

EXECUTIVE SUMMARY



In Bangladesh, telecommunication sector witnessed massive development during the last decade, mainly due to the penetration of mobile telephony. However, there remain enormous opportunities for further growth as the economic indices grow correspondingly. Telecommunication is one sector which can contribute to poverty reduction by helping people to generate new businesses. Grameenphone (GP) launched its mobile phone services on March 26, 1997 and since then has become the largest mobile phone operator in the country. This report is the result of four months long internship program conducted in Grameenphone Limited and is prepared as a requirement for the completion of the BBA program of BRAC University. As a result I needed to submit this report based on the “Grameenphone sales approach in Bangladesh”. The main objective of the report is to find out the actual scenario of the “grameenphone sales approach in Bangladesh”. The general objective of the study is to prepare and submit a report on the topic of Grameenphone Sales Approach in Bangladesh. It is not possible to carry out a research to figure out the overall impact Grameenphone sales approach, so I narrow down the topic and now it stands that “Grameenphone Direct sales Approach of Business Solution Products in Bangladesh business market”. Data for this report has been extracted from primary sources as well as secondary sources. Primary sources are personal observation & survey, face to face interview and practical deskwork. Majority of the secondary data was obtained from the direct sales department of GrameenPhone Ltd. Though relevant literature like published and unpublished thesis, books, reports etc. have been reviewed with a view to increase the knowledge regarding the issue. The study is descriptive in nature. It was conducted using the quantitative instrument. A survey is done with the help of well designed questionnaire to get the necessary primary information. The survey is done within the GP sales personnel of direct sales department. Since direct selling has a vast area of operation it is not possible to enclose all the topics within a few pages of a report. GP has its own definition of Business arena of Bangladesh. GP sales define the total business market of the country into two major segments. They are Retail and distribution and Direct sales. The Direct sale of GP is also known as corporate sales. According to GP sales direct sales incorporate with the corporate markets of our country. They are classified according to different parameters

like revenue, turnover, reputation, and brand name & various other factors, discussion of which are beyond the scope of the report. The rest of the business organizations are considered as SME and Individual according to GP sales. According to GP the corporate market is also classified as two different types, they are strategic and general. GP has its office of Business Solutions at Dhaka, Chittagong, Khulna, Barishal, Mymensingh, Bogra, Comilla, Sylhet & Rajshahi regions. These regions also divide into different Zones based on the geographic area. The each region has different office for their smooth operations. These offices are run by about 112 Account Managers who are guided by their respective Zone Managers. Grameenphone has launched Business Solution in the year of 2006. Business Solutions is a complete, quality business communications service from Grameenphone – designed especially for the business community in Bangladesh. Business solution Products are like, Internet SIM, Internet Packages, Data Card, Vehicle Tracking, M-Reporting, Team Tracker, Business SMS, Fax and Data Service. Direct Selling Cycle is of GP shows its business to business (B2B) sell. From the bellow cycle I find seven steps for a mature and quality sale. In the first step the sellers establish contact with the potential customer and try to take an appointment from the prospective customer. Then in the second step the seller organizes himself or herself for the next step based on the need of the customer. In the third step the seller meet with the customer at the convenient time of the customer and negotiate about the product and its price and other related services. Fourth step includes internal approval and supervisor's involvement to make proposal for any particular customer. In the fifth step the seller submit the proposal to customer along with an agreement paper depending on the need of the customer. In step six, the seller delivers products and activates the products. In the final step the seller keep long term relation with the customer and provide further required service for up dales and more revenue generation. The direct selling process in GP directly related with the clients and the key account managers without using any third party. So the key account managers (sellers) of Business Solutions have the real experience of direct selling of GP. In order to analyze the impact of Grameenphone sales approach of Business Solution products in Bangladesh business market a series of questions were asked to the people who provide the facility to the customers with the help of a questionnaire. Summarized results are presented from seller's point of view. The report shows results from the area of Satisfaction Survey on Corporate Tariff, Sales

Support Facility Analysis, and Direct Sales Selling Process Satisfaction Analysis. With it the report finds some problems and limitations which are discussed in details in the full report. The report also considered the problems and generated some solutions to overcome the situation for the smooth operation of the product. The whole process of completion of the research project was very much educative and enjoyable for me. I enjoyed all the steps of the project and gained a lot of practical knowledge from it.

