ready to accept the modernization of newspaper by the use of technology or they still want to follow their tradition of having printed newspapers sent to their home like it has been for ages”.

For this report, a research was conducted in order to know if payment based subscription for online newspapers would be feasible in a country like Bangladesh. Moreover, if the implementation of a new system would benefit newspaper companies to earn revenue and sustain or rather make them suffer with a bigger loss than anticipated. Therefore, for the research, an online survey was carried out using a questionnaire made in Google Form. In addition, to reach a target audience above the age of 50, since I was not able to reach them through google form, a small group discussion was conducted. This to understand these kind consumers' point of view regarding the implementation of a new system in the marketplace of Bangladesh. This report has the answers to the questions that would arise in one's mind after hearing of this idea. The answers are constructed after finding out the opinions of the consumers of Bangladesh. The result gave us a brief idea about their insights of the people of Bangladesh regarding the idea. It also includes other statistics to justify the conclusions that will be made. There are even recommendations for making alternative solutions.

Chapter One: Introduction

Research Title: Feasibility of Dhaka Tribune's online newspaper subscription in Bangladesh

Research Objective:

- To find out if people in Bangladesh would subscribe to online newspapers if Dhaka Tribune implements payment based subscription.
- To identify the benefits and drawbacks of implementing payment based online subscription in Dhaka Tribune
- To measuring people's willingness to pay for such payment based online subscription and how much are they ready to pay

Research Context/Background of the Study:

Background: Dhaka Tribune is an English newspaper company that distributes physical printed newspapers and also releases articles on their website and e-paper. The production cost of printed newspapers is TK. 25 and the selling price is TK. 15, which means that DT is selling printed newspapers at a loss of TK.10. In addition to that, the online newspapers which includes both the E-paper and website portal for free of cost. Instead of generating any revenue or profit, it is rather suffering from loss. Therefore, it is becoming difficult for DT to run their business.

Newspaper Owners' Association of Bangladesh (NOAB) has been concerned over the critical condition of the newspaper industry in Bangladesh. The world has suffered from the pandemic situation that from the end of 2019 to early 2022, which directly affected the businesses and newspaper industry, has been highly affected by the situation. People were bound to isolate themselves from the world and since corona virus was contagious, they stopped purchasing printed newspapers as it could spread the virus further. This is when people started to adapt to technological advancements and depend more on online methods. People have been reading E-Paper and news through the official websites of the newspaper company. This obviously had affected the newspaper companies negatively. While the world was slowly still recovering from the aftermath of the pandemic situation, it is again facing a critical crisis due to political unrest going on around the world. This is again directly affecting the business world and it is becoming difficult for businesses to sustain themselves.

The newspaper industry is also suffering as the cost of raw materials needed for the production of printed newspapers have increased. Moreover, people have already adapted to technologies in the last two years and all the people are more into saving than spending, hence they prefer to read news through online websites and e-paper rather than printed newspapers. (Staff Correspondent, 2022) (FE REPORT, 2022)

While working in Dhaka Tribune as an intern in the Brand and Marketing department, I realized how the newspaper industry in Bangladesh is suffering due to the high production cost of the printed newspaper while selling it at a price lower than production cost. Moreover, they even release the e-paper and the news on their website for free of cost that is a big concern for their survival in the Marketplace. Even though the newspaper organizations proclaim themselves as non-profit organization; however, they must earn a revenue for their own survival, which includes paying their employees and running their business.

As the world is modernizing and adapting to technology everyday newspaper companies in Bangladesh can also think of generating revenue from their online channels too instead of giving access to it completely free of cost. Moreover, there is also a concern about wasting papers for making printed newspapers, which would also be helped. This way newspaper companies can generate revenue and eventually sustain in the marketplace. This could be a beneficial situation for newspaper companies like Dhaka Tribune and others in Bangladesh.

What is payment based online newspaper subscription?

The consumers of DT usually get to have free access to online newspapers as both E-paper and on their website portal whereas; they have to purchase the printed version for TK. 15 each. Implementing payment based online subscription would enable consumers to pay a certain amount for getting access to E-Paper and news on their website portal.

For this research, certain weekly, monthly and yearly packages are made, in order for people to understand how much they have to pay for online newspaper subscription.

Research Questions:

- Is it feasible to implement payment based online subscription for newspapers in Bangladesh, considering the consumer's mindset?
- What would happen to Dhaka Tribune if payment based online subscription is actually implemented? (Given the scenario that other big newspaper organizations also planned the same)
- Would the implementation of the new system be beneficial or disadvantageous for DT?
- Are people in Bangladesh ready to pay for online newspaper subscription and how much would they pay for it?

Chapter Two: Methodology

Type of Research:

The research conducted for this report is descriptive research as an online survey was carried out to understand the viewpoints of people towards the adaptation of a new system. The factors and environment were not varied or manipulated. The study was a mixed study since it was a mixture of both qualitative and quantitative study. The data collected was both quantitative and qualitative. Through the survey, we were able to know if the implementation of payment based online subscription for newspapers would be feasible in Bangladesh considering the mindset of Bangladeshi consumers. Moreover, it also identified if the acceptance of the new system would be beneficial or disadvantageous to newspaper organizations like DT, and what would actually happen to them. This research was conducted to understand what would happen to DT if they think of practicing the idea of payment based online newspaper subscription in Bangladesh and what would be the future of DT, if it were actually applied in a country like Bangladesh. This research conducted for the report was to find the answers to what would happen if a new system were adapted. Since the research is able to answer the questions, hence it is a descriptive research. The study was a mixed study since it is a mixture of both qualitative and quantitative study.

Descriptive research design helps one to find the answers to questions of ‘what’ instead of ‘why’. It focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens. This method of research helps to observe and study the behavior of the target population. The factors and the environment are not influenced nor are there any changes made to ensure the result is not affected by any external factors. (Bhat, n.d.)

Sampling:

The method of sampling that is used for the research conducted for this report is convenience sampling. This method was chosen because of time constriction and it was easier to get access to the respondents. Since the whole concept of this research was based on what would happen and the perception of people towards the implementation of a new system in the

marketplace of Bangladesh. Therefore, it was a more convenient and practical method of sampling for this research.

Convenience sampling is a non-probability sampling method where respondents are selected for inclusion in the sample because they are the easiest for the researcher to access. This is usually done due to geographical proximity, availability at a given time, or willingness to participate in the research. It is a type of non-random sampling. (Nikolopoulou, 2022)

Sampling Methods and Data Collection:

The method of primary data collection was an online survey conducted through google form. The online survey was a structured questionnaire where the respondents could get access to and complete it through the internet. Generally, online surveys vary in length and format, but for the research for this report it was kept as short and user friendly as possible and was even made sure their information are confidential. This was done in order to assure the respondents that their opinions are safe and to not feel any hassle to complete it. This helped us to get a better insight of their opinions regarding the implementation of online payment based subscription for newspapers. The online survey also helped to reach a larger number of respondents in a short amount of time with almost no amount of cost.

As I could not reach the target audience who are aged above 50 through google form. A small group discussion with them to understand their perception. There were five people in the group who were all aged above 50 and everyone gave their opinions regarding the newspaper industry of Bangladesh and if the industry should modernize itself completely and adapt to technological changes along with the world. This means that newspaper organizations like DT would shift their focus to online E-paper and their website portal rather than focusing on printed newspapers like those that they do now.

Chapter Three: Findings and Discussions

The online survey in google form contained first three questions to understand the portfolio of the respondents and then five multiple choice questions, two check box questions and a Likert scale with five statements, where respondents were asked to select to which degree of level they agree or disagree with the statement. This helped me to understand the insightful thoughts of a respondent regarding the implementation of online newspaper subscription in Bangladesh with an amount.

For this survey, I have collected the data of fifty respondents. The first three questions were there to understand the portfolio of my respondents. The summary of the 50 respondents point of views are given below. For some questions, there are figure of graphs to give a better depiction of the result. (See Appendix A for reference)

<u>Questions</u>	<u>The responses from the respondents</u>
Gender	70% of the respondents were female, whereas the rest 30% of them were male.
Age range	18% of the respondents were aged in between 15-20, 60% were aged in between 21-25, 12% were aged in between 26-30, 2% were aged in between 31-35, 4% were aged in between 36-40, 2% were aged in between 41-45, and 2% were aged in between 46-50 years old. I could not reach the respondents aged above 50+ through an online survey, as they are not still completely adapted to such technology and internet based survey.
Profession	64% of the respondents were students, 20% were full time employees, 8% were part time employees and the rest 8% were unemployed.
Do you keep regular updates about the current news?	64% of the respondents keep regular updates about the current news whereas

	36% of the respondents really are not bothered about keeping updates about what is going on around them.
What is your preferred medium to know about on-going crises going on around you?	9 of my respondents prefer newspapers, 11 of them prefer broadcasted news on television, 16 of them prefer E-paper, 2 of them prefer through website portals and the maximum number of respondents, which is around 42 people, prefer through social media platforms. Figure 01: What is your preferred medium to know about on-going crises going on around you?
How often do you read the news?	16% of the respondents read the newspaper every day, the maximum 42% read it 3-4 times a week, 16% of them read once a week, 2% of them read 3-4 times a month, 14% of them read once a month and 10% never read a newspaper. Figure 02: How often do you read the news?
Do you read your news through Dhaka Tribune?	50% of the respondents do read news through Dhaka Tribune, whereas the rest 50% do not read Dhaka Tribune.
If no, then which newspaper do you read?	Since half of the respondents do not read the Dhaka Tribune. From the remaining 25 respondents, 60% of them read The Daily Star, 24% of them read The Business Standard and the rest 24% read others.
How much are you willing to pay for an online subscription?	Most of the respondents, which is around 47% of them, preferred monthly package for TK. 150 (TK. 5 for each day), around 37%

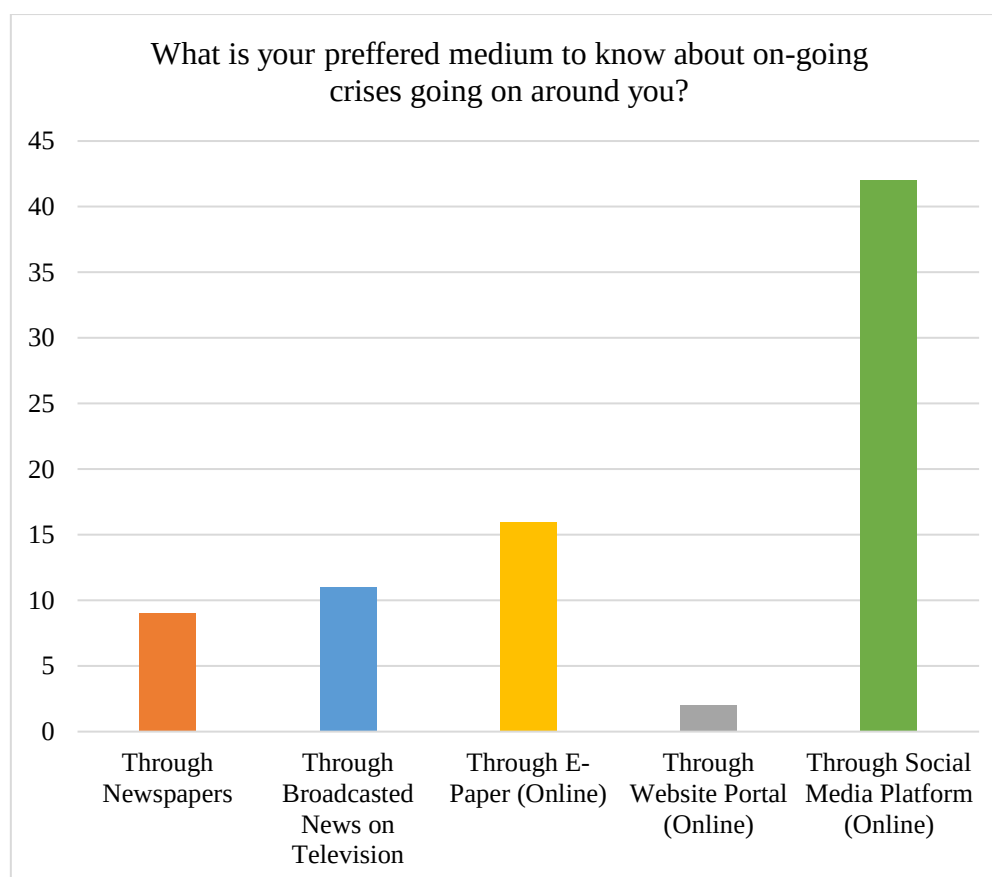
	preferred weekly package for TK. 42 (TK. 6 for each day) and 16% of them preferred the yearly package for TK. 1460 (TK. 4 for each day). This means that people will tend to prefer monthly packages for online subscription to yearly and weekly packages. This would be favorable for DT. Figure 03: How much are you willing to pay for an online subscription?
How would you like to pay for an online subscription?	Maximum of the respondents, which is around 42 people, would like to pay for online subscription with mobile money transfer applications (Bkash, Nagad, Rocket, Upay etc.), 4 people would like through banks, 5 people would like through online money transactions and 2 with others.
[Newspaper should implement online subscription for providing up to date news] – To which degree of level does the respondents agree or disagree with the statement	15 of the respondents strongly agree, 19 of them agree, 12 of them are neutral, 3 of them disagree and none of them strongly disagrees with the statement.
[People would pay if the news is high quality and reliable] – To which degree of level does the respondents agree or disagree with the statement	20 of the respondents strongly agree, 15 of them agree, 9 of them are neutral, 3 of them disagree and only 1 of them strongly disagrees with the statement.
[I prefer online (website and e-paper) over printed newspaper] – To which degree of level does the respondents agree or disagree with the statement	21 of the respondents strongly agree, 13 of them agree, 10 of them are neutral, 5 of them disagree and no one strongly disagrees with the statement.
[Implementing payment based subscription would help newspaper organizations like	15 of the respondents strongly agree, 19 of them agree, 12 of them are neutral, 2 of

DT to survive in the marketplace] – To which degree of level does the respondents agree or disagree with the statement	them disagree and only 1 of them strongly disagrees with the statement.
[Going for online subscription instead of printed newspaper would also help in saving environment] – To which degree of level does the respondents agree or disagree with the statement	24 of the respondents strongly agree, 14 of them agree, 12 of them are neutral; none of them disagrees or strongly disagrees with the statement.

What is your preferred medium to know about on-going crises going on around you?:

The distribution is shown in Figure 01 below.

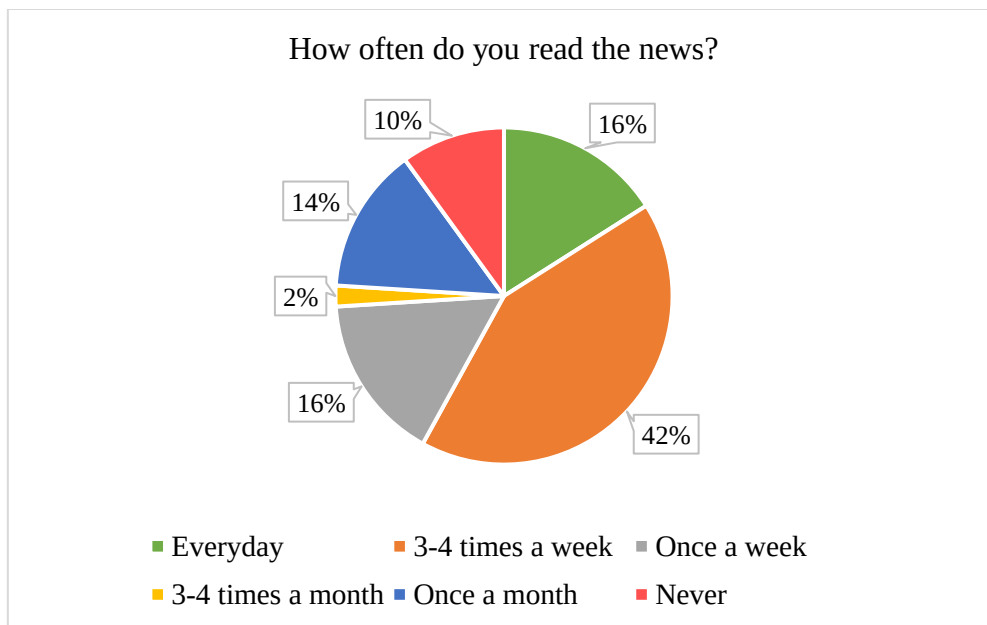
Figure 01: What is your preferred medium to know about on-going crises going on around you?



Source: Survey Data from google form (n=50)

How often do you read the news?: The distribution is shown in Figure 02 below.

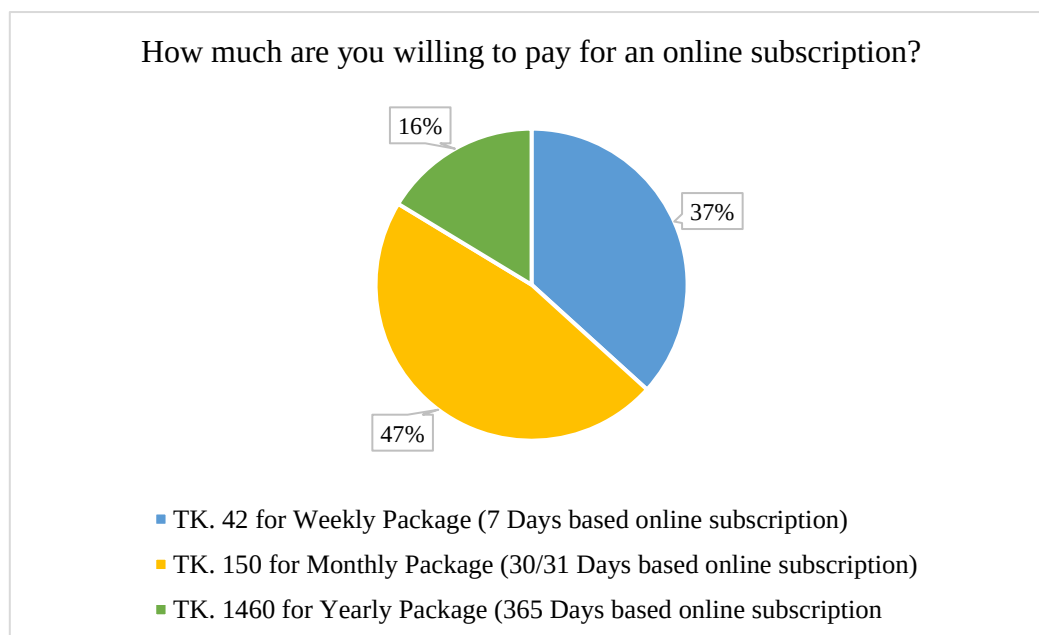
Figure 02: How often do you read the news?



Source: Survey Data from google form (n=50)

How much are you willing to pay for an online subscription?: The distribution is shown in Figure 03 below.

Figure 03: How much are you willing to pay for an online subscription?



Source: Survey Data from google form (n=50)

As observed from the survey, the majority of the respondents were from the younger generation since the survey was online and conducted with the use of the internet. Therefore, most of the opinions are from their viewpoints from one group of people. They were ready to accept the idea of implementing payment based online newspaper subscription and eradicate the production of printed newspapers for helping the newspaper organizations like DT to sustain in the business world; and this would in turn even help in saving the environment. Since producing papers means cutting down more trees for the production of papers. Therefore, adapting to technology would be both beneficial for newspaper organizations and the environment according to their viewpoints.

From the responses, it can be analyzed that maximum number of people preferred paying for the monthly package, which was TK. 150 for 30/31 days. This means per day cost for online subscription would be only TK. 5. This would be a big save, as it would cost TK. 450 for purchasing printed newspaper since each of them costs TK. 15. It is a great deal for the consumers as it will be budget friendly for them. In addition, this would be profitable for DT.

However, since I could not get any respondents who are aged above 50 through an online survey in google form. In order to get their viewpoints regarding the implementation of a new online system, I decided to conduct a small group discussion containing five people, who are all aged above 50. From their opinions, I could decipher that people who have already reached the half century of their lifeline were still not ready to accept the adaptation of modern technology. Instead, they were rather complaining about how the younger generation is completely manifested into technology and devices. This has made them lose their sense of socializing skill in the real world in the name of socializing in the internet world with the use of technology and the internet.

This means that these people would still prefer printed newspapers to online newspapers any day. In addition, they believe printed newspapers are a part of traditional media that should never be replaced by the use of technology, at least in the case of Bangladesh. We can add new online systems and all; however, the original should always be kept untouched. This gives us the idea that newspaper organizations like DT and others can never completely shift to online media. They always have to follow the tradition of having printed newspapers; this also gives us the idea that the target audience of online newspapers usually include the younger generation as they are more into the adaptation of technology in their regular lifestyle.

Chapter Four: Recommendations

As we have observed the viewpoints of both the younger and older generations towards the implementation and adaptation of online payment based newspaper subscription, we found out that it is not completely feasible considering the viewpoints of the consumers of newspapers in Bangladesh. The younger generation might think otherwise. However, the older generation are usually the target market of newspapers generally. The younger generation is excessively busy reading newspapers and they have limited time to know about the current situation going around in the country. Instead, they would know about it through word of mouth, social media or through broadcasted news on television. There are even radio channels who broadcast everyday news. Hence, people are already getting access to the news about on-going crises around the country.

While discussing with the people in DT, why they have not thought about implementing payment based online subscription for newspapers like other countries. Their answer was that it would reduce the website traffic, which is one of their biggest concerns as a newspaper organization. They earn a revenue from online advertisements, every time a reader accesses their website or reads an article through social media platforms. There is also a concern that people in Bangladesh would not be ready to take all the hassles of paying and subscribing just to read news from newspapers when there are many options out there to know about the on-going crises going around them and this might reduce the number of readers. Therefore, if the website traffic reduces due to payment-based subscription, newspaper organizations as if DT would suffer more in comparison to earning small revenue from payment based subscription. If website traffic reduces, other organizations would not be interested in displaying their advertisements and newspaper organizations would not be able to earn revenue through them.

Therefore, instead of completely adapting to payment based online newspaper subscription; they can rather have some specialized paid content on their website portal for a specific target audience. The basic everyday news could be free of cost as if it has always been and people will just pay for that special edition content. This would be beneficial for newspaper organizations like DT as this would earn revenue and the website traffic would also not be

heavily affected since earning revenue from the online advertisements is also crucially important for newspaper organizations.

These recommendations were made after observing and analyzing the responses from both the survey and the small group discussion. In addition, some of the recommendations are from after discussing with the host organization. These recommendations might provide alternative solution to what is proposed.

Chapter Five: Conclusion

This report helped me to understand that not every opportunity or adaptation is feasible and it would be beneficial for an organization. Moreover, just because other countries have adapted to it, an organization cannot implement that idea in a country like Bangladesh. Considering newspapers have been a traditional necessity for generations, we cannot suddenly modernize and shift to the world of technology. Consumers out there would take time to adapt and since it is from Bangladesh perspective, the timeline would be longer. Hence, before thinking of a solution for earning revenue, one must do a thorough market research to understand the consumers' mindset and the position of organization and the industry itself in the marketplace. It also showed me how the company decides on their opportunity cost to sustain.

During my entire journey as an intern in DT, I got the opportunity to know about many other industries since it is a newspaper organization. I really liked the pattern of work here in DT, which helped me to understand that I would work better in organizing events. Moreover, it was a completely surreal experience for me to work as a brand and marketing intern in DT. This is because the first question that used to arise whenever I used to mention working in DT was is that place not for journalists, what am I a business student doing there. However, working there I understood the concept of marketing is much broader than we study theoretically in books. It has so many aspects that every day and everywhere one will get to have a different experience while working in the marketing department of an organization.

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Appendix

A: Research Instrument:

Dhaka Tribune's Online Newspaper Subscription

1. Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

2. Age Range

- ☐ 15-20
- ☐ 21-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41-45
- ☐ 46-50
- ☐ 50+

3. Profession

- ☐ Student
- ☐ Full Time Employee
- ☐ Part Time Employee
- ☐ Unemployed

4. Do you keep regular updates about the current news?

- ☐ Yes
- ☐ No

5. What is your preferred medium to know about on-going crises going on around you?

- ☐ Through Newspapers
- ☐ Through Broadcasted News on Television
- ☐ Through E-Paper
- ☐ Through Website Portal
- ☐ Through Social Media Platform (Online)
- ☐ Other

6. How often do you read news?

- ☐ Everyday
- ☐ 3-4 times a week
- ☐ Once a week
- ☐ 3-4 times a month
- ☐ Once a month
- ☐ Never

7. Do you read news through Dhaka Tribune?

- ☐ Yes
- ☐ No

8. If no, then which newspaper do you read?

- ☐ The Daily Star
- ☐ The Financial Express
- ☐ The Business Standard
- ☐ Other

9. How much are you willing to pay for an online subscription? (Given, printed newspaper cost TK. 15 each [Monthly, it would cost TK. 450])

- ☐ TK. 42 for Weekly Package (7 Days based online subscription)
- ☐ TK. 150 for Monthly Package (30/31 Days based online subscription)
- ☐ TK. 1460 for Yearly Package (365 Days based online subscription)
- ☐ Other

10. How would you like to pay for an online subscription?

- ☐ Through Mobile Money transfer applications (Bkash, Nagad, Rocket, Upay etc.)
- ☐ Through Banks
- ☐ Through Banks
- ☐ Other

11. Below you are presented with a list of statements. Please indicate to what extent do you agree or disagree with them by checking the blank circles that best describes your current view on the statements (where 5 is the highest and 1 is lowest). [Given scenario, it is already implemented in other countries, thus they are earning enough revenue to survive as a non profit organization and Bangladesh newspaper organizations are also planning to implement it]

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Newspaper should implement online subscription for providing up to date news					

People would pay if the news is high quality and reliable					
I prefer online (website portal and e-paper) over printed newspaper					
Implementing payment based subscription would help newspaper organizations like DT to survive in the marketplace					
Going for online subscription instead of printed newspaper would also help in saving environment					

B: Screenshot of the Article


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☰

🏠 / Bangladesh

Pizza for Bangalis

While pizza began in Italy, it is truly global








Tribune Desk

September 29, 2022 9:49 PM

Pizza remains among the most favourite fast food items among the younger generation. While pizza

Source: Dhaka Tribune (Tribune Desk, 2022)



INTERNSHIP PROPOSAL FORM

Name:	Ramisa Tabassum Chowdhury
ID:	183011044
Department:	ULAB School of Business (USB)
Supervisor's Name (Faculty):	Tazrian Shainam Shahid
Organization Name:	Dhaka Tribune
Internship Title:	"Feasibility of Dhaka Tribune's online newspaper subscription in Bangladesh"

Student's signature & date

*Ramisa Tabassum
Chowdhury*

06 November 2022

Supervisor's signature & date

06 November 2022

Copy of Internship Acceptance Letter

Dhaka Tribune

www.dhakatribune.com

September 15, 2022

Ref: DT/HR/2021/010/297

Ramisa Tabassum Chowdhury
Elephant Road, Dhaka

Subject: Offer of Internship

Dear Ms. Chowdhury,

Reference to your application, **Dhaka Tribune** is pleased to offer you an Internship, effective from **September 20, 2022** to **December 19, 2022**.

You are expected to maintain regular office hours and disciplines during your internship.

In regard to this internship, you will be entitled a consolidated amount of **BDT 6,000** (Six Thousand) only as allowance for lunch and conveyance per month.

Hence, find a duplicate copy of this Offer Letter that should be returned to the **Human Resources** duly signed, confirming that these terms are acceptable to you.

Best regards,



Md. Fazlee Rabbi
Manager, HR & Admin

I accept the offer,

Signature of the intern


20.09.22