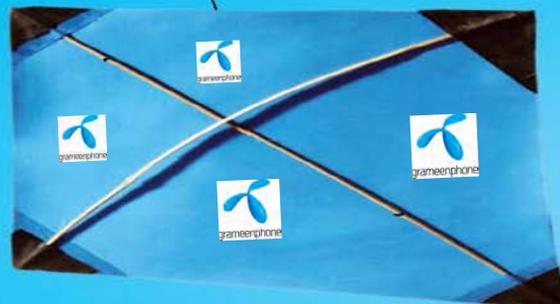
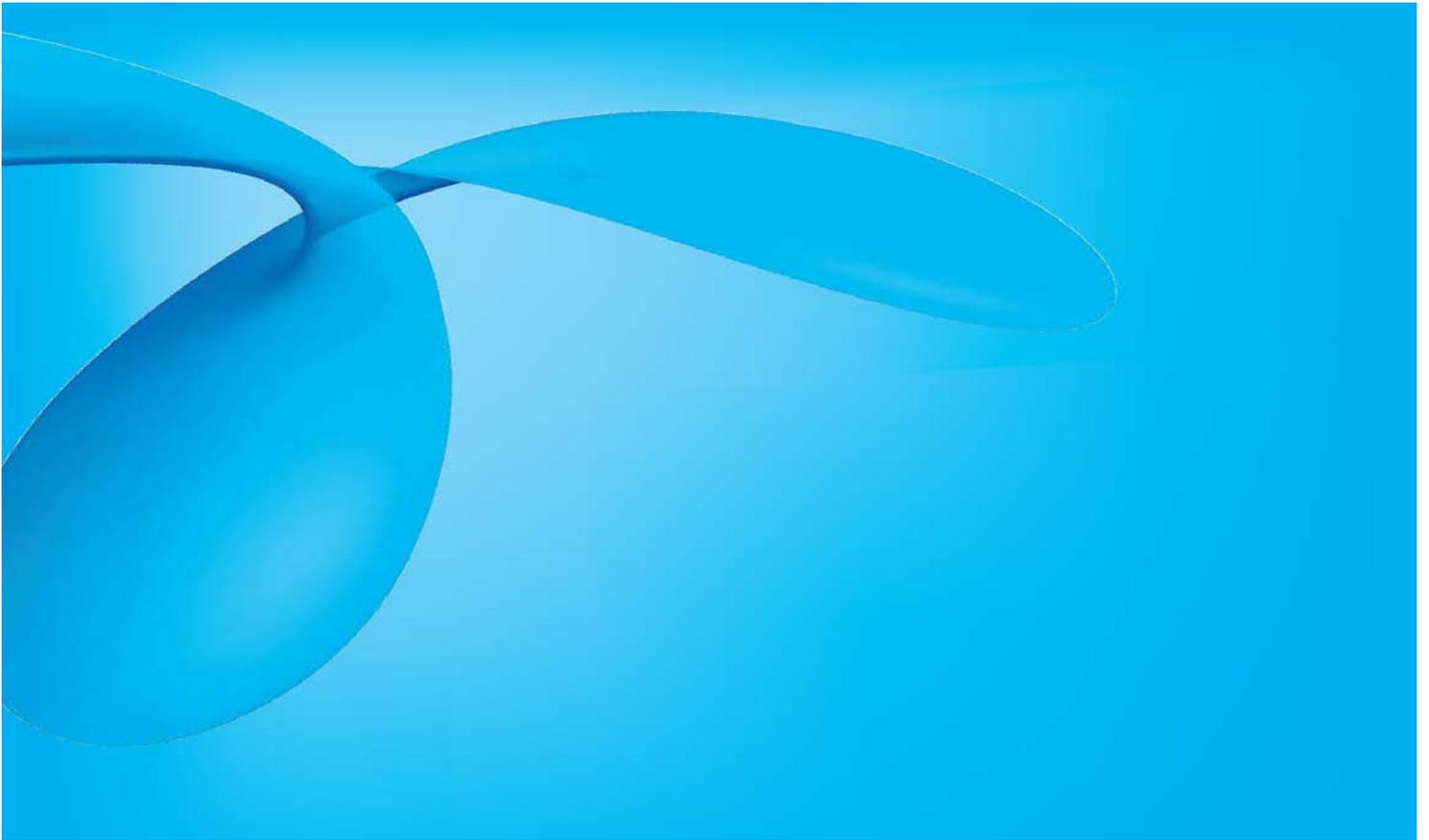
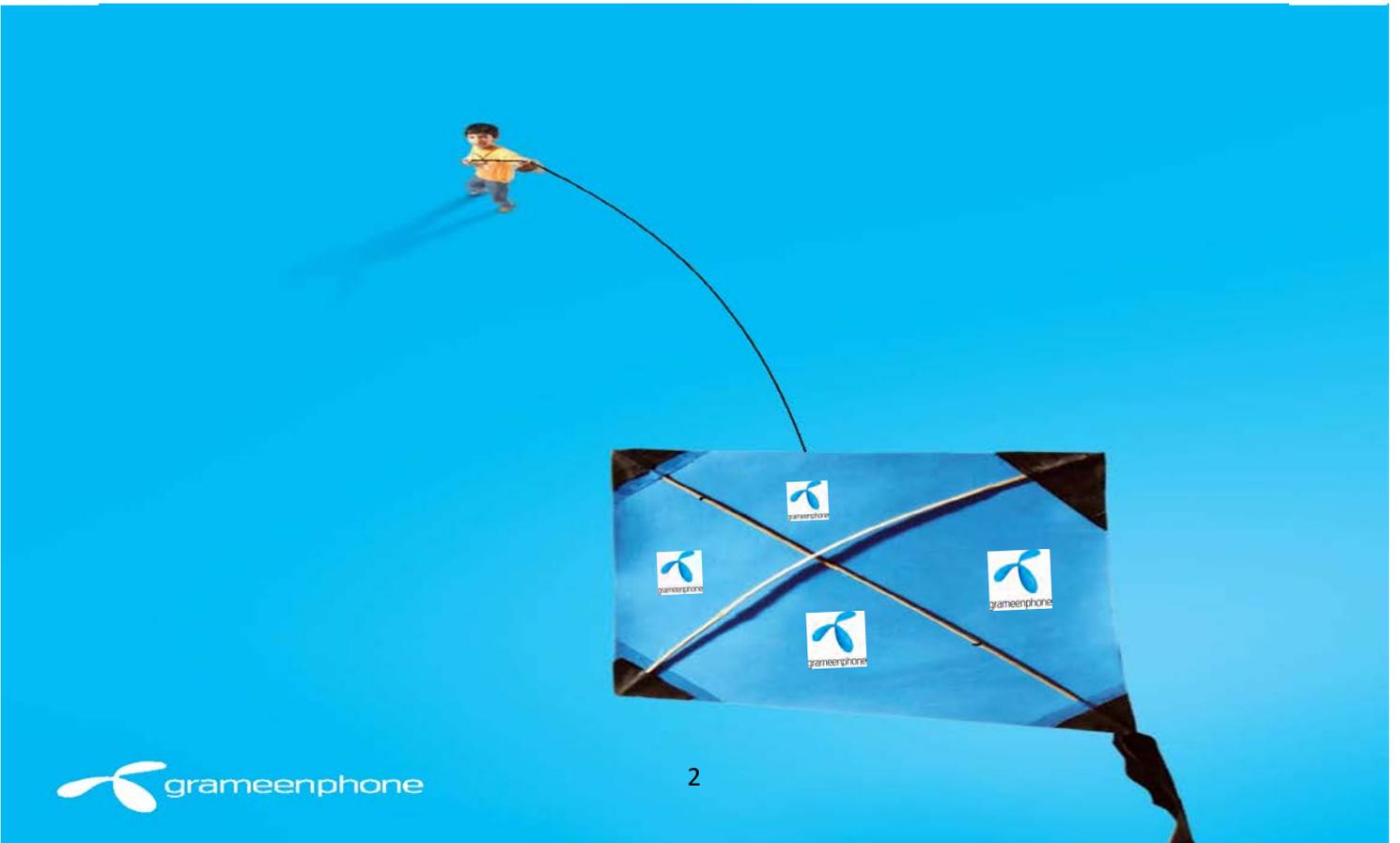


*An insight on Business performance management in
Grameenphone LTD*

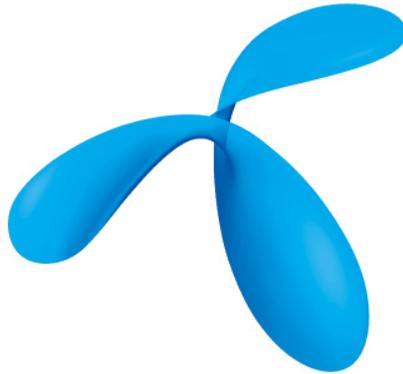




*An insight on Business performance management in
Grameenphone*



A



grameenphone

Submitted to

Mohammad Rezaur Razzak

Associate Professor

BRAC Business School

Bus 400

Submitted by

SoyegaAhmed

Date: 10/09/2015

Letter of Transmittal

September 10, 2015

Submitted To,

Mohammad Rezaur Razzak

Associate Professor

BRAC Business School

Subject: Submission of internship report.

Dear Sir,

I am at this point by submitting my internship report on cost analysis, dealing with journals, Pricing-revenue and cost analysis of GP and competitor's comparison and performance monitoring in Grameenphone which is a part of our BBA program curriculum. It is an immense gratification for me to work under your dynamic supervision.

It is a gigantic chance for me to work in Grameenphone Limited at Business Performance Management" under Finance division for three months under the supervision of A.K.M Tawfiqul Alam Khan (Senior Specialist). This project gives me the chance to relate my academic knowledge with real life experience. First of all I learned about the organizational culture of a prominent Telecommunication organization of the country. Moreover, the project gave me the opportunity to develop a network with the corporate environment.

I tried my level best to follow your guidelines in every facet I am solemnly appreciative to you for your supervision during the grounding of this report

I would like to convey our thankfulness to you for your tiresome attempt for me which provided the chance to entire this project.

Sincerely yours,

Soyega Ahmed

DECLARATION

I assert that this written submission represents my ideas in my own words and where others' ideas or words have been integrated, I have adequately cited and referenced the original sources. I also declare that I have adhered to all values of academic honesty and veracity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission.

Acknowledgement

First of all, I would like to thank and pass on my cordial gratitude to the Almighty Allah (SWT). Then I will take the honor to thank my Parents, without whom I am nothing. With their incessant encouragement and faith I am here today. Aside from them with the prop up of many people I have completed my internship report and here I'm proud to acknowledge them. A big thanks and profound regards to my Advisor **Rezaur Razzk**- Associate Professor, BRAC Business School in BRAC University, for his right direction passion, support, patience and time for me. His consideration to every single aspect has helped me to shape and complete the report with accuracy. Also thanks to all of my **Faculties** for their guidance, suggestions and instructions throughout the four years of my graduation. I also convey my sincere gratitude to my supervisor **A.K.M Tawfiqul Alam Khan, Senior Specialist in Business performance Management (BPM) at Grameenphone** for his kind advice, suggestions and reliance in the entire internship period. Throughout the entire time he had believed me by way of many responsibilities which have increased my confidence and experiences. I'm also thankful to the entire **Business performance Management (BPM)** for their enormous support. They had formed such a nice and welcoming environment for me that work on no account felt like weight to me.

BRAC University Career Service Office needs to be recognized as they had selected me to do my internship in Grameenphone Limited. Big appreciations go to their team as well.

Lastly, I want to show gratitude all my friends and relatives who helped me with their love and encouragement.

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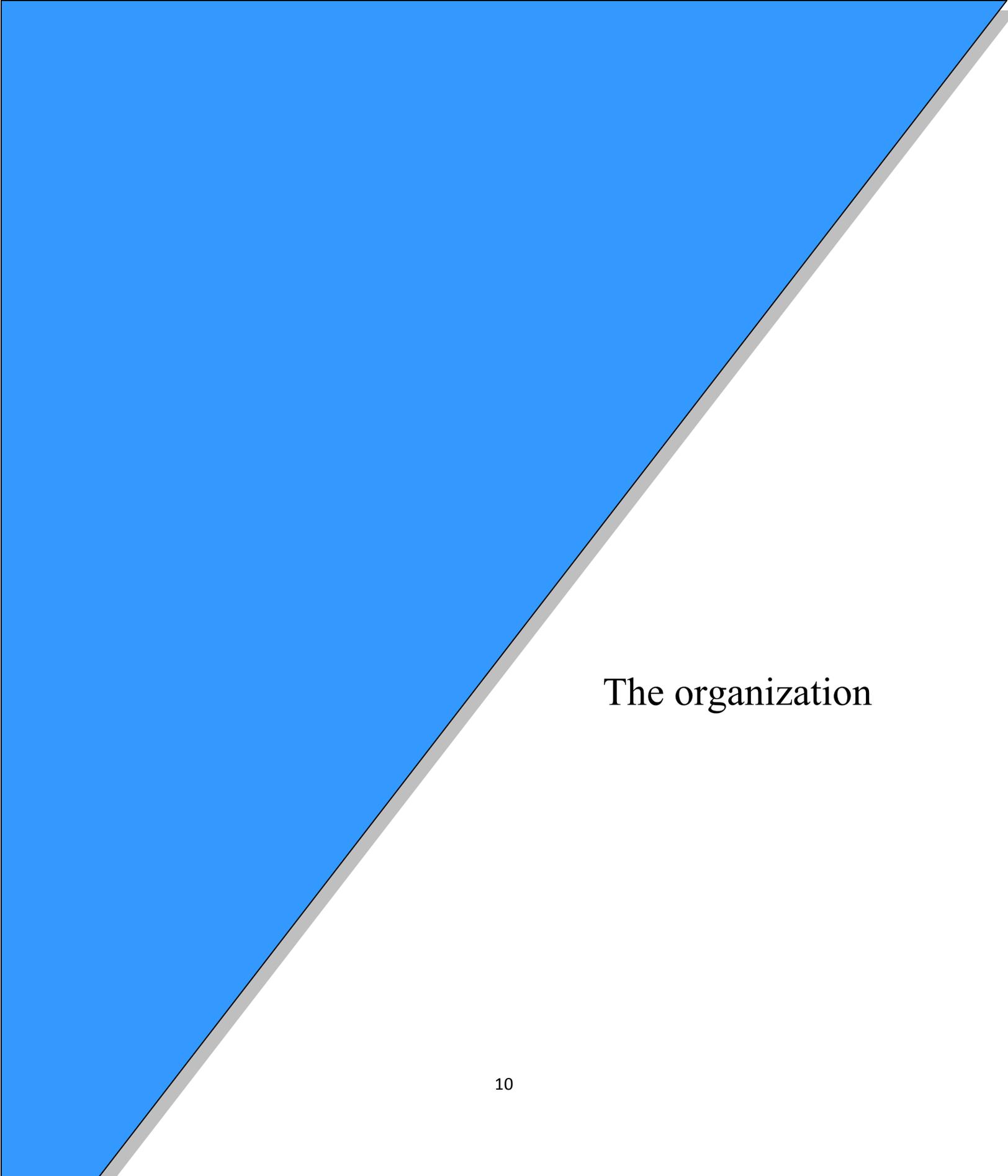
Executive Summary

The intention of this report was to analyze the function of the Business performance management team of Grameenphone LTD In regulate to provide a student with job exposure and an opportunity of the transition of theoretical knowledge into real life experience, an internship is a must. A better balance between theory & practice can be gained through this program. The report is a combination of three months internship program with Grameenphone.

The objective of this study is to acquire the knowledge about the cost analysis, dealing with journals and performance monitoring of finance department in Grameenphone and to do a comparison with competitor's performance.

GrameenPhone Ltd.' is Bangladesh's ground-breaking mobile connections company and the GSM network operator in the country. GrameenPhone Ltd. aims to be aware of peoples' needs best and build up appropriate communication services to improve peoples' life and make it trouble-free.

In this report includes a brief overview of Grameenphone, its vision, mission and values. It also provides the historical background of Grameenphone, and discusses about the products and services that Gameenphone offers. Moreover, a brief overview of telecommunication industry is given as well, where the ownership structure of Grameenphone is given. The second part, of this report describes the job duties and responsibilities performed during my three month internship program at Grameenphone. Thirdly, there is the project part that includes the objective and methodology of project, along with the scopes and limitation. At the end, the possible reason behind the gaps is given and few recommendations are given on how Grameenphone can narrow down the gaps and can increase the sustainability of their market share in the telecommunication industry of Bangladesh.



The organization



grameenphone

Introduction

“Watson, come here: I want you.” This was the first message ever transmitted from one place to another, through a device called telephone. American genius, Alexander Graham Bell (1847-1922) along with his assistant Thomas Watson invented the device. It was March 10, 1876, an important day for human civilization, the first step towards developing means of communication. We’ve come a long way since then. Today, telephone is a part of our everyday life. Besides telephone, now-a-days mobile phones are playing a great role to communicate from one place to another. The people of Bangladesh are now dreaming of a digital Bangladesh. Faster development of telecommunications network coupled with enhanced quality of service in line with the national development is a must for the execution of the vision and aspiration of digital Bangladesh and also to take her to a position of honor in the community of nations in the 21st century. Mobile phone operators have been playing a significant role in this regard. The last decade has brought the first wave of the truly mobile generation which is built around mobile phones, short messaging service (SMS), and portable electronic assistants. But now there is strong substantiation to suggest that there is an even bigger wave to come driven by the increasing worldwide technological inclination towards mobility and technology integration. This is palpable through the plans and premeditated directions of many of the major players in this field.

Today the world is township and telecommunication has turn out to be a inevitability in people’s life. Nearly 35 million people have possession of and use mobile phones as an imperative device

and depend on these for their eventual connectivity. From a rickshaw puller to a elevated official, all and sundry owns a mobile phone.

The telecommunication services in Bangladesh were provided until 1989 by the state-owned domination provider Bangladesh Telegraph and Telephone Board (BTTB), telecommunications services. In 1989, the Government of Bangladesh opened the telecom sector by giving licenses to two operators; one to operate fixed telephones in rural areas (Bangladesh Rural Telecom Authority); and the other to operate cellular mobile phone and pager (Bangladesh Telecom Ltd-BTL) services. In 1992, Pacific Bangladesh Telecom Limited (PBTB) bought the mobile part of the BTL (Khan 2003). Mobile Phone Service” is another name of silent uprising in Bangladesh. Mobile phone service is observance imperative role in removing the digital divide. Mobile phone is causative active role in getting and sending information in the villages.

Bangladesh enters the mobile world all the way through the City Cell Company in 1993. In that time the cost of a associated mobile phone obligatory more than one lack Tk for a mobile holder. Mobile phone was akin to a dream surrounded by the normal or middle income group from 1993-1996.

The telecommunications market in Bangladesh, predominantly the mobile phone subdivision consists of six mobile phone operators. These are Grameenphone Limited (GP), Orascom Telecom Bangladesh Limited (Banglalink), RobiAxiata Limited, Airtel Bangladesh Limited, Pacific Bangladesh Telecom Limited (Citycell), and Teletalk Bangladesh Limited

Since its inception Grameenphone has built the prevalent cellular network in the country with over 13,000 base stations in more than 7000 locations. Presently, nearly 98 percent of the country's population is within the coverage area of the Grameenphone network. Grameenphone has forever and a day been a break new ground in introducing new products and services in the local market. GP was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Grameenphone was also the first operator to commence the pre-paid service in September 1999. It conventional the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push pull services, EDGE, personal ring back tone and many

Other products and services. The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 2.6 million EDGE/GPRS users in the Grameenphone network.

Today, Grameenphone is the leading telecommunications service contributor in Bangladesh with more than 53 million subscribers.



Figure 2

Company overview

Grameenphone the leading telecommunications operator of Bangladesh is part of Telenor Group which has existence in 13 markets across Europe and Asia.

Grameenphone was founded by a farsighted. The idea was to endow with universal mobile phone right of entry throughout Bangladesh including its rural areas. It was in the beginning conceived by Iqbal Quadir, a Bangladeshi and an MIT graduate. He was stimulated by the Grameen Bank microcredit model and envisioned a business model where a cell phone can serve as a source of income.

Before Grameenphone inauguration the phone was for a chosen urbanized few. The cell phone was sumptuousness: a flouting accessory for the select elite. The mass could not mull over mobile telephony as being part of their lives.

Grameenphone started its journey with the Village Phone program: a pioneering initiative to empower rural women of Bangladesh. The name Grameenphone translates to “Rural phone”.

Starting its operations on March 26, 1997, the Independence Day of Bangladesh, Grameenphone was the first operator to introduce GSM Technology in this country. Grameenphone pioneered the then breakthrough initiative of mobile to mobile telephony and became the first operator to cover 99% of the country’s people with network

Since its foundation Grameenphone has built the largest cellular network in the country with over 13000 base stations. Presently, nearly 99 percent of the country's population is within the coverage area of the Grameenphone network. Grameenphone has always been a pioneer in introducing new products and services in the local telecom market. Grameenphone was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997.

Grameenphone was also the first telecommunication operator in Bangladesh to introduce the pre-paid service in September 1999. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, fax and data transmission services, international roaming service, WAP, SMS-based push-pull services, EDGE, personal ring back tone and many other products and services. In October 2013 the company launched 3G services commercially. The entire Grameenphone network is 3G/EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently over 7 million 3G/EDGE/GPRS users in the Grameenphone network.

After eighteen years of operation, 53.00 million subscribers and more than 39 thousand Shareholders as of December 2014 are now empowered under a single network. The network is their strength and we hope this strength will be even stronger with customers by their side.

Today, Grameenphone is the leading and largest telecommunications service provider in Bangladesh with more than 53 million subscribers as of June, 2015

- ✓ Grameenphone has so far invested more than BDT 24,600 core to build the network infrastructure
- ✓ Grameenphone is one of the largest taxpayers in the country, having contributed more than BDT 36,500 core in direct and indirect taxes to the Government Exchequer over the years
- ✓ There are at this instant more than 1600 GP Service Desks across the country covering nearly all Upazilas of all districts and 94 Grameenphone Centers in all the divisional cities
- ✓ Grameenphone has about 4700 full and temporary employees.
- ✓ 500,000 people are straightforwardly dependent on Grameenphone for their livelihood, working for the Grameenphone dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others

- In the fast-paced world of telecommunications, vibrant and dynamic Corporate Governance practices are an essential ingredient to success. Grameenphone believes in the continued improvement of corporate governance. This in turn has led the Company to commit considerable resources and implement internationally accepted Corporate Standards in its day-to-day operations.

The right and contemporary use of technology is the key to the progress of a nation. Keeping this in mind, Grameenphone always brings the future proof technology in order to facilitate customer's progress.

The possibilities in this new world are immense and someone as bright as customer should not be behind in anyway. At the end of the day, all the individual progresses accumulate to the progress of the beloved motherland.

Grameenphone promises people to bring the best of communication technologies so that people can **Go Beyond**

Vision (Empower societies)

“We Empower societies. We provide the power of digital communication, enabling everyone to improve their lives, build societies and secure a better future for all.”

Mission (We are here to help our customers)

“We're here to help our customers. We exist to help our customers get the full benefit of being connected. Our success is measure by how passionately they promote us.”

Values



✓ Make It Easy

- We are practical. Everything we produce should be easy to understand and use. Because we never forget we are trying to make our customers' lives easier.

✓ Keep Promises

- We are creative. We bring energy and imagination to our work. We want to be a partner in the development of our community. We are passionate about our business, customers and our country.

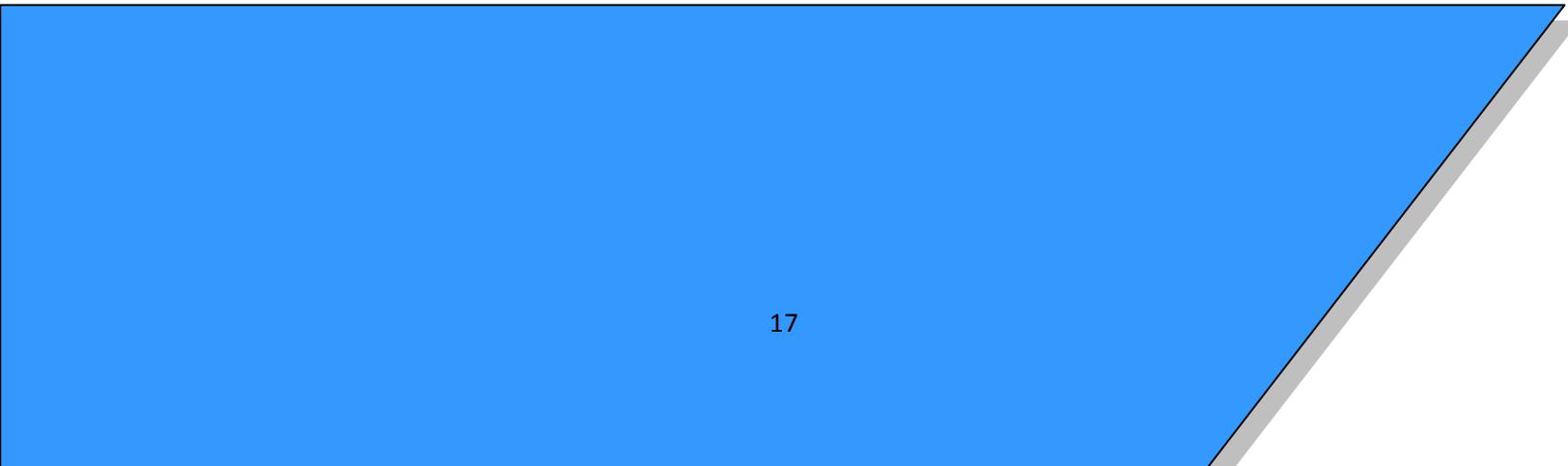
✓ Be Inspiring

- Everything we set out to do should work. If it does not, we are there to put things right. We are about delivery, not over promising - actions not words.

✓ Be Respectful

- We acknowledge and respect the local culture. We are respectful and professional in regard to all our interactions, both internally and externally. We are open, helpful and friendly.

Brand Promises

- Go Beyond
- 

History of Grameenphone



grameenphone

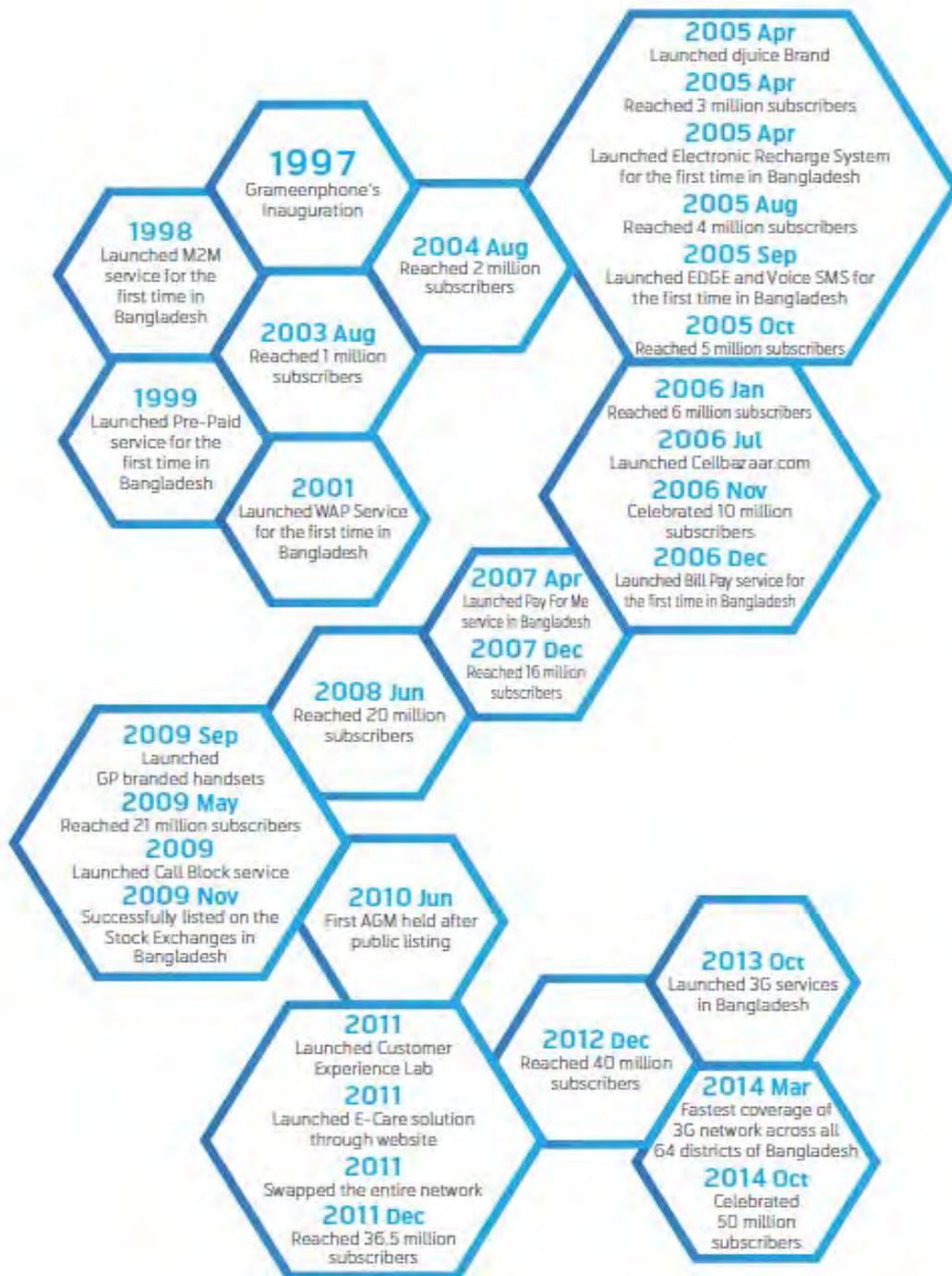


Figure 3

Ownership Structure

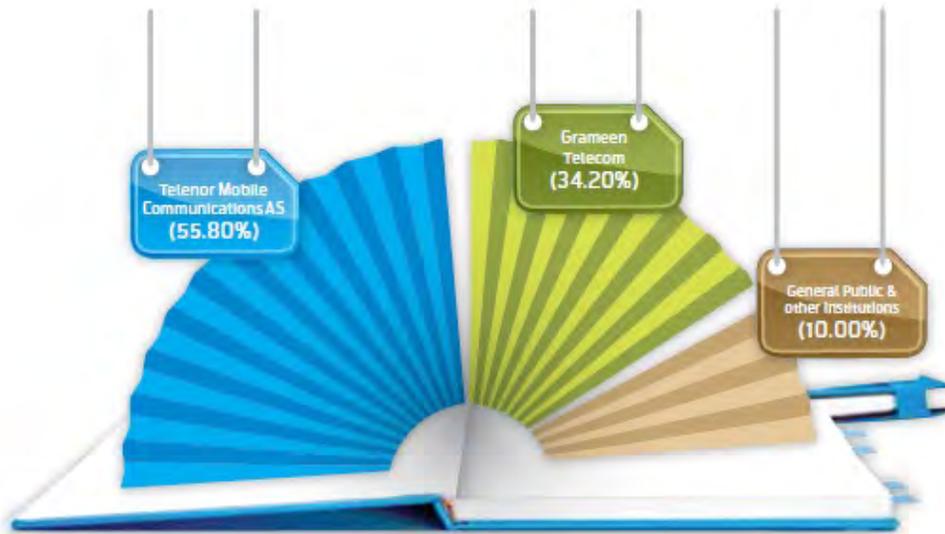


Figure 4

The shareholding composition comprises of mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes General Public & other Institutions.

Telenor Mobile Communications

TMC, a company time-honored under the laws of the Kingdom of Norway, seeks to develop and endow in Telecommunication resolutions through direct and circumlocutory ownership of companies and to cross the threshold into national and international alliances relating to telecommunications, it is a subsidiary of Telenor Mobile Holdings AS and an affiliate of Telenor. Telenor ASA is the leading Telecommunications Company of Norway listed on the Oslo Stock Exchange. TMC owns 55.80% shares of Grameenphone Ltd. Telenor Group have operations in 13 markets with 189 million subscribers. Telenor, the major shareholder of Grameenphone, is ready to invest a large chunk of money in Bangladesh and seeks more stakes in the proposed mobile financial service (MFS) platforms.

Telenor's physically powerful international spreading out in recent years has been based on leading-edge expertise, acquired in the Norwegian and Nordic markets, which are surrounded by the most vastly developed technology markets in the world. It has considerable International operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns mobile telephony companies in Sweden, Denmark, Hungary, Serbia, Montenegro, Bulgaria, Thailand, Malaysia, Pakistan, India and Myanmar. Telenor has 166 million consolidated mobile subscriptions worldwide as of December 31, 2013.

Telenor uses the proficiency it has gained at its home and international markets for the enlargement of up-and-coming markets like Bangladesh.

As part of the alteration of Grameenphone from a private limited to a public limited company, Telenor Mobile Communications AS transferred ten (10) shares each on May 31, 2007 to its three (3) affiliate organizations namely Nye Telenor Mobile Communications II AS, Norway; Telenor Asia Pte. Ltd., Singapore; and Nye Telenor Mobile Communications III AS, Norway.

- More than 150 million mobile subscribers worldwide
- Strong subscription growth, particularly in our Asian operations
- Listed as No.1 on Dow Jones Sustainability Index 2008
- Ranked as the world's seventh largest mobile operator
- Revenues 2007: NOK 105 billion
- Workforce 2007: 35 800 man-years
- Listed on the Oslo Stock Exchange, with headquarters in Norway

Products and Services



* In compliance with BTRC guidelines, GP is sharing its passive infrastructure with other licensees under "Infrastructure Services".
 ** Introduced different "Financial Services" in electronic ticketing, bill collection, electronic lottery and partner bank services under the brand "MobilCash".

Figure 5

Contribution to Government Exchequer

The Company has so far invested more than BDT 24,300 core to put together the network and infrastructure since its inception, as well as the largest tax payer in recent years with the snowballing contribution to the National Exchequer standing at over BDT 35,500 core. Grameenphone has over 8,700 base stations across the country. These base stations are in itself a huge speculation into the business and the country. Thanks to this re-investment, Grameenphone can provide the best, widest and clearest network in Bangladesh.

Management of Grameenphone Ltd

The crown management of Grameenphone Ltd carried out their management roles comprehensively over the years. There has been substitution or changes in the positions nevertheless all have worked together to augment the taken as a whole performance of the organization. Management Team of Grameenphone comprises of the Managing Director, the Deputy Managing Director and the Divisional Heads of the company. The Management Team is the Executive Committee of GP. Headed by the CEO, the Management Team is in charge for administration and consecutively the affairs of the Company. All other input Managers transversely the Company are members of the Management Team. The Management Team works to accomplish the premeditated goals & mission of the Company set by the Board of Directors. In discharging its assigned errands, the Management Team meets on a weekly root to monitor the business performance of the Company.

Position in the market and among competitors

Position in the market and competitors

SWOT Analysis:

A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and inauspicious to achieve that objective.



Figure 6

Strengths:

- Availability of Backbone Network.
- Financial Soundness.
- Market Leader.
- Brand Name / Grameen Image
- Skilled Human Resource.
- Largest Geographical Coverage.
- Good Human Resource and Infrastructure, installation all over the country through Bangladesh Railway and Grameen Bank.
- Access to the widest rural distribution network through Grameen Bank.
- High Ethical Standard.

Weaknesses:

- Mixture of different cultures is used as an excuse not to solve problems
- Too much inside out thinking in the company.
- Different departments not working together.
- Poor interconnection with BTTB.
- Complicated price structure

Opportunities:

- Economic growth of Bangladesh.
- New and better interconnection agreement
- Huge need for telecom services
- Increased intentional activities in Bangladesh
- Declining prices for handsets
- Future privatization of the fixed network

- New international gateway
- Demand for inter-city communication
- Growth in other operator will give more connection.

Threats:

- More rigid government regulations.
- More influence of competitors on the fixed network
- Change of government might lead to competitors having more clout
- Devaluation of Taka
- National catastrophes.
- Sabotage of installation.
- Non-co-operation of government and fixed PSTN (Public Service Telephone Network).
- Risk of fire in GP's Installations.
- Non-availability of funds.
- BTTB has limited capacity for interconnections.

Pest Analysis:

PEST analysis ('Political, Economic, Social and Technological analysis') describes a framework of macro-environmental factors used in the environmental scanning component of strategic management.

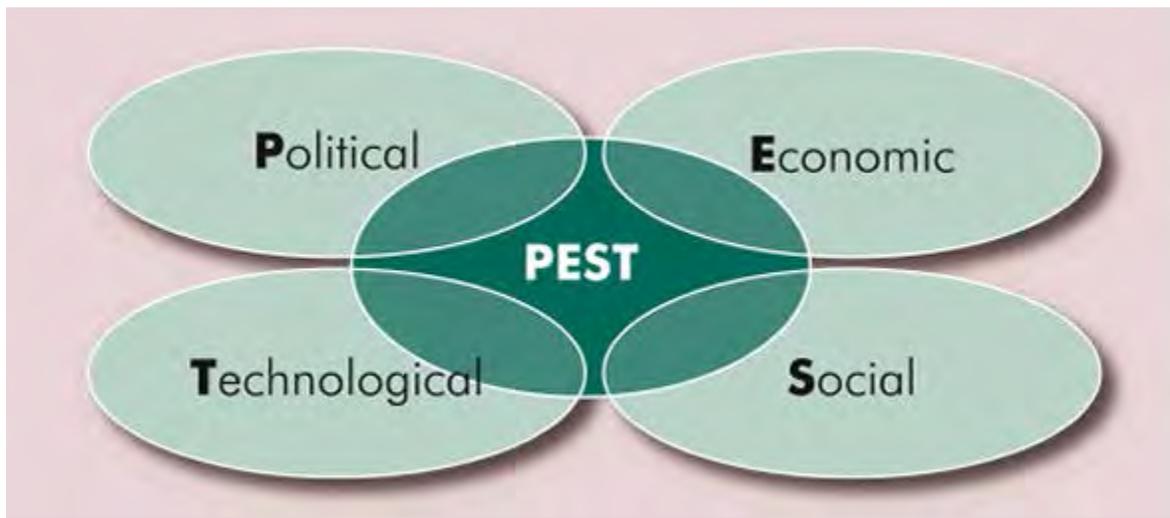


Figure 7

POLITICAL: The political environment is perhaps among the least predictable elements in the business environment. A cyclical political environment develops, as democratic governments have to pursue re-election every few years. Pressure groups tend to change government policies. For political unrest and lots of violence especially in strike, lots of losses were happened. On the other hand because of increasing vat on mobile phone, it also creates impact on the business. Political unrest in the first three months of the year hit Grameenphone's business, the mobile-phone operator says, reports bdnews24.com

Chief Executive Rajeev Sethi released the company's financial statement at a press conference at The Westin -

“The year began with political unrest, which continued for three months. Our business has been impacted as Bangladesh’s economic activities came to a standstill due to it,” he said.

“We’ve had a rough start to the year due to political turmoil and intense competition,” he added.

The CEO said Grameenphone earned a post-tax net profit of Tk 5.4 billion with 21.3 percent margin in the quarter compared with Tk 5.2 billion with 20.7 percent margin of the previous corresponding period. Sethi expects a better time for Grameenphone after the political unrest is over. The Grameenphone CEO said during the quarter, the operator roped in 0.5 million new users, taking the year-end subscription base to 52 million. The figure constitutes 6.8 percent year-on-year subscription growth with a SIM market share of 42 percent. Data subscribers number was 11.08 million with ‘encouraging volume growth’, he said.

ECONOMICAL: Grameenphone is one of the largest tax payers in Bangladesh and contributing to the economy. 1% GDP is coming from Grameenphone. Furthermore, by providing with lots of jobs, creating job employment facility. It is very easy for GP to increase economic scale. With 53 million subscribers, more than 43 percent market share, and billions of dollars invested in Bangladesh, GrameenPhone is gathering the level and compass of the face up to and unleashing wide burgeon social remuneration in the progression. GrameenPhone has a gigantic amount of capital mainly invest by the shareholders.

Sociocultural: Understanding population demographics is an essential for the success of organizations and this is what Grameenphone has done. They have understood the different customer’s base and offered packages to cater the needs of the general customers, youth and business.

Technological: They are contributing with the Govt. research spending every time. Their technological effort is higher than other competitors. EDGE system is first EDGE system is first open by GP. They are the market leader of mobile connection modem also. They always offering value added mobile technology service.

Porter five forces analysis

Porter five forces analysis is a framework to analyze the level of competition within an industry and business strategy development.

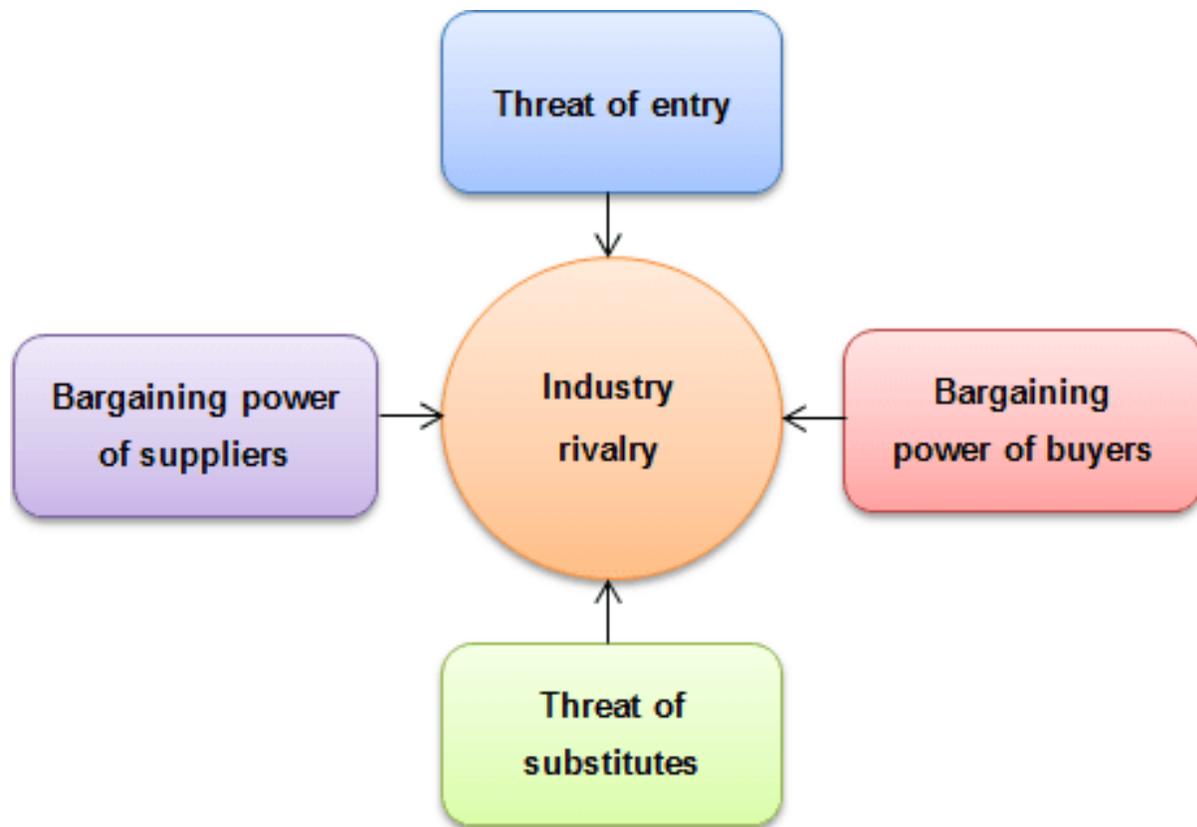


Figure 8

- Bargaining Power of Buyers is far above the ground since stipulate for their services are high and they have to abide by customer requirements because customers can easily shift to other companies due to lower switching cost. Since, there are six mobile company, so buyers will try to go for lower call rate.

- Bargaining Power of Suppliers is low due to low switching cost since there is an assortment of suppliers in the industry supplying to these companies.
- Threat of New Entrants is high since new companies can straightforwardly enter the market as there is dreadfully limited difficulty of entry.
- Threat of Substitute is high as there are a large number of competitors in the market such as Aritel, BanglaLink, Robi and CityCell and customers can easily shift from one another due to the easiest switching costs. Besides, as substitute of mobile company, skype, google talk wimax are playing role.
- Rivalry amongst Existing Companies is definitely high as competition level is awfully high as all the companies are fighting to be a market leader.

Job responsibilities

There are four divisions in Grameenphone. Those are corporate finance and treasury, Governance and control, Financial Accounting and Planning Reporting Business performance management. Under those there is some sub-division. I was involved in Business performance team. Those teams are responsible for revenue and cost performance management.

What I worked and learnt in Grameenphone at business performance management in finance division, most of the works are confidential. Due to confidential information, I couldn't mention all the strategy. Some of the steps and workings are mention here.

Dealing with Journals: ERP has been promoted as an efficient management tool. Grameenphone is moving toward internet, intranet and extranets in their business. ERP lays the back end groundwork to support business on the "net". This is most evident with the material/inventory processes. Sometimes, companies are online with suppliers where the tracking of materials becomes a crucial process as items are often in "virtual warehouses. Since, I am involved in GP at Business performance Division, where, my supervisor is responsible to look after cost and performance sector of technology department.

- I assist sourcing the information of Vendors name, PO Number, PO Line; PO quantity .I dealt more than 6000 transactions. Using oracle global ERP System, through general journal information, I find those information.
- Cost analysis: After finding that information under which vendor or T5 account, how much cost is incurred in a particular time can easily find and also can compare with others months and easily find out the increase-decrease or fluctuation.
- In Cost analysis sector, in which vendor's against how much cost is occurring and their fluctuation can easily find. I Categorized those cost based on the vendors by using pivot table and with my data and it helped in provision that was involved my supervisor.
- Furthermore, categorizing the cost based on PO Line description and among the cost category chose service nature and makes it short and makes a common bucket of cost. After that using PIVOT table easily can find the cost position and it also helps to my supervisor in provision working.
- I had to update the information of others operators in the market and inform the changes to the specialist like which operator changes their price in which products and how much offer they are providing and make the comparison of GP' Products package with others operator's.
- Sometimes, I have learnt and assisted in finance time to work with revenues that comes different products like post-paid or prepaid packages. One of the sectors is churn and silent calculation revenue. They collect those information from the commercial and customer service department and based on that, they observe in which area, District and from which target customers at which products, how

much revenue are coming from which products and in which region. If the customers use less volume packages than last 90 days they consider those as churn customers and if the customers are not using their product, they consider as a silent customers. Based on the volume finance team allow how much discount they will provide to the target customers. Even, sometimes, they are some offer to the specific customers, those are not goes to the electronic media and only the target customers can know those promotion.

- Based on the revenue performance and products features (FNF, Offer, call rate), promotional activities were allowed. I had to update those changes and assisted to make comparison of the products to the specialist.
- Frequently, I have to update the market information like how much price is changed and in which operator has changed their price to the Specialist and sometimes, I had to compare among some specific products with GP's products .Moreover, based on that the finance at commercial team allow in how much they will allow for promotion or discount to the products to the commercial department. Due to confidential, I am not allowed to mention or show my working in details .In the below, I have mention one my working.

Products & Services offered by Grameenphone

In this section we will get introduced with different products and services and the principal functions of GP products and services. Grameenphone's core offering is "air-time" (talking time). GP provides this air-time with variations. Their product line is much deeper than its competitors. I would like to briefly focus on different GP products and their features: These attractive products and services are designed to cater to the needs of the individual subscribers. There are six products currently being offered by Grameenphone. The products are



Figure 9



Figure 10





Figure 11

Figure 12

Prepaid Package:

I learnt and sometimes help with Specialist who deals with the revenue of Pre-paid and post-paid Packages and comparison with the market as well as offer & campaign.

Smile: Grameenphone Smile prepaid connection now gives customers more freedom, more opportunities and more reasons to smile. Call charge for FNF is .66 , (8am–12pm) is 1.8, (12pm–4pm) is 0.9, 4pm–10pm is 1.8 and(10pm–8am) is 1.2 and Gp- others (8 am- 10 pm) is 1.8 and (10pm-8am) is 1.5.

Shohoj: The price of the prepaid SIM Smile card is 149 taka. Call charge of Sohoj out going to any number is 1.15 taka and GP-GP call generation charge of 1.15taka will add in the first minute. All Sohoj subscribers enjoy T&T and ISD incoming and outgoing facility. For Sohoj package Special time and my choice is not applicable.



Figure 13

Bondhu: This package with the highest number of F&Fs allows customers to talk their near and dear ones at the lowest rate. The price of the prepaid SIM Smile card is 110 taka. In this package a subscriber can activate 1 super FNF and 17 FNF. Call charge of super fnf number is .3,FNF -.66 and base 1.53 All Sohoj subscribers enjoy T&T and ISD incoming and outgoing facility. For Sohoj package Special time and my choice is not applicable.

Aapon: The price of the prepaid SIM Smile card is 110 taka. Call charge of Aapon out going to GP operator (12am - 4pm) is 0.85 taka, (4pm - 12am) is 1.33 and to other operator is 1.33taka. All Aapon subscribers enjoy T&T and ISD incoming and outgoing facility. For Aapon package Special time and my choice is applicable. 10 second pulse will be applicable for On/Off-net calls Aapon subscribers can also migrate to the other prepaid price plans like Nishchinto, Bondhu, Amontron and djuice. No differential charging will be applicable (Same for 1st and rest of the minutes). All other service charges will remain unchanged. 3% Supplementary Duty (SD) +15 % VAT on price/tariff inclusive of SD will be applicable

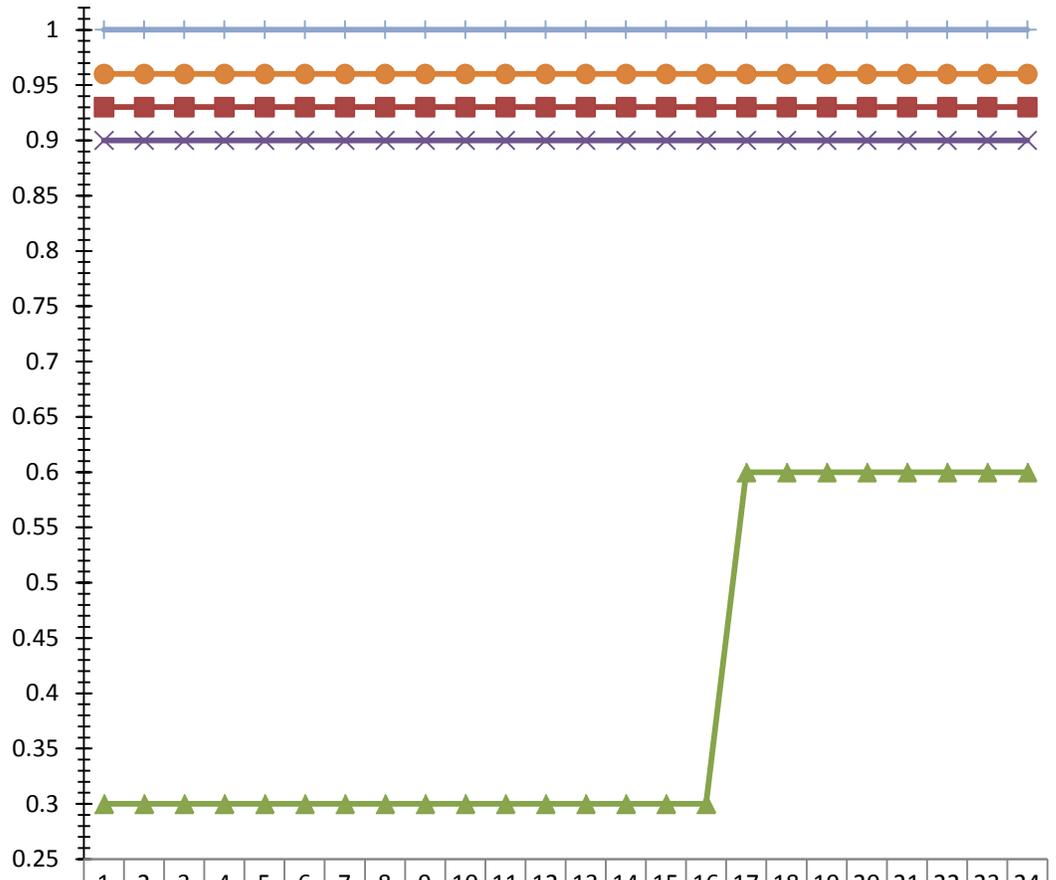
Djuice: New djuice price plan from Grameenphone Ltd. is designed with the Youth in mind!

Call charge of Djuice, out going to GP operator is (10 pm-8 am) is 1.25taka, (8am-10 PM) is 1.50, Community is 0.6 for 24 hours, for FNF numbers 0.66 all the time. All Djuice subscribers enjoy T&T and ISD incoming and outgoing facility. For Djuice package Special time and my choice is applicable.

Spondon: Spondon” is the new attractive price plan from Grameenphone which gives you the opportunity to “Pay only as much as you will talk”. Call rate is 1.27for all the time.

Pulse	GP- Nishchinto	BL Desh Darun_Super FnF	BL-Desh Darun Base	Robi- Goti 36	AT- Golpo
1	0.93	0.3	0.9	0.96	1.00
2	0.93	0.3	0.9	0.96	1.00
3	0.93	0.3	0.9	0.96	1.00
4	0.93	0.3	0.9	0.96	1.00
5	0.93	0.3	0.9	0.96	1.00
6	0.93	0.3	0.9	0.96	1.00
7	0.93	0.3	0.9	0.96	1.00
8	0.93	0.3	0.9	0.96	1.00
9	0.93	0.3	0.9	0.96	1.00
10	0.93	0.3	0.9	0.96	1.00
11	0.93	0.3	0.9	0.96	1.00
12	0.93	0.3	0.9	0.96	1.00
13	0.93	0.3	0.9	0.96	1.00
14	0.93	0.3	0.9	0.96	1.00
15	0.93	0.3	0.9	0.96	1.00
16	0.93	0.3	0.9	0.96	1.00
17	0.93	0.6	0.9	0.96	1.00
18	0.93	0.6	0.9	0.96	1.00
19	0.93	0.6	0.9	0.96	1.00
20	0.93	0.6	0.9	0.96	1.00
21	0.93	0.6	0.9	0.96	1.00
22	0.93	0.6	0.9	0.96	1.00
23	0.93	0.6	0.9	0.96	1.00
24	0.93	0.6	0.9	0.96	1.00

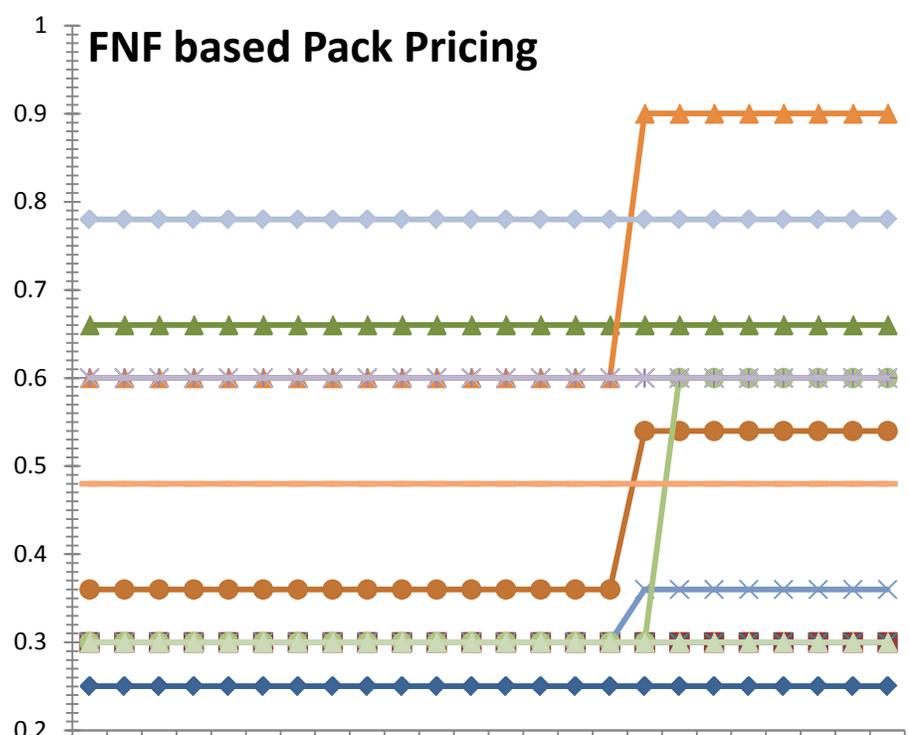
Hour wise APPM for Fixed Rate Packs



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
GP-Nishchinto	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL-Desh Darun_Super FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL-Desh Darun Base	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi-Goti 36	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
AT-Golpo	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.	1.

■ GP-Nishchinto ▲ BL-Desh Darun_Super FnF × BL-Desh Darun Base
● Robi-Goti 36 + AT-Golpo

Figure 14



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
GP Bondhu S.FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
GP Bondhu FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL Play S.FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL Play FnF-On	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL Play FnF-Off	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL Desh FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
BL Desh S.FnF	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi U.FnF FnF-On	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi U.FnF FnF-Off	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi Shashroyee FnF On	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi Shashroyee FnF Off	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi DS FnF on	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
Robi DS FnF off	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
AT S.AddaFnF-On	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.
AT S.AddaFnF-Off	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.	0.

Postpaid plan:

Xplore (nationwide and international mobile and landline connectivity)

Grameenphone also offers different value-added services including SMS, MMS, Welcome Tunes (Ringback Tones), Voice SMS, SMS Push-Pull Service, Voice Mail Service (VMS), and Fax and Data among others. Grameenphone was the first mobile operator in Bangladesh to offer EDGE services to its subscribers.

>>Other activities

Xplore-Legend:

Grameenphone introduces new postpaid package ‘Xplore Legend’ with three different bundle of voice calls (local & international), SMS (local & international), MMS (GP-GP), Internet and value added services.

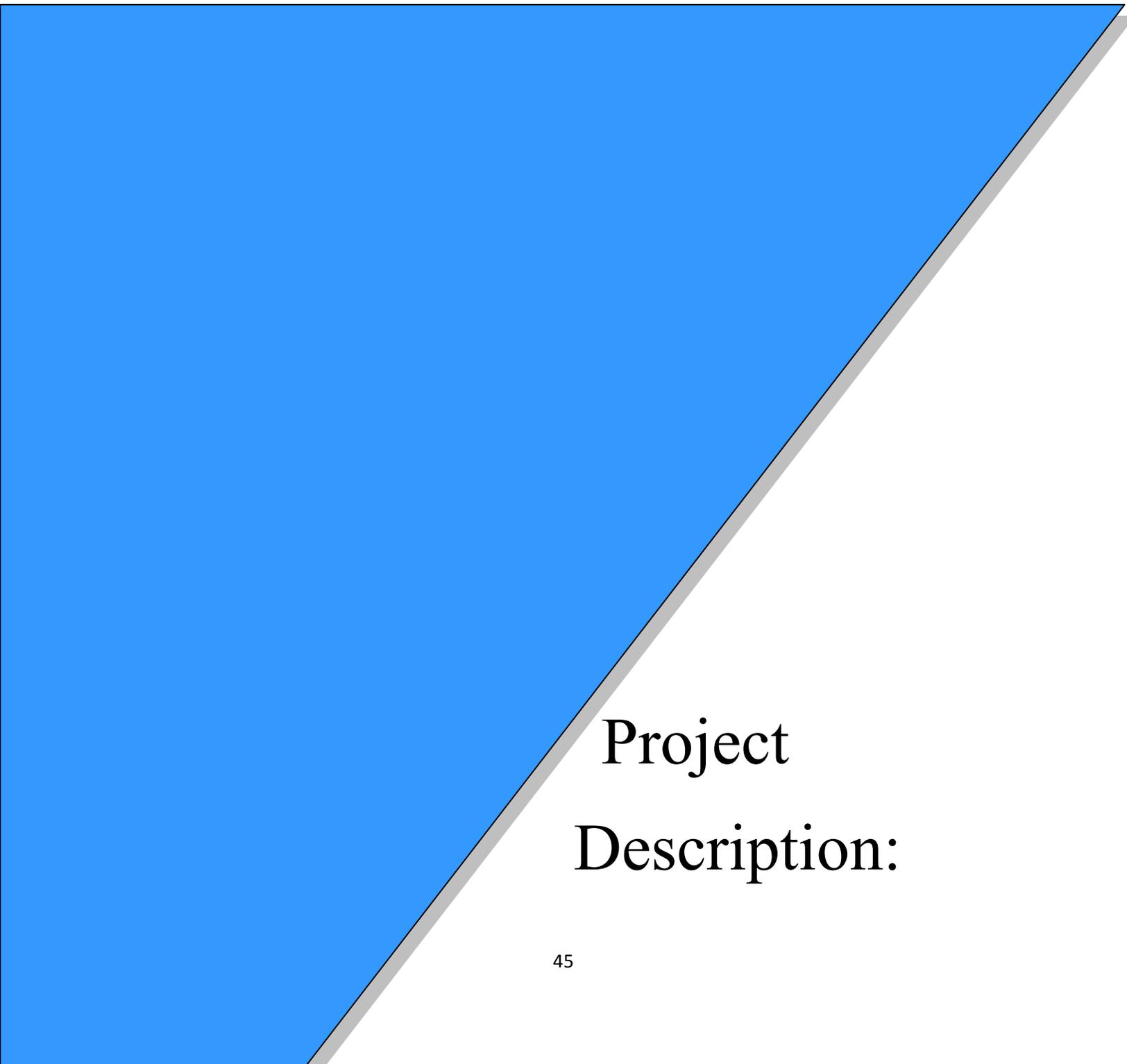
>>Village phone

With the help of Grameenphone, Grameen Telecom operates the national Village Phone programme, alongside its own parent Grameen Bank and the International Finance Corporation (IFC), acting as the sole provider of telecommunications services to a number of rural areas.

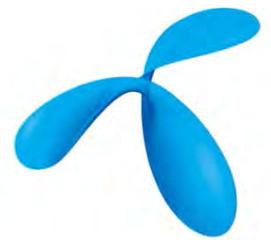
Data Campaign offering in Grameenphone

GP	BL
# 1GB data @BDT 89 with 7 days validity # 22 new recharge based internet activation and minutes pack (recharge amount 13 to 2,389 from 60MB to 20GB and validity 7 to 30 days)	3G Data packages 30Tk 90MB 7 days, 50Tk 120MB 30 days 99Tk 300MB 30 days, 250Tk 1GB 30 days, 500Tk 4GB 30 days, 900Tk 8GB 30 days,
50 paisa /hr unlimited internet. Internet tickets only cover browsing with Opera Mini	20 mini Data package, Valued from BDT 01 to BDT 20, data package from 3 MB to 95 MB
Data service speed. Introduced 7 news internet packages 1GB @275 Tk, 75MB @ 30Tk, 4MB @2Tk	1 GB Super 3G data for 89 BDT with 7 days validity both recharge & USSD
100% Bonus with 2GB Pack additional 2GB (1GB for open internet volume & 1GB Facebook)	BL Promotes Ramadan Free Internet Offer Free 100MB Internet from 1 am to 5 am
Special offer for data churn user Customers will get 1GB internet at BDT 9 additional 1GB for using Facebook	75MB @BDT 30, validity 5 days 250MB @BDT 99, validity 30 days 2GB @350 , validity 30days
100MB internet @Tk.45 Validity 28 days	100% DATA BONUS ON ALL PACKS Bonus validity: upto 11 days
1GB Internet at Tk 29! data silent in March,2015 to receive 1GB 3G @ BDT 29 for 30 days	FREE TWITTER ALL DAY For all pre-paid, post-paid & call & control subscribers with internet access

Findings: Grameenphone give a lot of opportunity to the churn user but based on the prediction to get back to them in the revenue stream, they should go on their strategy because; there are some customers who won't pay attention to those offers. Analyzing the different features of the post paid packages; bondhu package is now in lucrative position. Company can carry on more promotional activities and features for Bondhu customers to get them back in the revenue.



Project
Description:



grameenphone

Description of the Project

Origin of the Report

I have been assigned to do my Internship program in the Grameenphone Limited, Business performance Division, in requirement of the B.B.A Program. It is a fourth credit course to complete the B.B.A program of the Department of BRAC Business School. The duration of internship program is 3 months, which carries a best learning process to know about the organization and cope up the environment in such a way like professional employees. The experience that got by an intern during the internship period will make them more smart and professional in their future job sector. I started my internship at Grameenphone, Head Office, on 24th of May 2015 to 24th of August 2015. This report has been prepared on the basis of information that I have known from the secondary information and the information I have collected during my internship

Objectives of the Project

The initial objective of writing this report is to fulfill the partial requirement of the BBA degree.

General Objective

The general objective of this report is to fulfill the requirement of internship report.

Specific objectives

- Know about the cost Analysis of Grameenphone
- Know about the management perception
- Identify the analysis of different products pricing packages and offers as well as comparison with competitors of Grameenphone.
- Finally, end up giving some recommendation and performance monitoring.

Methodology



The report is descriptive in nature. To prepare a report gathering data is very important. The information was collected from both primary and secondary sources of data.

Primary data

- Personal observation
- Face to face conversation with the respective employees.

Secondary data

- Study on Annual Reports of Grameenphone
- Online data from Grameenphone website
- Study several article on Telecommunication industry of Bangladesh

Scope of the Report

Telecommunication industry is the growing industry in Bangladesh. In this competitive world it is very tough to hold the market share in this industry, if the customer is not satisfied by the service. So, it is very important to identify the cost analysis, dealing with Journals and competitors pricing comparison of pre-paid packages and offers.

Benefit of the report

As a student, I have learned about the corporate companies and gathered vivid knowledge about telecommunication industry of Bangladesh specifically about Grameenphone. I also have learned the report writing, as a great deal of theory is included in this report.

Limitations of the study

Due to some legal obligation and business secrecy Grameenphone was reluctant to provide some sensitive data. Thus, this study limits only on the available published data .Time constraint is a big factor could be a big issue. Data accessibility could be another big issue here because company might not want to unveil all the confidential information regarding their managerial strategies and plans. Although the particular study is extensive in nature, hard effort was given to make the study worthwhile and meaningful even then there exists some limitation.

Recommendation

- Grameenphone can encourage the support department to work more effectively so that the customer problems can be solving more efficiently. It can be done by monitoring the performance of the employees regularly and taking corrective actions we their performance is not up to the standard.
- Grameenphone should work and solve the software problems being faced by the employees. So, that employee can get access to the software very quickly, and can respond to the customer on time.
- Grameenphone should appoint more experienced customer manager and provide them proper training to solve the customer problem quickly.
- Internet can be made faster.
- Company can upgrade their advertisement activities
- Post paid packages can be more attractive and should pay attention to the post paid packages like prepaid packages.
- Grameenphone can add more VAS activities
- Grameenphone should improve the internal communication between the advertising and operation department so that they are not overpromising.

Conclusion



For the completion of my BBA program it is mandatory to complete my internship program in any organization and I was very privileged to work with the largest telecommunication service provider company Grameenphone Limited. Working in a large organization like Grameenphone is very pleasurable experience for me and on top of that Finance division is like the cherry on the cake. Within this four month of internship program I got the idea of the corporate culture, work place, work life, and so on. The culture and the work environment of Grameenphone are very different. Specially the team where I belong, they never treated me as an intern and always considered me as a part of their GP Family. After working here I truly believe GP is the people-oriented brand of Bangladesh. GP has always emphasized on developing a good guidance system in order to achieve its desired corporate objectives. From the origin of the company, GP has come to a long way in reaching these objectives by listening to clients needs, learning real time lessons from past projects, innovating and partnering.

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Abbreviations

- **EDGE:** Enhanced Data rates for GSM Evolution
- **GSM:** Global System for Mobile
- **VAS:** Value Added Service
- **3G:** Third Generation
- **BPM:** Business performance management