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A glimpse of our Batali Hill office located in Chittagong.

Message from the Director:

Let me start by wishing everyone in AKTL and their families the best for the New Year. I would also take this opportunity to “Congratulate” each and every employee of the AKTL family on their overall and individual achievements during the past year. The AKTL Board also extends its appreciation to the Management and its hardworking team members for completing a successful 2013. It was indeed the hard work, dedication and relentless efforts of each and every member of the AKTL family to the many accomplishments during the past year. The New Year will be a challenging year, and I am confident that, we can overcome these challenges with our hard work, dedication and collective efforts. However, I would stress on the need to improve the performance in all aspect of our operations, especially at individual levels so we can complete a successful 2014.

Each and every member of the AKTL team is an important member of the company and acts as a building block to the entire company’s success and growth, and therefore, in order to make 2014 a successful year, all of us must strive harder with all sincerity to carry on our respective roles and responsibilities.

For all that we have accomplished and all that we envision to accomplish, we must not forget for one second without whose blessings and guidance there cannot be any success, we must remember to always thank our creator, Almighty Allah (SWT) and seek his blessings to keep us safe and keep us on the right path for all our endeavors.

I wish all AKTL members good health and a successful year.

Keep up the good work – “One Team, One Goal”.

Allah Hafez

Abul Kasem Khan

Director, Corporate Investments.



Our Director, C.I., Mr. Abul Kasem Khan (center) innaugurates the New year, 2014, by cutting a cake at our Dhaka office. Mr Sohul Mehmud, GM- Head of Operations and I.C., can be seen to his right and Mr. Nazrul Islam Salim, GM- Head of Sales to his left.

Message from the Head of Sales:

Firstly, I would like to start by extending my best wishes for the New Year, 2014, to all our hard-working employees in AKTL. Last year we had good sales achievements, however this year we can better our achievements through our joint efforts and dedication.

We should strive towards taking self-ownership and responsibilities towards our individual KPI's, and really make AKTL stand out this year. We wish to concentrate our efforts onto creating a more efficient based approach towards improving our overall performance, through extended distribution coverage, gap analysis and optimum performance levels.

Towards the end of the last year, 2013, particularly in Q4, our business was interrupted due to political unrest but I hope that in 2014, we can show healthy growth and take our business further. With the individuals we have working with us in AKTL, I full have confidence that such growth shall take place.

I would like to finish by wishing good health and happiness to everyone and their families.

All the best.

Nazrul Islam Salim

General Manager, Head of Sales.



Message from Head of Operations and I.C:

After negotiating through lots of challenges, AKTL could firmly put its footstep in the Chittagong region and is presently playing a pivotal role after its business transformation and launching onto Direct Distribution.

Therefore, 2013 was very significant for Team AKTL. Congratulations to all the members for their hard work and dedication. After the success of the past year, we planned intensively for the resolutions of 2014.

We hope to be steadfast and want to affix more success stories into our corporate profile.

Happy New Year and all the best wishes to the AKTL family.

Sohel Mehmud

General Manager, Head of Operations and I.C.



Members of the AKTL family in Chittagong Metro-3 welcome the New Year, 2014 with great enthusiasm at the DP office located at Laldighi, Chittagong.

Unfortunately due to the lack of space in this issue of the newsletter we haven't been able to highlight pictures of all the other DP's in our operations during their New Year celebrations, 2014.

Editorial:

It is with immense pleasure that we wish everyone in the AKTL family a happy and prosperous New Year from the Editorial team. As most of you may already be aware of, we have shifted our Newsletter from being Monthly to Quarterly.

In this issue we celebrate the New year with some encouraging messages from our higher management, as well as highlighting our lovely DP office at CTG Metro-5 in this issue and also recognise the stand-out performers of the AKTL family in the last three months. It continues with its tips, quotes and facts just to lighten up the issue.

We also highlight some of the activities that have been taking place in the company over the last few months and are ongoing.

As always, we look forward to some individual work-related stories and anecdotes from the whole AKTL family and selected ones would be published in the next newsletter as it is in this issue.

Editor

Welcome to the AKTL Family



As many of you may already know, **Md. Anisuzzaman Talukdar** has joined us in November, 2013 as Assistant General Manager, HR & Compliance at AK Khan & Co. Ltd. (Telecom Division) in Chittagong. Mr. Anisuzzaman has had an experienced career in the local Industry. Please join us all to congratulate and welcome him to his new role in the AKTL family.

Monthly Retailer Meetings (MRM)

AKTL continues to arrange its Monthly Retailers' Meeting (MRM) in its different distribution locations, discussing various business issues with its retailers. It gives AKTL a greater insight into the different requirements and difficulties faced in the market by our clients. These issues are continually discussed and acted upon at these meetings, bridging the gap between our retailers as well as building superior customer relations.



The following images are of an MRM session taking place at our Hathazari Distribution Point. This particular meeting was headed by our Zonal Manager for CTG North Zone, Mr. Sharafat Hossain. The picture on the right are our different retailers from that area.

DP Profile: Chittagong Metro-5:

The Distribution Point (DP) office for Metro 5 can be considered unique in a lot of ways. It is located right at the heart of AK Khan Mor (circle), one of the crucial gateways into Chittagong city. The DP itself is like a bungalow, based in a beautiful surrounding and seems quite surreal on certain days, providing a picture that one may not even be present in an urban environment. The office is well equipped for distribution and has all the qualities of being a lovely place to work.



The above is a picture of our DP house in CTG Metro-5, where our SRs can be seen starting the day. The DP is equipped with modern amenities, and coupled with its surrounding area has all the attributes of a great place to work.

The following section highlights and congratulates the stand-out performers in the AKTL family for the month of December, 2013:

Best Performing Area-In-Charge (AI)

CTG METRO



**Md. Safiqur Rahman Hossain
Metro-4**

OUTER



**Md. Moniruzzaman Liton
CTG Outer North-3**

Congratulations go out to Md. Shafiqur Rahman Hossain (CTG Metro-4) for being best performing AI for 3 consecutive months and Md. Moniruzzaman Liton (CTG Outer North-3) for being best performing AI for the last two consecutive months (November and December)

Best Performing Territory-In-Charge (TI)

CTG METRO



**Ansari
METRO-4**

CTG North



**Saykat Barua
CTG Remote-3**

CTG South



**Md Fajlul Haque
CTG Remote 3**

COX North



**Md. Zakaria-
COX North-1**

COX South

*Photo Not-
Available*

**Mahmadul Karim
COX South -3**

Best Performing Sales Representatives (SR)

CTG METRO

*Photo Not-
Available*

**Tazuddin Monir
Metro-5**

CTG North

*Photo Not-
Available*

**Saiful Islam-1
CTG North-1**

CTG South



**Mr. Awal
CTG South-5**

COX North

*Photo Not-
Available*

**Mr. Sonjoy
COX North-4**

COX South



**Md. Abu Tayeb
COX South- 2**

The following section highlights and congratulates the stand-out performers in the AKTL family for the month of November, 2013:

Best Performing Area-In-Charge (AI)

CTG METRO



**Md. Safiqur Rahman Hossain
Metro-4**

OUTER



**Md. Moniruzzaman Liton
CTG Outer North-3**

Best Performing Territory-In-Charge (TI)

CTG METRO



**Ansari
METRO-4**

CTG North



**Kamal Hossain
CTG Remote-3**

CTG South



**Md Fajlul Haque
CTG South-4**

COX North



**Kushal Datta
COX Remote-1**

COX South



**Mahmadul Karim
COX South -3**

Best Performing Sales Representatives (SR)

CTG METRO



**Md Sakib
Metro-5**

CTG North



**Mr. Sohel
CTG North-3**

CTG South



**Mr. Anik Das
CTG South-3**

COX North



**Md. Mobinul Haque
COX North-2**

COX South



**Samir Das
COX South-1**

The following section highlights and congratulates the stand-out performers in the AKTL family for the month of October, 2013:

Best Performing Area-In-Charge (AI)

CTG METRO



Md. Safiqur Rahman Hossain
Metro-4

OUTER



S.M Azmal Huda Niloy
CTG Outer North-1

Best Performing Territory-In-Charge (TI)

CTG METRO



Ansari
METRO-4

CTG North



Shadul Islam Nayon
CTG North-1

CTG South



Liton Kumar Das
CTG South-1

COX North



Amin Uddin
COX North-4

COX South



Mahmadul Karim
COX South -3

Comments

Thanks for helping us to develop, with our newsletter, which was especially pleasurable and enjoyable for us to read. We always try to put in our best efforts for our company's rules & regulations. We work wanting to make AKTL one of the best company's in our country and also try to do get it reknowned around the world.

Once again thanks for updating us with your contributions.

Md. Omar Khalid
Asst. Manager, Sales
Metro-3

Thanks for your monthly news letter and we are pleased to get it which helps us to share some new idea and memories.

Here I would like to notice you that In Category of Best Performer DSR Mr. Harun is a member of Metro-5.

Md.Shamsur Rahman
Area In Charge, Metro-5

Our Reply:

We apologise for the clerical error and congratulate SR Mr. Harun once again for his outstanding performance. Thanks everyone for your kind words and pointing out the error.

Handy Tip of the Month: *Sales Techniques:*

Sales techniques are used in majority of sectors such as marketing right to selling everything from a service or a product. The following sales technique tips gives an overview of the type of skills you need to use to maintain client relationships and build new businesses.

- People skills

Some people find meeting new people easy as it comes naturally to them, but others find it difficult. Remember you're face and personality of your company. There are many things that can help develop your people skills and cover many aspects such as questioning and listening skills, giving and receiving criticism and praise and using assertive behaviour.

- Starting a client relationship

Once you've made the first contact, you need to build on the relationship. It is important to listen and understand your clients business needs. Once you've built that relationship, shown you understand, and earned their trust, you are on the right track to making them a regular customer.

- Relationship Building

To build on the relationship it is important to maintain regular contact with the client. If you don't then they will either go to your competitor or lose trust in you. Make sure they know that they can contact you on your email, work number and mobile.

- Listening to your client

Your client might mention a problem that they are currently experiencing at work. If you can solve this problem, don't be afraid to give them your professional advice, even if they don't ask for your help. You have to be confident in finding solutions to their work.

- Sell the benefits

Sell the benefits of your product or service. Remember that your product or service is benefiting their business needs. You are helping them gain a flexible work schedule to make their work life a little easier on them.

Quote of the Month:

"I have not failed. I've just found 10,000 ways that won't work."

-Thomas A. Edison-

Thomas Alva Edison (February 11, 1847 – October 18, 1931) was an American inventor and businessman. He developed many devices that greatly influenced life around the world, including the phonograph, the motion picture camera, and well known for inventing the practical electric light bulb.

A Laugh a Month:

Commands

Manager tells his subordinate:

What are you doing here?

The subordinate replies: Executing your command, Sir.

Manager: But I haven't told you anything.

Subordinate: So I am doing nothing.



“WE ARE KNOWN BY THE COMPANIES WE KEEP”

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In 2012, AKTD was converted into a separate entity named AK Khan Telecom Ltd (AKTL). Today, AKTL is one of the largest distributors of Robi Axiata Limited in Bangladesh. AKTL has a very large distribution and supply chain set up with an efficient sales force covering a large geographical area of the south eastern part of Bangladesh under the Chittagong Region. AKTL is also operating bKash® M-commerce in Bangladesh for Robi Axiata Limited. AKTL has Point of Sale (POS) coverage of more than 35,000 in its operational area throughout with distribution hubs operating directly and through sub-dealers as channel partners.

Did you know?

Bangladesh instigated the process in the United Nations (UN) that led to the establishment of International Mother Language Day worldwide.

Incentives and Initiatives:

The General Manager - Head of Sales (HOS), announced that since August'13 onward Top performing AI (Zone wise) will be rewarded lunch with the HOS / RM / ZM in the following meeting. In August'13 the top performing AI of Chittagong Metro, “Metro – 5” is rewarded as shown in the picture below.

