

“Current scenario of Post-Paid package & its Future prospects- An analysis on Grameenphone”.

Internship Report

Prepared for

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January 17th 2011

Letter of Transmittal

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Subject: Current scenario of Post-Paid package & its Future prospects- An analysis on Grameenphone.

Dear Madam,

I am pleased to present to you the internship report on “Current scenario of Post-Paid package & its Future prospects “as a requirement for completion of the BBA program of the Institute of Business Administration, University of Dhaka. Increasing competition in the telecom industry is forcing each company to remain innovative. This is especially true of the corporate segment which is quite small when compared to the consumer market but still significant in terms of revenue. This report looks at the factors which concern the postpaid packages of Grameenphone and its future prospects.

I have enjoyed working on this report and I hope that my work will meet the level of your expectations. I will always be available for any further query.

Sincerely,

Farhana Alam

ID- 07104027

ACKNOWLEDGEMENT

For the duration of accomplishing this project I have received endless support by several sources. First and foremost, I thank Miss Farhana Nur Malik for the freedom he gave me in choosing my report topic and her continuous guidance and incessant assistance henceforth. Her lectures and guidance have been of extreme help to me. I am also thankful for all the times I consulted him and he answered with the utmost patience and perseverance.

I also extend my gratefulness to the head of our team, Mr.Moshfiqur Rahman Reaz who patiently aided me in both my sales training and in completing my internship report. Without his understanding, the successful completion of this report would not have been possible. I also thank the members of corporate sales department of GrameenPhone Ltd. who kindly agreed to take the time to take part in the research that went behind this report. Lastly, I thank my internship supervisor Mr. Aiman Mahmud Islam from GrameenPhone Ltd who provided me with both information and guidance in every step of the way.

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Executive Summary

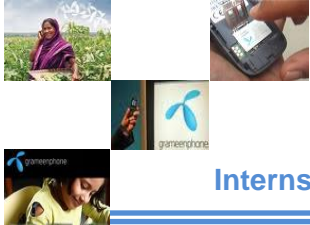
At present the telecom industry is one of the fastest growing industries in Bangladesh. The rapid pace of growth that began in the 1990s attracted several companies to invest in this sector; the major players are GrameenPhone Ltd, Robi, Banglalink and Citycell. Airtel to become a major player in the near future. Among them Grameenphone is the leader and the largest mobile phone company in Bangladesh. Grameenphone strive to provide superior network coverage, connectivity, quality and reliability, as well as to continue their product and service innovations through continued investment in their network and products.

However the topic of this report is the “Current scenario of Post-Paid package & its Future prospects- An analysis on Grameenphone”. The research will be aimed at fulfilling the following specific objectives: to describe the Service that Grameenphone provides for its postpaid customers, to describe the product features of post paid package the organization is currently providing. to compare the service offered by the Grameenphone with regards to their customer’s expectation, to find out the problems behind the service offered by the Post-Paid Service provider (Grameenphone) with regards to the customers’ expectation. to analyze whether the service is demandable for the Mobile market, and to determine that “is there any special feature that differentiates Pre-Paid service from others.

There are many variables based on which the report is done. Some of them are the following:-

- ✦ Satisfied with Grameenphone postpaid package.
- ✦ Network coverage is pleasing.
- ✦ Does not bother about the call rate.
- ✦ Continuous advertising of prepaid package affect Postpaid.
- ✦ Attractive offer of prepaid package affect to switch from postpaid connection.

The interpretation and analysis on these are done in the report. As far as the recommendation and the conclusion is concerned it can be said that when it comes about postpaid packages of Grameenphone, general views of people have a great impact on its quality perceptions. When it comes to its future prospects, it plays an important role in addition to general views on consumer promotion and price perception in order to retain old and acquire new consumers.



Introduction

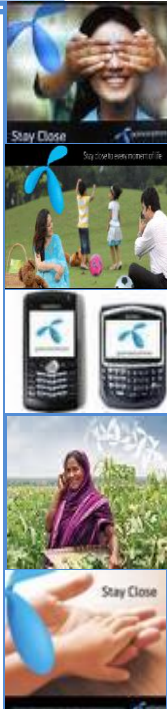
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A significant portion of the revenue of these companies comes from corporate sales. Amidst the increased competition, these companies are focusing on not only bettering their product offers but also the process of sales. Several reasons have contributed to the increased focus on sales. Firstly, though bettering products is a necessity, product features are easily copied. Even features which require high level of technological know-how can be copied in a short period of time. On the other hand, if a strong relationship grows between a salesperson and the client, the client is less likely to change to the competitors' products. Product features can be copied; a relationship is harder to copy.

Secondly, it falls upon the salesperson to explain the complex features of a highly technical product. Though the corporate client segment is very comfortable using mobiles, usage is often limited to voice calls and SMS. Other features such as internet browsing, email usage, data transfer etc often require support from the salesperson. This support comes in various forms—1) Explaining the feature itself 2) Explaining why the feature would be beneficial to the client 3) Allaying the fear of the customer or increasing trust in the product.

Here, 'trust' is important for two factors. Firstly, the product is highly technical and people do not have an instinctive understanding of how the mobile technology works. Also, the purchase of the product requires huge investment. The investment that a company may make is huge in terms of both money and time. A typical corporate client will usually make a purchase of 200 or more SIM cards which translates to several thousands of Takas. Furthermore, the company will also have to make enormous investment of time in distribution of the SIM cards and communication of new contact numbers to clients, business partners etc. The task of convincing the client to make the huge investment in time and money is the critical factor.

Whether the client agrees to make the investment depends on whether he/she 'trusts' the salesperson. This trust is then transferred to the product. At this time, the factors contributing to trust between a salesperson and the client, in the telecom industry, have not been formally studied and are unknown. Thus, this area has been picked as the area of research.

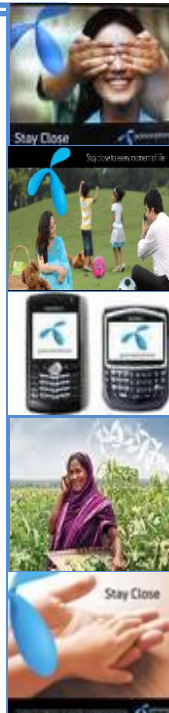
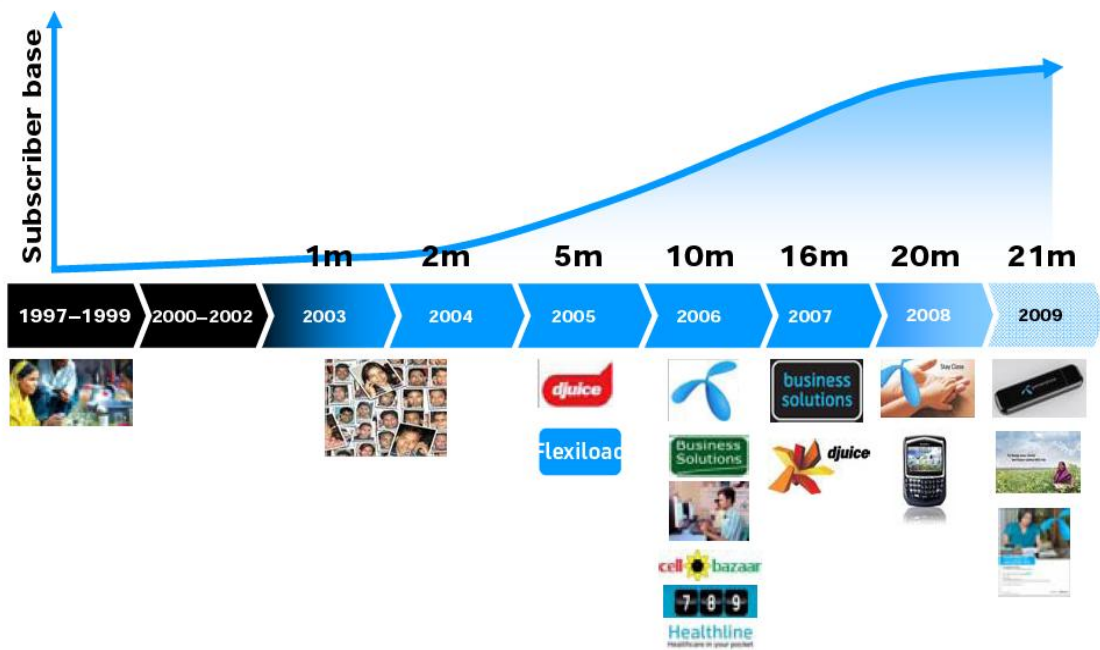




. Historical Background of the Company

The Telecom market in Bangladesh has differentiated characteristics of very low Tele-density, inefficiency and totally controlled by capitalization. BTTB (Bangladesh Telephone and Telegraph Board) is proved to be incapable of providing sufficient interconnections to meet the demand of mobile services providers. The state owned BTTB has been the monopoly telephone service provider. The zest of improving the efficiency and ability of BTTB, the government initiated a restructuring program in telecom sector to corporatize BTTB.

BTTB provided only fixed line telephony services in the urban areas where as 80% of the population of Bangladesh lived in the rural areas. This unequal distribution of services created the opportunity for the mobile operators to do business. In the telecom sector earth shaking changes cropped up when Bangladesh government allowed private sector participation in telecom sector by granting the permission to operate as a private service provider in 1989. This license was awarded to two operators, BRTA (Bangladesh Rural Telecom Authority) and Sheba Telecom Pvt. Ltd. Opening its mobile phone sector for private and foreign investment in 1989, Bangladesh holds the pioneering figure among LDC's. Pacific Telecom launched the country's first mobile phone service.





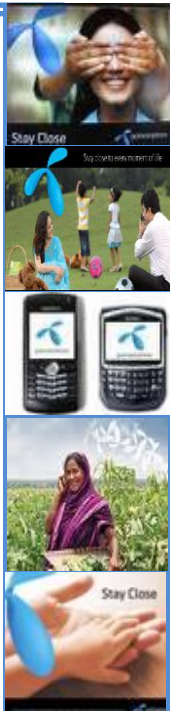
Achieving Licenses:

The granting of service license to Bangladesh Telecom Authority in 1989 paved the way for mobile service in Bangladesh. Pacific Bangladesh Telecom Limited (PBTL, now Citycell) operating under CDMA technology was offered a cellular license in Bangladesh in 1993. In 1996, Bangladesh was preparing to auction off private cell phone licenses to four companies. So October 10 in 1996, at the request of Dr. Muhammad Yunus (Grameen Bank's founder) completely independent of Grameen Bank, a *non-profit* private company called Grameen Telecom was formed as private limited company. Grameen Telecom, in turn, created a *for-profit* company called Grameen Phone, found a foreign partner, and put in a bid; Grameen Phone received one of the four licenses.

Launching Grameenphone service:

In the midst of lack of communication means, Grameenphone launched its service on the Independence Day of Bangladesh with an effective and user-friendly mobile phone network. They started their operation from March 26, 1997 with only 72 employees. They converted to public limited company on June 25; 1997. Grameenphone put a positive impact on the lifestyle of the people of Bangladesh.

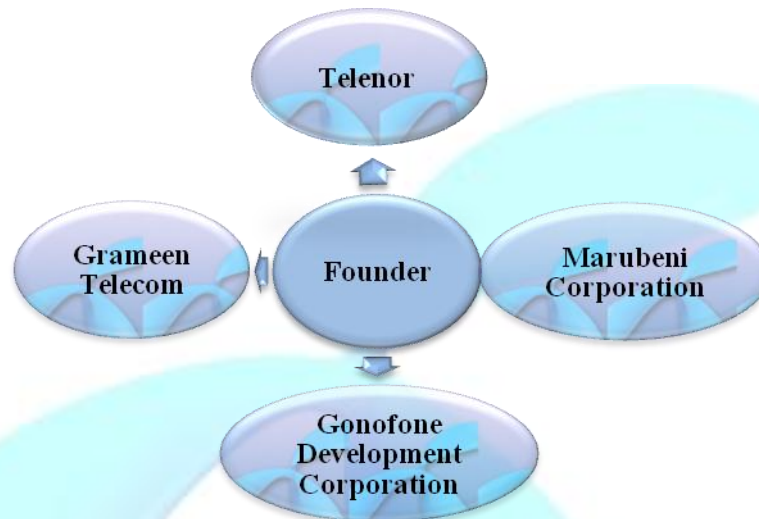
Grameenphone was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Since its inception, Grameenphone remains committed to providing the best service to its customers, as well as launching innovative new products and services. The Village Phone Program started in 1997 that provided a good income-earning opportunity to more than 210,000 mostly women Village Phone operators living in rural areas. Grameenphone makes its profits by serving wealthier urban customers. But from the point of view of the Grameen family and its strong anti-poverty mission, the for-profit, urban-only Grameen Phone exists for only one reason: To fund, with its profits, the extension of cell phones into rural Bangladesh in order to provide entrepreneurial opportunity to Grameen Bank



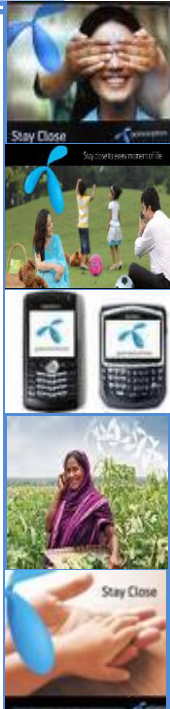


members through Village Phone. As Dr. Yunus puts it, "Grameen Phone is merely what we need to do Grameen Telecom's Village Phone."

Grameenphone is a joint venture company comprising of:



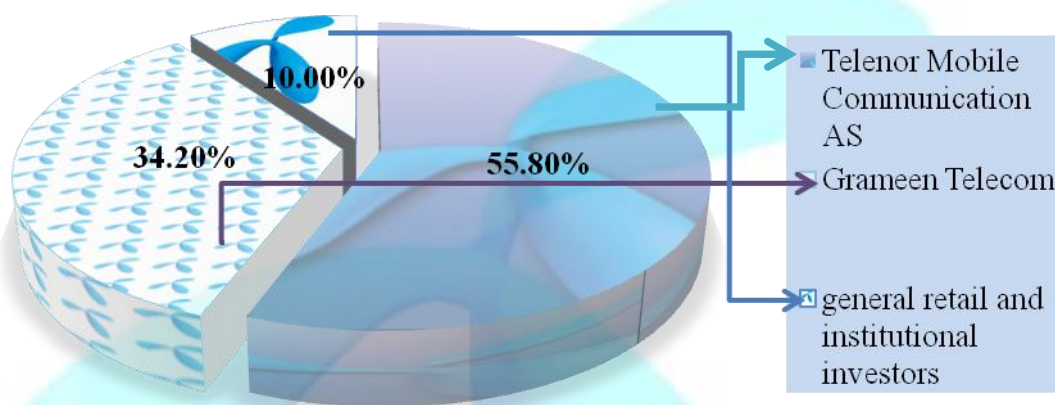
- ✦ **Telenor** – A state-owned telecommunication company from Norway. It has a long history of successful cooperation with other operators in Russia, Hungary, Montenegro, Ireland, Bangladesh, Greece, Germany, Germany, Australia, Malaysia etc.
- ✦ **Grameen Telecom** - A sister concern of Grameen Bank. It was established by Grameen Bank to organize and assist those Grameen bank borrowers who wish to retail telephone services in the rural areas.
- ✦ **Marubeni Corporation** – A leading investment and trading company from Japan. The company owns 9.5% of GP.
- ✦ **Gonofone Development Corporation** – A New York-based telecommunication development company having investments in many companies in USA, Russia and other parts of Europe. Gonofone Development Corp. owns 4.5% of GP





Existing Share-holders

Grameenphone is the largest mobile phone company in Bangladesh. The shareholders of Grameenphone add their exclusive, in-depth experience in both telecommunications and development. Telenor holds 55.8 per cent of Grameenphone, with Grameen Telecom Corporation owning the remaining 34.2 per cent. The rest of the shares belong to general retail and institutional investors. Telenor has played a pioneering role in development of cellular communications in Bangladesh.

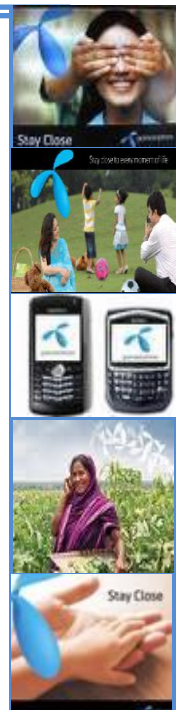


The international shareholder brings technological and business management expertise while the local shareholder provides an existence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh.

Vision, Mission, Objectives and Strategy

Company's Vision:

Grameenphone's vision is *"We're here to help"*. That means Grameenphone Ltd are always there to help the customers get the full assistance of communications services in their daily lives. They want to make it simple for the customers to get what and when they want it.





Company's Mission:

The mission of Grameenphone Ltd is to deliver reliable, widespread, convenient mobile and cost effective telephone services to the people in Bangladesh irrespective of where they live. They are providing a total communication solution to its customers. To do this, the service advance of Grameenphone has extensively developed over the last few years. Grameenphone subscribers now enjoy all the modern data communication and content services. Mobile office, internet access, MMS and modern music and download services are available through the nationwide EDGE enabled network.

Company's Objectives:

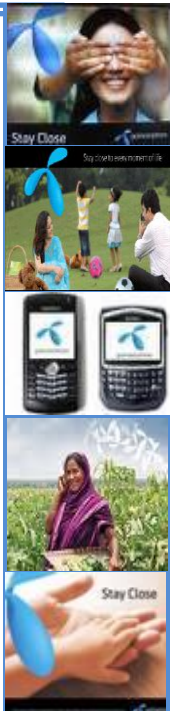
Grameenphone (GP) has been established to provide high-quality GSM cellular service at affordable prices. Grameenphone has a dual purpose:

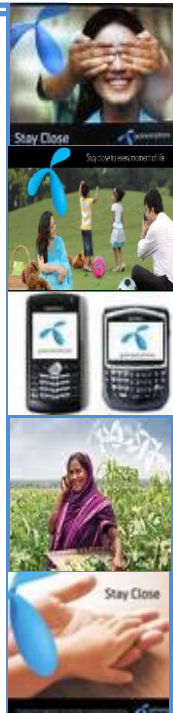
- ❖ To receive an economic return on its investment
- ❖ To contribute to the economic development of Bangladesh where telecommunications can play a critical role.

The Company has developed its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. This is why Grameenphone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor. It is on the way to get a total uprising in the telecommunication field. By accomplishing the success factors, Grameenphone would like to be recognized as a consistent, honest and committed company to its valued subscribers and stakeholders.

Company's strategy:

Grameenphone Limited's strategy was to effectively become the second national operator in Bangladesh. Instead of focusing on a high-end, niche market; it pursued a low tariff strategy designed to compete directly with BTTB.





Continuous to grow subscriber base:

Grameenphone's strategy is to grow their subscriber base, while seeking to limit declines in APPM, by increasing the availability of their products and services throughout the Bangladesh and by aiming to improve customer retention.

Focusing on high value customer:

Grameenphone strive to provide superior network coverage, connectivity, quality and reliability, as well as to continue their product and service innovations through continued investment in their network and products. They are focusing on high value customer segment which they expect will grow as Bangladesh population becomes more affluent with their value-added services, in particular Internet access and BlackBerry. They intend to increase their focus on high value business segment customers, given the high usage of voice and non voice services by these customers.

Achieve capital and operational efficiencies to improve profit margins and cash flow generation:

Grameenphone's strategy is to continue to exercise strong discipline over their operating costs and capital expenditure to achieve improved efficiency and productivity in their operations and leverage their existing capacity. They have also plan to reduce their operation and maintenance expense by, among other things, using solar power, controlling service agreement pricing and lobbying to reduce the SIM tax.

Increased Brand Awareness and reinforce brand values:

Grameenphone intend to support their brand by undertaking brand refreshment exercises from time to time. They have planned to increase brand awareness through various point of sales promotions.

Increased revenue from non voice services:

Grameenphone is offering a wide-range of non voice services, including SMS, MMS, games, information services, content download, ring back tones, Internet access and



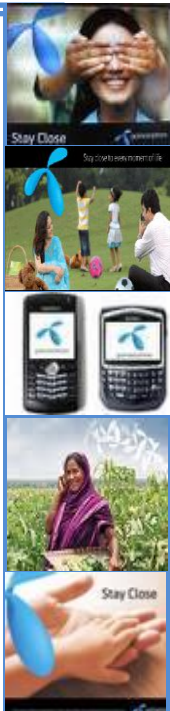
BlackBerry services. They plan to continue increasing their revenue from non voice services, developing additional services and further expanding their presence as one of the largest provider of internet access in Bangladesh.

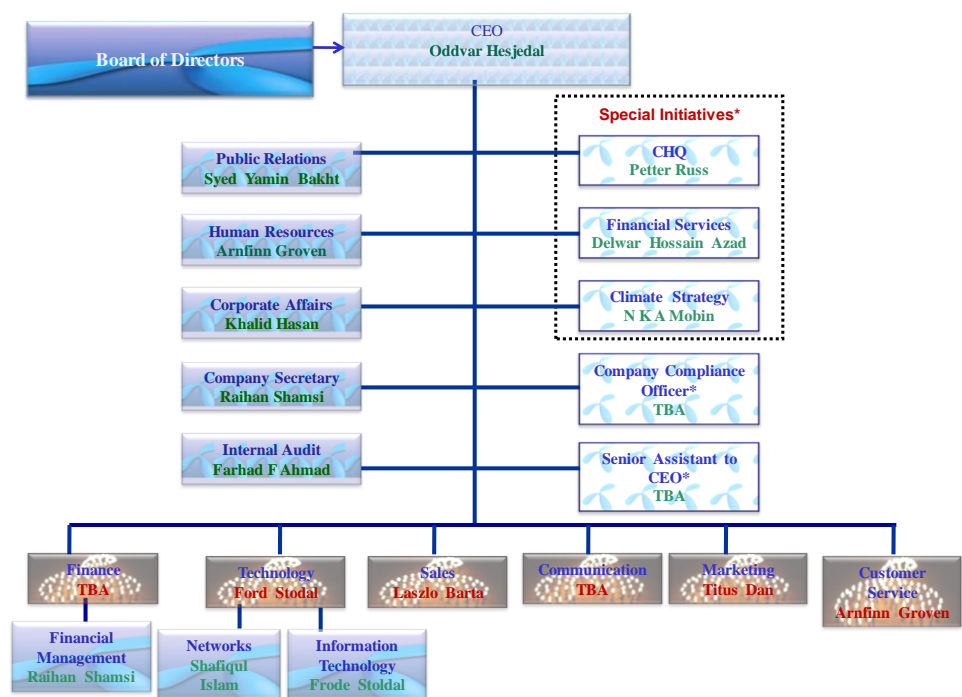
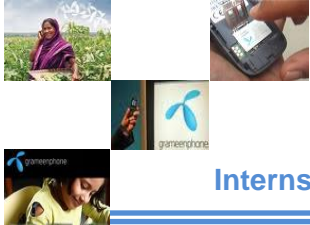
Continue to expand their comprehensive distribution network:

Grameenphone new distribution model is to push sales to retailers by distributing their SIM cards, electronic recharge systems and scratch cards through a network of nearly 100 third-party distributors. Their objectives under this new distribution model are to improve their product availability throughout the country with the establishment of more points of sales, improve inventory management, accelerate distribution of product, provide better support to their customer base, create a strong channel of communication between Grameenphone and subscribers and obtain better market data to allow them to be more dynamic and responsive to the market.

Organizational Structure

Grameenphone has now more than 5000 employees. Grameenphone is divided into several departments namely technical, sales & marketing, customer relations, administration, human resource, finance and IT. Recently management has brought a change in the organizational structure in view of need of time. Organogram of Management Team is given below:

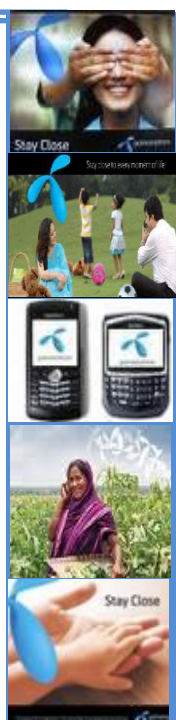




•Not part of Executive Management Team

Operating Coverage

Grameenphone has the leading network with the widest coverage in the country. The Grameenphone network now covers over 99 percent of the population and over 87 percent of the land area with the remaining areas mostly falling under the Sundarbans and the Chittagong Hill Tract areas where mobile phone coverage is not allowed. Presently Grameenphone has covered 462 upazillas of 64 districts.





Radio network coverage

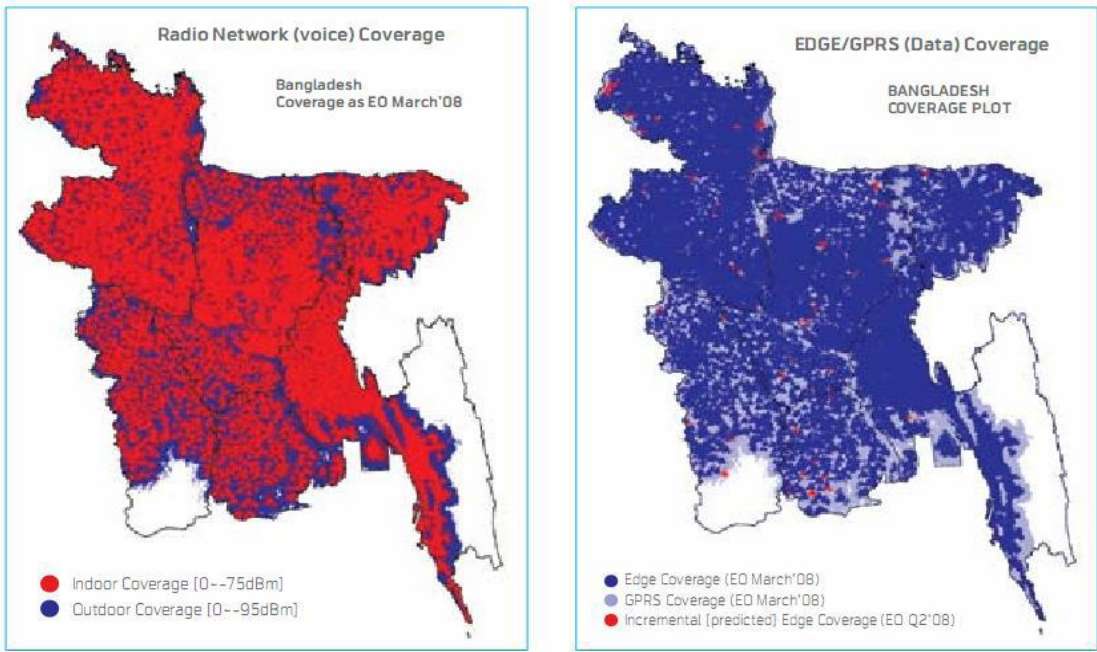
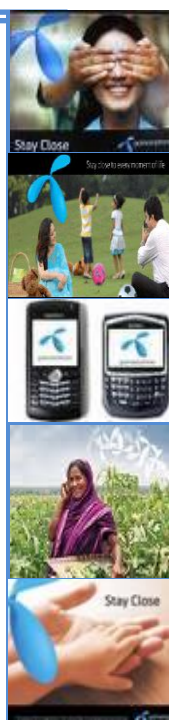


Figure-6

The company has so far invested more than BDT 10,700 core (USD 1.6 billion) to build the network infrastructure since its inception in 1997. It has invested over BDT 3,100 core (USD 450 million) during the first three quarters of 2007 while BDT 2,100 core (USD 310 million) was invested in 2006 alone. Since its inception in March 1997, Grameenphone has built the largest cellular network in the country with over 10,000 base stations in more than 5700 locations. A record 4181 new base stations were put into operation around the country during the year, crossing the 10,000 base station milestones in the process. In addition, the entire Grameenphone network is EDGE/GPRS enabled, allowing its customers to access high-speed Internet from anywhere within the coverage area.





Grameenphone's Different Divisions and Department

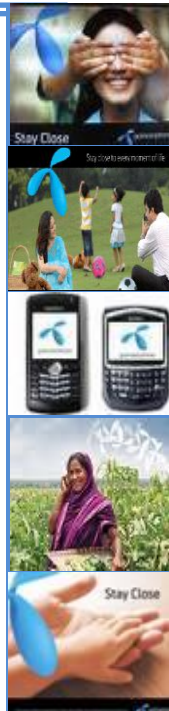
In recent times management has brought a change in the organizational structure in view of need of time. Currently Grameenphone has 11 divisions and 5 departments to run its operations smoothly. The divisions are:

- ✦ Customer Management Division
- ✦ Finance Division
- ✦ Information Technology Division
- ✦ Sales and Distribution Division
- ✦ People and Organization Division
- ✦ Fiber Optic Network Division
- ✦ Regulatory and Corporate Affairs Division
- ✦ Technical Division
- ✦ Projects Division
- ✦ New Business Division
- ✦ Marketing Division

The departments are independent from any divisions. The names of 5 departments are:

- ✦ Administration Department
- ✦ Revenue Assurance and Fraud Management Department
- ✦ Information Department
- ✦ Internal Audit Department
- ✦ Legal and Compliance Department

There are also two projects running under observation of Deputy Managing Director. The projects are independent of Projects division. These are, CHQ Project and Efficiency Project. Among them the respective directors head ten divisions. Marketing division is led by a deputy director. A General Manager leads Information Department. He has to report direct to the Managing Director. Head of supply chain management has to report directly to the director of Finance Division. This responsibility is added recently to the Director, Finance Division.





Customer Management Division:

Customer Management Division is the link between the customers and the company. People in this division serve the clients. A total of 210 people in this division are providing customer service. They are escalating the relationship of Grameenphone with its valued customers. This division can be subdivided into three major parts-

- ✦ Call center
- ✦ Billing department
- ✦ Trainee development department.

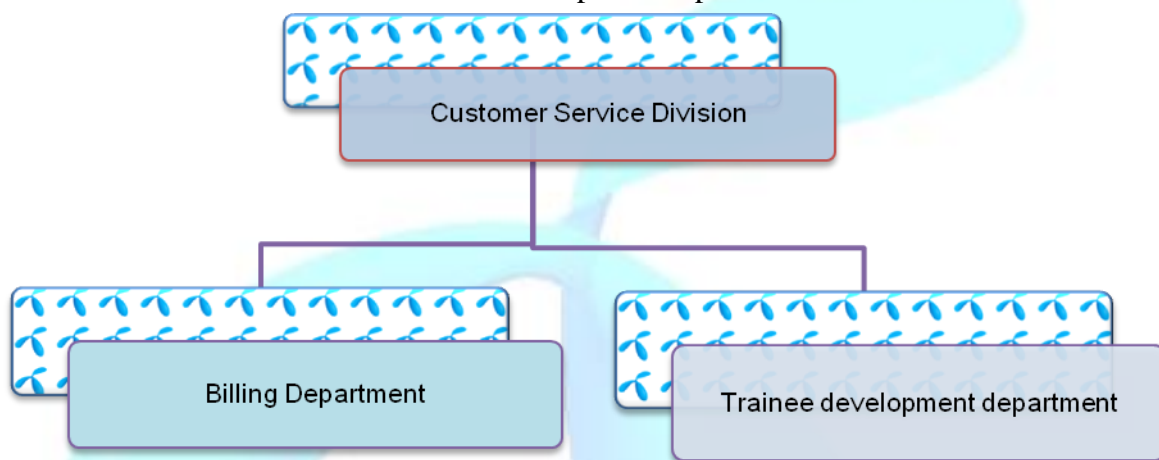


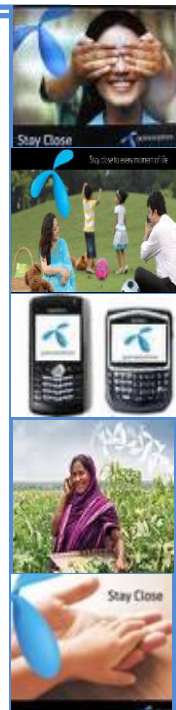
Figure-7

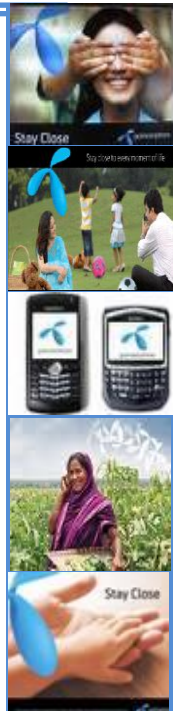
Call center:

Call center act in response to customers' query. 150 to 190 people working in shifting basis in call center. They provide 24 hours service to the customers through telephones. They receive queries and complaints related to GP service and network, solve them, provide different types of information to the clients etc.

Billing Department:

Billing department is generally accountable for billing customers for the service and collecting the revenue from them. This department works with the help of its eight units. The units are distribution unit, general banking unit, bank reconciliation unit, bank communication unit, collection unit, credit recovery unit, fraud management unit and revenue assurance unit.





Trainee development department:

Trainee development department arranges all type of in-house and overseas training programs for the employees. Experts from within the Grameenphone family conduct in-house training programs. These programs include orientation for new employees, team-building workshops, customized training for the senior managers on management style, motivation, and project management and handling difficult situations. Many Grameenphone employees are sent to foreign countries for overseas training, workshops and seminars. All the organization and formalities concerning these programs are done through this department.

Finance Division:

The Finance Division consists of 330 employees in its various departments. The Division encompasses all financial activities - both internal and external. Department of finance is an integral part of finance division. The main role of this department is defined in under:

- ✦ Attends to financial planning and control and
- ✦ Budget and budgetary control
- ✦ Provide management information and development of system and method
- ✦ Ensure proper internal control over the company
- ✦ Analysis of financial statement for future action
- ✦ Information flow for inter-department and external using
- ✦ Co-ordination with external organization and internal department.
- ✦ Responsible to lender, Telenor and Bangladesh Bank related to financing issues
- ✦ Liaison with foreign lenders, sponsors, bankers and regulators

Investment Control:

- ✦ Evaluation new investment proposal as project or programs
- ✦ Prepare business case
- ✦ Advice management and investment committee and rank the investment options

Financial Control:

- ✦ Implementation of IFRS in preparing the financial statements



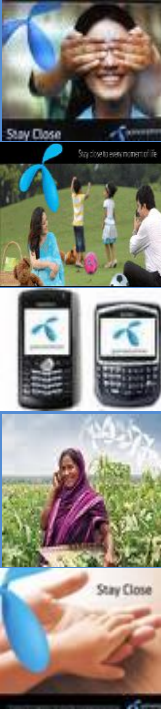
- ✦ Maintain and develop internal control structure aiming at the Sarbanes Oxley Act 2002 (Section 404)
- ✦ Check compliance of financial and procurement policies
- ✦ Compliance with tax related issues and Review policies and procedure in place and pass suggestion for continuous improvement

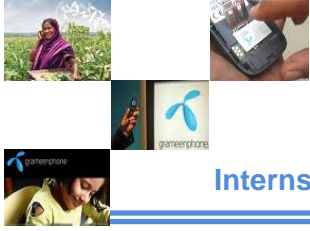
Payroll and Taxation:

This is a very sensitive and important segment in finance department. This department compiles the Companies Act and rules regulations of the Government. This is also working as legal advisory of tax, VAT and other external affairs. There is several sections based on work volume and criteria of the extended works. The main role of this department defines as under:

- ✦ Preparation of payroll statement and bank advice
- ✦ Preparation of salary perquisite and return submission and preparation accounts and financial statement for tax and audit
- ✦ Company's tax return and ensure assessment
- ✦ Ensure tax deduction and issuing certificate individuals and ensure treasury deposits for tax, VAT and deduction at source
- ✦ Supervising and arrange VAT register and reconciliation statement
- ✦ VAT return and revenue statement preparation and preparation VAT report periodically and annually
- ✦ Price declaration for service offering and ensure approval
- ✦ Supervision Provident fund and ensure investment of fund and supervising welfare fund and ensure internal using
- ✦ Ensure work permit and foreign loan registration
- ✦ Internal audit co-ordination and external audit finalization and Quarterly report to NBR (National Board of Revenue) regarding connection and handsets
- ✦ Return and relevant document submission to join Stock Registrar and co-ordination and corresponding with external organization and internal department.

In-addition to the above activities, special tasks assigned by the departmental/management in lieu of emergency basis also performed by this department.





Reporting & Accounting & System Administration

- ✧ Financial reporting to Management, Telenor, OCM and Board
- ✧ Financial and management accounting- actual and budget
- ✧ Budgeting (preparation/implementation/monitoring)

Assets and Insurance

- ✧ Asset addition and Capitalization WIP
- ✧ Land and land advance and Insurance for fire and business interruption

International Settlement & Insurance

- ✧ Letter of Credit for all imports, Leasing, insurance and contracts
- ✧ International roaming and receivables, payables and invoicing
- ✧ All foreign payment, employee foreign travel and training payments and advance.

Treasury Department

- ✧ Fund management and Cash rolling forecast
- ✧ Local payments, Employee gratuity and provident fund
- ✧ Bank reconciliations

Revenue Accounting

- ✧ Collection of prepaid, post-paid and international roaming bill from subscribers
- ✧ Recognition of prepaid, post paid revenue and revenue from all sub leases
- ✧ Reconciliation of all collections
- ✧ Handset payment management
- ✧ Banking arrangement for collection
- ✧ Costing of inventories and Invoicing to subleases and collection
- ✧ Participation in revenue assurance activities

Sales and Distribution division:

Sales and distribution division have direct interface with customers. The total number of employees of this department is 1588. The division is subdivided into two parts-

- ✧ Sales department

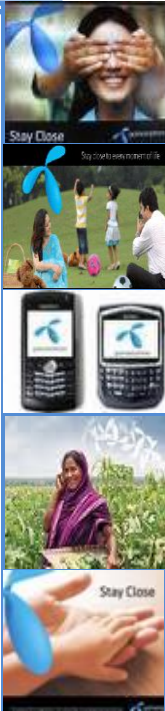




Figure-8

✦ Sales Department:

Sales department of Grameenphone is responsible for selling products and services of Grameenphone. Therefore they have to work in close collaboration with Marketing Division for their success in selling. They also need to keep good relationship with the sellers and also with customers.

✦ Distribution department:

The responsibilities of the part or the distribution department includes instant delivery of products and services, maintaining relationship with dealers, serving the corporate clients with extra care, follow up existing subscribers and building relationship with new and existing subscribers. One of the most important tasks of sales department is sales-forecast.

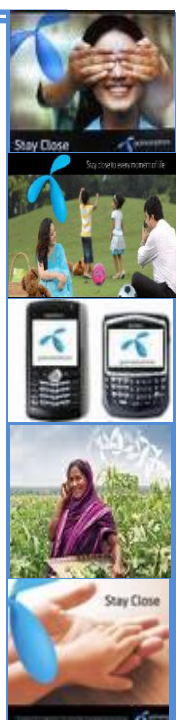
Information and Technology Division:

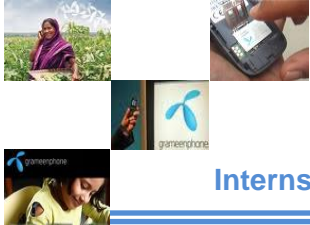
The Information Technology Division became a separated division in 2003. Till then it was under the wing of People & Organization Division. The IT Division comprises the following departments:

✦ Core Systems:

- ❖ Development/integration of business critical systems
- ❖ Maintenance of business critical systems

✦ IT Operations:





- ❖ Access control, accessibility and stability for end- and IT-users
- ❖ Operations, planning of operations and monitoring
- ❖ Security
- ❖ Readiness.

↳ **Information Security:**

- ❖ Design, develop and deploy a security infrastructure including intrusion detection, protection, assessment and management
- ❖ Publish, monitor and enforce information and computer security policies
- ❖ Supervise and/or conduct periodic security assessments
- ❖ Manage long-term projects to improve security posture and capabilities

↳ **Business Processes and Architecture:**

- ❖ Overall IT architecture
- ❖ Management of business process framework
- ❖ Business process modeling
- ❖ Exception handling

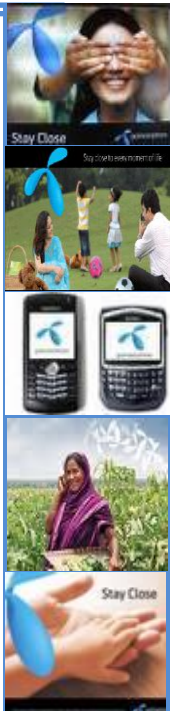
↳ **Project and Change Management**

People and Organization Department:

People and organization Department, a significant department of Administration Division plays very essential role in the total functioning of Grameenphone. Employee recruitment, selection, transfer, promotion, training, performance appraisal - all these are conducted by this division. The informal structure of HR according to its functions can be classified into three main categories they are:

- ↳ Human Resource Management (HRM)
- ↳ Human Resource Development (HRD)
- ↳ Human Resource management Information system (HR- MIS)

Human Resources Development functions aim to increase the quality of the human resources especially through training. Different divisions send their personnel requirement to HR department. Then HRD sets target, prepare recruitment planning





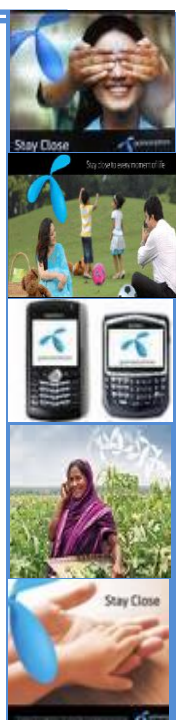
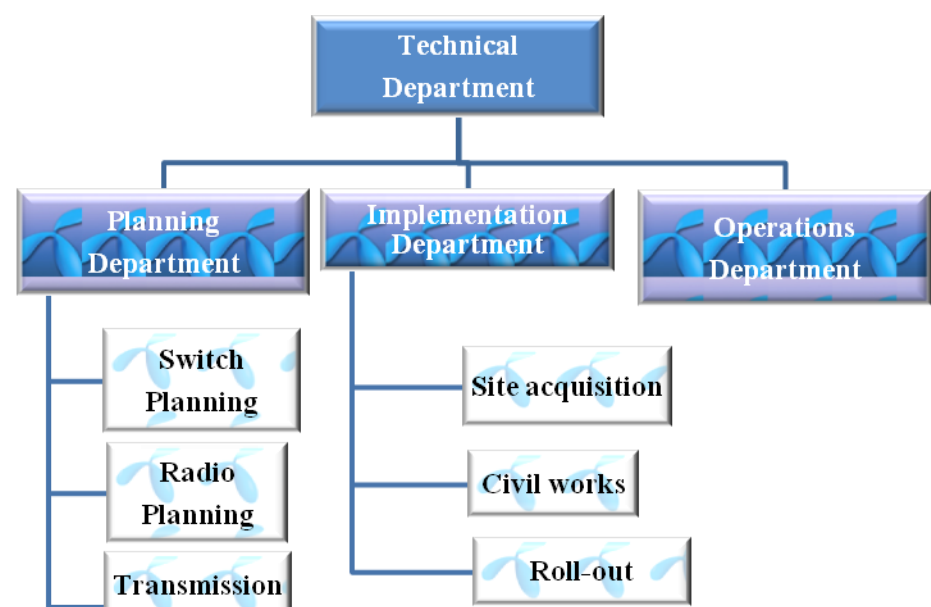
and go for the recruitment process. When an employee is recruited a separate employee file is opened comprising of all information of the particular employee which is regularly upgraded by HRD. This department is also responsible for performance appraisal of employees that is very important for the confirmation, increment, promotion, transfer of employees. This is done through job analysis, setting up of performance standard and appraisal interview. HR Management also deals with some personnel functions like show cause, termination, Dismissal, discharge, and resignation. It also issues circular as & when required, conduct department inquiry, and all other functions related to HR.

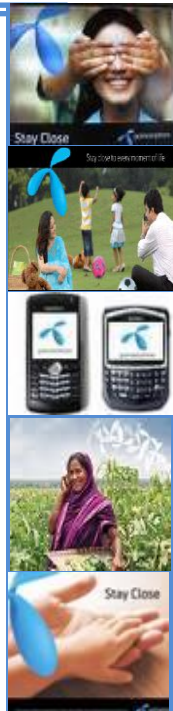
Regulatory and Corporate Affairs Division:

This division looks after the regulatory and interconnection issues. It is responsible for maintaining close relationship with BTRC, MOPT, PSTN operators and mobile operators for matters related to interconnection with fixed and mobile operators, and interconnection & Revenue Sharing Agreement. This division is also responsible for maintaining relationships with Ministries, the National Parliamentary Telecom Committee, Government agencies like the Board of Investment (BOI), the National Board of Revenue (NBR), and law-enforcing agencies.

Technical Division:

The Technical Division can be considered as the brain of this organization. Most of the people in the technical division are from the engineering and technological educational background. This division has 1077 at present which is the highest number of employees. This division is divided into three departments-





Planning Department:

People working in planning department build the technology. They are accountable for planning the network and equipment, taking decision about new expansion, enhancement and up-gradation and closely monitoring network performance. They are also engaged with BSC (Base Station Controller) and MSC (Mobile Switch center) related planning, timely supply of equipment, making roaming agreements with other countries and negotiating with home owners for building base stations on the roofs. This department has three parts: switch planning, radio planning and transmission planning.

Implement Department:

The people of implementation department are responsible for the construction and acquisition of base station room, antenna pipe, and power supply etc., installation of new base station hardware, start-up and pilot operation of base station. It is also divided to three units: site acquisition, civil works and roll-out.

Operations Department:

Operations department is responsible for smooth operations and maintenance of the network. Their main tasks are operation, maintenance and overall management of the networks, fault detection and fault handling of networks. This department always closely monitors the network performance.

Fiber optic network division:

The Fiber Optic Network (FON) Division is a complete Division under Deputy Managing Director. It manages the nationwide Fiber Optic Network, and to create and sell the Transmission Capacity commercially to prospective business units/clients.



The division shares use of Fiber Optic Network capacity with third parties such as other telecom operators, ISP's DDN service provider etc. Grameenphone is capable of offering point to point full E1 connectivity within GP Transmission Network for their sub-lease clients.

Marketing Division:

Marketing is responsible for all types of Product development and launch, Branding and communication, International Roaming, Value Added Services and all types of Research activities. The Division comprises the following departments:

Product and Market Development Department (PMD) –

The Product and Market development Department includes Products & Prices Section (Business Solution, djuice and, Mass), New Product development and Innovation lab, and Forecasting and Analysis Section.

Market Research and Planning Department (MRP)-

Market Research and Planning Department includes Segmentation, Research & Planning Section and Market Intelligence - acting as a central research point for Grameenphone.

Market Communications Department-

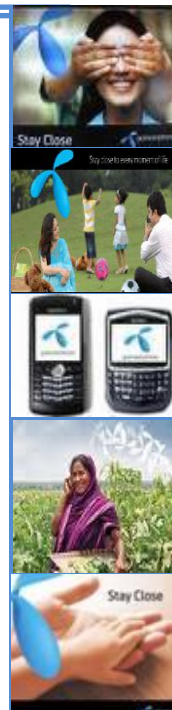
The Market Communication Department deals with media management, event management and regional marketing.

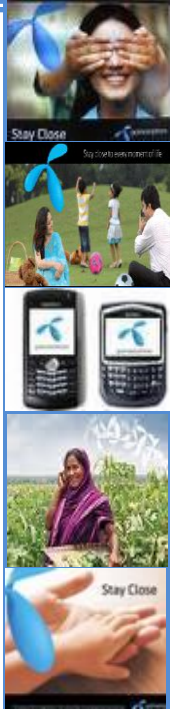
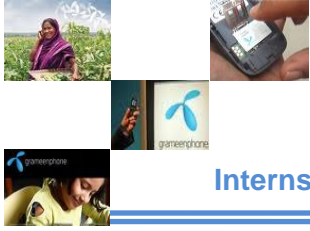
International Business Department-

The International Business Department is involved in international roaming services.

Value Added Services Department-

Value Added Services Department includes Service Development and Management Section, Content Provider / Aggregator Management Section, CPA/CSF Platform Section and Advanced Services section.





Project Division:

The task of projects division is to manage the process of initializing, prioritization, monitoring of execution of all major change request (projects). This division is accountable for overall performance, measure and report of IT in delivering project-based services. This division develops, maintains, and evolves standards, tools, templates, and documented processes for project management within IT. Another task of this division is to develop tools to assess the effectiveness of project management efforts within IT. This division gathers project information and maintains a list of current project activity for IT including project timeframes and resource utilization.

Administration Department:

This department headed by an AGM has three units-

- ✦ **Office-** The office unit looks after the furniture and general maintenance of the office premises.
- ✦ **Security-** The security unit is responsible for managing the security of office, TBS, switches and BTS.
- ✦ **Transport-** The transport unit determines the transport routes; transport related costs and hires cars and minibuses for GP officials.

Revenue assurance and Fraud management department:

Revenue Assurance and Fraud Management (RAFM) function in Grameenphone is responsible to stop revenue leakage in any form (intentional & unintentional) across the complete business chain (Internal & External). Revenue Assurance and Fraud Management focus includes core business processes, support processes, systems, people and organizations involved with GP business in any form. RAFM as a



principle, highly emphasize on cross functional cooperation based on smart & effective processes.

Internal Audit Department:

This department, with a direct reporting to the Managing Director, is responsible for monitoring the activities in the light of policies or procedures set by the Board of Directors and/or the Management Team. In addition, this unit has to follow the Group Internal Auditing Guideline as a part of subsidiary of Telenor Mobile. On the basis of reports of the Internal Auditor, actions are taken to bring about developments and rectifications of systems or policies and procedures.

Legal and Compliance Department:

This is a one unit department whose major functions comprise as follows:

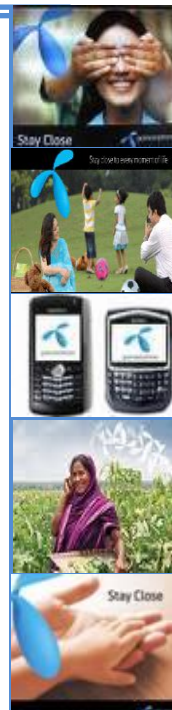
- ✦ To ensure sufficient legal coverage and minimum exposure to risk
- ✦ To establish high standards of corporate governance
- ✦ To build GP's image as a compliant organization both among its customers its other stakeholders

Information Department:

Information department is managing the efficient flow of information. It is responsible to manage the relationship with media and newspapers, publish news bulletins regarding different events of the company. It is also publishes monthly newsletters of GP. It also publishes the Grameenphone Annual Report. It determines the contents of Grameenphone websites and grameenphone@work intranet site.

Level of existing rivalries:

The mobile telecom industry is intensely competitive. Even a few years back the industry was not as strong as it is now. Initially, Citycell enjoyed total monopoly in

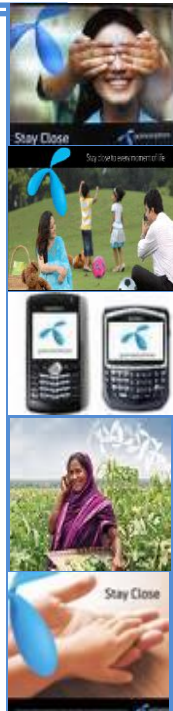


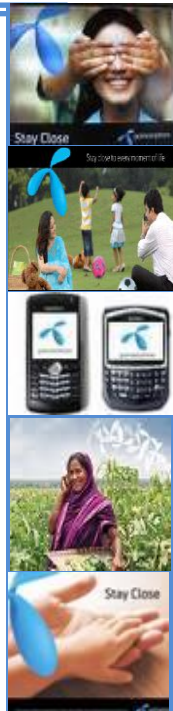


this sector. After the entry of Grameenphone and Aktel (which is now Robi), the industry condition had changed. Citycell lost its place as a monopoly player as Grameenphone took over most of the market share and Robi took the second position. The scenario further changed with the entry of Orascom Telecom, the mobile giant from the Middle East. They entered the market by acquiring 100% shares of Sheba Telecom and re-launching the brand as Banglalink. Aggressive marketing and promotion were one of their main entry strategies and it worked. The airtime rates and connection prices came down because of the competition. This was an awakening call for the other operators. Grameenphone and Robi, who were silently enjoying their market positions, suddenly became aggressive as well. There was a huge increase in promotional activities of all mobile operators. The prices also started climbing downhill. Companies focused on segment marketing as well as mass marketing. GP launched its youth brand Dj Juice to cater to the needs of young generation. Citycell came up with their Aalap Super and Aalap Super Plus providing free airtime whole night. Robi, which was known as Aktel also came up with new offers like Aktel JOY that catered to the need of couples. Overall, the industry became a hubbub of activities.

Company's comparative conditions:

There are six mobile telephone operators in Bangladesh at the moment. Among them one is Government owned telephone operator: Bangladesh Telegraph and Telephone Board (BTTB) and the other five are privately owned companies namely Grameenphone Ltd., Axiata (Bangladesh) Limited, Orascom Telecom Bangladesh Ltd., Pacific Bangladesh Telecom Ltd. (PBTL) and Warid Telecom Bangladesh Ltd.





Grameenphone Limited:

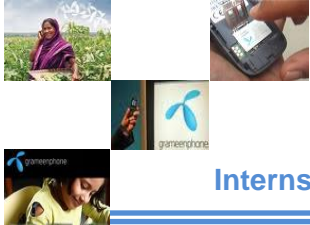
Grameenphone Limited, the number one and leading mobile phone company in the area of telecommunications in Bangladesh. Of Six mobile operators, Grameenphone Limited managed to grab 43.9% of the market share only by providing cost-effective & best service available in the market of mobile telecommunication. Grameenphone Limited has made its expansion not only in the urban areas, but also it stretched its network in the rural areas for the economic empowerment of the rural people. It has the largest network, the widest coverage, the biggest subscriber base and more value added services than any other mobile phone operators in Bangladesh. Grameenphone Limited has a very strong competitive position in the telephone industry in the country.

Orascom Telecom Bangladesh Limited:

When Banglalink entered the Bangladesh telecom industry in February 2005, the scenario changed overnight with mobile telephony becoming an extremely useful and affordable communication tool for people across all segments. Banglalink was previously known as Sheba Telecom which began operation in 1998. It was a joint venture between a Malaysian Conglomerate, Technology Resources Industries Berhad and a local firm named Integrated Services Ltd. (ISL). In 2005 Orascom Telecom Holding (OTH) acquired Sheba Telecom and gave a new trading name 'Banglalink'. Within one year of operation, Banglalink became the fastest growing mobile operator of the country with a growth rate of 257%. This milestone was achieved with innovative and attractive products and services targeting the different market segments; aggressive improvement of network quality and dedicated customer care; and effective communication that emotionally connected customers with Banglalink. At present it is holding the 2nd position in the cell- phone industry with respect to market share.

Axiata (Bangladesh)Limited:

Axiata (Bangladesh) Limited is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group



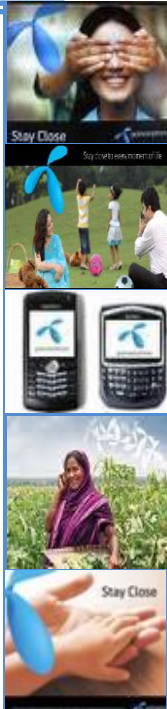
Berhad, Malaysia and NTT DOCOMO INC, Japan. Axiata (Bangladesh) Limited, formerly known as Telekom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March, 2010 the company started its new journey with the brand name Robi. Robi is the third largest mobile phone operator in Bangladesh in terms of revenue and subscribers (8.59 million as of February 2009). In early 2008 Robi slipped from the second position to the third after facing fierce competition from Banglalink. Robi boasts of the widest international roaming service in the market, connecting 315 operators across 170 countries. It is the first operator in the country to introduce GPRS. Robi uses GSM 900/1800 MHz standard and operates on allocated 12.8MHz frequency spectrum.

Airtel:-

In January 2010, Bharti Airtel Limited, Asia's leading integrated telecom services provider, acquired 70% stake in Warid Telecom, Bangladesh. Bharti Airtel is making a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company. Dhavi Group continues as a strategic partner retaining 30% shareholding and has its nominees on the Board of the Company.

Pacific Bangladesh Telecom Limited:

Citycell (Pacific Bangladesh Telecom Limited) is the first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. As of 1 March, 2008, Citycell's total mobile subscriber base is 1.56 million, up 137 per cent or 680,000 from two years ago, giving it the best growth rate of the company till date. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by





Pacific Group and Far East Telecom. By the end of 2007 Citycell had refurbished its old brand identity and introduced a new logo and corporate identity; the new logo is very reminiscent of the old logo. However the slogan has remained unchanged "Because we care". As of July, 2008 Citycell has 1.67 million subscribers.

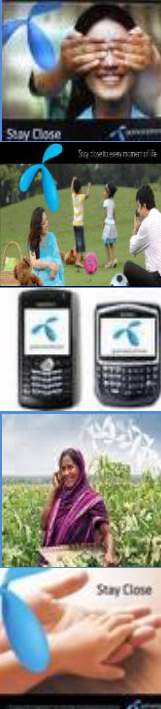
Teletalk Bangladesh Limited:

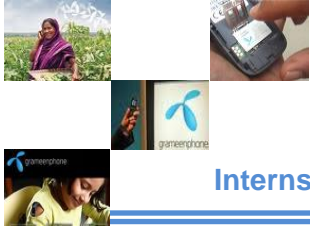
Teletalk Bangladesh Ltd. (Teletalk) was incorporated in December 2004 and is a wholly owned company of the Government. It was awarded a GSM license in 2004 and commenced commercial operations in March 2005. December 2005 and commenced its commercial operation in May 2007. According to the website of teletalk Bangladesh (2009), Teletalk Bangladesh Limited is a public limited company owned by Bangladesh Telegraph and Telephone Board (BTTB) in other words by the Government of the Peoples Republic of Bangladesh. It was incorporated on 26 December, 2004 being the only government sponsored mobile telephone Company in the country. Teletalk Bangladesh limited was established keeping a specific role in mind. It has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people's phone – "Amader Phone".

SWOT Analysis

Strengths:

- ✦ Largest Subscriber base in Bangladesh
- ✦ Shareholders with strong operation capabilities
- ✦ Well-recognized brand name and reputation
- ✦ Strong distribution channels and customer service





- Leadership in product development and non-voice services
- Experienced management team
- Nation-wide coverage
- Good Human Resource and Infrastructure Installation all over the country through Bangladesh Railway and Grameen Bank.
- First mover advantage
- Loyal Customer Base
- High Ethical Standard.
- Financial Soundness.



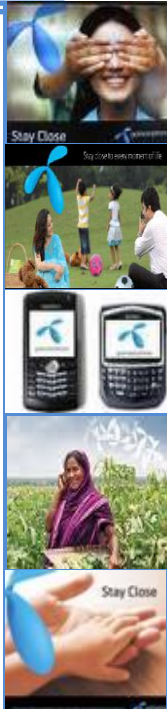
Weakness:

- Comparatively higher call rates
- Dependency on prepaid products
- Lack of value added services within SIM
- Excessive GP-BTCL calls rates
- Limited FnF (Friends and Family Numbers)
- Too much inside out thinking in the company.
- Different departments not working together.
- Inadequate interconnection with BTTB.
- Sometimes a tendency to be arrogant
- No long-term Distribution/Channel strategy.
- High employee turnover.



Opportunities:

- Focus on additional requirement.
- Economic growth of Bangladesh.
- Improved technological improvement and network coverage
- Focus on CSR program
- Increased socialization
- Demand for new & innovative products.





- ✦ Provide online banking facilities through mobile phone
- ✦ Increase the brand value through IPO (Initial public Offering)
- ✦ New and better interconnection agreement
- ✦ Huge need for telecom services
- ✦ Declining prices for handsets
- ✦ Growth in other operator will give more connection.

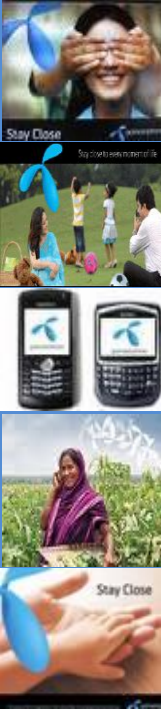
Threats:

- ✦ Aggressive marketing from other operators
- ✦ Increased marketing/operating costs
- ✦ Threat of Potential new entrants
- ✦ Possibility of Merger among competitors
- ✦ After converting in to PLC more information has to be disclosed
- ✦ Increased bargaining power of the consumers
- ✦ Price war.
- ✦ Switching power of customer increased
- ✦ More rigid government regulations.
- ✦ Change of government might lead to competitors having more clout
- ✦ Sabotage of installation.
- ✦ Non-co-operation of government and fixed PSTN (Public Service Telephone Network).

Products of Grameenphone

Grameenphone's foot print covers almost 100% of the population of the country. Grameenphone is the pioneer in providing world-class telecommunications services in Bangladesh with innovative products and services while delivering and maintaining superior customer experience.

Products:





Grameenphone categorizes its products into four business segments. Consumer (Prepaid and Postpaid products, i.e. Smile & Xplore packages respectively), Business (Business Solutions), Youth (djuice) and emerging markets (GP public phone and the village phone).

Xplore:

Life becomes simpler with the Grameenphone xplore postpaid package. xplore provides unlimited freedom to reach out to people. In addition the postpaid service provides 6-12% discount on monthly bill through Thankyou bonuses. The connection come pre-activated with EDGE, allowing easy internet access from the mobile handset.

djuice:

djuice was the first product designed to attract the youth in Bangladesh. the brand positions itself as a youth life-style choice. djuice subscribers can connect with more than 3.2 million djuice friends at a special flat rate. djuice customers enjoy the widest collection of value added services, including the lifestyle benefit “xtra-khatir”. in addition, all djuice subscribers receive other facilities enjoyed by prepaid and postpaid customers.

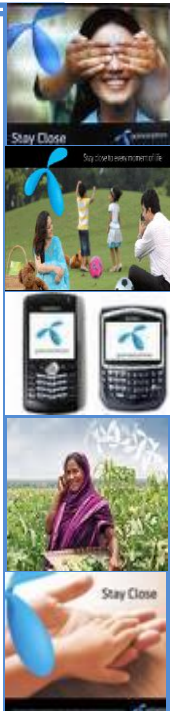


Business Solutions:

Business solutions is a complete, quality business communications service from Grameenphone-designed especially for the business community in Bangladesh. When business solutions was launched, it was for the time that this kind service was introduced in Bangladesh.



Business solutions comes with a special service- “Closed User Group” (CUG)-which allows employees of an organization to communicate between themselves at a special low rate.





Business solution offers unlimited access to the internet through the mobile handset. Also, special rates are offered to the clients under “Volume incentive discount” (VID). The discount amount is calculated using a two-fold matrix where company airtime usage was considered first and discount were given to the individual accounts of the respective company based on those figures.

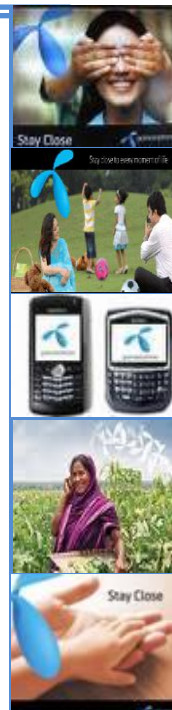
At the beginning of the last year, Business Solutions, for the first time in Bangladesh, also introduced the BlackBerry service- one of the most innovative and prestigious corporate communication tools in Bangladesh. BlackBerry Smartphone provide Grameenphone customers with access to a wide range of mobile applications, including email, browsing, messaging, phone, organizers, multimedia and a wide range of other business and lifestyle application.

Village Phone and GP Public Phone:

The internationally acclaimed Village Phone Program started on the same day of commercial operations of Grameenphone in March 1997. Today, Village Phone operators provide telecommunication services in over 58,000 villages and 64 districts of the county. The village phone program is a unique initiative to provide telecommunication facilities in remote, rural areas all over Bangladesh.



The Village Phone is a shared access model which links the telecommunications sector with the microfinance sector to enable microfinance clients, especially women, to borrow the money needed to establish Village Phone business in rural areas. Village phone have proven their immense potential in boosting income of poor households in rural areas, promoting health care, development of agri-business and in the social empowerment of rural women. All village phones were converted to prepaid products for greater convenience of the subscribers. the Village Phone program has also been replicated in a number of countries including Uganda and Rwanda in Africa.





Services:

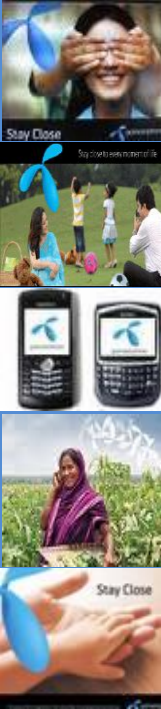
The business at Grameenphone have been structured into three individuals strategic business units (SBU's)-

- ✦ Voice Services
- ✦ Message Services
- ✦ Data Services.

a. Voice Services:

The Voice service business provides high quality, reliable and professional voice communication services allowing people to communicate locally and internationally across 55 countries, using economy ISD (012) connectivity. The service also provides special rates within specific communities (Closed User Groups) and on specific Grameenphone numbers. In addition to that, there is a special service titled “Pay 4 Me”, which allows subscribers at the receiving end to accept and pay for a call.

b. Message Service: Messaging Services offers people a much more efficient and cost-effective way of communication. The service allows users to send Voice SMS anywhere within the country, or a text SMS anywhere in the country as well as abroad. Another special service is the Multy Media Service (MMS), which allows users to share pictures, animations, music, video clips and text messages with others. News Push is another valued service through which news headlines can be pushed to subscribers through SMS.



Market leader in innovation



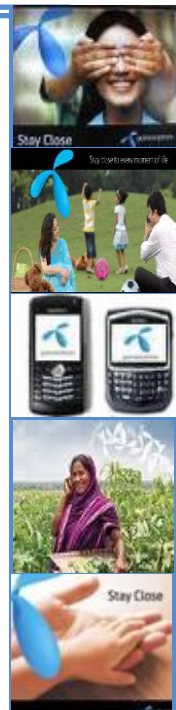
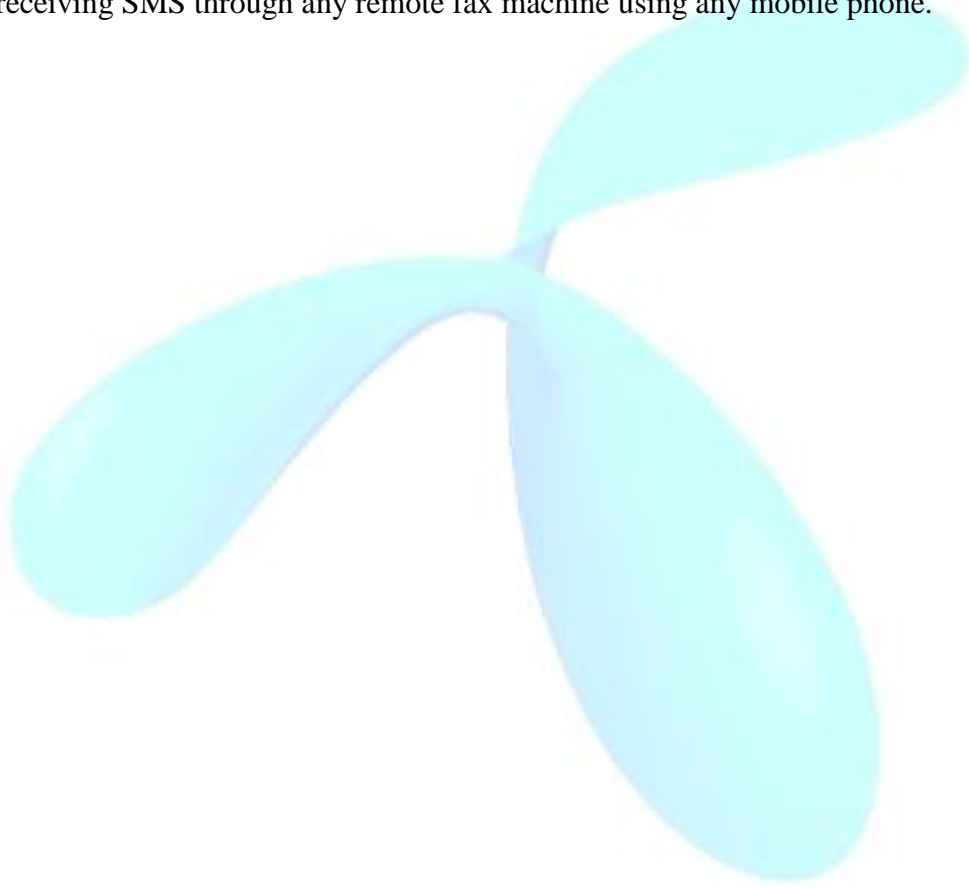
The image displays four vertical panels representing different service categories:

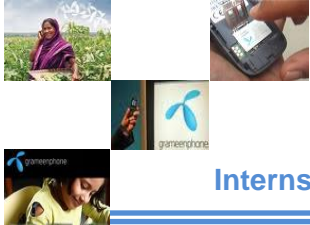
- Messaging services:** Includes 'Missed Call Alert' (IT'S ON WHEN IT'S OFF), 'Pay for Me', and 'Voice SMS'.
- Music and data:** Includes 'Internet Modem' (with a price tag of 4,500), 'GP-WAP', and 'Internet Modem'.
- Infotainment:** Includes 'Daily Stock Update' and 'Music'.
- Information services:** Includes 'Health Line' and 'Music'.



c. Data Services:

Internet and Data service allows Grameenphone users to access the internet from their handsets through Grameenphone's EDGE-enabled network. The mobile data service allows transfer/share of data over a mobile network, access remote servers, and access the Internet from PC. An additional features-Mobile Fax- allows sending and receiving SMS through any remote fax machine using any mobile phone.





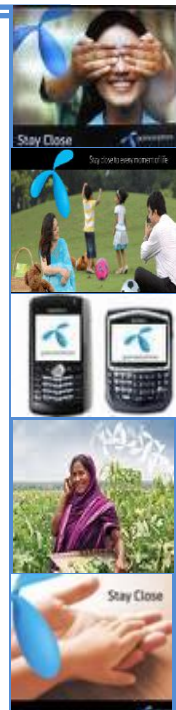
My Internship Experience in Grameenphone

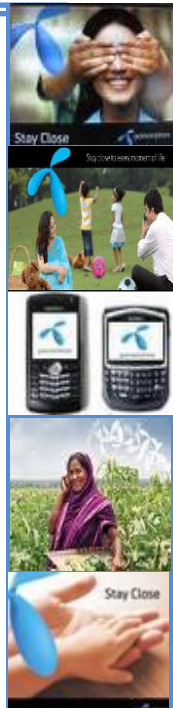
It was October 10, 2010 when I received a confirmation word from Grameenphone, that I would be invited to take part in their fall internship program. With more than 5000 employees and several million money in revenue, Grameenphone is one of country`s largest leading telecom companies.

Studying Marketing as an undergraduate in BRAC University had been challenging. There were few educational opportunities within my university. So I felt that gaining an internship in the key account management, commercial department of Grameenphone was a key to building a successful career. Achieving not only an internship position, but one at such a prominent company, was extremely exciting. However my job duties during my internship were the following:

- Assisted in day to day Key Account Management work details.
- Incorporated in KAM mobility deployment.
- Involved in preparing KAM mobility manual.
- Prepared internal publications in WOW portal and @work.
- Overall learning of Key Account Management Planning and Development works.

Moreover, when I recommend Grameenphone as their intern, I would suggest that they should give interns more challenging tasks from where they can learn quality work and feel they are an important part of the team and also should offer a certain amount of salary each month, so that the interns can at least be able to afford their transport and food expenses and would be more motivated and dedicated towards their work during the three months of their internship program.





Problem Statement:

This Internship project will be titled as ***“Current scenario of Post-Paid package & its Future prospects- An analysis on Grameenphone”***. In the current business world, particularly in telecommunication sector, long-term customer maintenance, i.e., attaining sustainable market share is a vital issue. My internship project is about analyzing the present status of Post-paid packages compare to other packages offered by Grameenphone and the future prediction of the product based on organization’s aptitude and customer expectations.

Objectives:

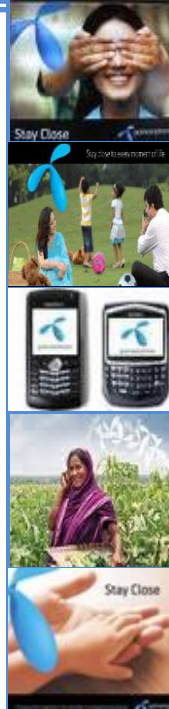
Broad Objective:

Analyzing the present status of the Post-Paid service & the future prospects of the product based on the organization’s capability and customers expectation.

Specific objective:

The research will be aimed at fulfilling the following specific objectives:

- ✦ To describe the Service that Grameenphone provides for its postpaid customers.
- ✦ To describe the product features of post paid package the organization is currently providing.
- ✦ To compare the service offered by the Grameenphone with regards to their customer’s expectation.
- ✦ To find out the problems behind the service offered by the Post-Paid Service provider (Grameenphone) with regards to the customers’ expectation.
- ✦ To analyze whether the service is demandable for the Mobile market.
- ✦ To determine that “is there any special feature that differentiates Pre-Paid service from others”
- ✦ To describe the future offers those Grameenphone is going to propose its postpaid customers.
- ✦ To describe the future expectations of post-paid customers and future prospects of the organization.



Significance of the study:

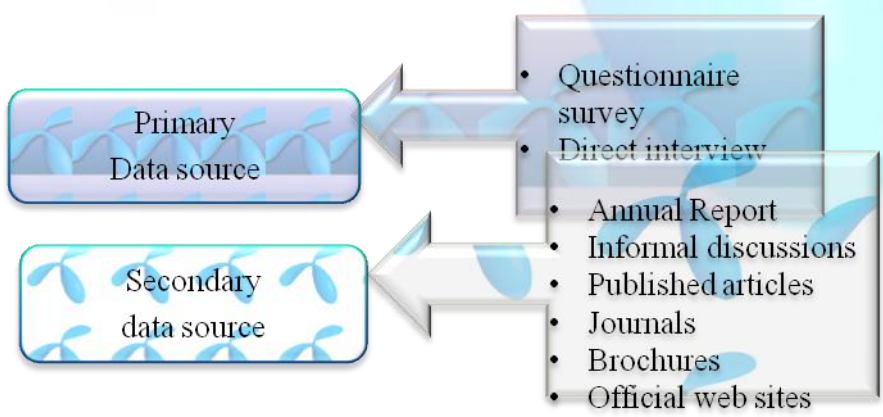
This report provides a close analytical look at the subscribers' service satisfaction level that GP is providing recently and usages with a closer to view subscribers' expected services from GP. This report will help to gather knowledge about the services provided by Grameenphone. To remain in leading position in postpaid market, this research is very needful because customer is the core concentration of marketing. Their satisfaction will bring Grameenphone's success and help to reach the goal.

Methodology:

Business research used in this report is of descriptive nature. Through this descriptive research this report seeks to determine the answers to who, what, where and how questions of the cellular industry of Bangladesh. To prepare the report, research design and methods of this study is described as follows:

Data source:

Data for this report has been extracted from primary sources as well as secondary sources.



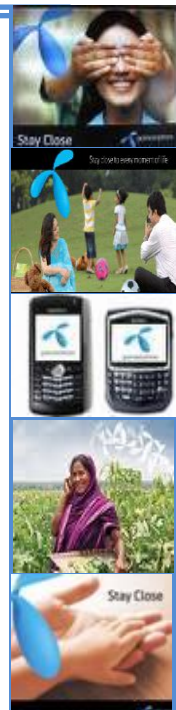


Primary Data:

Primary Data will be collected through questionnaire survey which will be done on postpaid users of Grameenphone and direct interview will be done with corporate employees of Grameenphone Limited.

Secondary Data:

Majority of the data will be collected from Annual Report, Informal discussions mainly with my supervisor, published articles on telecommunication sectors, journals, brochures, Grameenphone official web sites. Many of the data will be collected from the observation of the Fund Management and Collection Department's activities.





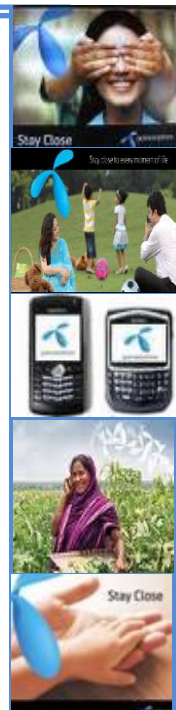
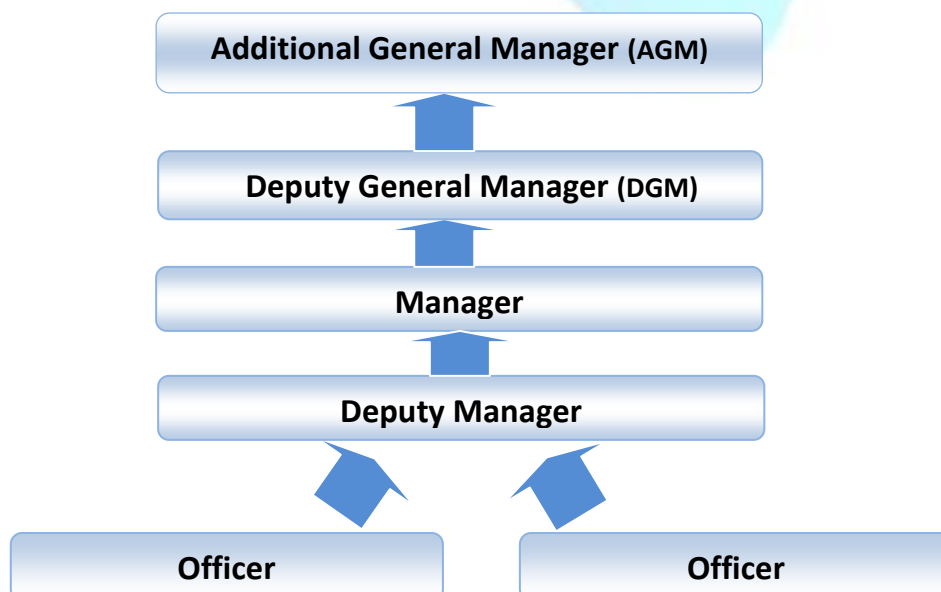
Grameenphone's Post-Paid

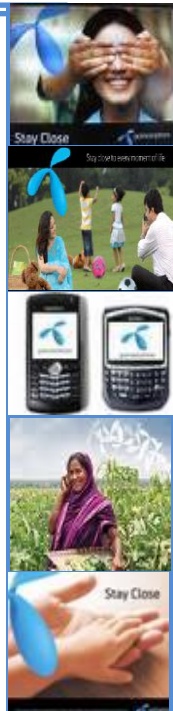
Grameenphone's Post paid Collection:

The Fund Management & Collection department is a central organ of Grameenphone Finance department. This Department is basically committed for manipulative the postpaid air-time collection, observing related agreements with different banks and managing the collected fund. The basic duties and responsibilities of this unit are given below:

- ↳ Monthly Postpaid collection calculation & Reconciliation.
- ↳ Preparing Journal Voucher.
- ↳ ERP entries
- ↳ Bank Reconciliation
- ↳ Preparing Top Sheet
- ↳ Preparing Delay report
- ↳ Solving the problem regarding Collection
- ↳ Implementing online & auto debit collection facility
- ↳ Monitoring & follow up Agreements with banks
- ↳ Maintaining coordination with banks & BSU (Business Support Unit).

Organ gram of Fund Management & Collections Department:





Post Paid Bill collection procedure:

Grameenphone always put emphasis on its post paid bill collection .Though the number of post paid subscriber is much fewer compare to its total number of subscriber, but collection from this segment responsible for a major portion of Grameenphone’s total revenue as in this segment the ARPU (Average Revenue per User) and AMPU (Average Minute per User) is a lot higher than that of the prepaid subscribers. The churning rate is also very low in case of the postpaid users. Most of the postpaid clients are loyal consumers of Grameenphone.

Grameenphone has designed very convenient and innovative collection channel to this important revenue generating segment and its needs. Postpaid bill collection and the entire fund management process are managed by the Fund Management & Collections Department under the Finance Division.

Post paid connection flow chart of Banking Unit and Fund Management and Collection Department:

The particular unit of Grameenphone has certain responsibilities. The finance division always tries to co-ordinate among Banking Unit, BSU (Business Supporting Unit) and FMCD. The working process of Grameenphone FMCD has been discussed in details below: Subscribers deposit money in different Bank branches in several payment categories based on which bank branches send payment data to GP. Currently, there are 23 Banks and 613 branches countrywide which provide either off-line (send hardcopy statement one/ two days later) or electronic (send end of day e-mail) or real-time (send at one-hour interval) payment data or Auto Debit (send end of day e-mail).

According to Grameenphone (FMCD, 2010), the bill collection process can be summarized as below:

Fund Management and Collection Department of Finance receives monthly statement from each bank (mother account wise) and monthly collection reconciliation report (from Masud Customer Relation Software) of Banking Unit. These two reports are

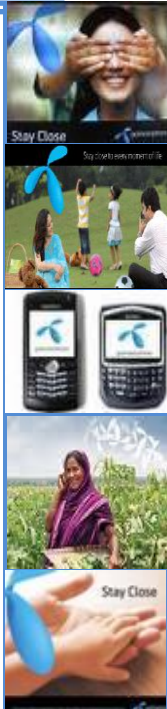


reconciled by FMCD. Based on reconciled figures, for any mismatch, FMCD communicates to BU and then BU follows up any subsequent status with bank. “Whenever a subscriber deposits money against his/her bill, it is deposited in the corresponding collection account of the bank. Bank then transfers the money from collection account to the corresponding mother account at a regular interval/periodically as per agreement.” BU of Finance Division generates Monthly Collection Reconciliation Report from MCRS by each bank based on the collection details saved to a common folder where FMCD on Finance Division has access during 1st to 5th of the following month. 2/3 days are extended for offline bank branches. Based on monthly bank statement, Finance passes entry in the system to account for cash collection. For off-line payment data, BU checks all the payment slips to find out any faulty slips and if found, communicates to bank and takes necessary action. All payment information is automatically uploaded from MCRS to BSCS through Payment Input Handler (PIH). This automated process occurs in every 15 minutes interval. After PIH run, payment posting is given in BSCS by transferring data to BSCS for updating subscribers’ account. It is an automated process.” If there is any failure in transferring data from MCRS to BSCS, the system automatically generates e-mail and dumps the rejected files in a specified reject folder. Concerned official of BU takes corrective actions. After corrections, the file is automatically transferred from MCRS to BSCS through PIH. Cash collection is updated in general ledger, information regarding barring & unbarring is gathered.

Postpaid Airtime collection management:

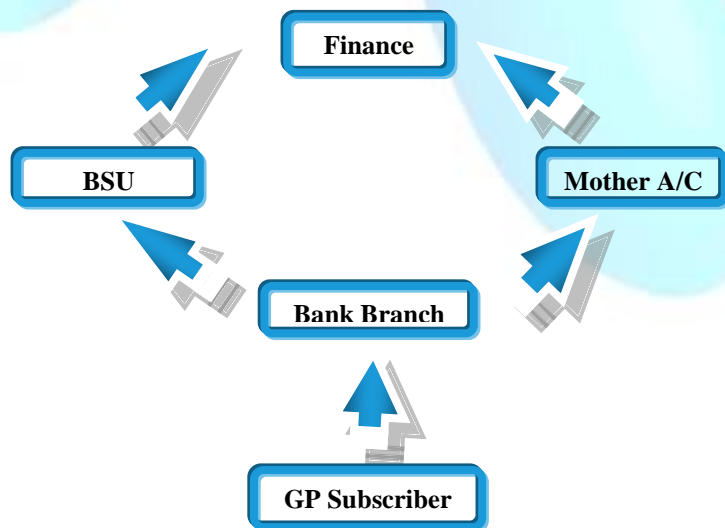
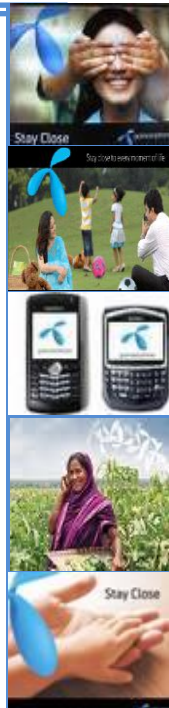
Fund Management & Collection Department is responsible for the monthly reporting and reconciliation of postpaid bill collection. This whole process is done through the following steps.

According to the Grameenphone FMCD subscribers deposit money in different bank branches in several payment categories based on which bank branches have agreement with GP. Currently there are 23 banks and more than 613 branches nation-



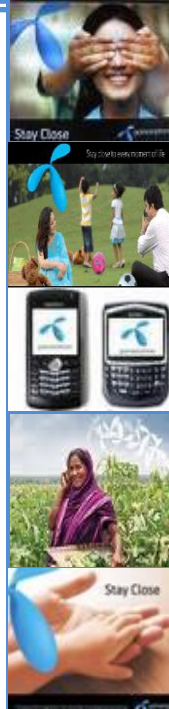
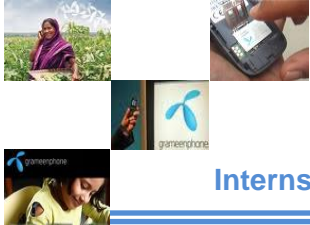


wide which provide either offline (send hardcopy 1/2 days later) or electronic (send end of day e-mail) or real-time (send at 1 hour interval) or auto debit (send end of day e-mail) payment data. These payments are transferred from collection account to respective bank's mother account regularly. Banks also prepare daily statement showing the payment details of the subscribers and send it to Business Support Unit (BSU). BSU enters payments posting in the banking software MCRS. All payment information is automatically uploaded from MCRS to BSCS through Payment Input Handler (PIH) and thus the subscriber's account is updated. BSU reconciles daily bank data with MCRS data and any mismatch found is solved on daily basis or on need basis by BSU through communication with the bank branches. After this reconciliation BSU provides monthly reconciliation report to the FMCD. FMCD receives monthly statement from each bank (mother account wise) and reconciles it with the monthly reconciliation report provided by BSU. If there is any mismatch FMCD provides feedback to BSU. BSU then communicates with respective bank-branch to resolve the identified mismatch and necessary rectification is done in this regard and accordingly a rectified reconciliation report is submitted to FMCD. FMCD rechecks and provides clearance of particular reconciliation report.



Flow chart of postpaid air-time collection management.

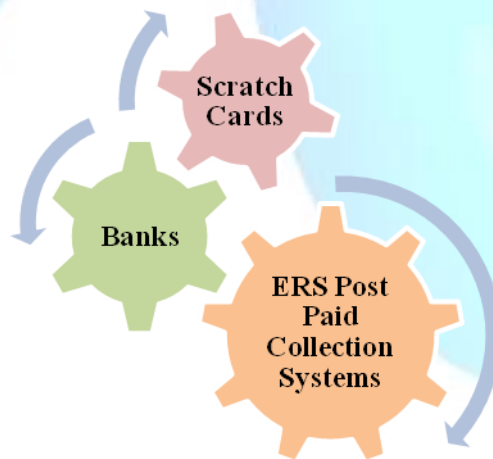
All the processes are checked and rechecked to maintain accuracy and efficiency in the system. (Hyder, J., & Rahman, T., personal communication).



Channels of Postpaid Connection:

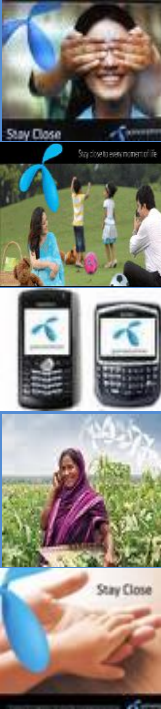
Since different post paid subscribers have different choice and preference for depositing their bill FMCD has designed different channels of collection for postpaid air-time collection. The subscribers can choose from any of these channels for paying their monthly dues according to their choice and convenience. Previously this collection was only done through banks. For better catering to this important segment and to provide them with value for time, Grameenphone first introduced a unique concept – Flexi Load. Now most of the postpaid air-time collection is collected through Flexi Load. Grameenphone also introduced scratch cards for paying postpaid bills. So the channels of collection are:

- ✦ Banks
- ✦ ERS Post Paid Collection System
- ✦ Scratch Cards



Postpaid Collection through various Banks:

Depending on the different needs of the postpaid subscribers FMCD has designed different modes of collection for the postpaid air-time collection through banks. The subscribers can choose from any of these modes for paying their monthly dues according to their choice and convenience.



Modes of Collection:

There are different modes of collection in case of banks. These modes of collection are:

- ✦ Over the Counter (OTC)
- ✦ Automated Teller Machine (ATM)
- ✦ Auto debit facility (Both account & credit card holder)
- ✦ Interactive Voice Response (IVR)
- ✦ SMS Banking
- ✦ Internet Banking

Over the Counter (OTC):

This is the oldest way of paying bills through banks. Subscribers go to the banks, fill up receipts supplied by Grameenphone to the counterpart banks and pay the due amount. While this is the oldest this way is time consuming also. Many times subscribers have to face long queues and sometimes even miss the designated time for depositing money. Because of these inconveniences, Over the Counter is becoming less popular day by day. (Rahman, T., & Hyder, J., personal communication).

Automated Teller Machine (ATM):

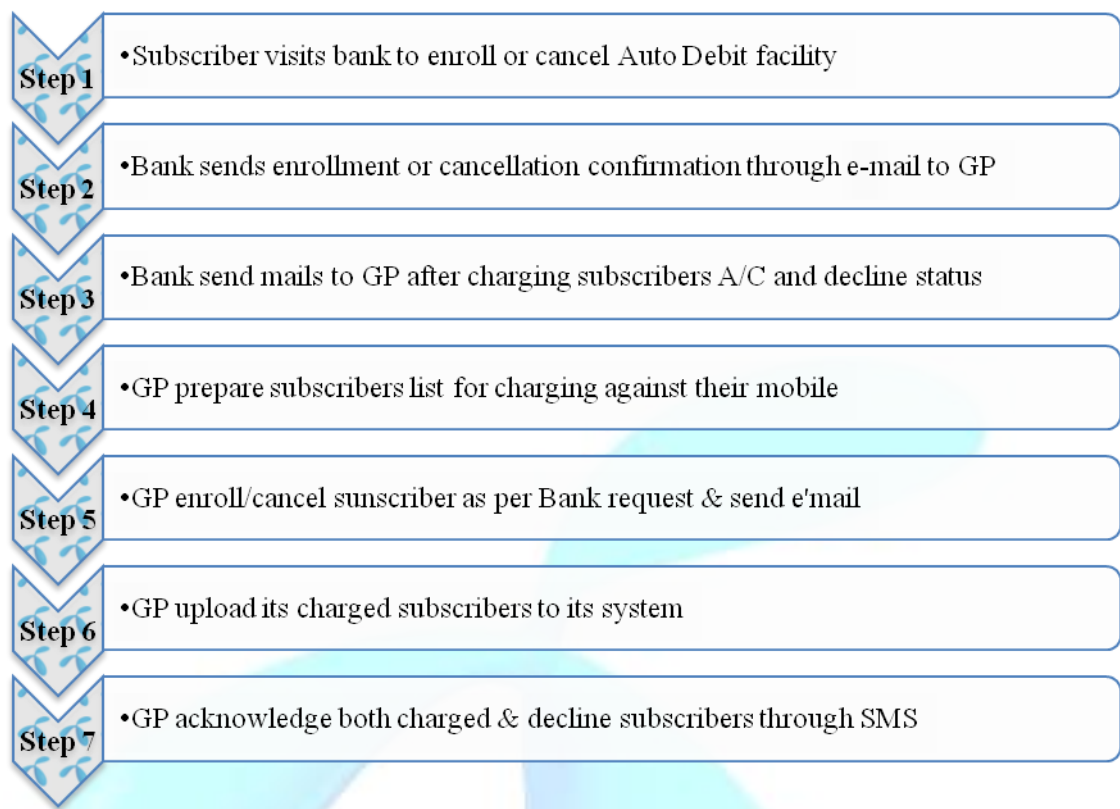
ATM allows the clients to pay their bills wherever they want, whenever they want. Any subscriber having credit/debit card can avail this service. For subscribers with no account or debit card, there are EASYPAY options where someone can just put the money in an envelope and pay through machine. (T. Rahman & J. Hyder, personal communication).

SMS and Internet Banking:

SMS and Internet banking are the next phases of the billing system. These are the methods of the near future. Through these methods a subscriber can pay his/her bills from literally anywhere. Though these modes of collection are not that much in use now but hopes are high. (Rahman, T., & Hyder, J., personal communication).

Auto Debit:

Auto debit is another convenient method for paying bills. This method is available to both account and credit card holders. This tool comes in handy specially while roaming. The process of auto debit is as follows:



Interactive Voice Response (IVR):

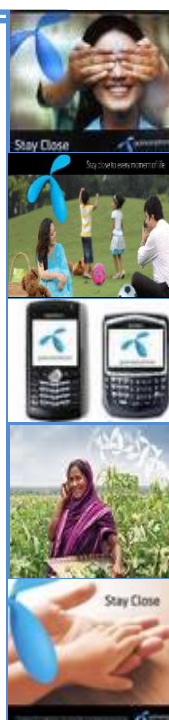
This is a automated telephone billing system where subscribers having account with certain banks can pay their bills just through dialing a phone. Through phone the client can give debit order to his/her account. (*Rahman, T., & Hyder, J., personal communication*).

Bank Status:

According to the Grameenphone has a huge banking network supporting the needs of its postpaid subscribers. Currently there are 22 banks, 1 NBFBI and more than 613 branches nation-wide which provide either offline (send hardcopy 1//2 days later) or electronic (send end of day e-mail) or real-time (send at 1 hour interval) or auto debit (send end of day e-mail) or ATM (Automated Tailored Machine) or OTC (Over the Counter) or IVR (Interactive Voice Response) or Credit Card or Semi Online services.

Offline vs. Online/Real-time:

Banks that are offline transfer the collected money at least 4/5 days later than the actual day of deposit, whereas online banks transfer the money on a day to day basis. In case of offline banks the received amount reaches the mother account many days



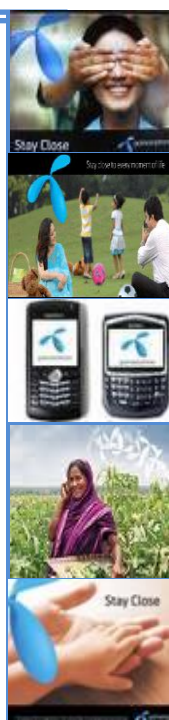


later; resulting in loss of revenue from interest. 50% of the banks have turned their system into online. But till all the banks switch to online or real-time mode and start transaction on a day to day basis, GP will lose revenue from interest. Despite of this negative impact GP is trying to increase the number of real time bank as many as possible for the sake of easier reconciliation process. (Rahman, T., & Hyder,J., personal communication).

Post-paid bill collection through ERS:

Grameenphone always looks for easier and innovative solutions to meet its customer's needs. For better catering to the important postpaid segment and to provide them with value for time, Grameenphone first introduced a unique concept, an electronic bill payment system – ERS, also known as Flexi load in September 2007. It allows the subscribers to pay their bills without any hassle and inconvenience. Due to the simplicity and convenience most of the postpaid air-time collection is collected through Flexi load now. After introducing this ERS system, Grameenphone had set the objective of encourage various Banks to collect their post-paid bill through ERS. (Rahman,T., personal communication, April, 2010). Grameenphone also identified few pros and cons from their point of view and Banks point of view. According to the Using ERS Platform for Post Paid Billing through Bank Channel (2010)

Pros	Cons
✦ Higher commission	✦ Bank will look for credit
✦ Commission in advance	✦ Cost of fund
✦ Secured on line reporting	✦ ROI (Return on Investment)
✦ Less manual process	✦ Call money investment option
✦ Paperless office	✦ Regulatory issues
✦ Easy reporting & recon	
✦ Automated Accounting system	





Pros and cons from Bank's Point of view

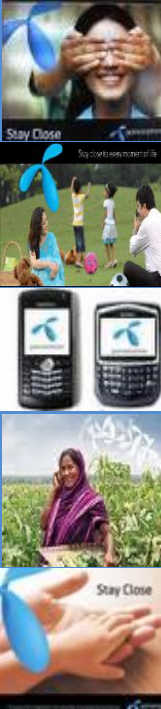
Pros	Cons
<ul style="list-style-type: none"> Less dependency on manual process 	<ul style="list-style-type: none"> Cost of fund : when selling on Credit
<ul style="list-style-type: none"> Real time service/feedback 	<ul style="list-style-type: none"> Return on Investment
<ul style="list-style-type: none"> Introducing Pre payment system for Banks that eliminates cash utilization gap 	<ul style="list-style-type: none"> Require approval from Board
<ul style="list-style-type: none"> Easy reporting & reconciliation 	<ul style="list-style-type: none"> Regulatory issues
<ul style="list-style-type: none"> Commission savings compare to Flexiload 	

Operation Process of ERS system

Operational Process of ERS System (postpaid):



According to Using ERS Platform for Post Paid Billing through Bank Channel (2009), Banks play the key role here as the Bank is the master SIM holder. Here bank works a distributor. Banks also are the intermediaries between Grameenphone and customers. Banks will be registered in the ERS system as a Distributor and Bank will buy reload from Grameenphone. Grameenphone is going to sell Reload Points to Banks on Credit made the stock available to the branches (i.e. retailers). Bank branches (the service desk) will be registered as an individual Retailer. A customer comes in any of the Registered Bank and asks for Post paid payment. Payment is being collected by the Bank Branch. After that Customer being Flexi Loaded as per requested amount & number and Both Customers & Retailer account gets updated..



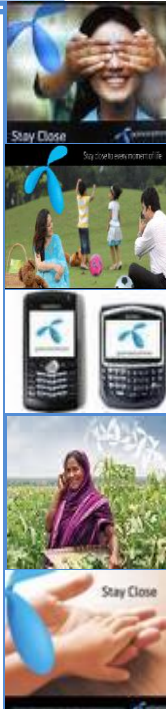


An Assessment of Postpaid Connection's Current State and Future prospect

From September 7, 2008, Grameenphone brings its postpaid subscribers a whole new range of attractive features so that they never miss a single precious moment of their lives. Although in the early years the mobile services were primarily targeted to the post-paid subscribers, prepaid services have become more and more popular in recent years. By the end of 2003 the proportion of prepaid subscribers became more than 50% of the install base worldwide (Lonergan, Swain, Guy, Yunus, Jackson, Mallinson, Barrabee, Minoru, Hatton, Entner, Putcha, Hoffman, & Quigley, 2004). Prepaid subscribers pay in advance for a limited amount of services and if they want to consume more airtime, they just refill their scratch cards by paying service providers or their channel merchants. However, post-paid subscribers usually have long term contractual relationships with the service provider and pay on a monthly basis according to the usage of services in the previous billing period (Turel & Serenko, 2004).

Increasing competition among the major private telecommunication companies in Bangladesh is pushing them to undertake various strategic and tactical measures to attract new customers while retaining the existing customers. In this emerging market both prepaid and post-paid subscribers are not exhibiting strong loyalties or commitment to any particular service provider as they have options of switching to other service provider(s) for more convenient and suitable service offerings. Hence, the major private telecommunication companies have a stake high enough to consider how to create a loyal customer base that will not be eroded even in the face of fierce competition. Therefore, the major private telecommunication companies must realize the emergence of studying and understanding various antecedents (viz. service quality, switching cost, trust, and customer satisfaction) of the subscribers' relationship commitment to figure out ways to create a loyal customer base.

Prepaid subscribers and post-paid subscribers tend to develop different type of relationships with their service provider because of dissimilar contractual obligation.

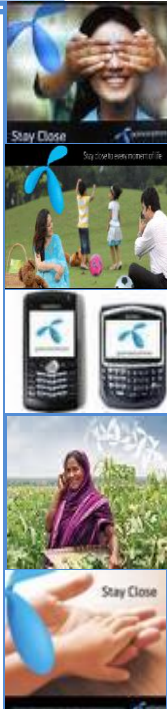


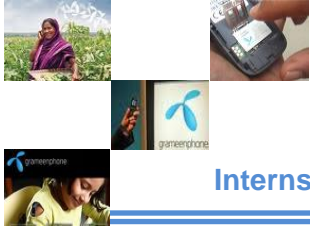


According to Turel and Serenko (2004) prepaid subscribers have low commitment relationship, whereas post-paid subscribers have high commitment relationship with the service provider. Moreover, average switching likelihood of prepaid subscribers is usually higher than that of post-paid subscribers; which ultimately shapes the subscribers' relationship commitment (Turel & Serenko, 2004). Therefore, it is important to understand how various antecedents of relationship commitment vary between these two groups of subscribers.

Grameenphone post-paid connection is now providing different offers like-

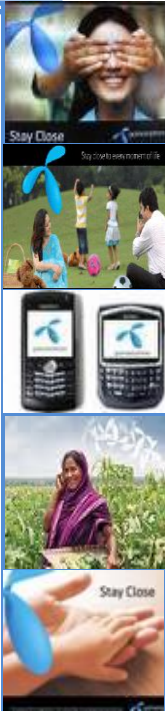
- ✦ Zero Line rent is one of the key attractions of this new basket of offers. xplora postpaid subscribers will enjoy 100% waiver on monthly Line Rent if their airtime usage exceeds only BDT 450 per month.
- ✦ If not, there is still good news. From now on, the new monthly Line Rent has been reduced to BDT 50 from BDT 100.
- ✦ The Monthly Commitment Fee of BDT 1000 will no longer be applicable for the “Xplora” package, as the Monthly Line Rent is fixed at BDT 100 (excluding VAT). This fee too will be waived if the subscribers’ monthly airtime usage exceeds BDT 1000.
- ✦ The World Wide Web now is at customer’s fingertips 24/7, with the Unlimited EDGE package at BDT 850 per month offer.
- ✦ Additionally, Xplora postpaid subscribers will enjoy 1 second pulse on all calls, except for calls to F&F numbers. Pulse to make F&F calls will be 60 seconds (from 1st min onwards).
- ✦ The number of F&F numbers has also been increased. Now xplora postpaid subscribers can call four F&F numbers at 25 paisa per minute.
- ✦ These new features, along with the existing convenient payment methods, exclusive Thank You benefits and more, are expected to add greater value for subscribers and help them stay better connected with their loved ones.
- ✦ Grameenphone has introduced another convenient bill payment method for its postpaid subscribers. From now on, Grameenphone's postpaid subscribers with xplora, Business Solution Postpaid and Grameenphone Public Phone

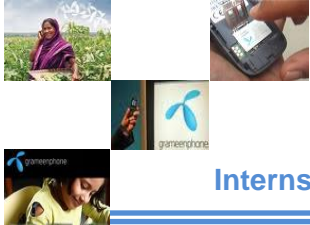




packages can pay their monthly bills using Grameenphone's scratch cards available in the market at convenient locations all around the country.

- ✦ After buying the scratch card, subscribers can pay the bill by calling Grameenphone's Call Center Hotline 12112 (for Bangla) and 12122 (for English) or by sending SMS to a special number. Automated voice instructions to complete the bill payment process are given when a Grameenphone subscriber calls the Hotline to pay his/her postpaid package bills with GP scratch cards. For the SMS option, a subscriber has to send an SMS to the number 5666 writing Pay hidden number. Only the active subscribers will be able to use the SMS option.
- ✦ Calling to 121 is free for Business Solutions subscribers. xplore and Grameenphone Public Phone subscribers will have to pay the normal charge. A Tk. 2. (excluding VAT) charge will be applicable for paying bill through SMS.
- ✦ Grameenphone xplore Package 1, xplore Package 2, Business Solution Postpaid and Grameenphone Public Phone subscribers will be able to use this service to pay their postpaid mobile phone bills. This service will enable them to pay their bill any time of the day without any hassle.
- ✦ xplore postpaid subscribers has discovered a whole new range of attractive offers, that begins with the unification of the two separate packages - xplore package 1 and xplore package 2 from 26th March, 2010.
- ✦ A 75% discount on the existing F&F rates is being offered so that subscribers can stay in constant touch with their loved ones. The new F&F rate for xplore postpaid subscribers is 25 paisa/min to 3 F&F numbers, 24 hours a day. Moreover, xplore subscribers can now change their F&F numbers every 30 days, instead of the existing 60 days.
- ✦ Regular tariff and SMS rates have been slashed down as well. xplore subscribers can now enjoy a flat tariff of BDT 1.30/min for calls to any operator 24 hours a day. SMS to F&F numbers is charged at BDT 0.50/sms, while SMS to any other number, including other GP numbers, is BDT 1/sms.





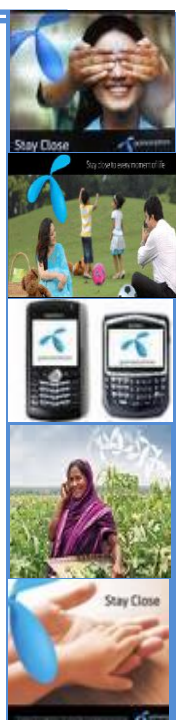
Graphical Presentation of Each Variable:

Escalating Demand for postpaid connection:



Price

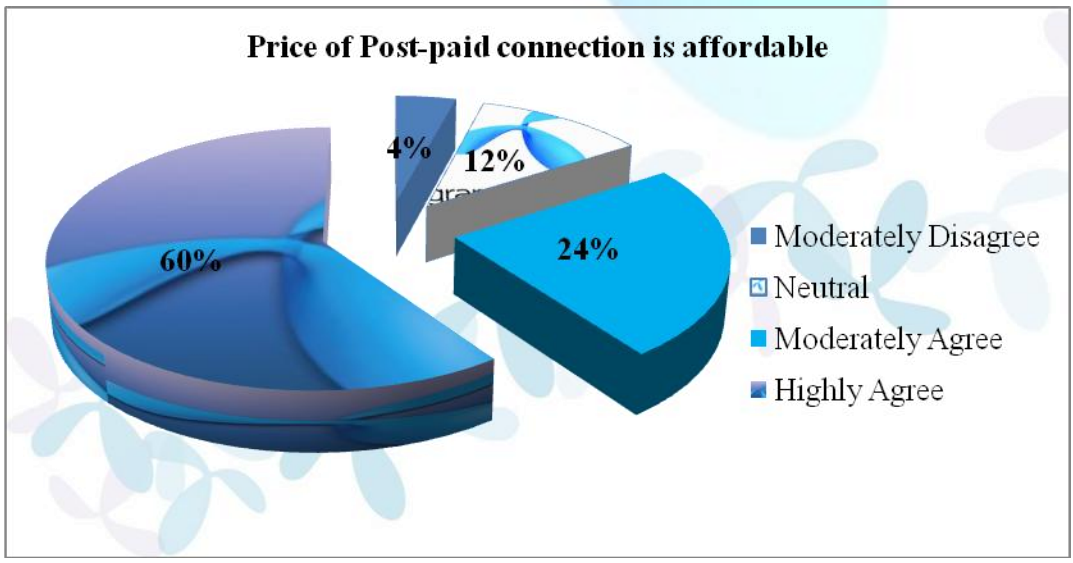
of Grameenphone Post-paid package is affordable:



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	5	4.2	4.2	4.2
	Neutral	14	11.7	11.7	15.8
	Moderate Agree	29	24.2	24.2	40.0
	Highly Agree	72	60.0	60.0	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 60% of postpaid users of Grameenphone think that price of Grameenphone post-paid connection is affordable. Whereas only 4.2% of Grameenphone postpaid users think that price of Grameenphone postpaid package is not affordable. So the statistic says that, the users of Grameenphone postpaid users don't think about the price and they don't have complaint against price.





Analysis:

From the above interpretation, it can be said that the users of Grameenphone postpaid users don't think about the price and neither they have any complain against the price.

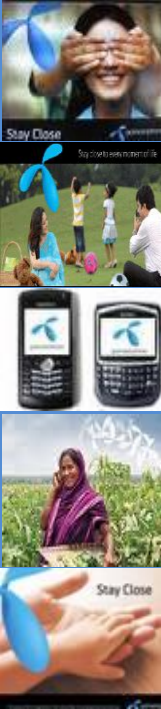
↳ **Satisfied with Grameenphone postpaid package:**

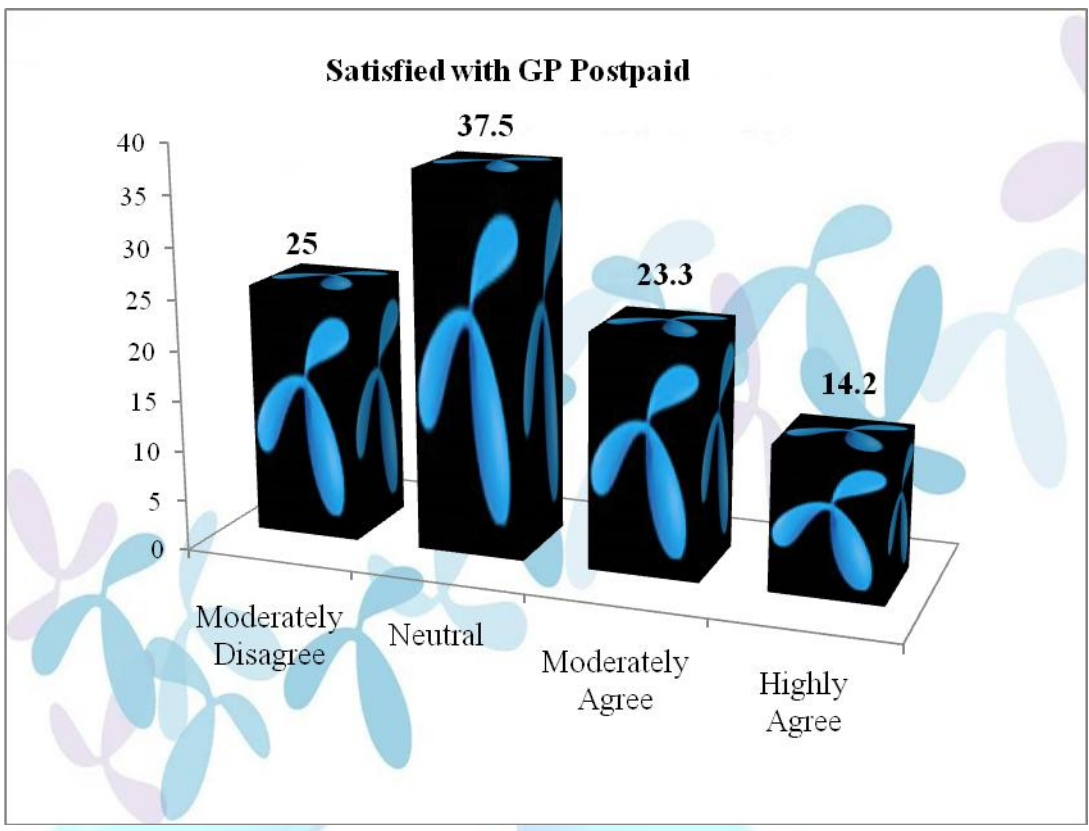
Satisfied with GP Postpaid

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	30	25.0	25.0	25.0
Neutral	45	37.5	37.5	62.5
Moderately Agree	28	23.3	23.3	85.8
Highly Agree	17	14.2	14.2	100.0
Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 37.5% people agree that Grameenphone postpaid package is satisfactory in all way. 25% people are not happy with all kind of service of Grameenphone post paid package. But the maximum percentage shows that Grameenphone Postpaid package is successful to satisfy its customers.





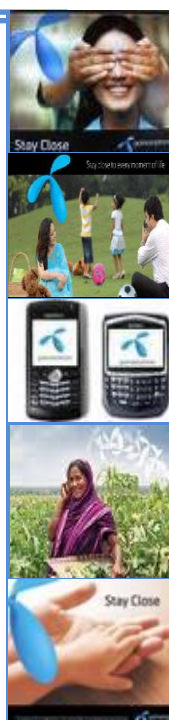
Analysis:-

From the above interpretation, it can be said that the overall consumers are satisfied with service of postpaid packages.

✦ *Network coverage is pleasing:*

Network Coverage pleasing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly Disagree	2	1.7	1.7	1.7
Moderately Disagree	44	36.7	36.7	38.3
Neutral	59	49.2	49.2	87.5
Moderately Agree	15	12.5	12.5	100.0
Total	120	100.0	100.0	



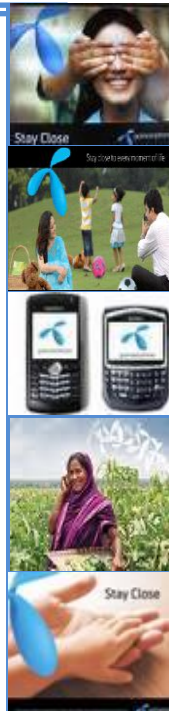
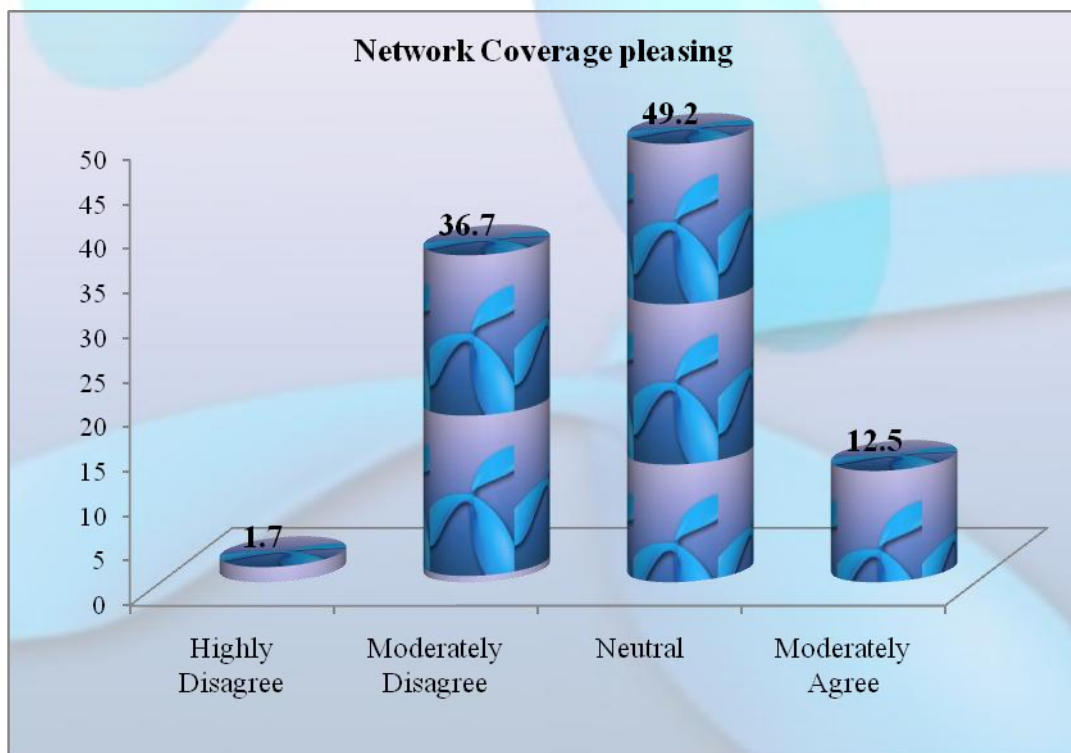


Interpretation:

From the table, we can see that, 49.2% people are happy with the network coverage of Grameenphone. Only 1.7% people said that they are not happy with the network coverage which is a very small percentage. It shows that Grameenphone's network service is pleasing and Grameenphone postpaid users are happy with the network service of Grameenphone.

Analysis:-

It shows from the above interpretation that Grameenphone's network service is pleasing and the postpaid users are happy with the network service.





Does not bother about the call rate:

Does not bother about call rate

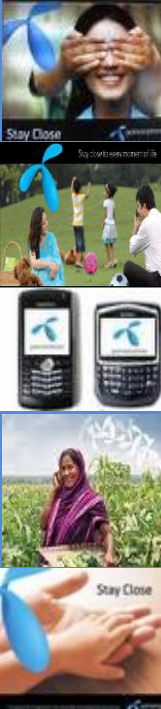
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	7	5.8	5.8	5.8
	Neutral	45	37.5	37.5	43.3
	Moderately Agree	54	45.0	45.0	88.3
	Highly Agree	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

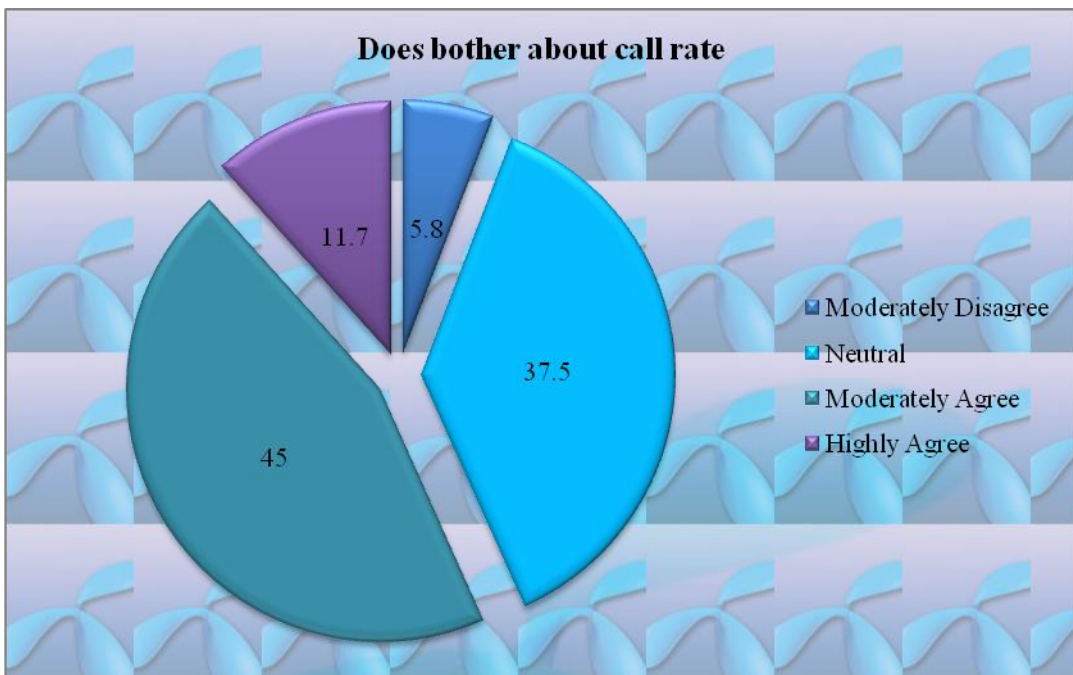
Interpretation:

From the table we can see that 45.0% of postpaid users don't think about the call rate while they talk over phone. Only 5.8% of post paid users are not happy with call rate and they really care about call rate while talking over phone.

Analysis:

The interpretation shows that, call rate is not so important for Grameenphone post paid users.





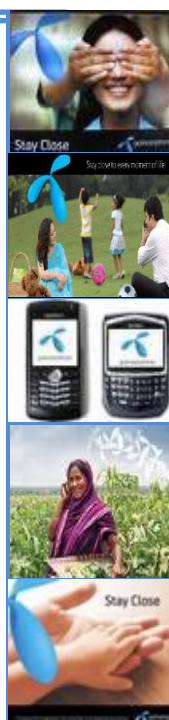
Analysis:-

From the above interpretation, we can say that the greater percentage of customers is neutral about the call rate.

Continuous advertising of prepaid package affect Postpaid:

Continuous ad of prepaid affect post paid

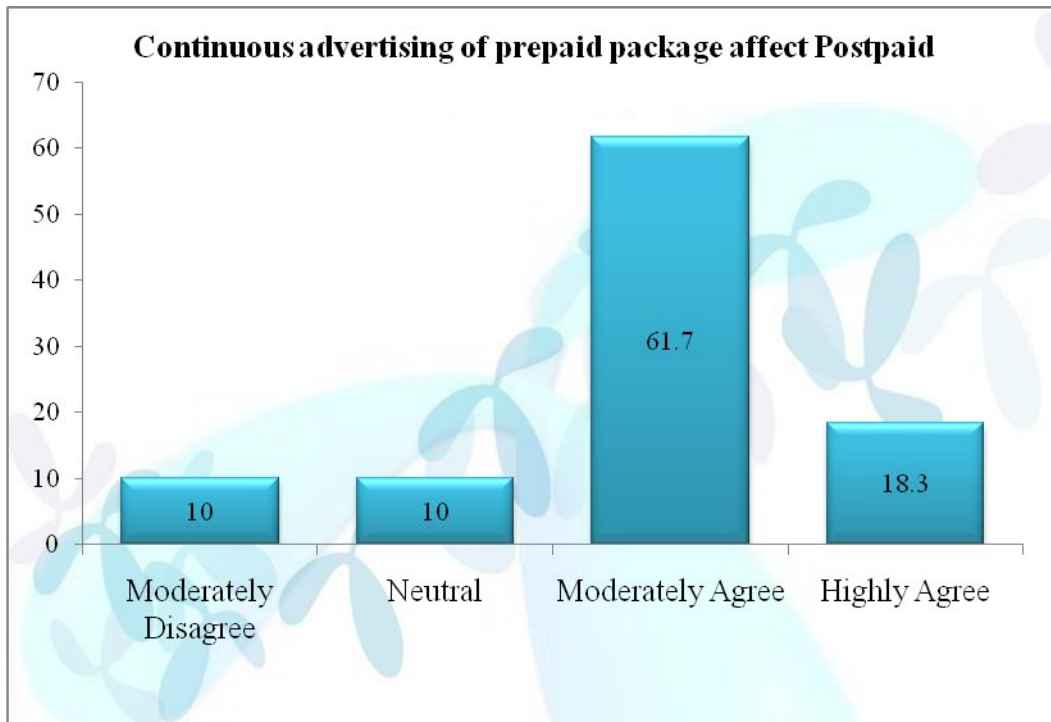
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	12	10.0	10.0	10.0
Neutral	12	10.0	10.0	20.0
Moderately Agree	74	61.7	61.7	81.7
Highly Agree	22	18.3	18.3	100.0
Total	120	100.0	100.0	





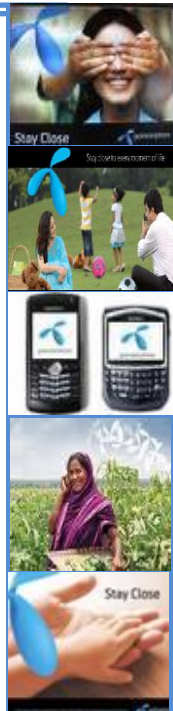
Interpretation:

From the table we can see that, 61.7% people say that continuous advertisement of prepaid package of Grameenphone may affect the escalating demand of post paid package. Only 10.0% people show different opinion regarding this issue.



Analysis:-

From the above interpretation, we can say that the major part of consumers believe that the continuous advertising of prepaid package would affect the demand of postpaid packages.





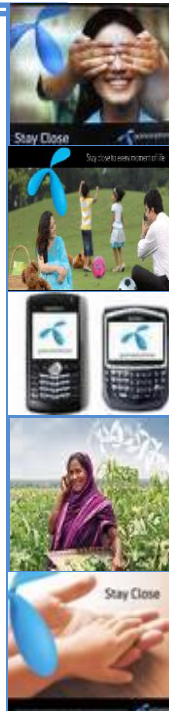
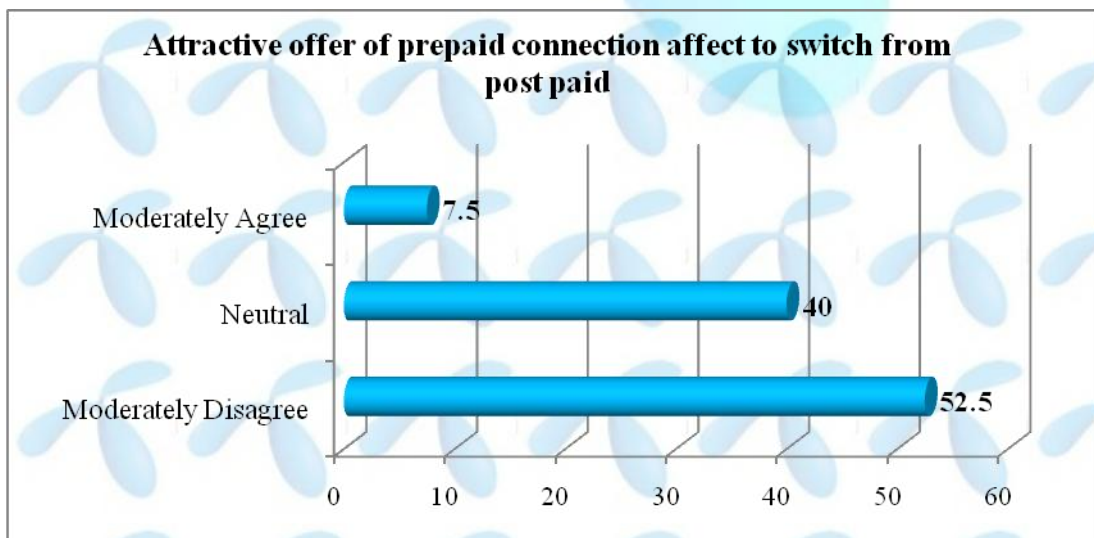
❖ *Attractive offer of Prepaid package affect to switch from Postpaid connection:*

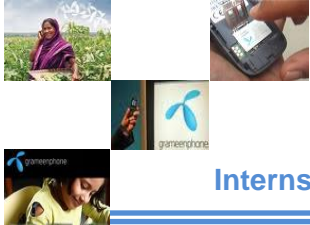
Attractive offer of prepaid connection affect to switch from post paid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	63	52.5	52.5	52.5
	Neutral	48	40.0	40.0	92.5
	Moderately Agree	9	7.5	7.5	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 52.5% of Grameenphone post paid users says that they are not agree with the term that different type of attractive offer of prepaid connection make people think of changing their post paid connection. Only 7.5% people think that attractive offer of prepaid connection sometimes make them think of switching their current post paid connection.





Analysis:-

The interpretation shows that post paid users of Grameenphone will not switch their current connection package even though they might be offer with attractive offer of Grameenphone prepaid packages.

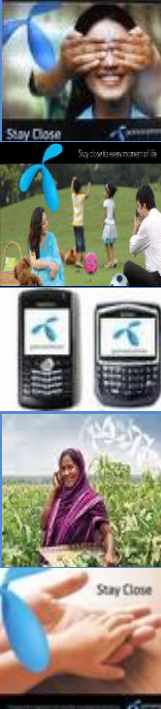
✦ *Don't bother about the attractive offer of other packages while bought post paid package:*

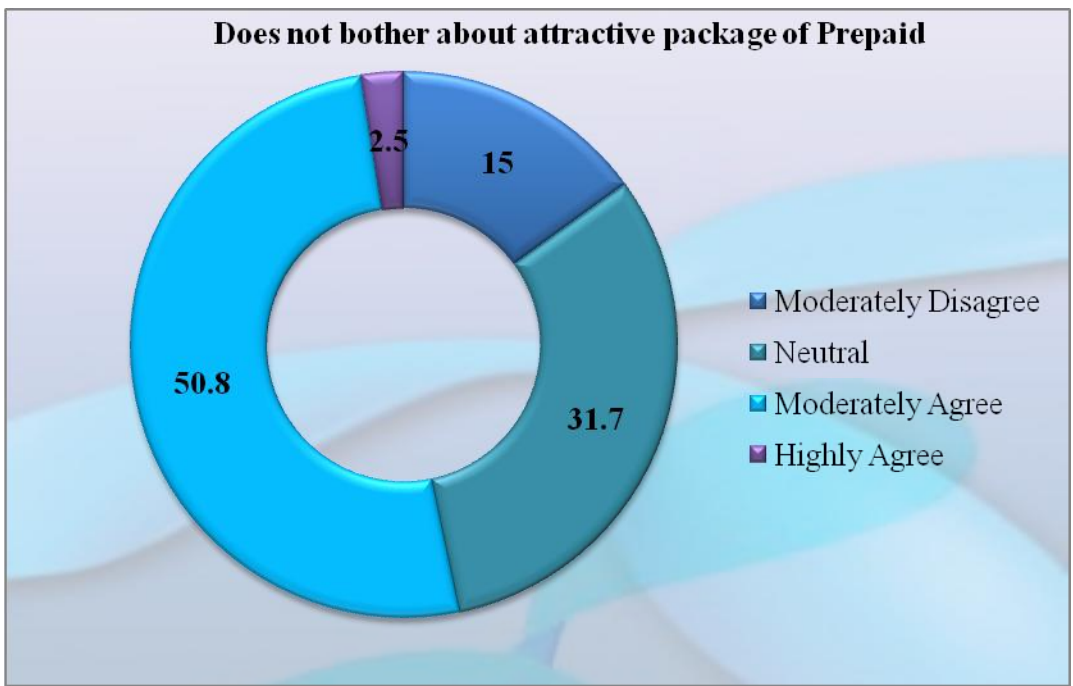
Does not bother about attractive package of Prepaid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	18	15.0	15.0	15.0
	Neutral	38	31.7	31.7	46.7
	Moderately Agree	61	50.8	50.8	97.5
	Highly Agree	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 50.8% of Grameenphone post paid users says that they are not agree with the term that they thought of attractive of Grameenphone prepaid package while they bought their post paid connection. Only 15.0% people think of offer of prepaid connection.





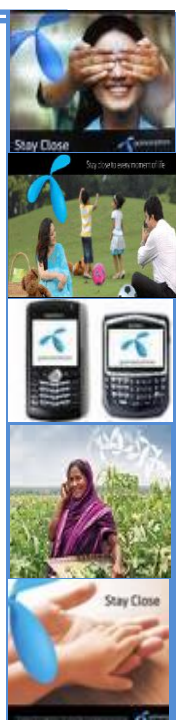
Analysis:-

The interpretation shows that post paid users of Grameenphone attractive offer of prepaid package hardly attract post paid users while they bought their postpaid connection

- ✦ *Availability of Prepaid connections may hamper the demand of postpaid connection :*

Availability of prepaid connection hampers demand of postpaid

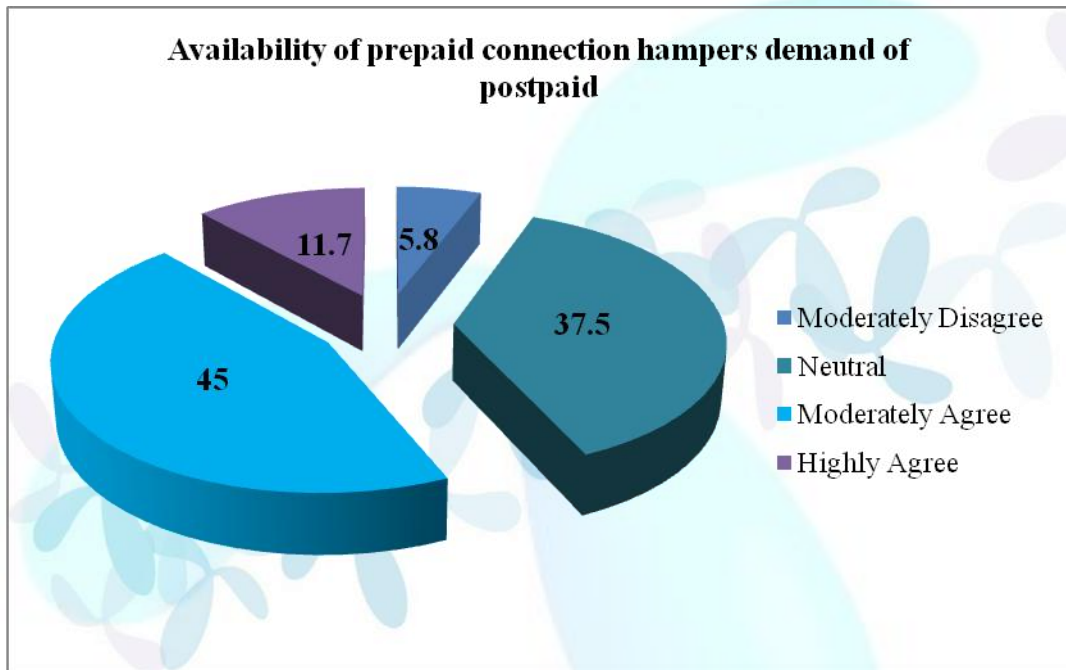
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	7	5.8	5.8	5.8
Neutral	45	37.5	37.5	43.3
Moderately Agree	54	45.0	45.0	88.3
Highly Agree	14	11.7	11.7	100.0
Total	120	100.0	100.0	





Interpretation:

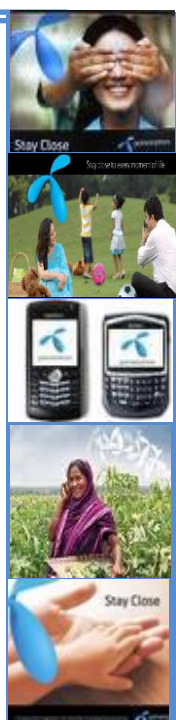
From the table, we can see that 45.0% people agree that availability of prepaid connection may hamper the demand of post paid connections. Only 5.8% thinks different. 37.5% people were neutral. But majority of the participation of post paid users shows that, availability of prepaid connection may hamper demand of post paid connection.



✦ *Flexibility of Grameenphone prepaid package might lead to switch postpaid:*

Flexibility of prepaid might lead to switch to prepaid from postpaid

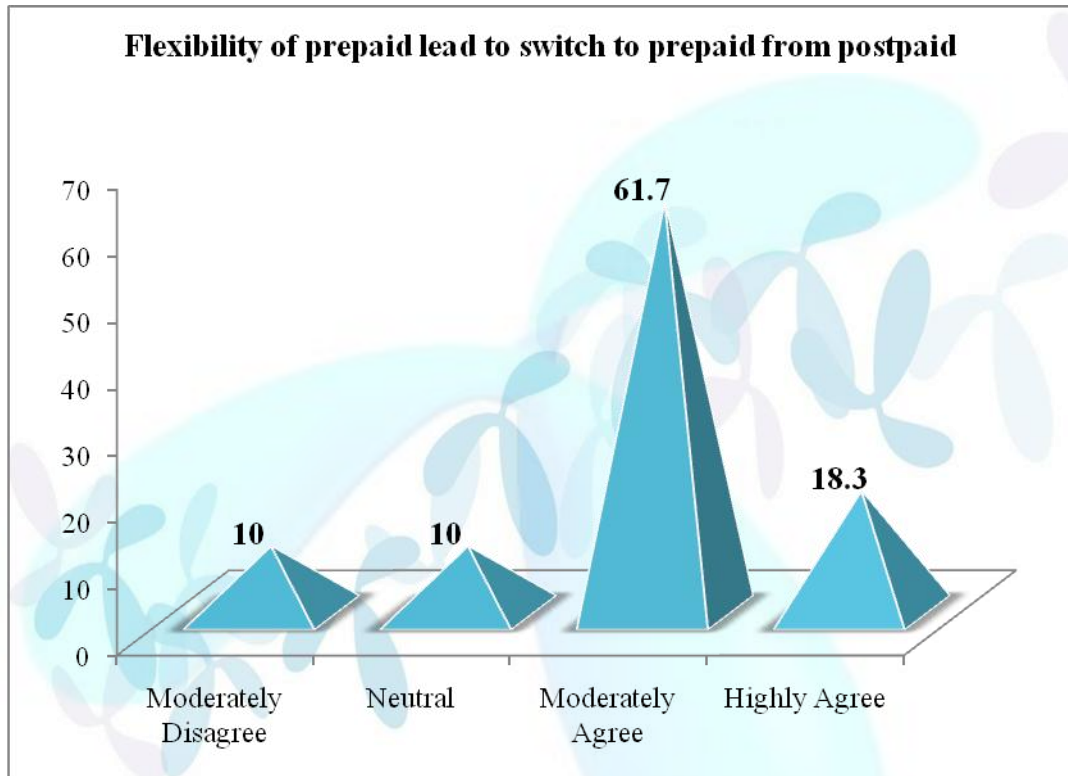
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	12	10.0	10.0	10.0
	Neutral	12	10.0	10.0	20.0
	Moderately Agree	74	61.7	61.7	81.7
	Highly Agree	22	18.3	18.3	100.0
	Total	120	100.0	100.0	



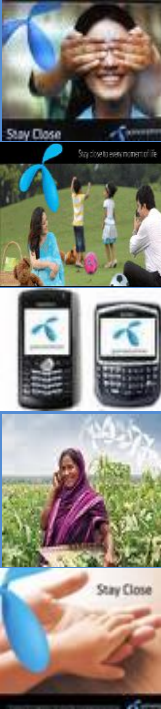


Interpretation:

From the table, we can see that, 61.7% are agree with the term that Flexibility (Flexi load, Balance transfer, Available Prepaid Card) of Grameenphone Prepaid package sometimes make me think of changing my postpaid connection. Only 10.0% shows some different opinion.



Analysis: - So, Flexibility of prepaid connection may hamper the escalating demand for postpaid connection of Grameenphone.





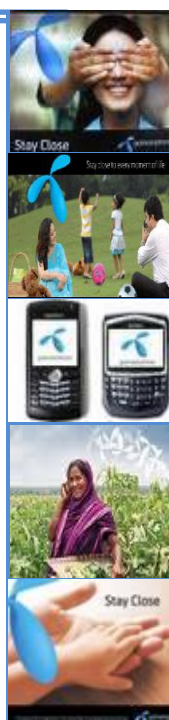
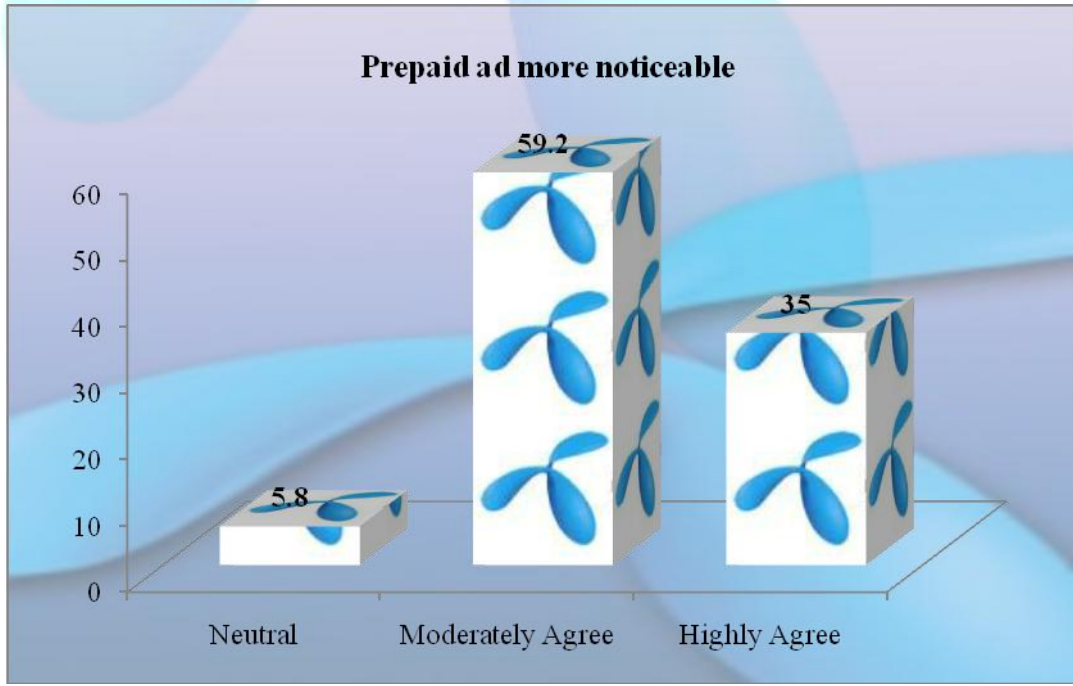
Advertisement of Grameenphone prepaid connection is more noticeable than post-paid connection:

Prepaid ad more noticeable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	7	5.8	5.8	5.8
	Moderately Agree	71	59.2	59.2	65.0
	Highly Agree	42	35.0	35.0	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table we can see that, 35.0% people highly agree that advertisement of Grameenphone prepaid connection is more noticeable than post-paid connection. 59.2% people moderately with the term. None agrees that advertisement of postpaid connection is noticeable.





Analysis:-

It shows that Grameenphone is more emphasizing on advertisement of prepaid connection than postpaid connection.

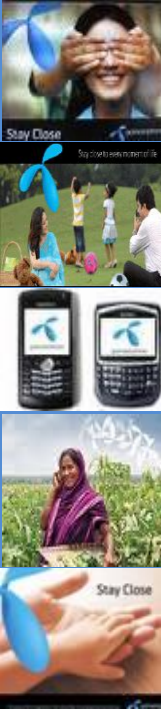
↳ *Grameenphone is putting more importance to advertisement of prepaid:*

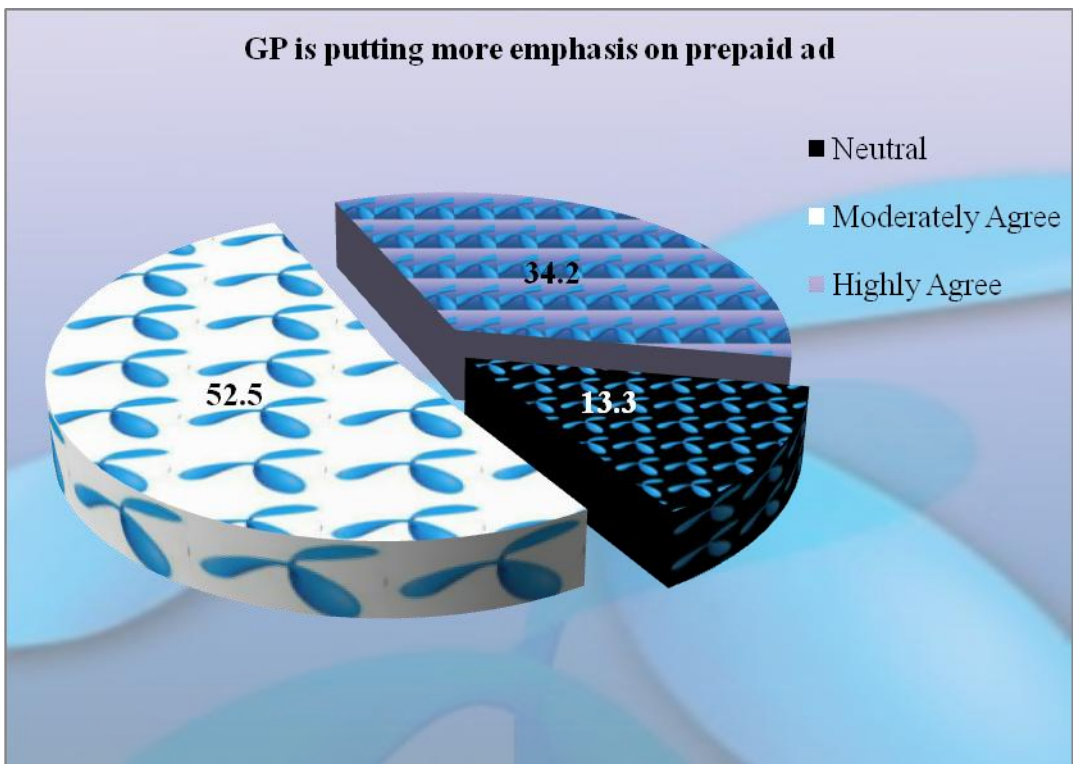
GP is putting more emphasis on prepaid ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	16	13.3	13.3	13.3
	Moderately Agree	63	52.5	52.5	65.8
	Highly Agree	41	34.2	34.2	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 34.2% of Grameenphone postpaid users highly agrees that Grameenphone is putting more emphasis on advertisement of Grameenphone prepaid connection than postpaid connection. 52.5% moderately agrees with the term.





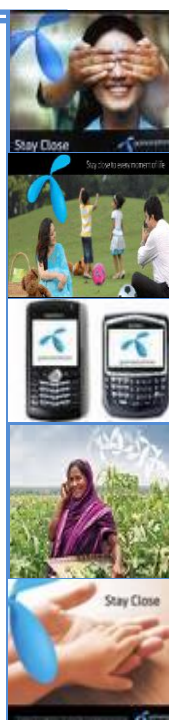
Analysis:

It shows that Grameenphone is more emphasizing on advertisement of prepaid connection than postpaid.

Billboard of Postpaid package of Grameenphone is hardly found:

Billboard of postpaid is hardly found

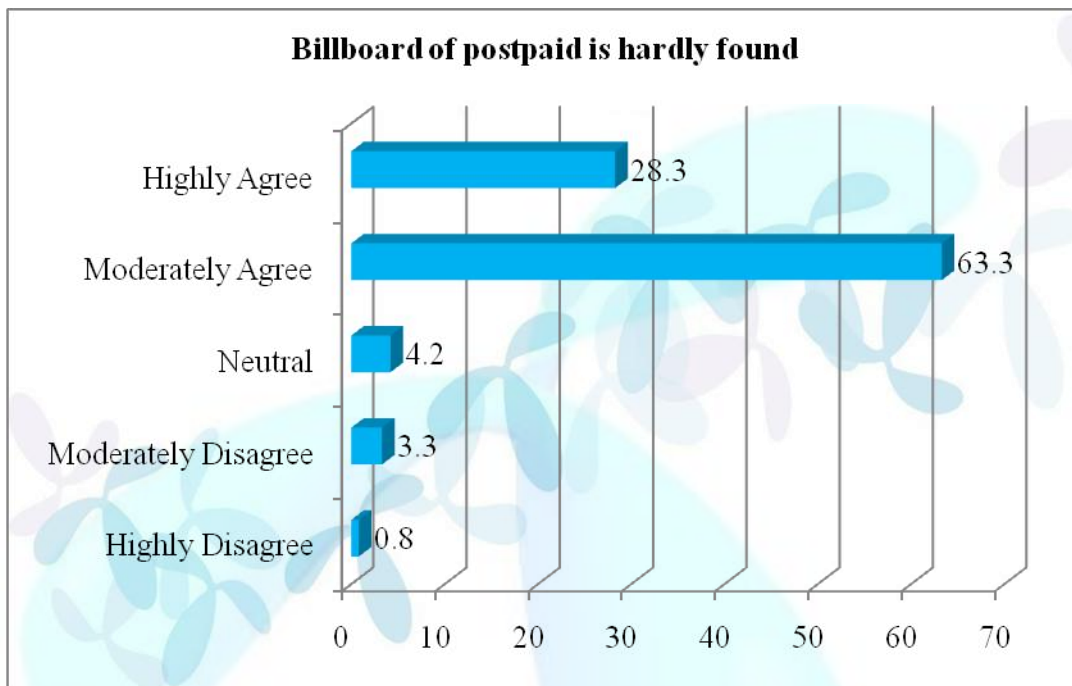
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Disagree	1	.8	.8	.8
	Moderately Disagree	4	3.3	3.3	4.2
	Neutral	5	4.2	4.2	8.3
	Moderately Agree	76	63.3	63.3	71.7
	Highly Agree	34	28.3	28.3	100.0
	Total		120	100.0	100.0





Interpretation:

From the table, we can see that 28.3% of Grameenphone postpaid users highly agrees that Billboard of postpaid package of Grameenphone is hardly found. 63.3% moderately agrees with the term.



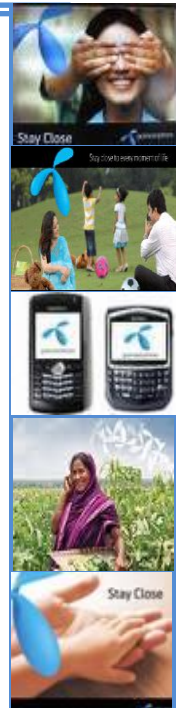
Analysis:

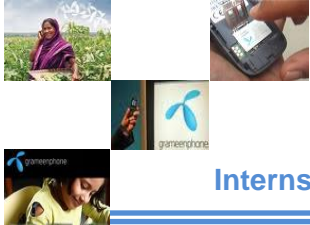
It shows that Grameenphone is more emphasizing on advertisement of prepaid connection than postpaid connection through billboard.

✦ *Grameenphone Prepaid TVC is more visible than Postpaid TVC:*

More TVC of Prepaid then postpaid

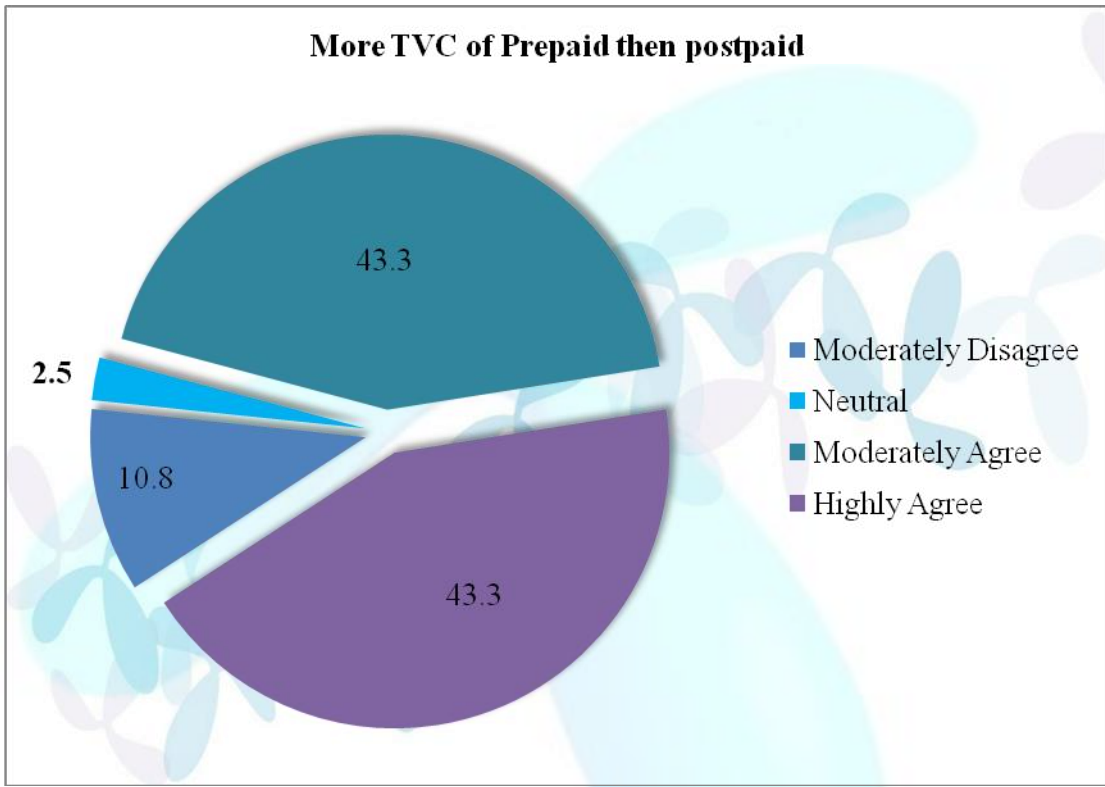
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	13	10.8	10.8	10.8
Neutral	3	2.5	2.5	13.3
Moderately Agree	52	43.3	43.3	56.7
Highly Agree	52	43.3	43.3	100.0
Total	120	100.0	100.0	





Interpretation:

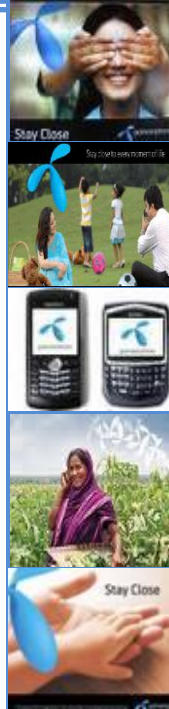
From the table, we can see that 43.3% of Grameenphone postpaid users highly agrees that TVC of postpaid package of Grameenphone is hardly seen. 43.3% moderately agrees with the term.



Analysis:-

It shows that Grameenphone is more emphasizing on advertisement of prepaid connection than postpaid connection through TVC.

Notice Grameenphone Advertisement:



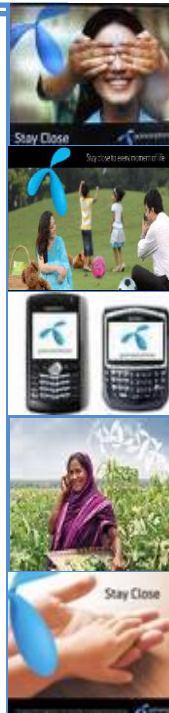
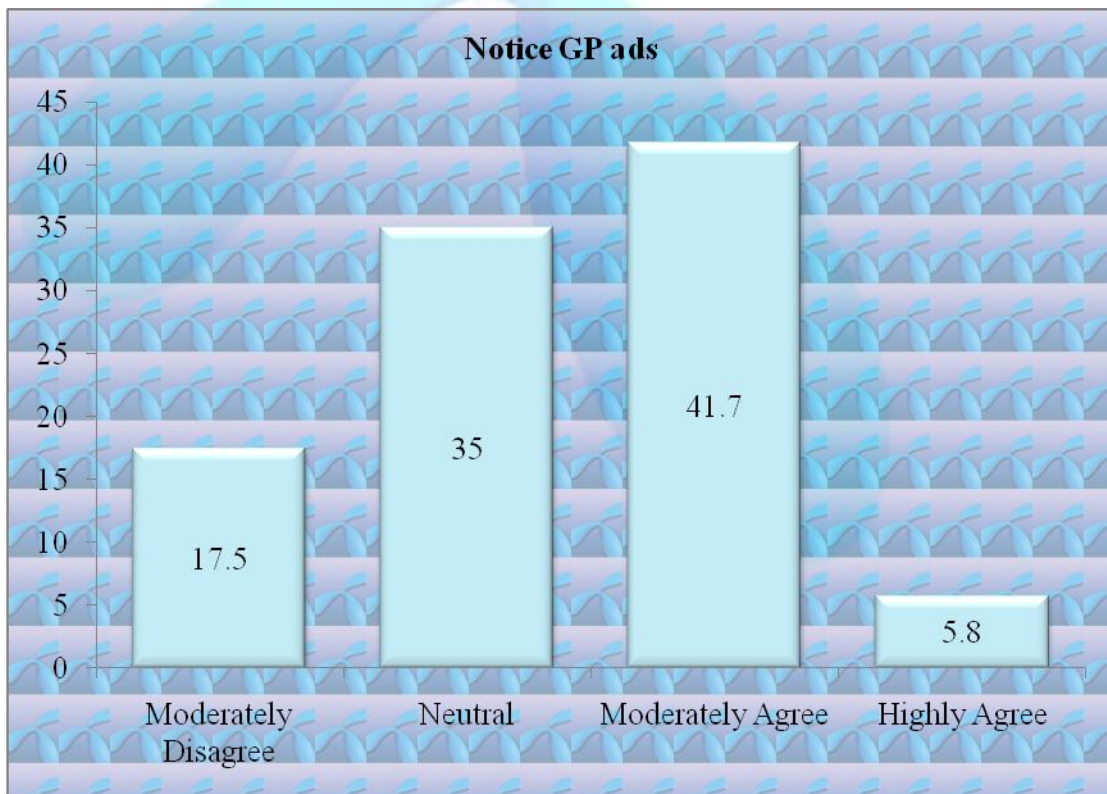


Notice GP ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	21	17.5	17.5	17.5
	Neutral	42	35.0	35.0	52.5
	Moderately Agree	50	41.7	41.7	94.2
	Highly Agree	7	5.8	5.8	100.0
	Total	120	100.0	100.0	

Interpretation:

I've asked people, whether they always notice the advertisement of Grameenphone and try to remember. From the table we can see that, only 5.8% people highly agree that they notice and try to remember. 17.5% people disagree and 41.7% people moderately agree that they notice Grameenphone advertisement.





Analysis:-

From the above interpretation, it can be said that consumers do keep an eye on the notice of Grameenphone advertisement, in order to know what offers are coming next.

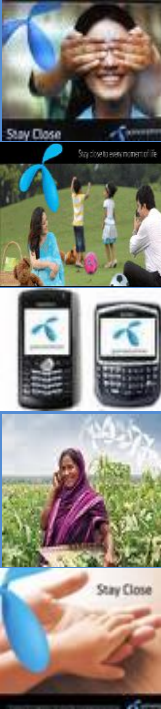
Grameenphone Advertisement don't influence Postpaid users:

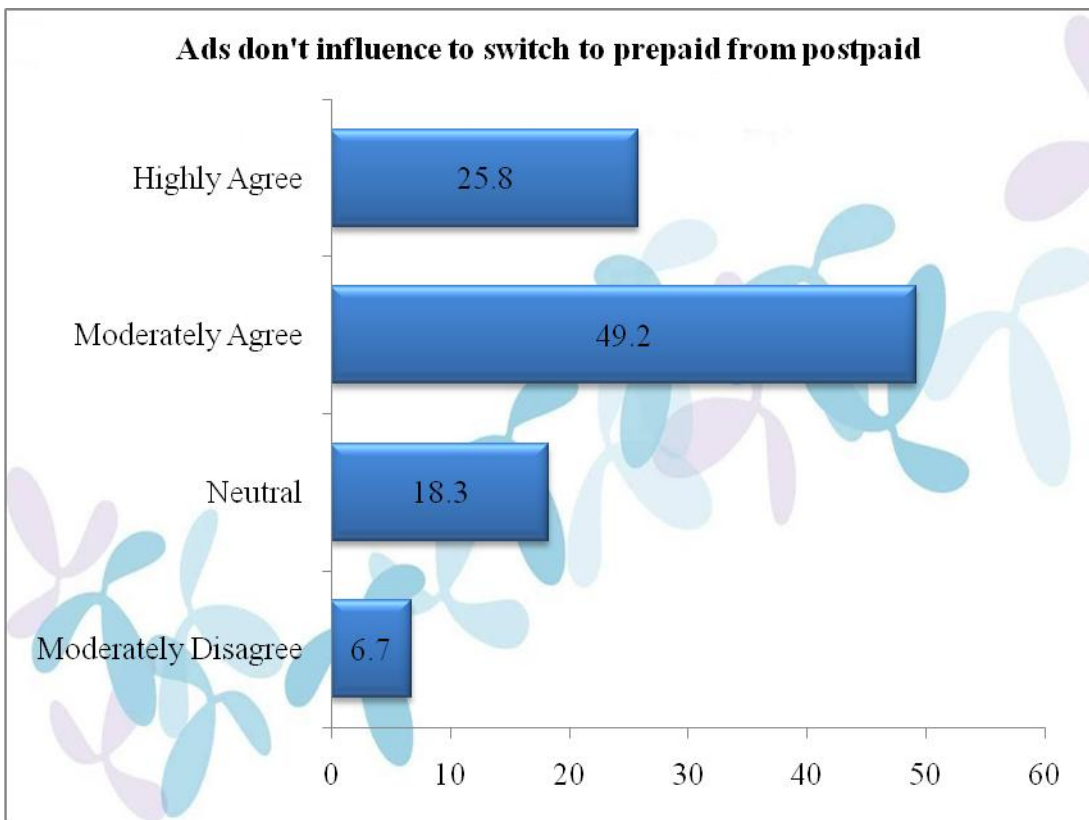
Ads don't influence to switch to prepaid from postpaid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	8	6.7	6.7	6.7
	Neutral	22	18.3	18.3	25.0
	Moderately Agree	59	49.2	49.2	74.2
	Highly Agree	31	25.8	25.8	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 49.2% people says that, any kind of Advertisement do not influence them to change my post paid connection. Only 6.7% people show different opinion. 25.8% of Grameenphone postpaid users highly agrees that any kind of Advertisement do not influence them to change my post paid connection.



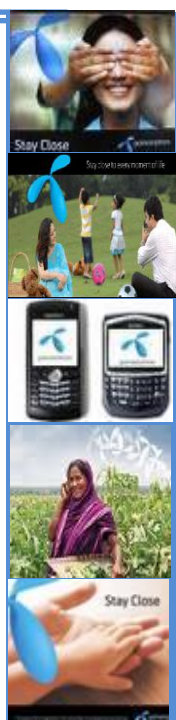


Analysis: - From the above interpretation, it shows that advertisement does not actually influence consumers to switch from prepaid to postpaid.

✦ **Post paid users know about the current postpaid offer:**

I know current postpaid offer

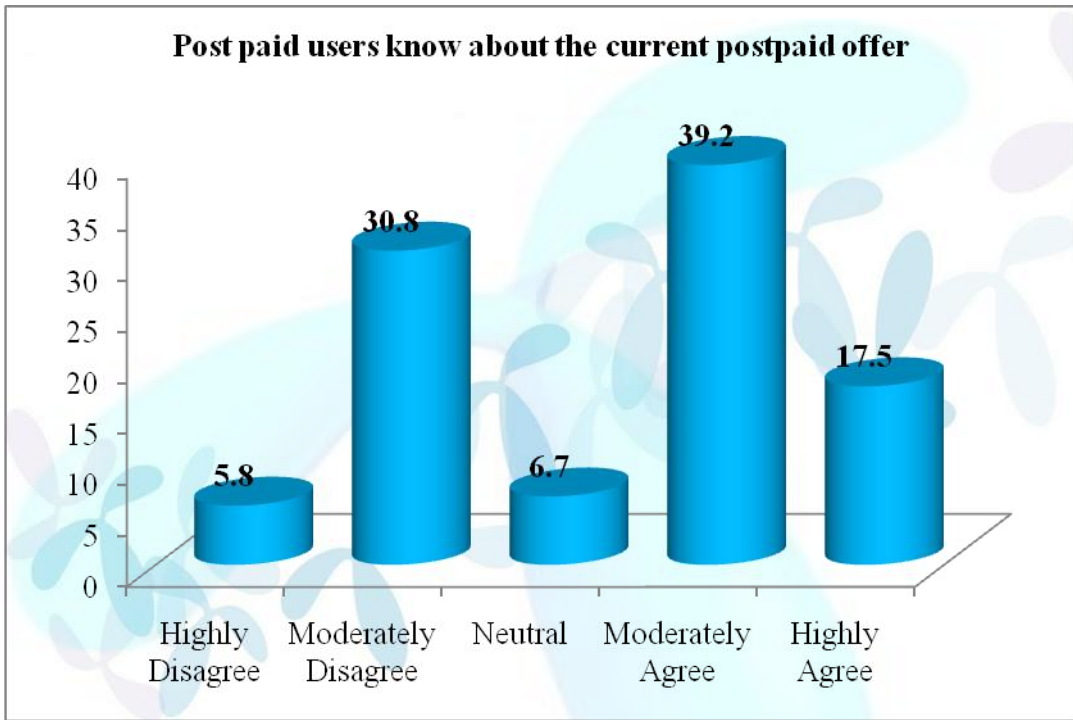
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Disagree	7	5.8	5.8	5.8
	Moderately Disagree	37	30.8	30.8	36.7
	Neutral	8	6.7	6.7	43.3
	Moderately Agree	47	39.2	39.2	82.5
	Highly Agree	21	17.5	17.5	100.0
	Total	120	100.0	100.0	





Interpretation:

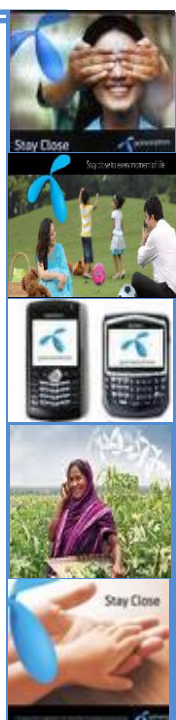
From the table, we can see that 39.2% of Grameenphone post paid users knows about the current offer of Grameenphone postpaid offer. Only 6.5% people highly disagree. Again 30.8% people don't know about the current promotion of Grameenphone.



I may change postpaid if prepaid comes with more attractive package:

I may change postpaid if prepaid comes with more attractive package

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly Disagree	11	9.2	9.2	9.2
Moderately Disagree	24	20.0	20.0	29.2
Neutral	27	22.5	22.5	51.7
Moderately Agree	34	28.3	28.3	80.0
Highly Agree	24	20.0	20.0	100.0

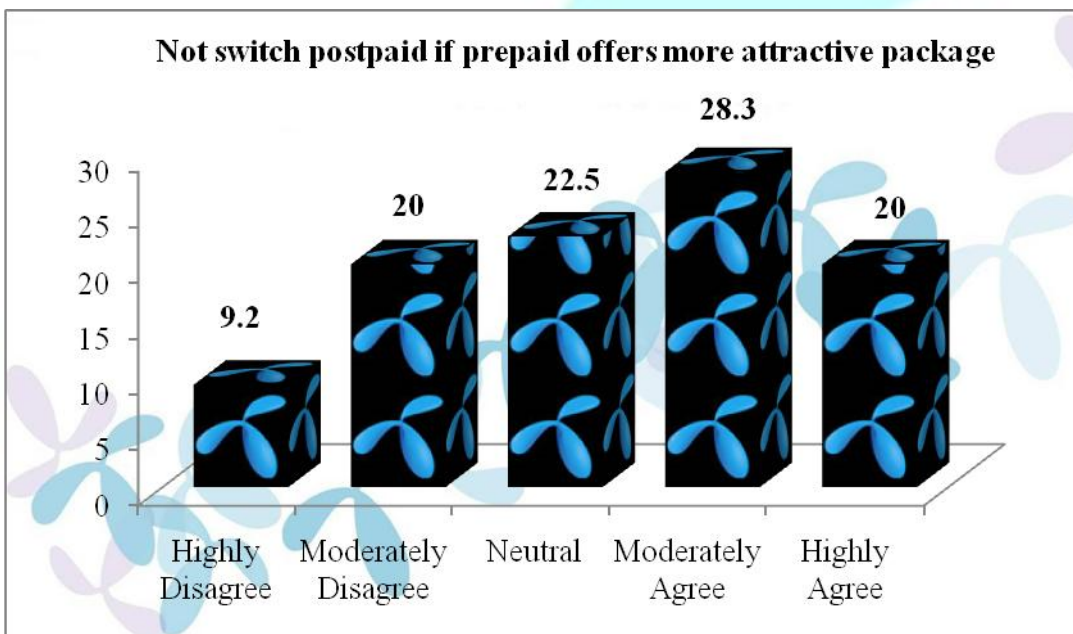




Total	120	100.0	100.0	
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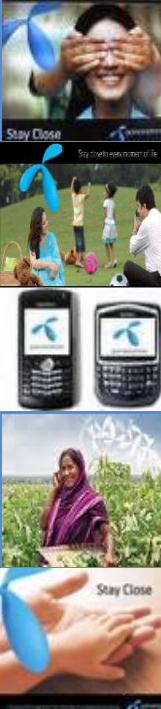
Interpretation:

From the table, we can see that, 20% people says that they will not change their current postpaid package even though Grameenphone comes with attractive package of Prepaid connection. Again, 20% people said different words. 28.3% people moderately agree with the term.



Analysis:-

It shows that, continuous promotion of Grameenphone prepaid influence Post paid users to change their current connection.





Care about connectivity , not price.

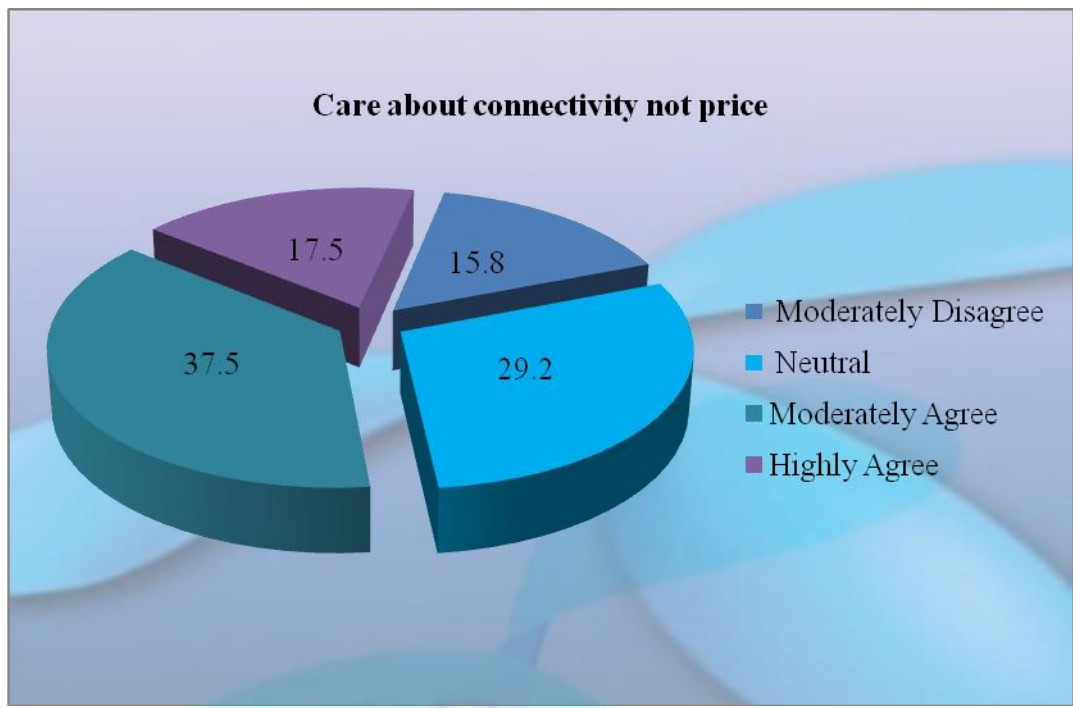
Care about connectivity not price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	19	15.8	15.8	15.8
	Neutral	35	29.2	29.2	45.0
	Moderately Agree	45	37.5	37.5	82.5
	Highly Agree	21	17.5	17.5	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that, 37.5% people says that they don't care about the price or call rate of Grameenphone postpaid package as long Grameenphone provides better connectivity. Only 15.8% Grameenphone postpaid users moderately disagree with the term.





Analysis: - From the above interpretation, it can be said that most of the consumers are concerned with connectivity not price.

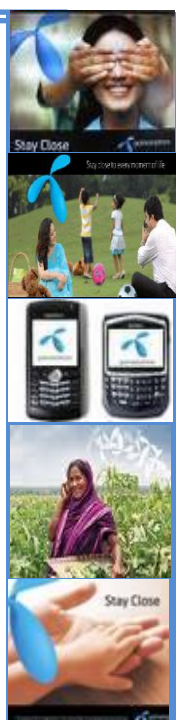
Availability of Prepaid Connection:

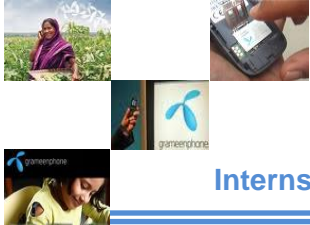
Availability of prepaid connection make think to switch from post paid:

Availability of prepaid connection make think to switch from post paid

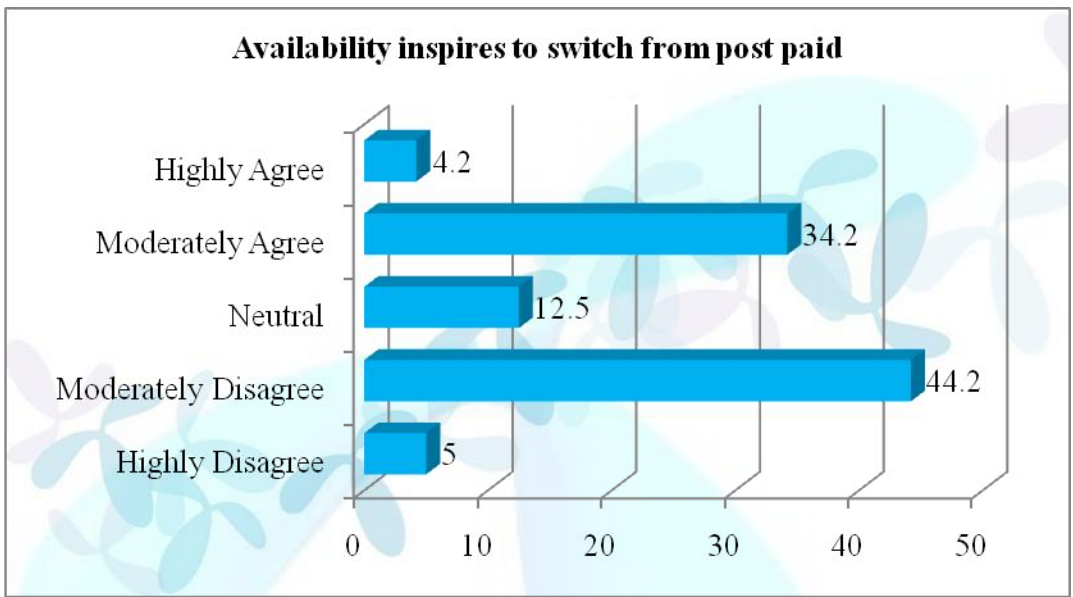
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly Disagree	6	5.0	5.0	5.0
Moderately Disagree	53	44.2	44.2	49.2
Neutral	15	12.5	12.5	61.7
Moderately Agree	41	34.2	34.2	95.8
Highly Agree	5	4.2	4.2	100.0
Total	120	100.0	100.0	

Interpretation:





From the table, we can see that 44.2% people disagree that availability of prepaid connection make them think of switching their current postpaid connection to prepaid connection. Only 5.0% people highly agree that availability of prepaid connection make them think of switch from postpaid connection.



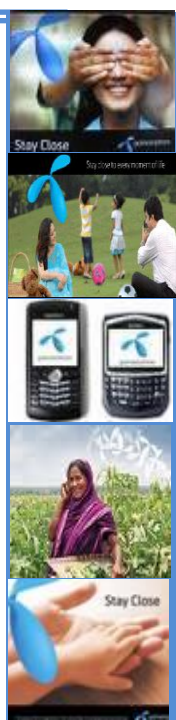
Analysis:-

From the above interpretation, it can be said that availability of postpaid packages will not convince consumers to purchase them.

Prepaid is available in everywhere but postpaid is not

Prepaid is available in everywhere but postpaid is not

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Moderately Disagree	16	13.3	13.3	13.3

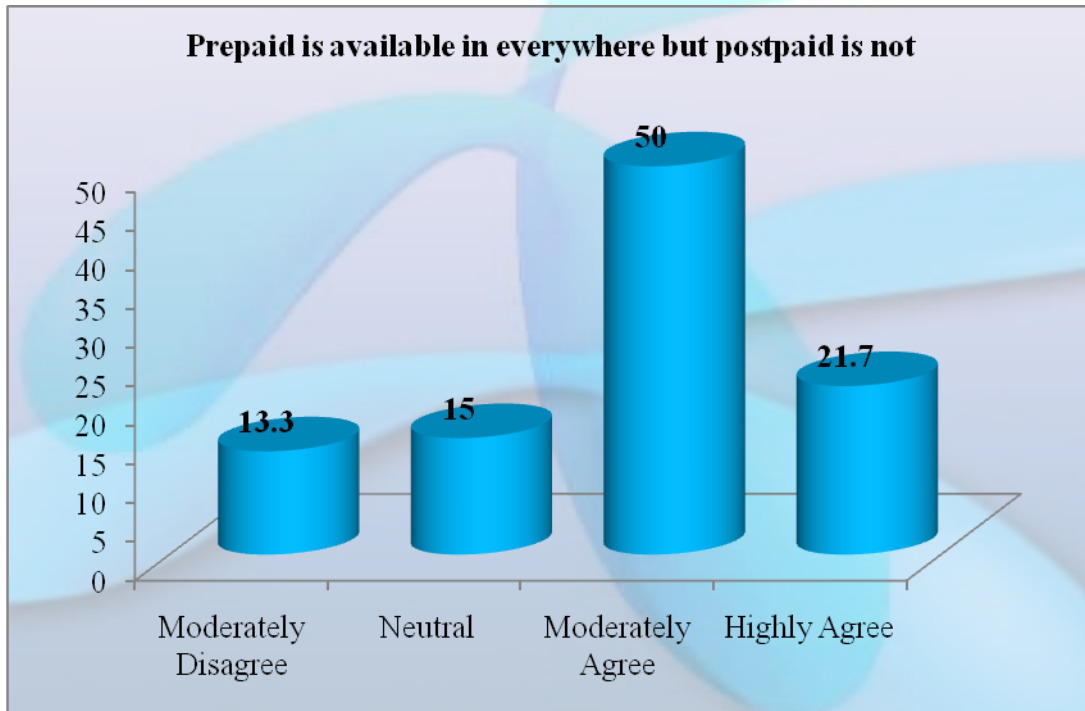




Neutral	18	15.0	15.0	28.3
Moderately Agree	60	50.0	50.0	78.3
Highly Agree	26	21.7	21.7	100.0
Total	120	100.0	100.0	

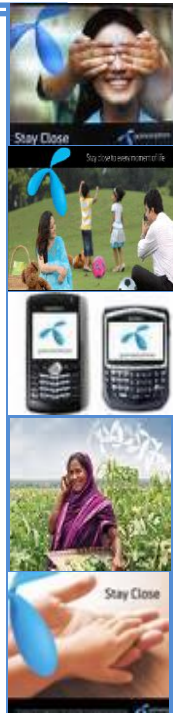
Interpretation:

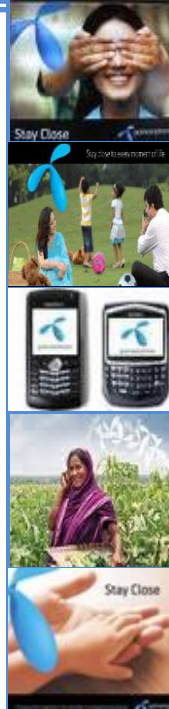
From the table, we can see that 50.0% of post paid users of Grameenphone agree that, Grameenphone Prepaid package can be found anywhere, but postpaid package cannot be.



Analysis:-

It shows that Grameenphone is putting more emphasis on Grameenphone prepaid package than postpaid package.





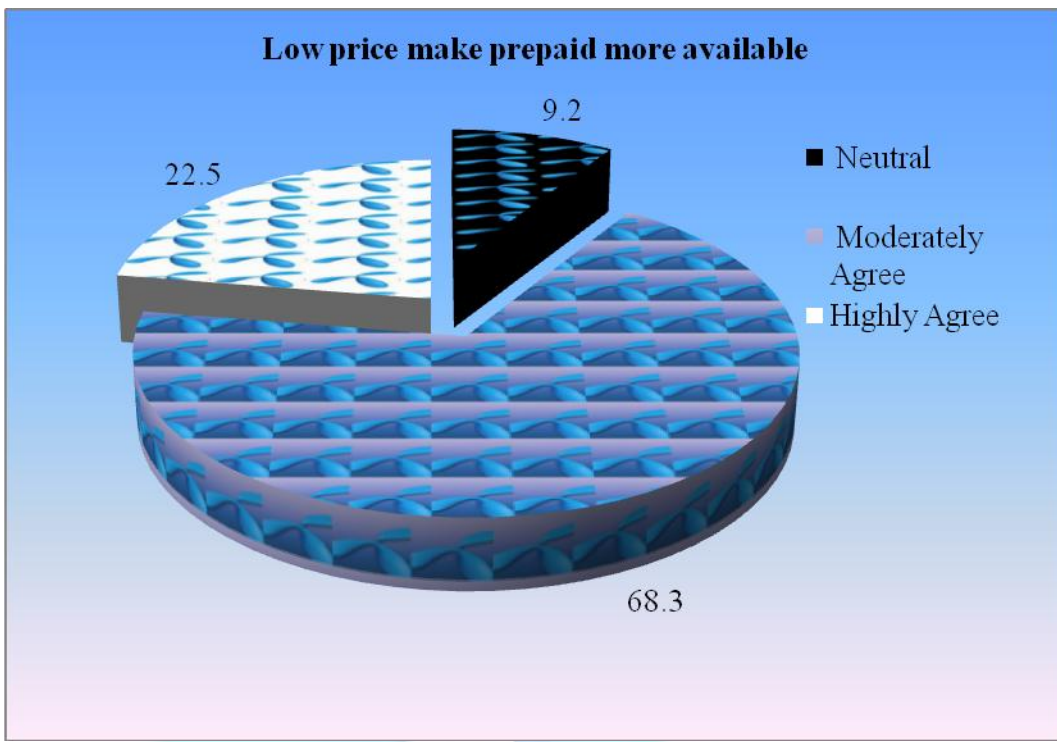
Low price make prepaid more available

Low price make prepaid more available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	11	9.2	9.2	9.2
	Moderately Agree	82	68.3	68.3	77.5
	Highly Agree	27	22.5	22.5	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table, we can see that 68.3% of Grameenphone postpaid users agrees that Low Price of Prepaid connection make it more available than Postpaid connection. 22.5% of Grameenphone postpaid users highly agree with the term.



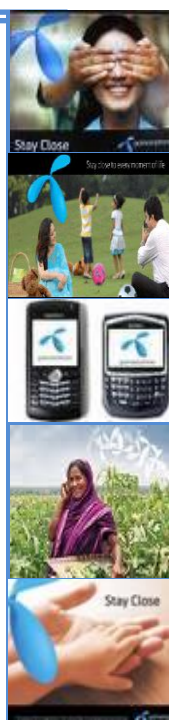
Analysis:-

From the above interpretation, it can be said that most of the people gets influenced to buy prepaid products and when it is cheap and hence more available.

✦ If postpaid is available everywhere user will not switch to prepaid

If postpaid is available everywhere user will not switch to prepaid

Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Highly Disagree	3	2.5	2.5	2.5
	Moderately Disagree	8	6.7	6.7	9.2
	Neutral	30	25.0	25.0	34.2
	Moderately Agree	56	46.7	46.7	80.8
	Highly Agree	23	19.2	19.2	100.0
	Total	120	100.0	100.0	

Interpretation:

From the table we can see that, 46.7% of Grameenphone postpaid package agrees that if postpaid is available everywhere user will not switch to prepaid connection. Only 2.5% people disagree with the term.

Analysis:-

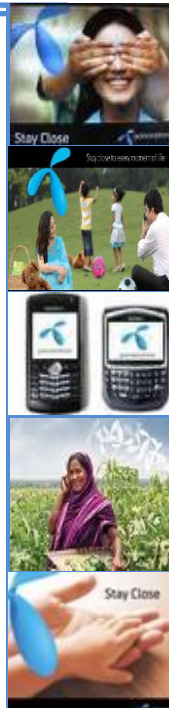
It shows that if Grameenphone make post paid connection more available, people who think of changing their connection or thinking of buying new connection, will go for postpaid connection.

Never face bill related problem

Never face bill related problem

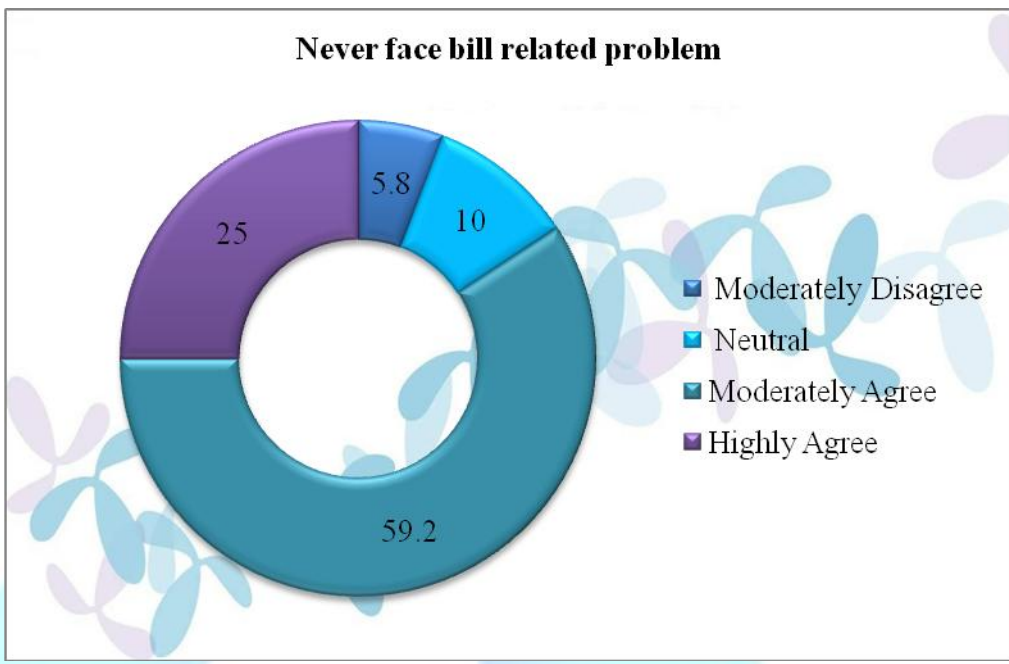
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Disagree	7	5.8	5.8	5.8
	Neutral	12	10.0	10.0	15.8
	Moderately Agree	71	59.2	59.2	75.0
	Highly Agree	30	25.0	25.0	100.0
	Total	120	100.0	100.0	

Interpretation:





From the table we can see that, 59.2% people agree that they never face any problem related to bill. Only 5.8% people show different opinion. 25.0% of Grameenphone postpaid users are happy with the connection and they said they never face any bill related problem.



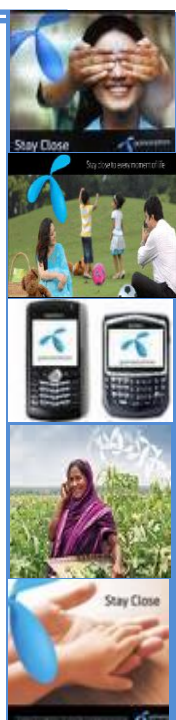
Analysis:-

From the above interpretation we can say that most of the customers never actually face any serious problem relating to paying bills.

People who want to limit usage, use prepaid

People want to limit usage use prepaid

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Neutral	26	21.7	21.7	21.7
	Moderately Agree	68	56.7	56.7	78.3
	Highly Agree	26	21.7	21.7	100.0
	Total	120	100.0	100.0	

Interpretation:

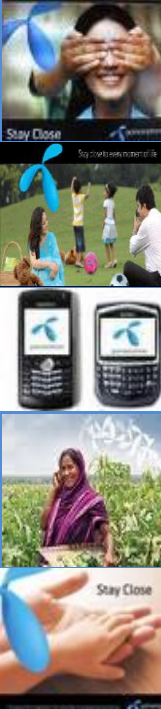
From the table, we can see that 56.7% people agree with the term that People who want to limit their usage usually use prepaid connection.

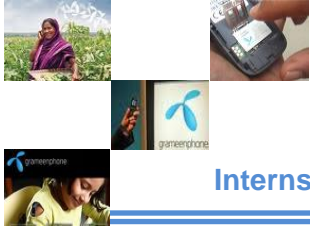
Analysi:-

It seems from the above interpretation that nobody disagrees with the above variable. So it shows that postpaid users don't think of usage.

Recommendation

- ✦ Management should focus on Continuous promotion of prepaid connection of Grameenphone in terms of escalating demand of postpaid connection.
- ✦ Statistically factors such as intense advertising of prepaid connection, availability of prepaid connection or flexibility plays little role in escalating demand of postpaid connection of Grameenphone.
- ✦ As postpaid users follow the promotions or different offers of post paid connection, Grameenphone should concentrate on it.
- ✦ Grameenphone should pay attention to different offers of postpaid connection in terms of holding their current postpaid users.

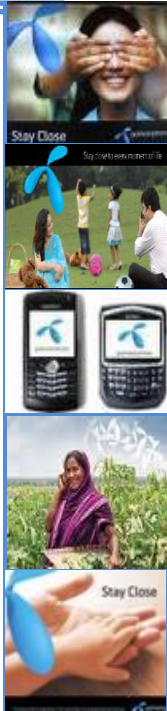


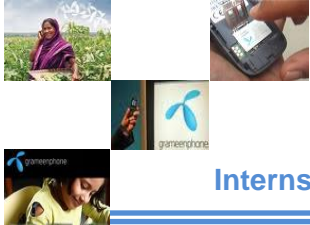


- ✦ Grameenphone management should be aware of negative influence of availability of prepaid connection and intense advertising of prepaid connection as they are also playing important role in escalating demand of postpaid connection.
- ✦ Grameenphone needs to evaluate the recent advertisement to increase the recent promotion of Grameenphone postpaid connection.
- ✦ Grameenphone needs to reallocate and analyze the target customers of postpaid connections.
- ✦ Grameenphone need to come up with different new value added services with competitive price where the target customers can rely and happy.
- ✦ Other factors might also be relevant escalating demand of postpaid connection. So this report should not be considered as a bible for future prospect of postpaid connection. Marketing strategy and environmental factors also play a key role in the performance of postpaid connection of Grameenphone.

Conclusion

As the competition increases in the telecom industry, every company wants to retain clients and acquire new ones. Thus building a strong relationship based on giving quality service is imperative for all the telecom companies. However, when it comes about postpaid packages of Grameenphone, general views of people have a great impact on its quality perceptions. When it comes to its future prospects, it plays an important role in addition to general views on consumer promotion and price perception. So all such factors or elements that could have an impact on the postpaid





packages, its price and quality perception should be considered very important in order to retain potential consumers or to earn new ones.

