

Internship Report
On
“Behavioral segment & Customer Expectation towards
Telecommunication Operators in Bangladesh”



Inspiring Excellence

Course code: Bus400

Submitted to

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To,

N.M.Baki Billah

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Subject: Submission of Internship Report

Dear Sir,

I am hereby submitting my Internship Report, which is a part of the BBA Program curriculum. It is great achievement to work under your active supervision.

This report is based on the topic “Behavioral segment & Customer Expectation towards Telecommunication Operators in Bangladesh”. I have got the opportunity to work for nine weeks, under the supervision of Mr Rezvi Hasan Ohee, Manager at Robi voice,vas & pricing team.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture from a prominent organization of our country. Secondly, the project gave me the opportunity to develop a network with the people from “Robi Axiata Ltd” which is one of the leading company in Bangladesh

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Sadia Akter

ID # 14104100

Acknowledgement

At the specific starting I want to review the presence of tolerant, preeminent ground-breaking, god-like Allah to empower me to finish this cover time. On account of the considerable number of individuals who helped me to achieve the whole errand in making this report. Because of the considerable number of individuals who give expansive knowledge of the Mobile media transmission Industry, who showed me diverse method, to meet the objective and to coordinate the hypothesis with the act of the present marvels.

I want to pay my best gratitude to my honorable supervisor and my respected teacher for his sincere cooperation. My honorable supervisor approached me very positively every time when I had wanted his guidelines and suggestion for the report preparation. I feel my utter sorry for disturbing my supervisor every moment when I needed any kind of help. My sincere gratitude to my supervisor Rezvi Hasan Ohee, Manager (Market operation, voice, vas, and pricing team) at Robi Axiata Ltd for his continuous guidance and support. My superior team members, who taught me a lot about work procedure, helped me whenever I faced difficulties to complete any task and supported all the time. I heartily grateful to my team members Mr. Eiasher Hossain (Manager), Ms. Siffat Momtaz (Manger), without their support and contribution it will not be possible for me to complete this paper. I would also like to give special thanks to the Vice President of Market operation (voice, vas, pricing) Mr. Mahbubul Alam who helped to understand the operation process of Robi products.

And I would also like to convey my gratitude to Allah whose invisible guidance helped me to complete this report. Although the time was very limited for getting the sufficient information to prepare my internship report; the short experience that I gathered very early, in Robi Axiata limited (Head Office, Nafi Tower, Gulshan-1) , I have used to put in order to my Internship report.

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Executive summary

With the help of technological support telecom industries have brought out a revolutionary change, where people are fully depends on networking system. Whereas purchaser ways of life winding up progressively subject to their versatility, the estimated items empowering people to work, convey or engage themselves in an area freeway has risen in like manner. However with the presentation of telecom industry way of life of ordinary citizens has been change, now people are perusing web with their fastest internet data they are getting from their system administrations. Besides this telecom benefits additionally made their client life simpler by propelling MFS benefits through versatile system. Furthermore the chain of providing telecom services is based on B2B, B2B broadcast communications suppliers keep up frameworks that send information, text, sound, voice and video, which take into account coordinate correspondences between organizations. Broadcast communications stages can likewise be used by advertisers keeping in mind the end goal to support an organization's perceive ability inside the business and distinguish organizing openings

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Introduction: Overall Condition of Telecommunication Industry

In Bangladesh telecom industry is the most aggressive division with a couple of number of versatile systems administration system. At the starting this telecom industry began their voyage when Bangladesh government permitted "Citycell" to work here with the license approval in 1989. initially it was a monopolistic market yet gradually the situation has changed amid 2000 when the legislature permitted some other private cell phone administrator to instigate themselves towards the client. In the meantime telecom industry turned into the most overwhelming industry as it is considered as the most crowded nation, financial specialist from other nation demonstrated their fascination in contribute on this division, as now it has turned out to be a standout amongst the most predominant part with the developing system scope. As now it has become one of the greatest nonspecific zones with the developing system protection.

According to the Telecommunication Act 2001, a permit is required for bestowing in excess of a couple contributions, such as, Public Switched phone supplier (PSTN), Mobile telephone administrations, satellite television for pc PDA contributions, worldwide cell non-open Communications with satellite (GMPSC), countrywide protracted Distance transporter, remote spots Telecommunication supplier, net records discussion benefit (ISP), records dispatch supplier, VSA administrations, Paging contributions and Radio Trucking administrations. With significant rebates in tax levels, Bangladesh is now one of the global's fastest creating broadcast communications markets with a tele thickness of roughly 30 rates. This blast has upheld the fiscal increment of the Bangladesh monetary framework and Bangladeshi clients have gotten broad advantages.

Currently, 6 mobile phone operators are providing service to the customers: Airtel Bangladesh Ltd. (Airtel), Telenor Bangladesh Ltd./ Grameen Phone Ltd. (GP) (Grameenphone), Orascom Telecom Ltd./ Banglalink Digital Communications Limited (Banglalink), Pacific Bangladesh Telephone Ltd. (Citycell), Axiata Bangladesh Ltd. (Robi) and Teletalk Bangladesh Ltd. (Teletalk). According to BTRC the total number of Mobile Phone subscriptions has reached 128.281 million at the end of January, 2017

Table-01: The Mobile Phone subscribers are shown below:

| OPERATOR | SUBSCRIBER (IN MILLIONS) |
|---|---------------------------------|
| Grameen Phone Ltd. (GP) | 58.689 |
| Banglalink Digital Communications Limited | 31.309 |
| Robi Axiata Limited (Robi) | 26.443 |
| Airtel Bangladesh Limited (Airtel) | 8.049 |
| Pacific Bangladesh Telecom Limited (Citycell) | 0.000 |
| Teletalk Bangladesh Ltd. (Teletalk) | 3.791 |
| Total | 128.281 |

(According to BTRC 2018)

As adaptability transforms into an unquestionably unavoidable power framing the lifestyles of clients, the market for the headway besides, contraptions running with this example furthermore upgrades at a fast pace. Anything that offers people the ability to work, give or draw in themselves in a region expressway gets speedy affirmation and diffuses rapidly into buyers' lives. Mobile phones are a champion among the most evident instances of such improvements achieving a significant penetration rate in various business divisions.

The dynamism of the mobile phone market can be watched both in consumer and business settings. Concurring to RNCOS (2008), expanded interest for versatile amusement and in fact propelled applications for business have mixed development in the portable business around the world. Exceptional rivalry among cell phone organizations activating noteworthy value decreases too.

In expansion to the velocity of its dissemination, cell phones convey a critical significance from an advertising viewpoint since the repurchase rates for these innovative gadgets an extra ordinarily quickening. Additionally, the rate of shoppers owning more than one cell phone is likewise thriving, making entrance rates that surpass 100 percent in

numerous business sectors. According to the industry report of Informa Telcoms and Media, a crucial acceleration in the mobile phone market was primarily seen in the first quarter of 2006 when the penetration rate had exceeded 100 percent in more than 30 countries and it has been estimated that the countries where the number of mobile phone subscriptions exceeds the size of the population will continue to grow (Wallace, 2006). Furthermore, introduction of new and more advanced technologies like Mobile TV, 3G, 4G, Mobile WiMAX and the integration of relatively new services like GPS, mobile e-mail, and video camera too has created demand for mobile phones around the world (RNCOS, 2008)

Telecom industries In Bangladesh

Grameenphone: Generally contracted as GP, is the main broadcast communications specialist organization in Bangladesh. Within excess of 58 million endorsers and 54% supporter piece of the overall industry (Rahman, 2007). . Grameenphone is the biggest cell phone administrator in the nation. It is a joint wander among Telenor and Grameen Telecom Corporation, a non-benefit sister worry of the microfinance association and network advancement bank Grameen Bank. Telenor, the biggest media communications organization in Norway, claims a 55.8% offer of Grameenphone, Grameen Telecom possesses 34.2% and the staying 10% is freely held. Grameenphone has assembled the biggest cell organize in the nation with more than 8,000 base stations. Starting at directly, more than 99 percent of the nation's populace is inside the scope zone of the Grameenphone arranges.

Introductory arranging was giving broad mobile phone get to all through Bangladesh, including its nation zones, impelled Iqbal Quadir to make a move. He was propelled by the Grameen Bank scaled down scale credit appear and envisioned an arrangement of activity where a remote can fill in as a wellspring of compensation. In the wake of leaving his action as a theory intermediary in the Unified States, Quadir met and successfully gathered pledges from New York-based money related authority and provider Joshua Postal carrier. He by then returned to Bangladesh and worked for a while to get help from relationship, for instance, Grameen Bank and the Norwegian telephone

association, Telenor. The result was a consortium with Telenor and Grameen Bank to set up the communicate interchanges association Grameenphone.

Grameenphone got a permit for PDA task in Bangladesh from the Ministry of Posts and Telecommunications on 28 November 1996. The organization began activities on 26 March 1997, Independence Day in Bangladesh. (Source: Grameenphone, 2018)

Robi Axiata Limited: Robi is the second biggest portable system administrator of Bangladesh. It is a joint venture between Axiata Gathering Berhad, of Malaysia, Bharti Airtel Constrained, of India and NTT DoCoMo Inc., of Japan. Axiata holds 68.7% controlling stake in the element, Bharti holds 25% while the staying 6.3% is held by NTT DOCOMO of Japan. The essential merger of Bangladesh's telecom portion has occurred with the beginning of the assignment of Robi Axiata Restricted as the consolidated association on November 16, 2016. Following the merger of Robi and airtel, the joined association is directly known as Robi Axiata Constrained. Having adequately completed the merger strategy, Robi has ascended as the second greatest PDA chairman in Bangladesh. The united association has the nation over organized degree. Robi Axiata Restricted started as a joint meander association between Telekom Malaysia and AK Khan and Friends. It was once known as Telekom Malaysia Global Bangladesh Restricted which began assignments in Bangladesh in 1997 with the brand name 'AKTEL'. In 2008, AK Khan and Friends left the business by pitching its 30% stake to Japan's NTT Docomo for US\$350 million.

On Walk 28, 2010, 'AKTEL' was rebranded as 'Robi' which infers Sun in Bengali. It moreover took the logo of parent association Axiata Gathering which itself also encountered an imperative rebranding in 2009.[4] Out of 2013, after five extensive stretches of value, DoCoMo lessened its proprietorship to 8% for Axiata to take 92%. (Source: Robi, 2018)

Banglalink: Is the third biggest cell specialist organizations in Bangladesh. Bangla connect Computerized Correspondences Ltd is completely claimed by Telecom Endeavors Ltd already Orascom Telecom Endeavors Ltd of Malta, which is a 100% possessed backup of worldwide telecom holding. Banglalink achieved 1 million

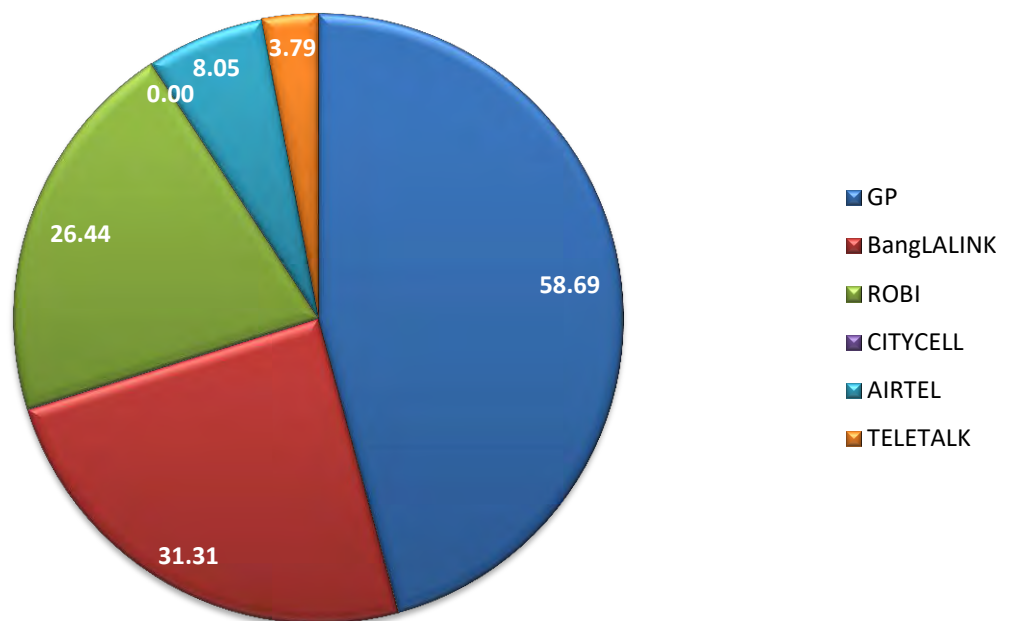
supporters by December 2005 and 3 million endorsers in October 2006 (Rahman, 2007). In less than two years, by December 2007, Banglalink overwhelmed Aktel (Now Robi) to wind up the second biggest administrator in Bangladesh with in excess of 7.1 million clients. Banglalink had 1.03 million relationships until December 2005. The amount of Banglalink customers extended by 257 for each penny and stayed at 3.64 million toward the complete of 2006, making it the snappiest creating director in the domain of that year. In August 2006, Banglalink transformed into the essential association to give free moving toward calls from BTTB for both postpaid and prepaid affiliations. On 20 August 2008, Banglalink moved past the point of reference of a 10 million endorser base. Sheba Telecom (Pvt.) Ltd. was enabled allow in 1989 to work in the commonplace zones of 199 upazilas. Later it gained the nation over 15-year GSM allow in November 1996 to extend its business to cell compact, radio phone utilities. It impelled assignment in the last quarter of 1997 as a Bangladesh-Malaysia joint meander. Facilitated Organizations Ltd. (ISL), the Bangladeshi accessory, was overall 'legitimately' showed up as getting the offers held by Development Resources Organizations (TRI) of Malaysia for \$15 million. ISL by then paid another \$10 million to Standard Authorized Bank to settle Sheba's liabilities. In July 2013, after the 2011 proprietorship reconstructing in the parent organization, the association name changed for the second time to Bangla interface Propelled Correspondences Ltd.(Source:Banglalink,2018)

AIRTEL: in Bangladesh, is an independent product brand of Robi Axiata, since Robi Axiata Limited is the Licensee of 'airtel' Brand in Bangladesh. In 2010, Warid Telecom sold a bigger section 70% stake in the association to India's Bharti Airtel Obligated for US\$100,000. Bharti's suggestion also joined a hidden \$300-million enthusiasm for Warid for making new offers in the organization. The Bangladesh Media transmission Regulatory Commission supported the game plan on Jan 4, 2010. On September 8, 2013, Airtel Bangladesh got 5 MHz of 3G territory at US\$ 1.25 million. In January 2016, Robi and Airtel Bangladesh pronounced that they proposed to mix their undertakings in Bangladesh, that the joined substance would be called Robi, which would serve about which would serve around 32 million supporters, and in which Axiata Social event would

assert 68.7% of the offers, Bharti Get-together would have 25%, with whatever is left of by NTT DoCoMo. The merger was done in November 2016.(Airtel Bangladesh,2018)

Teletalk: It is an Open Restricted Organization of Bangladesh Government. It was incorporated as GSM based state possessed organization in 26 December 2004. It is the introducer of 3G cell phone benefit in Bangladesh (teletalk.com.bd, 2018).

Market share of each operator:



As per the updated report of BTRC 2018

Table no -2: Network and product of different operator:

| operator | Network/product |
|-----------------|---|
| GP | Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE, Fixed Broadband. Services: Mobile telephony, mobile internet, Digital Services, Value Added Service |
| Robi | Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE, LTE-A |
| BL | Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, FDD-LTE |
| Airtel | Fixed line telephone, Mobile phone, Broadband, Satellite television, Digital television, Internet television IPTV |
| Teletalk | Mobile Telephony, EDGE, GSM, GPRS, UMTS, HSDPA, HSUPA, HSPA, HSPA+, LTE |

(According to BTRC 2018)

Literature review

In the field of correspondence, the presentation of versatile media transmission administration and its quick and boundless development is the most critical advancement. The business is exceptionally focused now-a-days. In such a circumstance, picking a versatile administrator turns into a confounded issue to a customer who needs to choose the most proper correspondence operator. In a study it was contended that the fundamental factors that were instrumental for development of portable administration industry were: colossal rivalries, progression in innovation, lessened levy and falling handset cost. The creator likewise watched that versatile media transmission has turned into a basic piece of peoples' life in the one side; while on the opposite side the specialist organizations of the business are persistently heightening rivalry by inventive evaluating methodology, new alluring plans and Esteem Included Administrations. (Hemmati et al, 2012).

Another investigation said money related angle emerges as the most imperative factor for the customers in looking over the accessible contributions gave by the portable administration administrators

Another factor found is the relationship it has with the client which is controlled by the speediness of reaction to the dissensions and how rapidly it is settled. Short message benefit was considered as critical, versatile excitement as respectably vital and innovation use as less vital; call sending and call holding up traits was not considered as vital.

Research Objectives & Theoretical Basement

According to the CIA World Fact Book, 2008, the main source of communication In Bangladesh is based on mobile communication. Though at the beginning it was a monopolistic sector but now situation has been changed and it has become one of the most competitive era. And here consumer analyzes various factors before adopting any operators. Now this customer have lots of option and varieties offer to choose one, on the other hand industries have same target market and almost same segmentation, so they have to be alert with the market innovation and customer expectation to meet their

revenue and to hold their customer attracted on them. Furthermore in each and every company they have group of customer who are loyal to them ,who felt stuck to a single operator, for those group of customer this telecom industries have to present an another level of promotion ,and show their utterly thank full ness by proving certain gifts and greetings.

However based on the above issues and factors some researcher have already worked on it and done some research on basis of these topic, few of the journal, research paper and reports named are “Telecommunication industry in Bangladesh: Business Report 2018”, “Telecom Market Global Briefing 2018”,”CONSUMERS’ EXPECTATIONS FROM MOBILE TELECOMMUNICATION OPERATORS: BANGLADESH PERSPECTIVE”. So these are the paper after going through this paper, it makes me feel highly influenced to conduct a research paper based on the factor mention below:

Behavioral pattern: how people accept the product, customer satisfaction level and their way of using the product and services is being described.

Customer Expectation: each and every customer has some expectation, sometimes they could easily meet their expectation and sometimes they failed and expect something new would be coming to make their life easier.

Loyalty level: customer tendency to be with the existing networking system, how long and until which limit they can stay the their current mobile phone brand

Different things which are additionally portrayed are: To break down the statistic attributes of the clients and to discover the components those influence determination of a portable administrator.

Research methodology

To conduct this study the data were gathered through a small survey which consisted of 17 questions related to the behavioral pattern, customer expectation and loyalty level also

the question based on demographic is also included here. Moreover the survey was conducted through online so that there was no biasness, and free from any preference, and the results which is bringing out is so very much dependable to take any tentative decision. Moreover another source of gathering primary data is the corporate head office of "Robi Axiata Ltd". And other information which is known as secondary data is collected from the website and some sort of journal paper, research paper so on.

An overview of the literature about market segmentation:

Segmenting market is the most basic part to apply any marketing strategy in practical. It is also another form of analysis market, finding out the actual customer and bringing on the potential consumer in the light of promotional era. Segmentation also generalizes some information to design a program to reveal a customer group, moreover is another way of detecting, evaluating and selecting consumer and bringing on exact results of whether they are consumer or not. And more precisely segmentation increases marketing effectiveness enhance the ability to achieve marketing opportunities and can take advantages of those. (Source: Based on Wikiversity).

Mainly the market segmentation concentrated on two factors, one is business based and another one is consumer market segmentation. Furthermore there are existence of two more approaches of market segmentation, the first is called as "a priori division design" through which the loyalty level of customer is determined, their purchasing attitude, decides on the segmentation basis such as product buy, dedication or client compose, and so on., and the second one is named as "grouping based division plan" in which sections are resolved on the premise of grouping respondents on an arrangement of applicable factors, for example, benefits, requirements, and demeanors.

So, here in telecom industry they segment their market mainly as per behavioral pattern, firstly they divide their customer in different category and based on that they started promotion towards them. Afterwards through the IT sector all the telecom industry finding out their customer level, such as: loyal customer, new customer, silent customer, lower usage customer. After that they segment their market according to geographical

local and on that they sub segment that customer again on basis of their behavior, for example: a customer living in Newkhali in a remote area, here will get different type of promotion may be this customer wouldn't capable to read the promotional text they will get to any kind of offer through the agent of any particular telecom industry, however this customer will only prefer to use mobile network just to talk with, for them the importance of nay data offer is very low. Not only that the tariff rate and USSD rate is also different based on geographical location. Hence after telecom industry segment the market according to the professional status, and they launched new products depending on professionalism.

Brief overview of telecom services and product and consumer behavior towards those services

The usage rate of using mobile phone or any networking system has increased in last decade (BTRC, 2012).at the very beginning people used to purchase any SIM card just to do communicate or keep in touch with their dear one by calling them over phone.at that moment the value of buying any SIM was so expensive, though any kind of legal registration was not a mandatory requirement then. Moreover people were concern about the network quality while purchasing any networking system then, as citycell was the first mobile phone and as comparing was a bit weak network provider, then comes Aktel now named Robi in 1997 and the activation of Grameenphone was on the following year, and their mission was to spread the network in very rural area of Bangladesh. (Rahman, 2007)

And the best thing is Aktel was the most successful telecom industry then, the subscription of Aktel was going up for the high network connection, as people in Bangladesh were new with technology and telecom services they got attracted with the services they were providing then, (Hasan et al., 2013) ,but besides that here Grameenphone were linked with the Grameen Bank organization and they were focusing on the rural area as they thought people living in city area have enough facility they

concentrate on to give priority on rural side and was one of the successful telecom industry still now which can spread the network in the very extreme rural places where the general people can't imagine to get the light of sun even. And that time usual customer there switched to GP to get the best network thus from that time GP become the highest subscribed mobile phone network and they raised their market share from then. Not only then still are they the highest market share holder company, more than the half percentage of telecom share is under this company.

By observing thoroughly it is visible that the corporate people, People who are involved in business level, the people living a far distance from city area are using GP network. In another language we can say that GP is a business class network system. Mostly GP here become the one of the most sophisticated network. On the other hand "Robi" have a mixture customer; they targeted all level of customer, as the very beginning they were one of the strongest one so from then they got a large amount of loyal customer, though there was a critical time in between time but they moved on from that and bringing back some extra ordinary offer with which the customer get attracted more and all the level of customer started to come back under this network. And now it has become the second largest subscriber telecom industry. Hence after GP and Robi become the top competitor.

More over Robi recently merged with Airtel, and Airtel is based on youth their target market is the young generation, they do the entire activity, promotion, and launch product just focusing on the young generation need and demand. Though this youth group faces a lot's of difficulty while using this SIM, such as network problem, call drop, no signal so on, but because of the cheapest rate they stuck to this network, however this telecom has good grasp over the new generation they understood more that this new generation are demanding for, so they only just launched that type of product, thus they can hold their market value. Moreover Airtel they don't actually that much focused on holding their loyal customer, they are more and more focusing on new activation, new subscription. And after merging with the Robi Axiata Ltd they improved the network connectivity a lot and Robi got new phase of customer, because there are a large number of customers in the youth sector.

Hence after comes Banglalink, though a few years back Banglalink was second largest telecom industry in Bangla link, but time is not going good they fall one step behind and become the 3rd largest telecom industry in Bangladesh. at first they were just licensed to operate in rural areas and was basically used by the lowest phase of the society people but slowly it has broader its vision, although still now it has mostly used by the employee level of customer.

Then talking about the Teletalk is ours own Telecom Company, they were introduced in 2004 and at beginning it had a good brand value but within few years it has just decreased its values because of the weakest level of promotion, offer and devices. However there are still some of Teletalk subscriber they are their loyal customer and because of some professional and educational uses students do use it. But now Teletalk is attempting to present new bundle focused towards the adolescent, in light of the fact that, the youthful portion understand rather from the Teletalk space. In this way, a major piece can be appreciated from the young gathering by presenting a bundle for them. What's more, in this endeavor, it has presented 3G portable administration without precedent for Bangladesh. Moreover in recent year Teketalk had launched a product named “Aparajita” for women and did a great promotional activity by providing free sim. And after that other telecom industries are also planning to bring out such kind out product.

Customer expectation and other activity through mobile phone services

Though the basic reason of using any network system is to keep in touch with their near and dearest one, but now a day's customer are using it for other reasons also, they do maximum of their daily activity through it.

People are using internet through it, they do browse Google and other website, and people do a lot's of official work through a particular sim. Now people don't just want a strong network connection but want a good connection through which they good connection through which they will get high speed internet services. Moreover now

customer also expects other MSS services through their SIM, they prefer the SIM through which mobile banking is easier. Customer desires to avail Bkash, Rocket, u-cash all of this in their hand. Now customers are becoming dependable on MFS services more rather than the other basic usages through any operator.(Rahman,2014)

Thus Robi is collaborated with Bkash, if Robi did not do that than they would have lost half of their customer because it is a century where the customer are transferring money through with help of IT. Whereas GP introduce mobile financing services to pay the bill of housing so does Bangla link.

Furthermore, now customer are much more alert of numerous kinds of offer which have been providing by the telecom devices by the help of digital marketing ,TVC and from other promotional activity ,so it's become easier for them to compare whether they are connected with a best one or not. They could have judge which would be more savor services for them. Thus telecom industry always tries to keep themselves in a same benchmarks with their services ,like if any of the industry introduce an exceptional kind of product then other would have do the same, as soon as possible they launched a product related to their competitor thus their customer can't feel demotivated to stay with them. For example: A few days ago Robi introduced an Islamic app based on Ramadan and Hajj program which included a lot of Islamic information and so on. After it has been launched in the market a new product as like it named "IBADAT APP" has been introduced by another product.

Moreover, customer always expect new offer and cheapest rate of offer, depending on the special occasion, festive, or days they one something special. And based on that telecom industries are launching product, for example: During Pahela Baishakh GP introduced few offers named Boishakhi Offer, and Banglalink named that "Jhoro offer",Airtel do the same ,and activated different one named "mega boishakhi reactivation". And finally in recent during World cup they all are introduce and some are re-open the app through which the live streaming can be possible, like Robi reopen My sports app, Bangla link launched BL Sports App.

Through some study and observation this is observed that more customers are flexible with prepaid sim rather than using postpaid, only in official purpose and corporate people are now a days using this postpaid sim in Bangladesh. In addition to that customer are now moving to activating bundle offer rather recharging in main account, by doing some sorts survey it is clearly notified that customer now expect low budget combo offer, where they will get all sorts of minutes offer ,sms bundle, data bundle all of these together. Customers do not prefer any bundle including one offer. Moreover while purchasing any bundle offer they first notified the validity and the value of the bundle, if that seems worth it only then they purchase that as they people can now compare this offer with other competitor, thus all these telecom industry more or less similar kind of offer with similar priced and validity to keep the competition on flow and to hold on the customer on their side. For example: all these Telecom have same range bundle offer for example :all of the telecom have 14tk bundle, where they will get 40min to talk though the validity is slightly variable. Moreover Banglalink and GP have a bundle at tk78, whereas Robi had at that at tk 79, as same all of them have 24tk offer and so on.

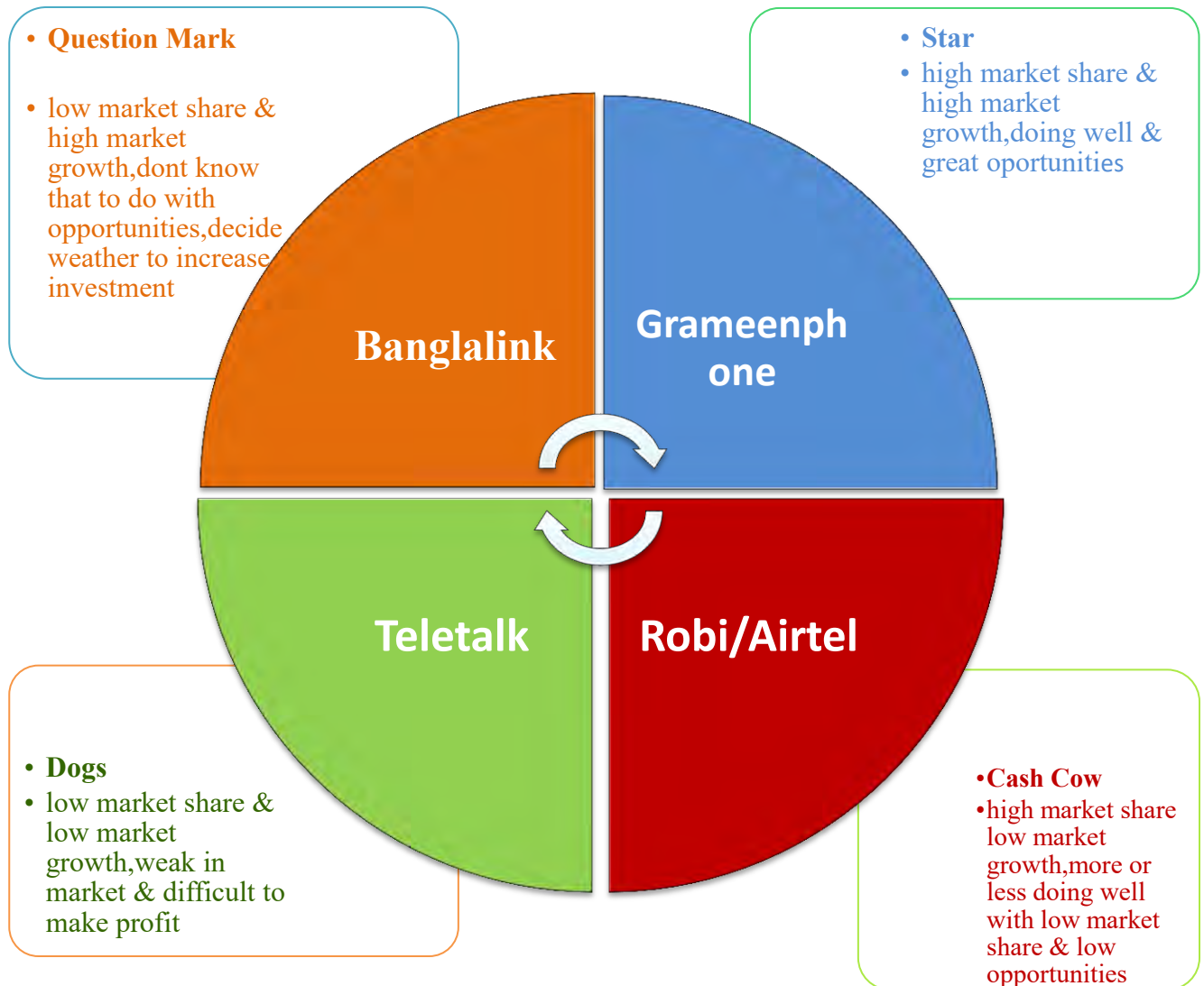
Furthermore, all the loyal customer who are using any kind of network more than years they expect something special from the company, like some sorts of bonus, some kind of special greeting, offers and discounts. Though there are some discounts based on the loyal customer like the GP starts will get 10% discounts to 16 star rated restaurants, and 10%will be gotten by the Robi customer in Appex, Bata and some others restaurants. In addition to that some start customer from GP get the chance to replace their sim from 3G to 4G at their home.so these are the service by providing or getting these services customer feels precious.

However, people's expectation never ends whatever they get they want more so there are lots of expectations of customer which they still want to get, like there are groups of customer they want more and more bonus more offer. Though there are availability of 4G sim here, but still there are some customer they are not capable of replacing their sim yet, and facing lots of difficulties while doing that.so there they expect something easier, in addition to that there are some services while activating that normal customer have to suffer a lot as they don't understand the process. And most importantly customer get

random notification and text of different offer which they don't even want to know about, that is so annoying for them, again few customer got notified that they are in activation of some value added service even though they don't have any knowledge of that. so these are the some basic expectation that the telecom industry should look after about. And these industries should so more in depth research to understand about customer mind and that are they expected of.

Analysis

BCG MATRIX



PESTLE Analysis

Political: Telecom industries are directly influenced by the political issue, rate of using any kind of bundle or rate of recharging varied during any political issue. People used to consume less when there is any tragedy, they got out of the home less than the usual time thus the amount of consumption got reduced during those time. Just a recent example, during the “Kotha Birodhi Andolon” uses of voice has got down but data uses got up, because young generation is dependent on social media they raised awareness and spread the news through internet.

Economical: economic condition is another thing which has direct action on telecom industries. If the economy goes strong then the number of recharge and the buying power of any kind of telecom service got upward but if there is any reverse situation than all kind of activity through mobile phone got down.so do the revenue of any particular industry.

Social: telecommunication industries are all about social bonding; people use mobile phone or purchase any kind of package just to do social activity, just to connect with the social people. And this purchase amount increase when there is any festival for example: during Eid festive, New Year, Boshonto, mother’s day, women day, and sports and so on. Like during world cup people used talk less in between the time of any match, so the revenue has dropped down on that time, but uses of other app through which live streaming can be possible was increased so do the consumption of dat. Moreover depending on these types of social changes telecom industries launch different offer and packages which is another reason for making the revenue up.

Technology: telecom industries are all about technology, the basic of this telecom is based on IT sector. Just few years back people used to use any kind of network only because of dialing and receiving phone call, but the scenario has been changed now this network is used for many more purposes, for example: banking, Bkash, Data browsing-banking, bill payment and so on. And these are possible because of the strong basement in technological sector.

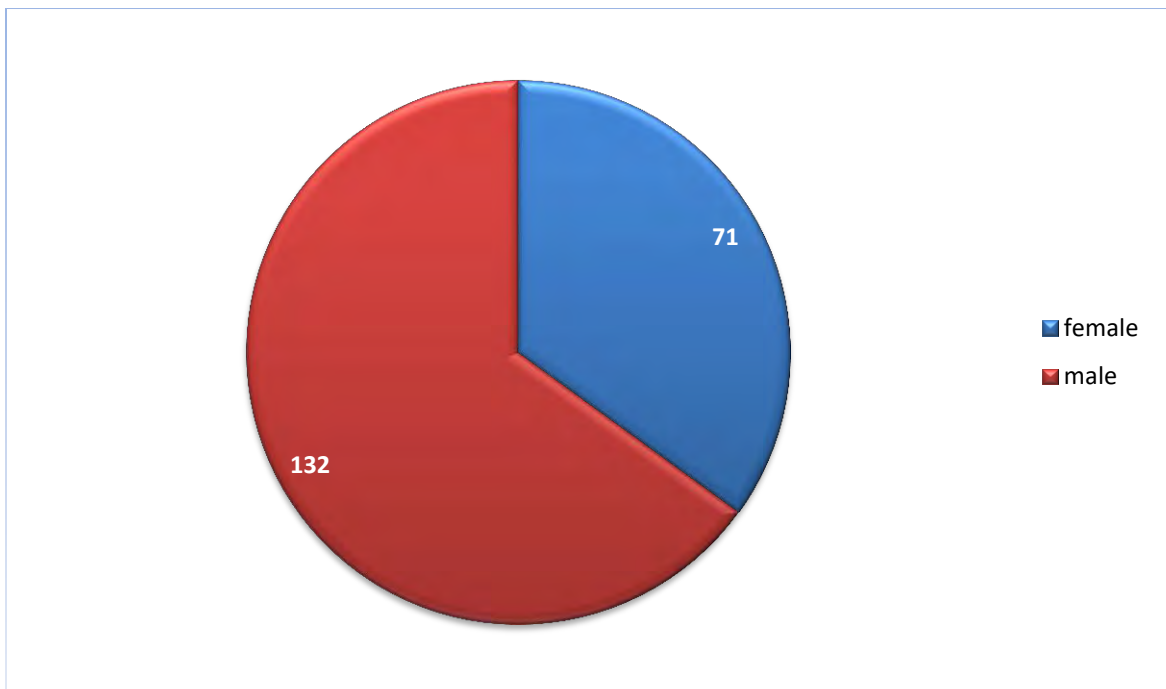
Legal: though it seems that legal doesn't play any Role in mobile phone sector but it has a great impact on it'll of the telecom industries has to inform "BTRC" before and after lunching any product and abide by the rules which have been directed by BTRC. Not only that there is benchmark regarding the call rate, data speed and sms rate which the industries have to follow. Moreover if there are any changes company has informed there or else they would have taken legal action.

Environmental: environment is another vital issue based on it the revenue on an individual day depends. Like if there is rain then normally people would not feel interest to go out then the amount of recharge would automatically get down, again on any normal day situation would be change. Normally in sunny days refill goes up, if there are any natural calamities then all of a sudden it just got down.

Findings from Survey

This area displays the discoveries utilizing factual investigation. In the first place statistic profile of the respondent is examined, which is trailed by factor examination to discover factors dependable to shape customers inclination. Also, this study was led through on the web and this is completely an inclination less overview.

Demographic Profile:



So above all the responded there were 71 female and 132 were male. And this was completely a random online survey from where I have collected 204 responded. Among all of them male participant were greater than the female participant.

Professional status:

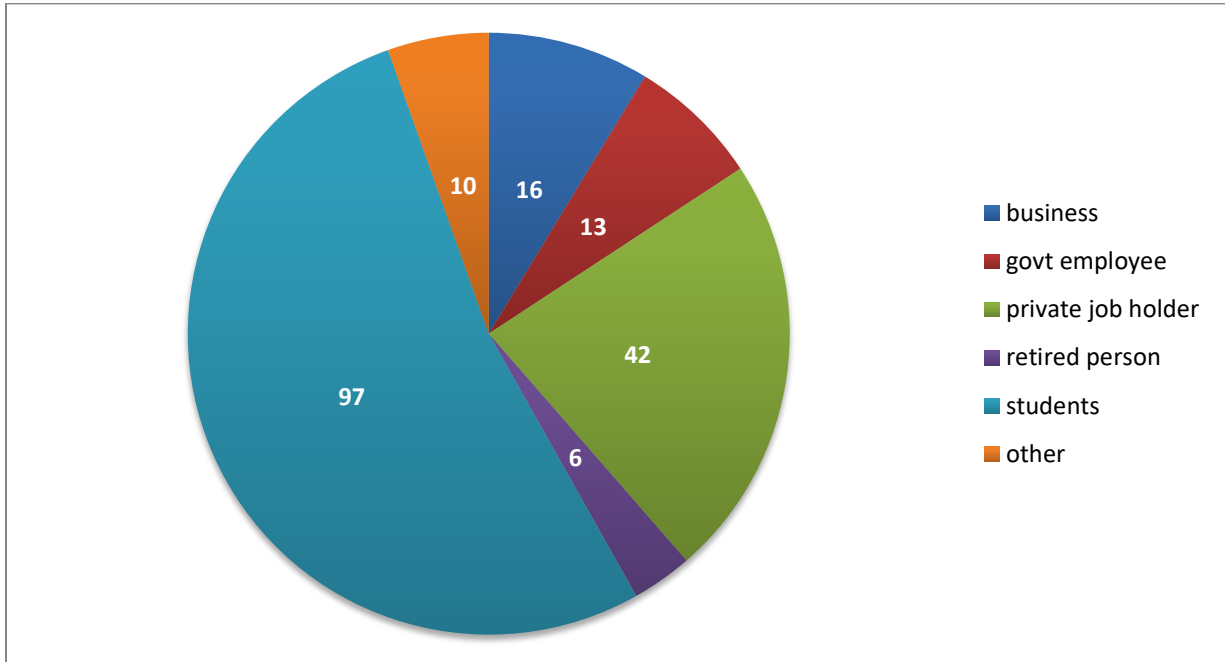


Table 03: Demographic Profile

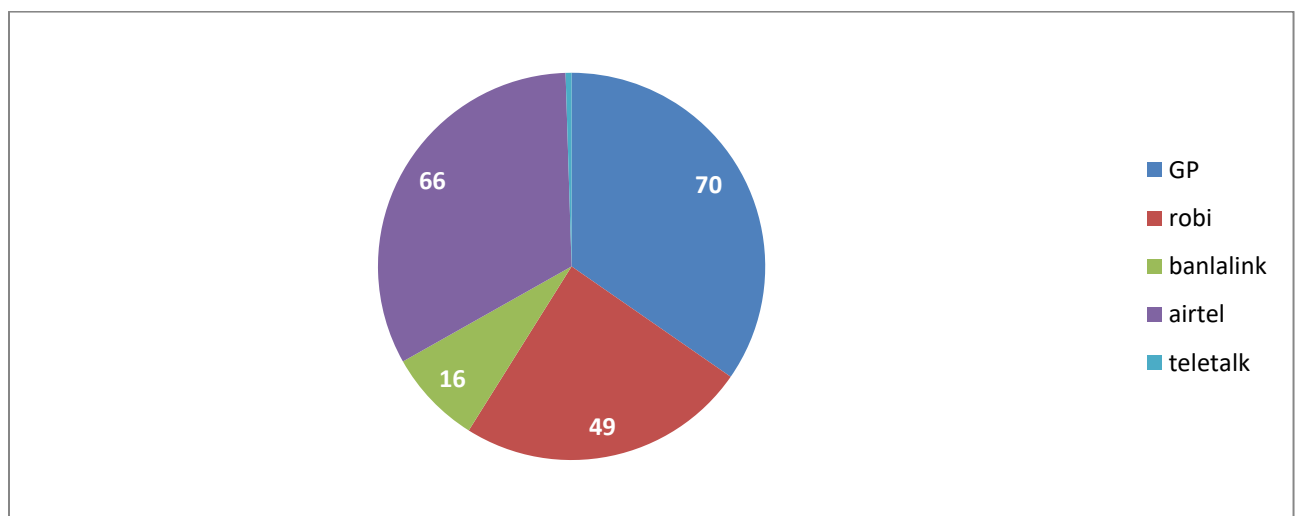
| | Frequency | percent |
|---------------------------|------------|--------------|
| Female | 71 | 35.1% |
| Male | 132 | 65.3% |
| Occupation: | | |
| Business | 16 | 16.8% |
| Govt. employee | 13 | 6.4% |
| Private job holder | 42 | 20.8% |
| Retired person | 6 | 3% |
| student | 97 | 84% |
| other | 10 | 5% |

(Based on the survey conducted through online)

Out of the total respondents who were surveyed, 65.3 percent of them turned out to be male whereas the rest 35.1 percent were female, this immense contrast is because of the quantity of respondents that were kept under every occupation

The total respondents comprised of 97 students, 16 business men, 13 government jobholder, 42 private jobholder, 6 retired persons. This diverse number of respondents under every occupation clarifies the distinction in the quantity of male and female respondents.

Users count



So here the higher users are GP users then as most of the responded are students and mainly surveyed by the young generation so there are 66 users of Airtel, and in 3rd position are Robi 49 users, Bangla link have 16 users out of the survey and only 1 Teletalk users.

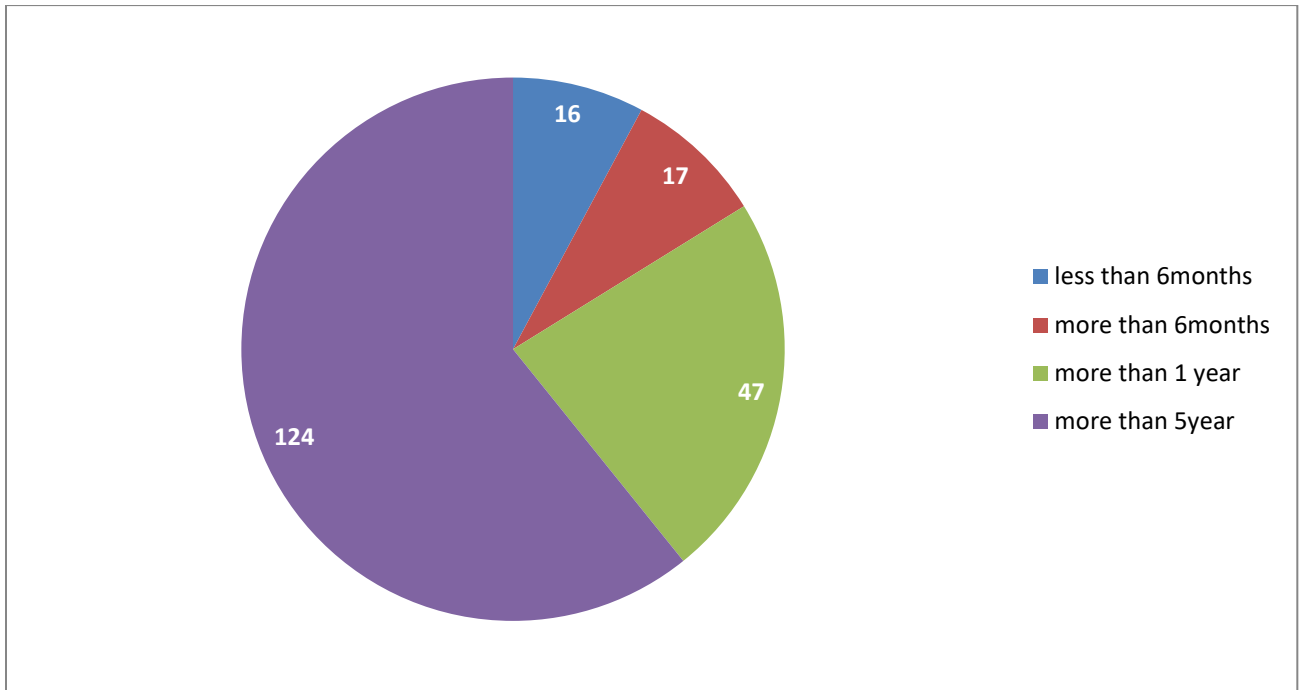
Table 04: Consumers' Preference between Prepaid and Postpaid Offer

| | frequency | percent |
|-----------------|-----------|---------|
| Postpaid | 38 | 18.8% |
| prepaid | 166 | 82.2% |

(Based on the survey conducted through online)

So it can be presumed that nearly everybody lean towards prepaid association because of low upkeep costs. What's more, this likewise demonstrates the financial state of the general population.

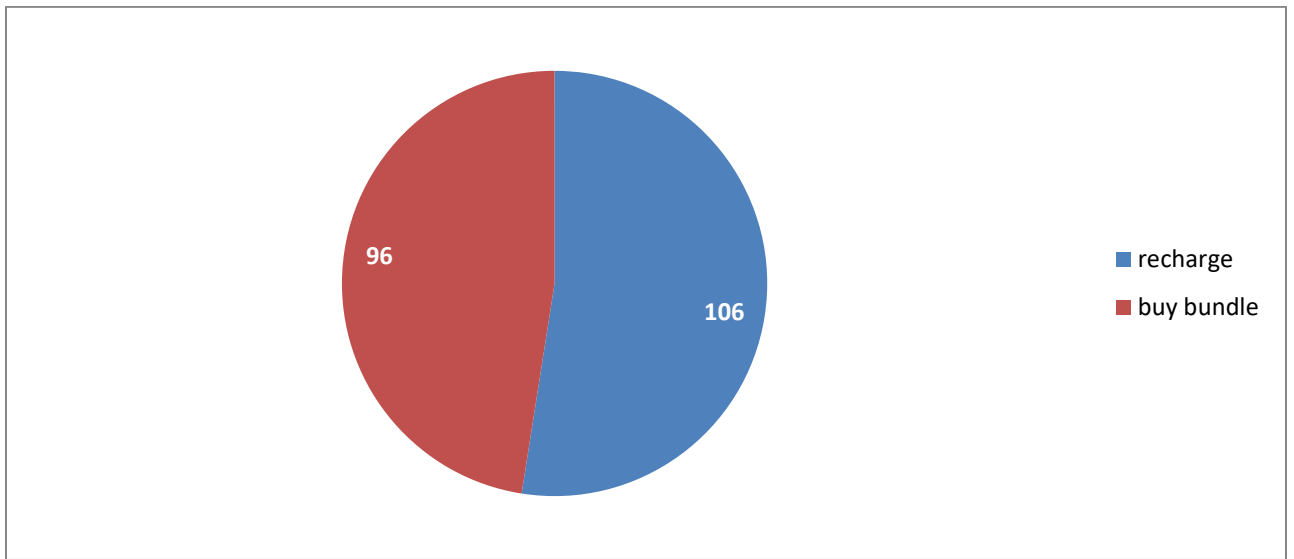
Loyalty level of customer:



Here the numbers of loyal customer are more visible as people don't feel comfortable to move that much and that also created some crisis to them.

So, this indicates that customer like to stick to a particular operator rather than switching more often, because changing an operator which has been used for a long time can create an unnecessary hassle to the customer. Moreover some customer become extremely satisfied with the services and other offer of their networking system thus they don't want to switch their operator for any temporary offer.

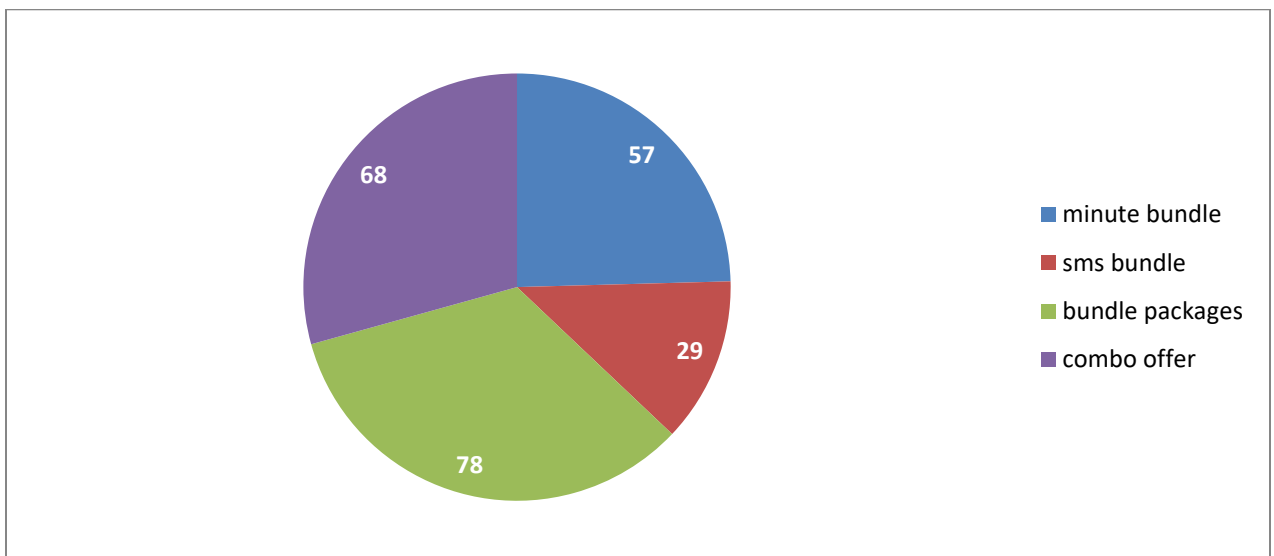
Purchasing pattern of customer



Here 106 responded are on support of recharge for the main account balance and 96 are in favor of buying bundle, so now customer are moving in buying bundle offer rather than recharging.

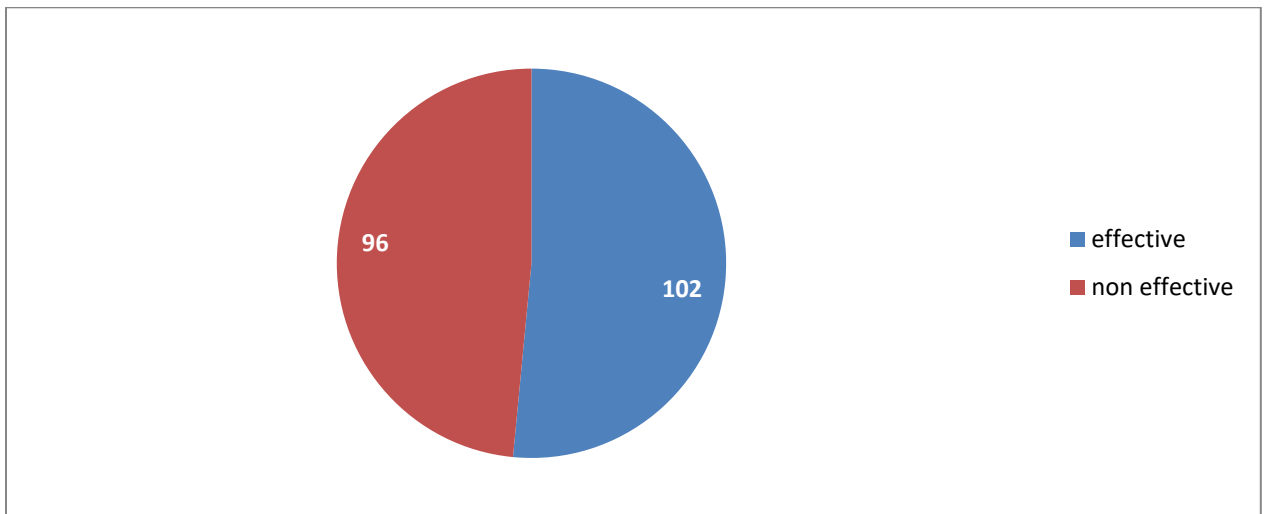
Before there was a time when customer feel strongly opposite of buying any bundle they just recharge for the main account balance, but now customer more likely in favor of buying bundle because that seems more beneficial and useful.

Preferable packages



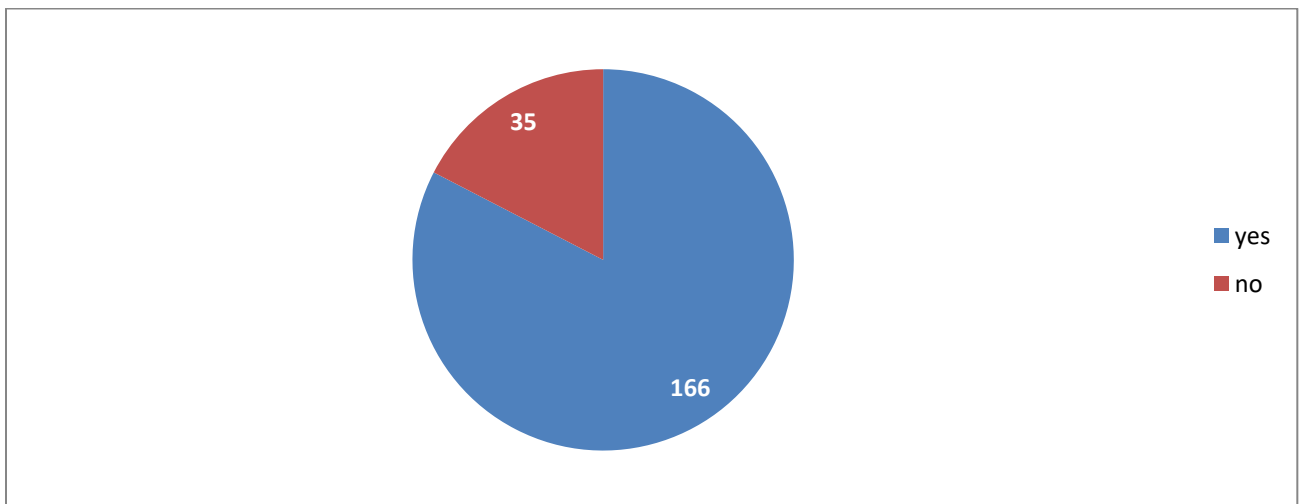
So according to the survey most preferable packages is bundle package, customer are willing to get that kind of packages where they will find all sorts of things, like minutes, sms, data. This is like they want more combo offer rather than any particular bundle offer.

Importance of the Value Added Services (VAS):

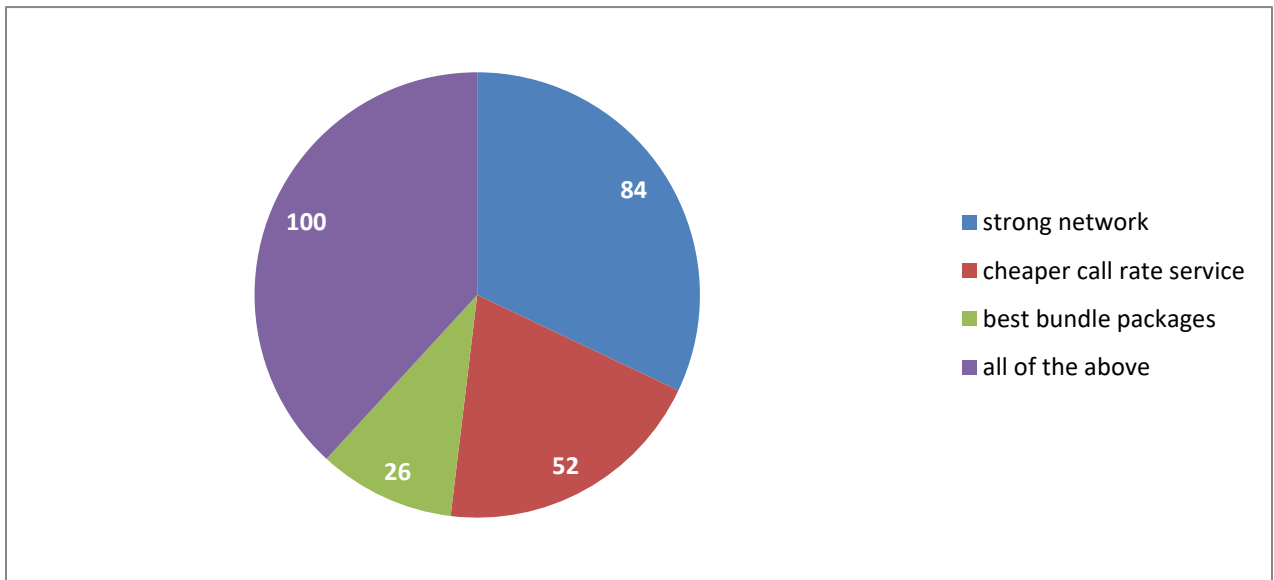


So there are a large number of customers who do have those feelings that there is huge importance of using value added services. However there is a significant amount of customer who also did in support of value added services.

Expectation of getting bonus



Customer expectation will never end they have thousands of expectation and every customer have a hope that they will get bonus as per usage rate and their loyalty level.



Here 84 customer vote for strong network, 52 wants cheap call rate, 26 wants best bundle offer, and 100 people vote for all of these, so now customer not just expect a strong connection on their handset but want a complete packages with the best services. Bonus is named as an imperative element by the greater part of the respondents. Since individuals would need some money related profit for their utilization. Rebates are additionally named as a critical component since individuals like to talk at brings down rate.

However For whatever length of time that individuals appreciate bring down call rate and reward talk time, intermittent blessings don't have much noteworthiness. Respondents' decision extended from not imperative to essential.

Conclusion & Recommendation

The outcomes from the overview are condensed in the accompanying

Conclusion:

Customers feel commercials can go about as incredible method for persuade them to buy the focused on association. Presently a-days, individuals are ending up more cognizant about the brand picture and their faithfulness towards the brand. This examination demonstrates that items can increase significance and esteem after some time. The cell phone was brought into the customer market to give individuals the fundamental advantage of nonstop and helpful correspondence. Be that as it may, the vast arrangement of components considered in its buy illustrates that it has bit by bit transformed into a multi-useful correspondence and information attainment gadget which can even be intelligent of clients' creativity or ways of life. In this manner, a noteworthy ramification of this investigation for advertisers is that innovative items convey an incredible potential as self-expressive gadgets in expansion to their capacities that are vital in the lives of numerous people.

To the purchasers, efficient call rate is a critical factor. The significance of association charge has to some degree opposing reactions, with a large portion of the respondents expressing that association expense is certifiably not a major factor, while at the same time a considerable lot of them contradicting such explanation. Individuals are likewise worried about system accessibility. In such manner, global wandering office has highlighted noticeably.

As now the overall situation has been changed the preferences of the customer taste has also been changed, now customer don't just get attracted to only one specific offer but they want a combo package with a different amount, and with different validity.

Moreover, from last year there are thousands of customer who are facing difficulties with converting their sim 3G to 4G, while 5G is ready to launch in the market, still the customer are worried about 4G, so here this telecom industries should look after this issue, as this is a very complex issue so it is not a cup of tea for regular customer to understand the process.

Furthermore, Comfort of getting the favored SIM is a vital factor in picking portable association. Despite their occupation, or sexual orientation or month to month pay, purchasers feel more advantageous with prepaid association. so the telecom industry should ensure enough amount of agent to be there for customer needed. So the telecom business ought to guarantee enough measure of operator to be there for client required.

Recommendation:

Advertisement can impact individuals to settle on decision on their buy. Along these lines, the administrators must make important, persuading and prompting promotions to influence clients to purchase their association, in any case, the way toward sending any content with respect to offer and other stuff that is so irritating for the client. Clients don't care for this special action by any stretch of the imagination.

Lower call rate is constantly a staggering reason behind people's tendency for a particular affiliation. Moreover as customer are now preferring sorts of bundle which will cover all the content like minutes, sms, data, so the telecom industries should launched that type of product which contains all of these offer.

The cell phone administrators should work more on giving more merchants and establishment outlets to make their administrations all the more advantageously accessible and to meet client desire

Customers constantly support some financial benefit for their use of the affiliation and by giving such office; wireless associations can ensure the update of relationship with the customers. Reward and refunds are such features that are recorded as best need by the respondents. Also, these sorts of activity will expand dedicated customer.

After that there should be effective value added services as per the cost which has been deducted from their account. And the percentage of vat on regarding these services should be reduced.

At last but not at least all these telecom industries should make the process of replacing the sim from 3G to 4G easier, and should make it any charge free, because the customer

from very extreme rural place are suffering from network and the rate of internet speed problem.

So, the organizations ought to contribute more on the telecom foundation to give better system and lessen the call rate to make correspondence more advantageous and conservative. What's more, in the meantime the legislature should expel the SIM impose for all administrators for guaranteeing a relentless development of the portable business in the nation.

Finally, With respect to further research, comparative multivariate examinations can be connected in other high innovation or high-contribution item classifications to find the social patterns separating bunches in those businesses. Concentrates that dive further into seeing each fragment will likewise give critical commitments.

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