Course Title: Internship

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Internship Report on:

"Mobile Number Portability of Robi Axiata ltd.: Acquiring more customers and sustain the existing market during the era of Mobile Number Portability"

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Date of Submission:

29thNovember 2018

Mobile Number Portability:

"Mobile Number Portability of Robi Axiata ltd.: Acquiring more customers and sustain the existing market during the era of Mobile Number Portability"

LETTER OF TRANSMITTAL

29th November, 2018

Mr. Md. Ariful Ghani
Lecturer
BRAC Business School
BRAC University

Subject: <u>Submission of Internship Report</u>

Dear Sir,

It is a great pleasure for me to present the internship report based on **"Mobile Number Portability of Robi Axiata ltd.: Acquiring more customers and sustain the existing market during the era of Mobile Number Portability"**. This report has been assigned to me as requirement for the completion of Bachelor of Business Administration Degree.

It wasa great experience for me to work in a multinational company such as Robi Axiata Limited. I have been appointed as an intern of Trade Marketing team of Sales Operation unit under Market Operations, under the supervision of Md. Abdul Mukaddem, Manager of Trade Marketing, Sales operation under Market operation division.

It has been a great opportunity and experience for me to work in Robi Axiata ltd. under the unit of Trade Marketing and gain in depth knowledge on Market operations. Further, the project allowed me in both academic and practical exposures. Firstly, I have learned about the organizational culture of a prominent telecommunication organization of Bangladesh. Secondly, through this project I got the opportunity to learn official works with excellent supervision. Lastly, the experience helped me developing a positive network with the corporate environment.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I shall be highly obliged if you are kind enough to receive this report and provide your judicious advice on effort.

Sincerely Yours,

_____

Ananya Choudhury
ID: 14104110
BRAC Business School
BRAC University

ACKNOWLEDGEMENT

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EXECUTIVESUMMARY

The study is based on the new topic of telecom industry, Mobile Number Portability within telecom operators of Bangladesh. The report starts with an overview of the Telecom industry of Bangladesh focusing on Robi Axiata Limited (Robi). The next part which is related to my job responsibilities as an intern at Robi. Then, a complete quantitative technique has been applied to conduct this research. This report illustrates How Robi Axiata Ltd. Can acquire more customers by convincing them to switch their current service and also how Robi Axiata ltd. will hold their existing customer from switching into other operator's service.

Bangladesh has introduced Mobile Number Portability recently from 1st October 2018. Now, Bangladesh is the 72nd country to introduce MNP in the territory. Among the competitions, How Robi Axiata will sustain their existing market and along with that add more users in their bucket, here in this report it's being analyzed and came up with some findings that helps us to portray the current market scenario. Furthermore, I have come up with some recommendations for Robi Axiata Ltd. that will help them to attain their goal and missions. At the same time, these recommendations will be helpful for frustrated consumers too, who are looking forward to switch into different network. This report is an ideal one to determine what reasons we seek for changing a network. Last of all, I have put the references of all the journals, books, portals of my secondary research and also the name, designation and contact info of the primary source of my data collection.

PART-1
AN OVERVIEW OF THE ORGANIZATION

1.   Outlook of Telecom Industry in Bangladesh

The progression of Bangladesh telecommunication sector started with little strides in 1989 with the issuance of a permit to a private for the arrangement of inter alia cellular mobile services, to finish the past syndication provider of broadcast telecommunications benefits the Bangladesh Telegraph and Telephone Board (BTTB). The mobile business in Bangladesh has scaled rapidly over the span of latest decades to twist up the fifth greatest adaptable publicize in Asia pacific, with 85 millions remarkable subscribers in 2017, a part of total populace. Bangladesh positions among the most thickly populated countries on the globe, however it's settled line entrance remains the minimum in south Asia. Around 80% of settled telephone utilities are found in Bangladesh's four major urban zones, while, 80% of the population lived in common cities. In 2017 Bangladesh's administration embraced a venture to expand fiber-optic network. The endeavor named "Foundation of ICT network to remote areas (Connected Bangladesh)" is dependent upon to benefit 25-30% of the populace. Bangladesh's versatile market remains by and large juvenile at any rate experienced strong advancement over the span of latest 5 years. Moving back to co ordinate improvement is forcing al through the accompanying 5 years to 2022. The market will be constrained from higher improvement in view of extra ordinary strong adjacent competition. At present there are four telecom operators in Bangladesh naming, Grameenphone Limited (GP), Robi Axiata Limited (Robi), Banglalink   Digital   Communications   Limited   and   Teletalk Bangladesh Limited (Teletalk). As indicated by Bangladesh Telecommunication Regulatory Commission (BTRC), the aggregate number of cell phone endorsers has achieved 150.945 million toward the finish of June, 2018.

The following graph shows the usage in millions of mobile phone subscribers of June 2018:
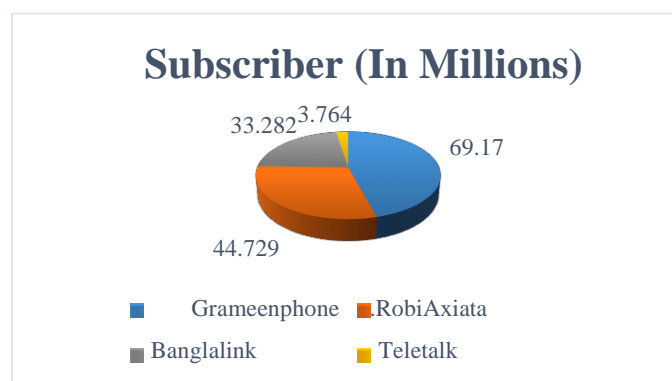

Figure-1: Mobile Phone Subscriber

The incentives both from government and open divisions have developed the telecom segment. It is currently one of the greatest area of Bangladesh. As a populous country its huge market has attracted many foreign investors to invest in this sector.

2.   Overview of Robi Axiata Limited

Robi Axiata Limited (Robi) is an assistant of the Asian telecom giant, Axiata Group Berhad arranged in Malaysia. Diverse investors in the component are Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc. At present, Robi is the second greatest versatile administrator in Bangladesh with 44.729 Mn supporters as end of June 2018. The association started its action in 1997 as Telecom Malaysia International (Bangladesh) with brand name "Aktel". In 2010, it was rebranded as "Robi" and the association changed its name to Robi Axiata Limited. Following the merger with Airtel Bangladesh, the joined affiliation, Robi Axiata Limited (Robi) began its business undertaking on November 16, 2016. Starting at now, this is the best ever merger of the nation and the basic ever merger in the advantageous telecom piece of Bangladesh. Robi is the primary association to dispatch 4G benefits in all the 64 area focal station of the country. Frankly, the achievement accomplishment was practiced on the essential day of the business dispatch of the organization by Robi on 20thFebruary, 2018. As demonstrated by an article of tele geography, it was around 35,000 customers of Robi were using the 4G organizations. The supervisor had around 1,500 LTE towers transversely over Bangladesh at dispatch and the number is depended upon to accomplish 2,500 preceding the complete of February 2018. The affiliation has displayed different first of its big-hearted electronic points of interest in the nation and has set hugely in taking versatile budgetary associations to the underserved orchestrates in the country and semi-urban zones. As an attempting propelled association, Robi has set up itself as the pioneer in giving customer driven data and automated organizations.

Robi was the important chairman to display Facebook's crucial web arrange, free stray pieces in the country. Further, it progresses careful use of web among the immature with a corporate obligation (CR) action named "Internet4U". Another, CR action which is Robi-10 Minute School, has quite recently transformed into the greatest online school of the country. Robi promptly claims to have the best general winding organization in the market, interfacing 385 overseers transversely over more than 140 countries. With the innovative Value Added Services (VAS) Robi has upgraded social orders' life. Other than VAS, Robi offers versatile getting ready organization, ticketing stage, electronic shopping organization, Robi cloud advantage, automated advancing stage, online resuscitate advantage, invigorate likewise, my Robi, Robi Cash, etc. Robi wants to give best quality organization contribution to the extent incorporation

and accessibility to its customers all over Bangladesh. Robi is presently endeavoring to engage automated life for only for a better future and then remain close deeply of the customer

2.1 Mission, Vision and Focus of Robi Axiata Ltd.

The Vision of Axiata is *"Advancing Asia, bringing together people, connectivity and technology"*. Being a part of Axiata group,Robiis also performing to attain the vision of Axiata Ltd.

Vision

Robi Axiata Ltd. has the vision to be the next
generation digital company by 2020.

Mission

Robi aims to achieve its vision through being number 'one' not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever-changing needs of our building nation.

Focus

Axiata is focusing on not just working up an ability pool for the gatherings and its reinforcements however, on movement making game plans for enter positions in the Robi, Robi Leadership program revolves around seven regions of activity capacities which are key reasoning, business discernment, result introduction, client orientation, people management, coalition building and individual characteristics.

2.2 Principles and Purposes of Robi Axiata Ltd.

As per the official site of (Robi Axiata Limited, 2018) the guideline and purposes falls under three perspectives. They are:

Uncompromising Integrity
- We will be lawfully, morally and ethically right.
- Our lead will be reasonable and legitimate.
- We will tune in, look for comprehension and energize open exchange
- We will be energetic in seeking after our convictions
- We will treat others with respect, esteeming and profiting by decent variety

- We will be responsible for our activities and practices on individual workers, clients, investors and the networks in which we work.
- We will be gutsy in sharing our work and intense take in and enhance from our slip-ups.
- We will cling to our Code of Conduct, secure and maintain it.

Customer at the Center

- We will be client driven conveying their necessities as far as esteem, quality and fulfillment.
- Our client's center will be persistent in making positive experience, at each purpose of interface, deal and post-deal.
- Simplicity will be the key for the client to find out about us, purchase from us and get bolster from us at whatever point, wherever.
- We will make progress toward consistent inventive arrangements in each circle of our work.
- We will draw in with the clients to know their requests and our activities will be intended to serve the clients superior to anything our rivals do.
- We won't be occupied from making and offering some benefit for our clients.

I Can, I Will

- Ensure our endeavors create wanted outcomes.
- Seize openings at the perfect time and execute them on time.
- Go past our degree, take a stab at and accomplish magnificence.
- Do what it takes to guarantee delivery of results not sitting tight for assignment.
- Go that additional mile, define driven objectives to guarantee our efforts bring success.
- Have the courage to state and take the necessary steps with the end goal to guarantee achievement.

2.3 Shareholders and Revenue

According to (Robi Axiata Limited, 2018) Robi Axiata Limited is a joint venture between Axiata Group of Malaysia, Bharti Airtel of India and NTT Docomo Inc. of Japan. Axiata holds 68.7% controlling stake in the entity, Bharti holds 25% while the remaining 6.3&% is held by NTT Docomo of Japan. However, excellent merger synergies led to Robi achieving

better than expected results for the fiscal year 2017. A record of revenue and EBITDA growth of 11.3%

and 126.4% respectively for the year of 2017. Fiscal year 2017 data revenue grew by 89.1%

accounting for 19.6% of total revenue of total revenue versus 13.4% of total revenue in the fiscal year 2017. The following chart shows the ownership of the share:

Ownership of Shareholders
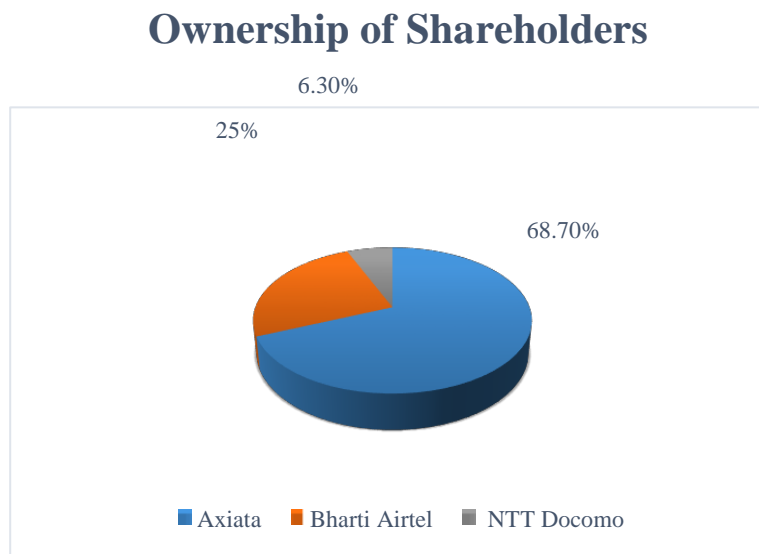
Figure 2: Percentage of Ownership

2.4 Products and Services

Robi Axiata limited provides mobile telecommunication services in Bangladesh. It offers prepaid, postpaid, international roaming, business solutions, video calls and Internet, Wi-Fi support and value address services. The company further provides RobiCash App, a mobile payment service app that enables users to pay utility bills, make Easyload purchases and acquire train tickets from their device and offers support services. Robi's prepaid services includes nationwide Easyload facility and high speed internet connectivity all available as value added services. Such as: SMS, MMS, ringtone, call block service, package offer, bundle offer, wallpaper download etc. Customers can recharge their Robiprepaid by using scratch card and Easyload facilities. Robi also offers postpaid services along with various packages. Robi Push Mail is secure reliable email service. From this service customer can work from any place and paytheir bill through E-Bill, Web-Bill, SMS, USSD and Customer Care Center. Robi's Value added services includes:

- Music: Robi Ringtone, radio, Song, GoonGoon etc
- Entertainment: Kids Zone, Jokes alert, Cricket World

- Internet & Data Service: Bundle offer, Browsing pack, 4.5 G packages, Talk time offers
- Messaging: SMS, Voice SMS, International SMS
- Information Service: BD news 24 Alert, Breaking News alert, Stock information, Emergency helpline, Haat Bazar
- Mobile Assistant: Call Block, Missed Call Alert, Phone Backup
- Education & Career: Job portal
- Lifestyle: Bazar, Discount offers

- Finance: Stock information, Bill Payment
- Balance Transfer & Request
- Call Management: FnF, Conferencing, call waiting, divert, holding, forward
- Facebook & Job Alert

2.5 Robi is Investing and Innovating for the long term

Robi invested a total of USD 1,050 million between 2012 and 2016. The total investment of USD 254 million in 2016 was marginally lower than the year 2015 (Figure 3). Robi aims to continue investing in the country to further improve service offerings and to ensure greater Inclusivity among underserved community segments.
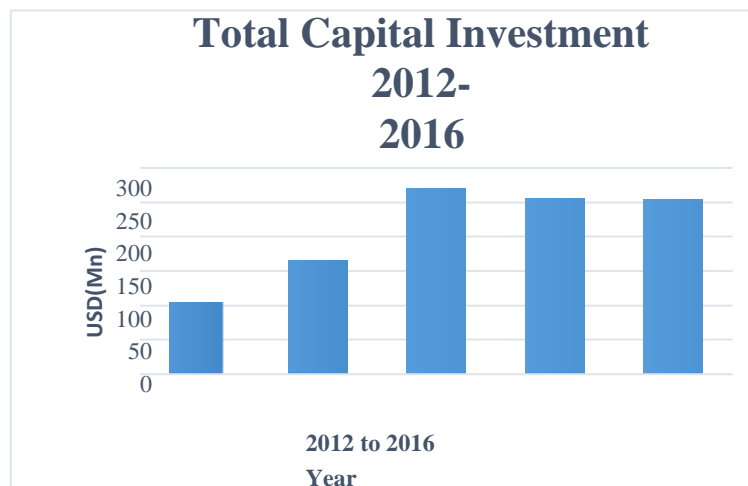

Figure 3: Total Capital Investment

2.6 Other Initiatives of Robi Axiata Ltd.

Robi Axiata Limited organized an art competition for children; its Dhaka based employees on June, 2012. The event was organized in observance of the world Environment Day 2012. The theme of the contest was "RongTulite Amar Prithibi". This year 2018 on the month of June Robi launched My Robi Sports application where the updates of the FIFA World Cup
2018. They also undertook some TVC based on the FIFA World Cup 2018. Further, they also took initiative of the production of Brazil, Argentina and Germany jersey. It was a gift procurement based on SIM purchase of BDT 499. In the holy month of Ramadan Robi launched country's first Islamic mobile package named *"Noor"*. This application allows users to get opportunity to avail various Islamic content and services at a discounted rate. Through this application Robi decided to deposit the revenue in a shariah compliant bank to avoid application of interest. Moreover, Robi will donate 1% of the revenue generated from the new *"Noor"* subscribers at the end of the first six months of the campaign on humanitarian causes.

2.7 Robi's Network Development

Robi's Network development activities are implemented by edotco Bangladesh Co. Limited – a subsidiary of the edotcogroup– an integrated telecommunications infrastructure services company providing end to end solutions in the tower services sector including co-locations, built to suit, energy transmission and operations and maintenance (O&M). Currently, Robi has *12,850* on air sites, *7,700* 3.5G sites and which 65% of total sites are in rural areas. Robi also prioritize on responsibilities towards the environment while identifying and selecting network sites and deploying BTSs.Robi leverages on the international expertise of Axiata , Airtel and NTT Docomo for its voice and data services, ensuring the best quality network and high speed connectivity at all times while complying with applicable laws and regulations for network development and deployment.

2.8 Organization Structure of Robi Axiata Ltd.:

The organization top position is designated to Chief Executive as the Managing Director is given with all sort ofresponsibilities ofbusiness direction ofthe organization and leading dynamically towards the attainment of its purpose and principles. Robi is currently operating with following Divisionsand Departmentshaving itsestablishment indifferent location of Dhaka, Chittagong and other regions of Bangladesh. The following diagram shows the structure of the designated divisions of Robi Axiata Ltd.: -
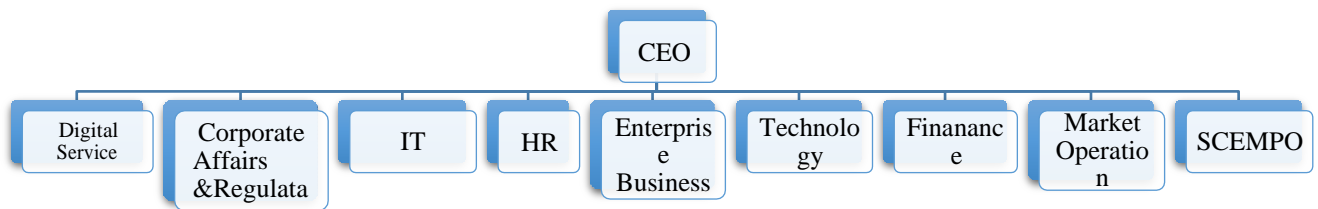
Figure 4: Organization Structure of Robi

2.9   Enterprise Risk Management Governance*:*

Robi'srisk management provides solutions to the company's risk management system and transfer planning, helps to sustain the business operations and meet the expectation of customers, shareholders, employees and the society. With systematic risk management procedures, along with constant monitoring that surpluses the company's level of tolerance that they are able to effectively identify, evaluate, resolve, and report and monitor significant risks that pose threats to the company in contributing to sustainable business practices.   The followingdiagram   shows   the   diversification   of   the   company's   level   of   risk: -

Figure 5: Organogram of Company's Risk

Following Division falls under risk steering committee and Board of Audit Committee. They are:

- o Chief Executive Officer
- o Chief Technology Officer
- o Chief Corporate and People Officer
- o Chief Commercial Officer
- o Head of Internal Audit

Divisional Risk Coordinators Departments are:

- ➢ Technology
- ➢ Market Operations
- ➢ Finance
- ➢ People & Corporate
- ➢ Digital Services
- ➢ Corporate Strategy
- ➢ Edotco (a subsidiary of Robi Axiata Limited)

PART-2

JOB RESPONSIBILITES

Job Description:

For last 3 months, it has been a great experience for me to work for Market operation's Sales operation division. Market Operation is a big division of Robi Axiata Ltd.

The market activity buying (MO) office was set up in the season of 2012. Earlier it was under the division of Finance, later it was secluded and named as MO Department which is directly under the division of Supply Chain and Enterprise Project Management Office. This office is generally deals with the media action of the Bangladeshi market. The media assignment again divided into two units one is ATL and the other one is BTL. These two units encounter the business procurement. The obtaining technique of SCM and MO Buying is extremely relative. ATL stays for Above the Line and BTL stays for Below the Line. This two units perform securing for different reason. ATL basically play out the procurement of TVC, Newspaper, observe events, sponsorship,and out of home activities which consolidates release, shaft signage and site stamping. While BTL performs obtaining for SIM card, scratch card, T shirt, diaries and other print works out. The MO Buying office is one of the humblest workplaces incorporating 9 people in the gathering. The structure of MO group is given underneath: -
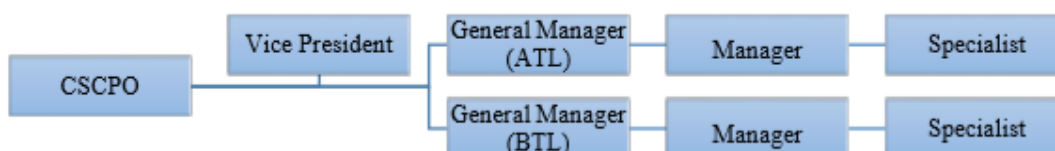
Figure-6: Hierarchy of Sales Operation

Since I was an intern of Sales Operation of Market operations division, I'd like to provide a little description of my department as well. Basically Sales Operation has 4 wings:

1. Channel Distribution
2. Alternate Channel
3. Trade Marketing
4. Distribution Development

I was hired as an intern of Trade Marketing under the project of TM Automation. Yet, I worked in several campaign preparations and other essential project works. Following are the important accomplishments I made in my 3 month period internship:

1. National Activation Data extraction and update in tracker of retailers (For both Robi& Airtel brand)

2. National Point of Sale Map of August, September, October & November (For bothRobi& Airtel)

3. National Easy Load data extraction & update (for both Robi& Airtel)

4. DigiTM master Data preparation (for both Robi& Airtel)

5. Regular national data extraction of Easyload data campaign and Activation data campaign as per target and process Achievement, then upload it to server.

6. Trade Campaign Checklist preparation (Overall overview and a checklist of how this little part of the team handles national issues within deadlines)

7. YTD data compilation of POSM & PMM(National data compilation of posters, festoon, banners, etc)

8. National Sales Volume Compilation of August to November

9. Scratch Card Analysis & Breakdown of August-October 2018

10. Daily update in SFA campaign Tracker

11. Voice Scratch Card Analysis and breakdown (for July-September'2018)

12. SMS preparation and blast to retailers

13. National Easyload Data Campaign Update September-October'2018

14. "Duranta" (GP Campaign) breakdown and Analysis(Created info into intel)

15. Gift (for retailers) price analysis of different range.

Though I was hired for the purpose of "DigiTM" project, I also have worked in campaign projects too throughout the last 3 months of my internship period. For me it was an adventurous experience as well as learning. I have got to learn corporate culture, ethics and norms. It is my honor to be a part of Robi Axiata Ltd even for 3 months.

PART-3

INTRODUCTION OF THE PROJECT

Introduction

Mobile Number Portability (MNP) is an approach to empower cell phone clients to change from one mobile network bearer (the giving system) to another (the beneficiary system) while holding their cell phone number. This framework is executed in various nations around the world. Bangladesh is the 72nd nation to profit such innovation. Since its dispatch in Singapore in 1997, over a hundred markets today allow MNP. Most MNOs offer this organization in vain or at an apparent cost, enabling customers to change numbers or switch overseers easily. Infobip's organization Number Lookup can guide modernized number smallness checks to profit advance controlling and charging for an extent of associations and industry verticals. From call center enterprising to normally streamline guiding and costs by checking number sort before setting up a phone call or sending a SMS to cut costs.

Figure-7: MNP between Competitors

Robi being in the aggressive market as others have additionally made this administration accessible for the clients. Clients can undoubtedly change to different administrators from Robi and clients from different administrators can port in to Robi without changing their numbers. This has made a test for the telecom business as it has changed the diversion totally. Clients could possibly switch the system in the event that they are not happy with any of the administrations given by their present administrator. The means to switch are simple as well, for which clients probably won't reconsider before benefiting this chance.

The steps to do MNP port in to Robi are as follows:

1. Customers have to go to the Customer Care of Robi Axiata Ltd.
2. They have to take their National ID Card along with them.
3. Biometric Registration has to be done by giving finger print.
4. They will collect the new SIM from the Customer care center after a particular time.
5. Customers will receive a message on their phone and from then they can use the new network with the same number.
6. If they are not satisfied with the new network, customers can switch after 90 days.

3.1 Rationale of the study

During the era of Mobile Number Portability (MNP), it is a big challenge for the telecom operators to hold their customers in their ends. MNP allows a subscriber to change their operator without changing the number. In Bangladesh, all the operators have a number of customers who are not totally satisfied with their operator's service. There are various customers whose needs are notmet or they are not really satisfied with a particular service, in the meanwhile the other operator may take the advantage and work on that particular arena. As a result, a number of customers may switch to other operator considering single disappointments of their current operator. There are so many issue that the customer's complaints about, such as, some faces network problems, some faces internet issues, some complaints about expensive call rates and bundle offers etc, these have been some question marks in some particular sectors of various operators present in Bangladesh telecom industry.

Basically, MNP is the new challenge for all the telecom operators to keep their customers and acquire more. This report is specifically getting prepared to discuss about how Robi Axiata ltd. can perform outstandingly well in this recent newness. Robi Axiata ltd. is currently holding the 2nd position in the telecom industry after getting merged with Airtel. It is the primary organization to dispatch 4G benefit in all the 64 district headquarters of the nation. Robi has a rich arrangement of advanced administrations. Beginning from portable keeping money administrations, it offers numerous mCommerce administrations like: web-based ticketing stage bdtickets.com, web based shopping stage shop.robi.com.bd, Robi Cloud Service, Vehicle Tracking System-Tracker, computerized promoting stage ad reach, online revive stage recharge plus etc.

The organization additionally has the main learning sharing stage on advanced promoting re.con. Following the merger with Airtel Bangladesh, the consolidated organization, Robi Axiata Limited (Robi) began its business activity on November 16, 2016. Starting at now,

this is the greatest ever merger of the nation and the first historically speaking merger in the versatile telecom division of Bangladesh. The competitors are still quite away in such situation from Robi in the current situation.Robi was the primary administrator to present GPRS and 3.5G administrations in the nation. In addition, it has presented numerous first of its caring advanced administrations in the nation and has contributed intensely to take its portable system to the underserved networks even in the country territories. Robi is presently attempting to empower computerized life for just for a superior future.

To understand consumer's point of view, I ran a survey where the majority said robi/Airtel provides the best telecom service throughout the country as per their observation over the years. Here, the company is providing several facilities in the most reasonable rate possible with the most spread 4.5G network service. Now the question is how they can acquire more customers and how will they hold their existing customers while the other competitors are continuously approaching with their brands for MNP in different manner. Therefore, the study will be providing some analysis and explanation of how Robi can make their service better. In so many ways the company is so much ahead of their competitors and this report will help Robi Axiata ltd. to sort out their lacking and work on those. Here, I have already mentioned about Robi being the only most widely spread network in the country till date, which is still not very known to a lot of people around us. Though overall Robi is not the market leader, it is still leading in different regions. Now that MNP is here, Robi can take the highest facility of this new bringing and become the new market leader sooner.

Moreover, MNP being the new topic in the country, many people is still not aware of what it is and how it works within networks. On the other hand,Robi is also providing various facilities in different segments now, which customers are not known of yet. This report will be helpful for both Robi and the consumers, where Robi can actually work on where they are lagging and the customers also won't have to suffer several issues using one particular network where they have the option to move in the better available network.

3.2 Statement of the problems:

Since Mobile Number Portability is the new topic in our country, people are still not clear about how the process really works. Many people still thinks that changing the operator will cause changing their number too. Robi Axiata ltd. has this promotional message saying "Robite No problem", yet there are plenty of consumers who are suffering from several difficulties regarding their telecom operator's service and want to switch to Robi but are not clear about

the procedures properly. Besides, MNP is new in the country and it takes a long time to take place altogether in terms of switching the operators. Eventually, it may demotivate customers to proceed and stick with the current operator that they are using. Next, comes another issue to be discussed, that is, Bangladesh Telecommunication Regulatory Commission (BTRC) has strictly notified all the telecom operators in the country that no one can directly advertise to convince customers for shifting to their network. Due to this rule Robi cannot approach their consumers directly. Yet there is a minimal level of permission to promote their MNP plans to their consumers. Now the main question is, How Robi will acquire more customers and hold the existing customers while the other operators are also trying to reach out as much as consumers they can. Furthermore, the report is all about how Robi can be successful in this era of MNP.

3.3 Scopes and Delimitation of the study:

MNP has opened a pathway for both telecom operators and subscribers. Different subscribers can think about other better options while facing trouble to use their current operator's service as they got the option of MNP open. A Grameenphone user, who's currently facing network issues, can easily move to Robi/Airtel/Banglalink by considering which one of them is providing the best of it. With this report, Robi axiata ltd. can have a brief idea about their customer's perception about the telecom brands.

The investigation depends on the discoveries that have been found after the MNP benefit has been made accessible. Since I need to constrain my examination basing on the data that the organization gives me, I can't totally depict the crude situation that is really occurring. Moreover, this report is made on the basis of 79 responses, who has answered several questions, through which I can determine the current scenario of their perception about Robi and others. This can also help retaining the current customers as well. Besides, the analysis part will be opening up some important findings which will be very helpful for further research and also for the company itself as they can work on the points where they lack according to customer's perception.

3.4 Significance of the study:

The outcomes and discoveries will be extraordinary advantage for the administration, experts and future researchers. At first, the management of Robi Axiata Ltd. can have an outline of their offers and administrations for their clients. Also, the specialists can translate the outcomes and set another methodology for how to hold their present clients. At long last, the examination can be gainful to deal with what the clients are anticipating from the brand and afterward make

administrations as indicated by their requirements. Along these lines it will give a few bearings to future specialist and will likewise be prescribed as a wellspring of auxiliary data for them.

3.5 Objective of the Report

The report is specifically prepared to determine how Robi Axiata can acquire more customers through MNP and hold their existing market in presence of the option of MNP. The report illustrates the reasons why other operator users want to port in into Robi through MNP, and what are the issues that they consider while thinking of switching.

Recently there are a lot of customers who uses different operator's SIM cards and uses one as their prior one. By the end of this analysis we'll get to know that among the sample size of 79, who prefers which operator as their prior one and in what purpose they use it. Eventually, the logical reasoning will help us to find out what are the reasons that they want to switch to other operators and further can help Robi Axiata ltd. and future researchers to work on it.

General Objective: The main purpose of preparing this internship report isto fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the department of BRAC Business School, BRAC University.

Figure: Port in process of Robi

Specific Objective: The report is specifically on Mobile Number portability and How Robi can use this opportunity as a great leap. Following are some specific points that will signify what this report's objective is:

- To provide a brief idea about the overview of Robi Axiata Limited.
- Determining in which segment the operators are failing to provide their services
- To find out how Robi can create a positive image in their customer's mind.

- To estimate the reasons why customers want to switch to/from Robi
- Identifying the techniques in terms of fetching attention of the competitor's customers to switch into Robi.

Literature Review:

Mobile Number Portability is an administration through which a client can change from current mobile operator to another portable operator by keeping the MSISDN (Mobile number) unaltered. At first BTRC took the initiative, back in 2009 and it was discussed by the parliamentary standing committee through telecommunication several times, yet there was a little progress noticed. Later on, in June 2013, the BTRC asked the mobile phone operators to

Introduce the MNP service by January 2014 which also went in vain. Moreover, this prompted the regulator to change the model and in 2016, the BTRC decided to appoint a third party to offer the service. Therefore, it awarded the licenseto Infozillion in November 2017, which proposed1stMay 2018 for the launch, but the date was deferred twice yet the operators were not ready.

Figure-8: BTRC POSM on MNP

Finally, Mobile number portability (MNP) benefit has been accessible for cell phone clients in Bangladesh from October 1. On November 30, 2017, the BTRC gave the MNP permit to IBTCL. IBTCL is a joint endeavor of Infozillion BD Limited and Teletech DOO, Slovenia.

The firm was coordinated to give MNP benefit inside 180 days of getting the permit.

As indicated by the MNP rules, IBTCL needed to port in any event 1% of cell phone endorsers through the administration by May, 2018. In excess of 72 nations have MNP, which expands rivalry between administrators as far as administration quality. A cell phone client can move to another administrator holding his/her number, at Tk50 in addition to VAT, and the procedure would take 72 hours and no more. In the event that any client needs to change administrators once more, he/she needs to hold up 90 days before moving. Robi is charging Tk 149 for the administration. Consequently, it is giving a decent number of offices to clients. A client can change their present system to better convenient organization versatility, keeping the compact number unaltered. Therefore, it is no more a hassle to educate the companions and relatives about any adjustment in the number. This is of extraordinary advantage to representatives and experts where they may need to endure misfortunes because of progress in versatile number.The formalities involved in MNP are quite nominal. The entire procedure of exchanging portable administrators will take a couple of minutes just if there is no exceptional contribution with the old administrator.

Figure-9: MNP within the top brands

A soul of rivalry will keep running in telecom operators to give quality support of the general population at least expensive rates. This will give colossal advantage to the endorsers. Specialist co-ops are intending to offer some basic alluring tax, intends to draw the supporters is that they change to them. Esteem included administrations at fast may likewise be offered to the new clients. New portable specialist co-ops should do endeavors to build up their feet in the market.

They can spark themselves just by offering appealing tariff plans with quality service to their clients. On the opposite end, clients are constantly inclined to attempting new chances and administrations. Additionally, experiencing diverse issues like system issue or high duty, clients will in general change the system yet on occasion can't. Because of that, the number is generally known to a considerable measure of relatives or possibly connected to ledgers. MNP has made a stage backing out the issue and hence clients change to whichever organize they need to. MNP has made an intense rivalry among the administrators present in the market since it has turned out to be less demanding to switch systems at any minute. Operators need to come up with luring offers in order to retain their customers and Robi is of no exception.

Bangladesh Telecommunications Regulatory Commission (BTRC) expects that MNP will change the telecom industry dynamics for better, within a few months. Haque. J(2018), acting chairman of BTRC expressed the optimism during a press conference at BTRC office on 1st October 2018, following the launch. While talking to the journalists He also said that, MNP will enhance competition between the operators for providing better services to the customers. Furthermore, suggesting that now all the operators, small or big, will have equal chances in the business, MNP will also ensure a level-playing field for all the operators, Haque. J(2018) added.

Methodology of the study

Since the research topic is about, How Robi can acquire more customers and sustain the existing customers during the era of MNP, I had to do quantitative research which included data analysis and calculations. I have used both Primary and Secondary research in terms of gathering information.

Primary Research: In the beginning I have discussed my topic with my line manager Sheikh Adil Ahmed, Manager, Trade Marketing, Sales operation, who advised me to take this topic for further research since this will be helpful for them as well, to have knowledge about the customer perspective. Initially, I have interviewed Mr. Sheikh Adil Ahmed to have knowledge about their perspective, being the 2nd largest telecom operator in the country. For more detail conversation, I have interviewed Mr. Saiful Kader, General Manager of Trade Marketing wing of Sales Operations, to know how their MNP experience in going till date.

Besides, I have interviewed, Mr. Salahuddin, Specialist, Trade Marketing team & Mr. Abdul Mukaddem, Manager, Trade Marketing team for more detailed conversation.

On the other hand, I have also interviewed 15 respondents face to face out of my 79sample size and later on recorded their experience which will be expressed in the analysis part.

Secondary Research: For more detailed research, I have surfed internet for related journals, papers, books and write-ups. Among different suggestions, I have taken information from the following:

- Related Papers which includes MNP researches
- Star Online Report, 1stOctober, 2018
- Telemetric & Informatics (A study of Mobile Number Portability)
- A Study on Impact of Mobile Number Portability on the Consumers.
- Mobile Number Portability: Challenges and Opportunities for Network Service Provide

Sample Size & Statistical tools: This research paper in based on the responses of 80 respondents where there is a mixture of 63:37 ration of Male and female respondents, where there is students, businesspersons, corporate people, teachers and many more different professionals.

To move on with the research I have made this questionnaire in Google document, and later on created a spreadsheet to run further analysis. Furthermore, I have extracted an excel file and broke down the data, presented it graphically by comparing it with different criteria. To show clear view of the data set, I also have put data tables.

PART-4

ANALYSIS AND FINDINGS OF THE PROJECT

Research and analysis:

Since, I have done a quantitative research; this analysis part is filled with data tables and graphical presentations. These are here to justify the report's motto more clearly.To begin with the analysis part of the report, I'd like to share some demographic diagrams of the sample size that I worked on.
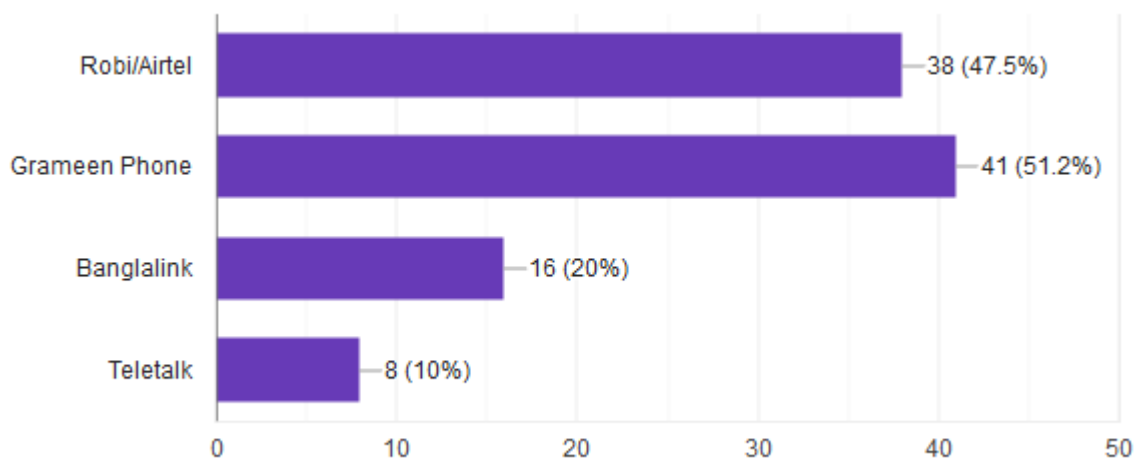

Figure-10: Respondent percentage

Among 80 respondents, I have got 47.5% of Robi/Airtel user, 51.2% are Grameenphone user, 20% Banglalink user and the rest 10% belongs to Teletalk users. It brings us a little vibe that how Robi is being spread over the years. Even during the process of MNP, 52% of Banglalink and 45% of GrameenPhoneusers customers have ported in to Robi network. On the other hand, 3% of Teletalk users were also into this MNP game.

Moreover, all these people are not satisfied with their current operator's service. Following the scenario given:
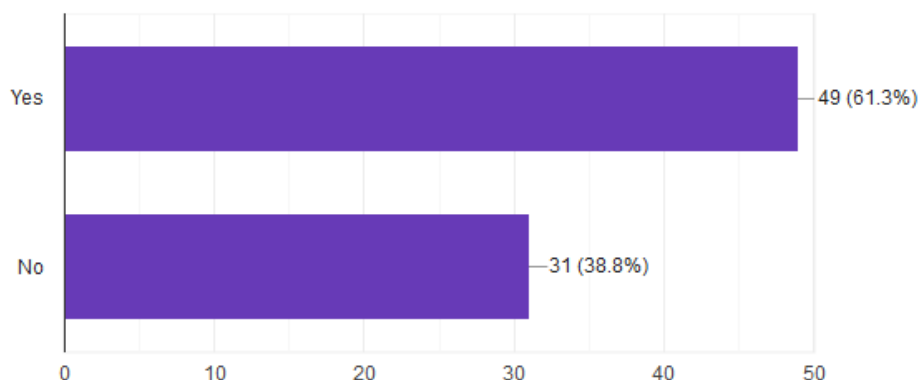

Figure-11: Percentage of satisfied consumer;

The graph shows that around 61% users are already satisfied with their current network and 39% consumers are not happy with whatever service they are getting. Now the concern is, who are those unsatisfied people and which service is being disappointing to them. I have analyzed this data in another level that shows further:

Which Operator's SIM card do you use?	Satisfied with your network?	
Row Labels	No	Yes
Banglalink	**6**	**4**
Banglalink, Teletalk		1
Grameen Phone	**8**	**12**
Grameen Phone, Banglalink	2	3
Grameen Phone, Teletalk	1	1
Robi/Airtel	**6**	**18**
Robi/Airtel, Grameen Phone	5	7
Robi/Airtel, Grameen Phone, Teletalk	1	
Robi/Airtel, Teletalk		1
Teletalk	**2**	**1**

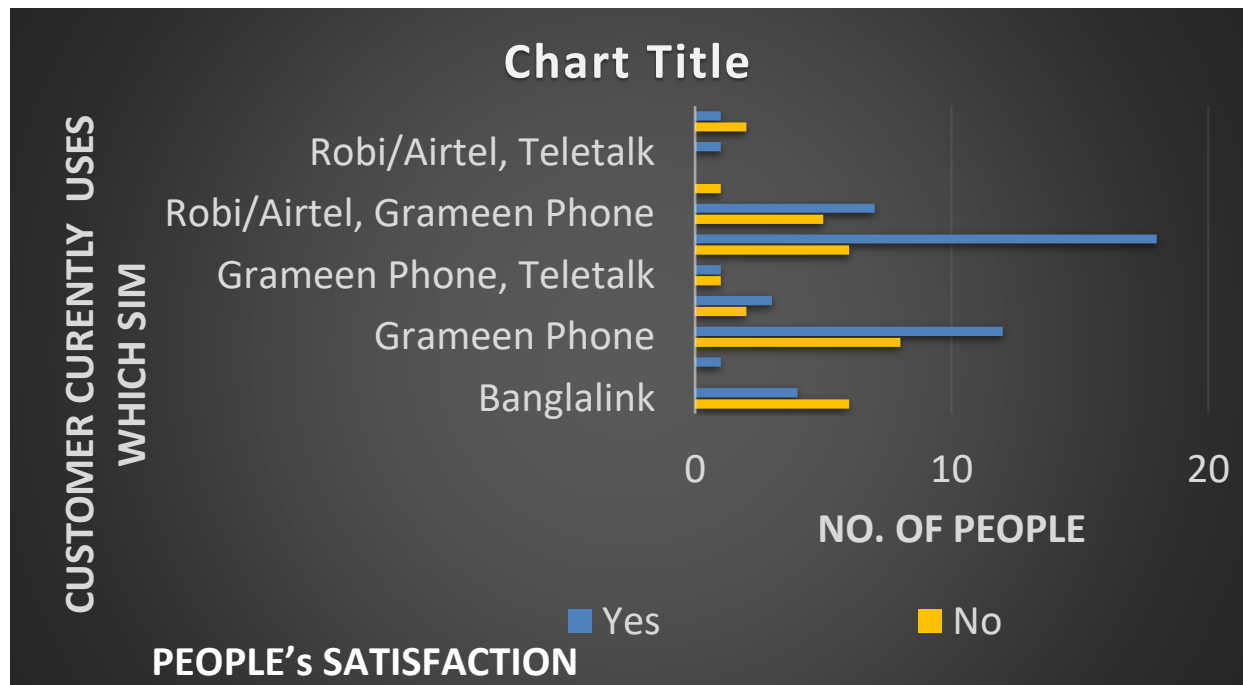Table-1: How many are satisfied with their network

Figure-12: Different operator users & their satisfaction level

Here, we can see most of the respondents are using double SIM, where they use one for cost saving and another for better network or better internet. Breaking down the graph a bit more, we can see that the respondents have replied being unsatisfied and the majority is Teletalk users. On the other hand, Grameenphone also seems to have a bad record within the sample size. Banglalink users also don't seem to be having satisfactory performance from their network, now, since there is the facility of MNP, they can switch to the other network. As per the satisfaction query, Robi seems to be ahead of others.

Now the query is about, what drove a consumer to pick a network's service at first place? According to the respondents, majority looks for the best network connection and high speed good quality internet. For this variation, they use 2 SIMs at a time for variety of quality facilities.

Since MNP is being introduced in our country recently, consumers are also looking forward in terms of switching into new networks which will provide them the best service they desire for.

	Wants to switch?				
Operators	Maybe	Never	No	Of course	Yes
Banglalink	**1**		**3**		**6**
Banglalink, Teletalk				1	
Grameen Phone	**2**	**3**	**7**	**5**	**3**
Grameen Phone, Banglalink	1			2	2
Grameen Phone, Teletalk			1		1
Robi/Airtel	**5**	**1**	**12**	**2**	**4**
Robi/Airtel, Grameen Phone	1		6	2	3
Robi/Airtel, Grameen Phone, Teletalk			1		
Robi/Airtel, Teletalk					1
Teletalk		**1**	**1**		**1**

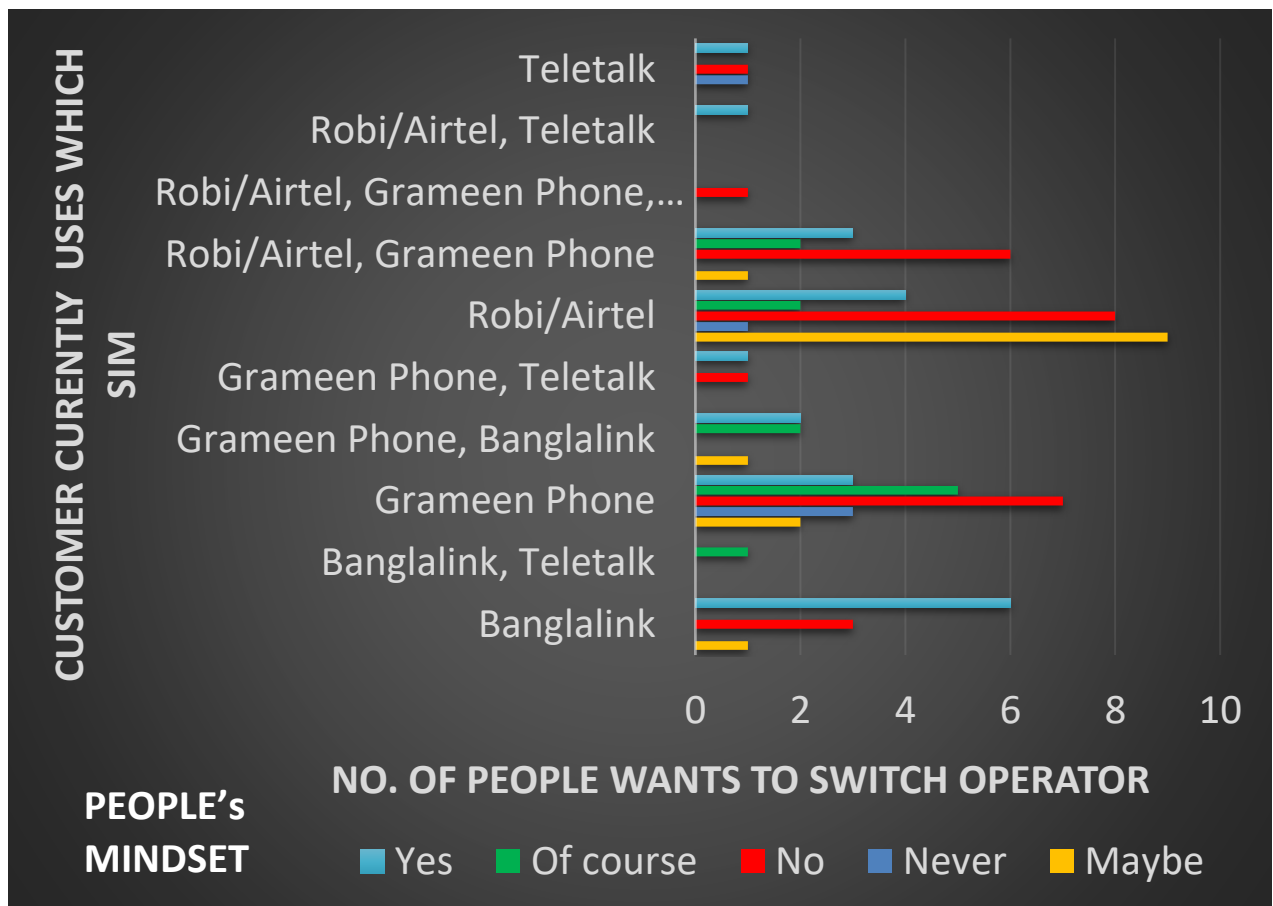Table-2: Current operators and who wants to switch from it

Figure-13: Ratio of respondents who wants to switch to different network

According to the data table and the graphical presentation, it shows that among all the competitors, Robi/Airtel is advanced in people's mind. Robi users seem to be more satisfied with their service in comparison with other service providers.On the other hand, majority of the Grameenphone users want to switch their network desperately. Most of the Banglalink users also don't seem very happy regarding their operator's service.

Prior to that, these consumers are not satisfied because of some particular issues. Some faces network issues and Internet buffering or annoyance, while, some faces call drop issues or indoor network blankness. Around 29% complained about expensive call rates where the major consumers are Grameenphone users. 54% complains about Network issues where the major number of consumers complains against Robi/Airtel. The other complains are combined but these 2 are eye catching and concerning issue.
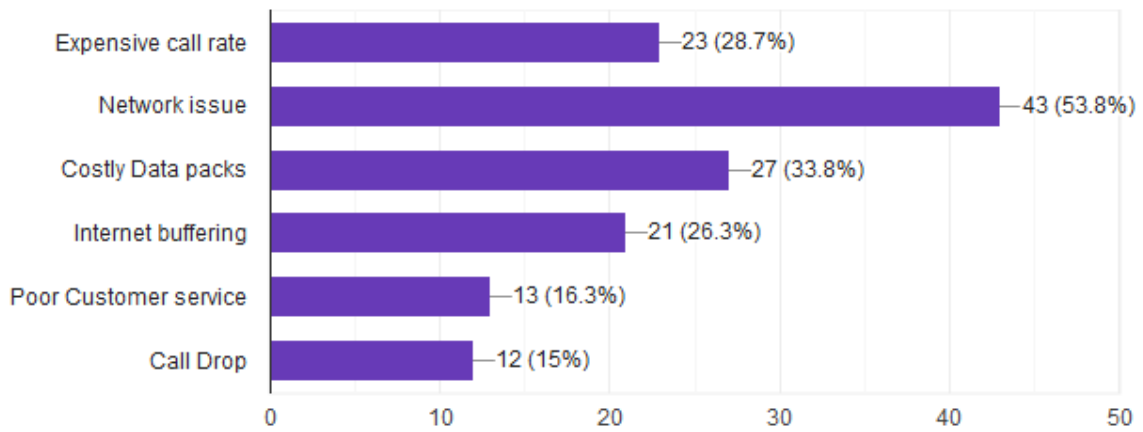
Figure-14: Percentage of problems consumers face

Figure-15: Mobile Number portability POSM

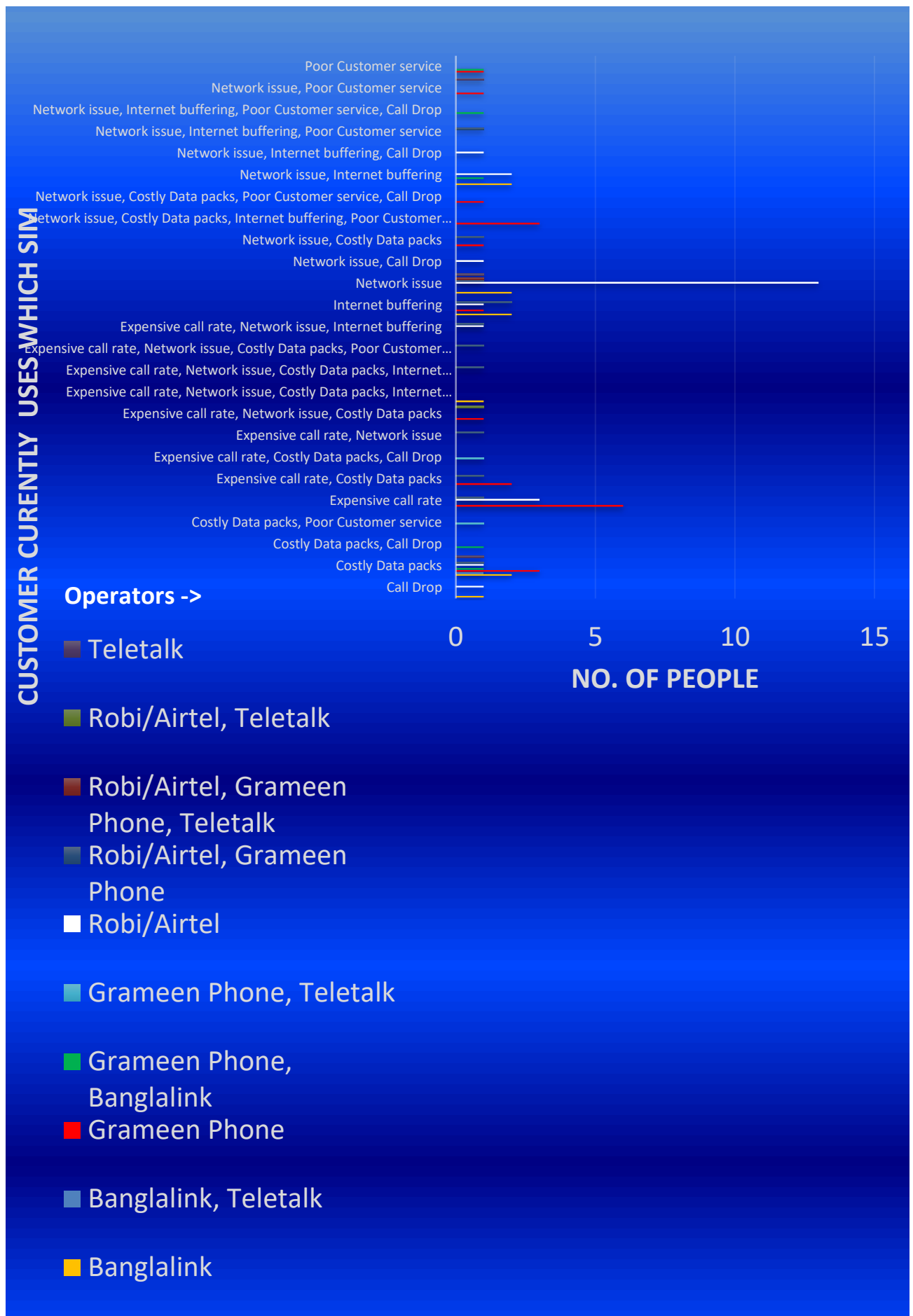The following chart will be showing which operator has been struggling with what issue recently.

Figure-16: Reasons behind customer's demonization

According to the data chart, Robi/Airtel got the highest complaints regarding network issue. If this continues, the existing customers will be shifting to other networks through MNP sooner. On the other hand, Grameenphone gets the highest complains offering the most expensive call rates, where the other operators are way ahead of this. Furthermore, Grameenphone and Banglalink also got some combined complains regarding call drops, internet buffering, costly data packs etc, where Robi can take the advantage and make their side weigh more.

In this current era of 4G network, 36% still uses 3G network and the rest 64% uses the 4G network. Here, Robi has an opportunity to grab the attention of consumers since they have the best internet experience till date in presence of Robi 4.5G network.
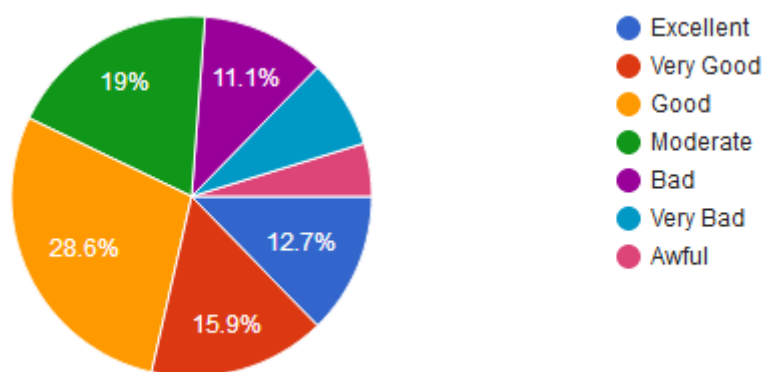

Figure: Satisfaction towards 4G network

A number of people seem not satisfied with 4G network service which also is currently introduced by the beginning of this year. While asking about 4G network coverage, my line manager, Ahmed S.A(2018) mentioned that, There are still some kind of network development works going on to provide customers the best 4.5G experience.

Following is a chart showing that which operator user is being how much satisfied with their 4G experience. According to the chart, a lot of Grameenphone user haven't still started using 4G network. According to my interview with my general manager, Mr. Saiful Kader, I got to know that Grameenphone is currently working on their 4G network development, for which recently their customers are facing huge difficulties.

Here is the opportunity for Robi to grab the attention of customers and conquer the market.
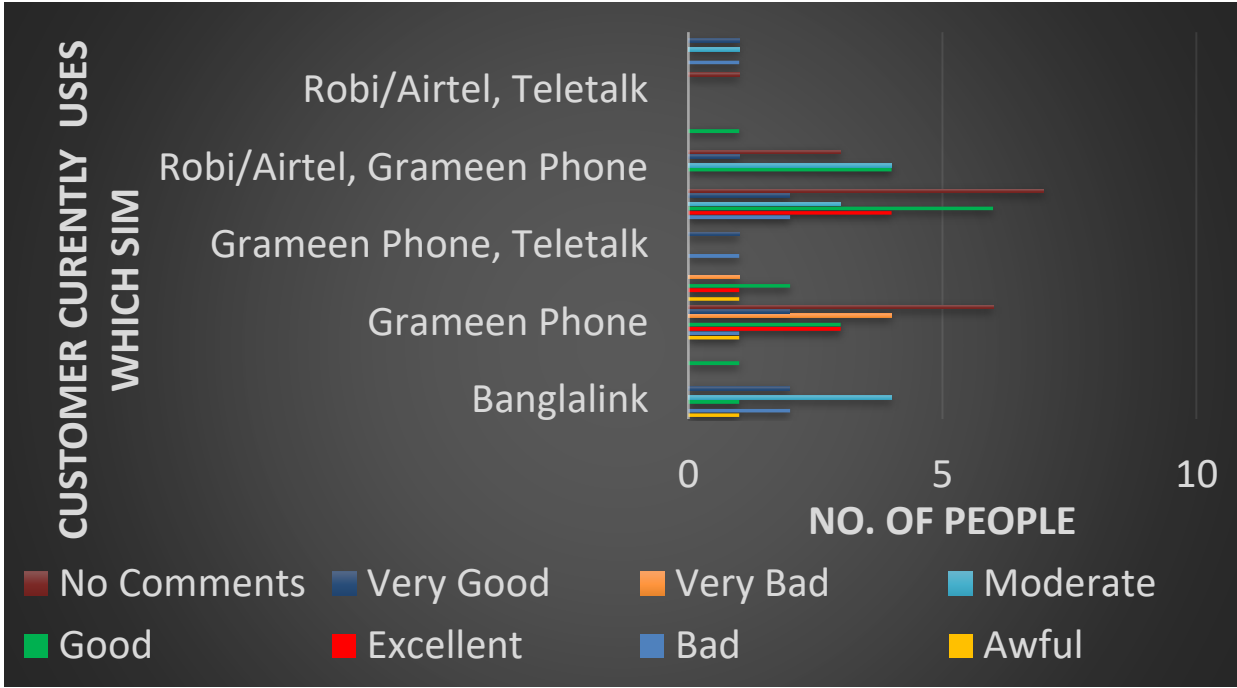
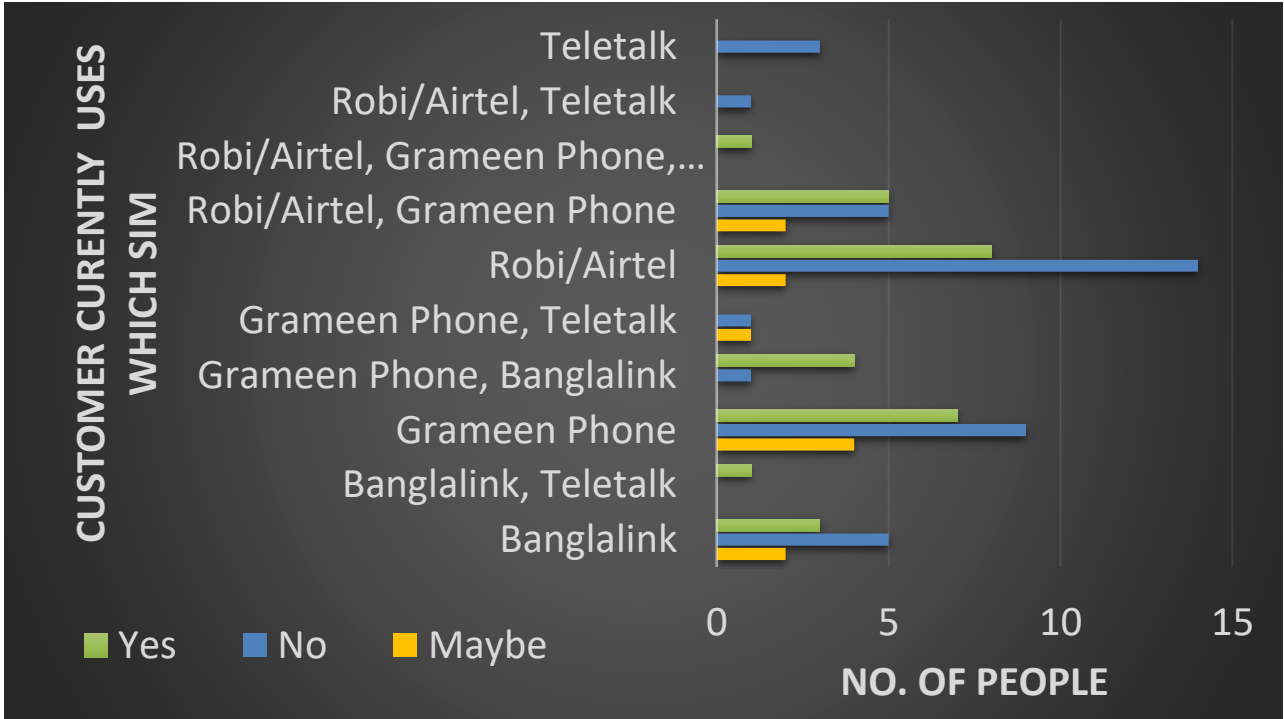Figure-17: 4G experience of the consumers

Figure-18: Unwanted balance deduction faced by consumers

As per this chart, Robi/Airtel doesn't face unwanted balance deduction, even if it does, that is a very rare scenario. For Airtel, In some internet pack's renewal, the users often faces unwanted auto renewal issues. Moreover, Robi and Airtel altogether faces less balance deduction issues than other operators.
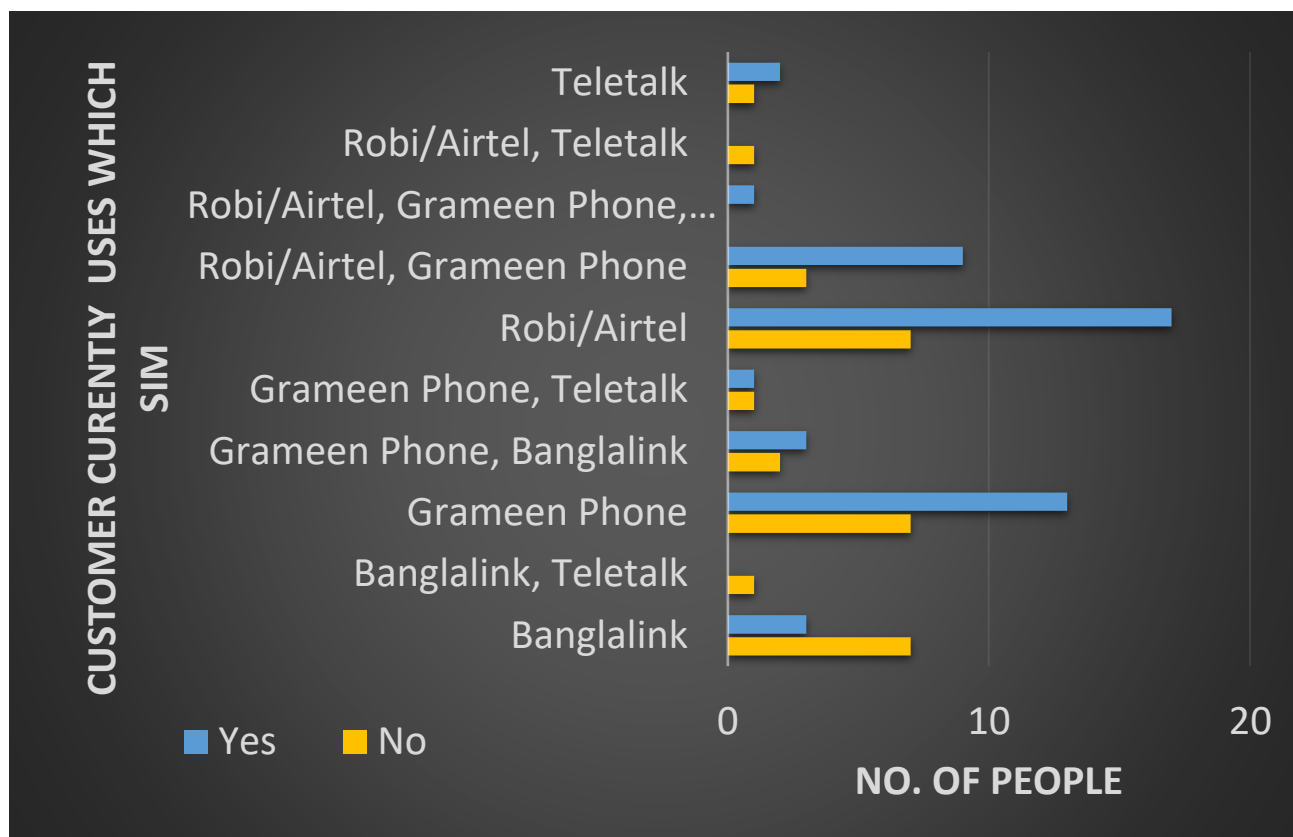

Figure-19: Indoor coverage issue faced by consumers

In terms of indoor coverage issue, Banglalink is ahead of both Grameenphone and Robi Axiata ltd. The majority of the sample size marked Robi as the most disturbing network in case of indoor coverage provider. According to the data given here, it shows that both Grameenphone and Robi is lacking behind in this sector.

About this indoor coverage lacking issue, Kader. S(2018), General Manager, Trade Marketing, Sales operation, Robi Axiata Ltd. mentioned that, for Robi network there is the lowest portion of areas where the customers still faces indoor coverage issues whereas, for Airtel network, it is still a matter of concern for them to develop the network for their customer's facility.

Therefore, it sums up that the majority pointing out Robi/Airtel having the indoor coverage issue, weighs more on Airtel's side, who's network is on development process.

Furthermore, I've put an offer in front of the respondents saying if they are offered to switch into other operator's service, who will provide the best 4.5G experience of Network and that is also with other lucrative offers. The frustrated customer's responses were positive and some were still confused of staying loyal to the current one or switching to the best providers.
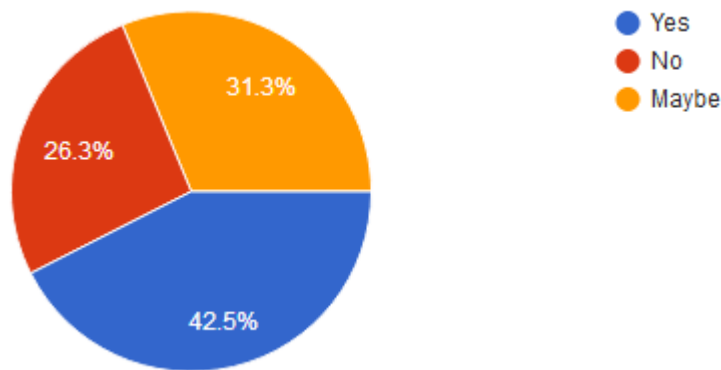

Figure-20: Percentage of willingness of switching to best 4.5G network

But, the majority of the respondents replied with yes, that summarizes that there is a path open for Robi to grab the attention of such customers and also snatch the market from other operators with it's lucrative offers.

Finally, I asked them, as per all the activities of these telecom operators, which operator they consider as the better choice over all. Since there were a number of people who uses double and different branded SIMs, yet their response was in favor of a particular one, according to the majority's answer.
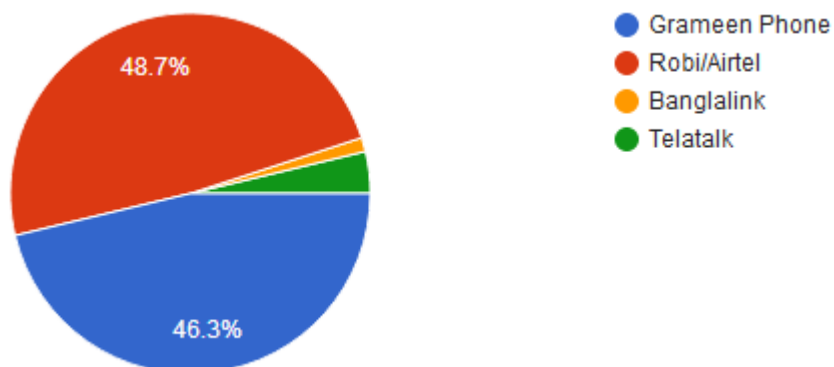

Figure-21: Best brand in the respondent's eye

Moreover, that was the overall review of the respondents, where Robi/Airtel is holding the majority's best option and Grameenphone is also being very competitive in manner. Now the concern is, which operator user is voting which, will lead us to the upcoming MNP user.
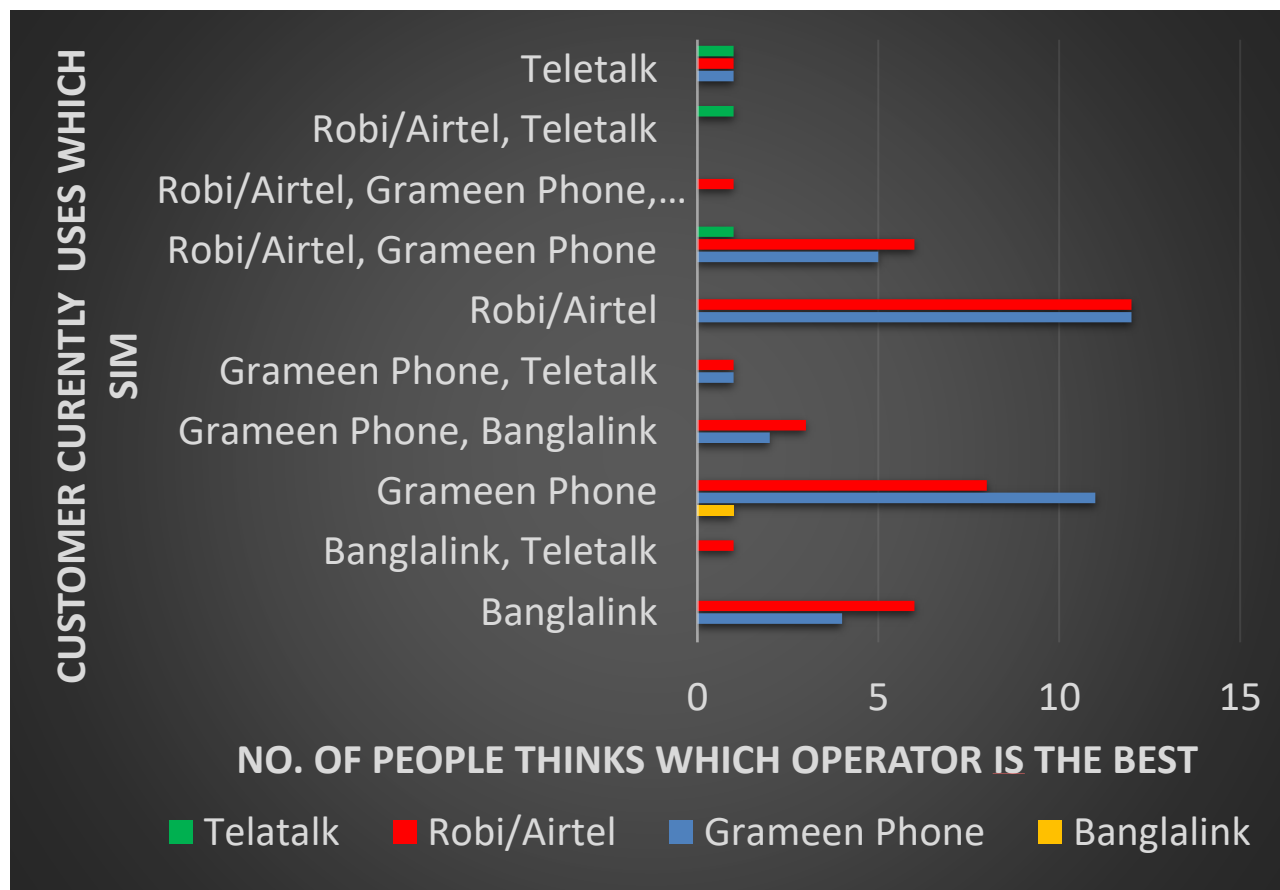

Figure: Respondent's perception of the best operator

According to the chart, there is a risk for Robi Axiata ltd. that, their customers still thinks that Grameenphone and Robi, both the operators are providing best networks throughout the country. A bit of dissatisfaction may cause loss of market. So, as per concern, Robi has to take proper initiatives accordingly. On the contrary Grameenphone users seem very determined with their network but a group of Grameenphone user seems to have more interest on Robi. Again, People who uses both Robi and Grameenphone, voted for Robi more, by experiencing the better network, internet and other services. There is a huge opportunity open for Robi to attract the attention of Banglalink users over Grameenphone. Banglalink users have voted for Robi and Grameen phone as their preferred best operator in the country. Now it's the time for Robi to seek attention of the disturbed consumers and approach decently, so that they do MNP and switch into Robi network as soon as possible.

Recommendations

As I have written this report on how Robi Axiata ltd. can take the proper usage and advantage of MNP, by the almost end of this report, I'd like to add some recommendations for Robi so that they can improve and work on those lackings which will help them ultimately to sustain their consumers and also to acquire new customers.

- Approach the unsatisfied customers of other operators along with the best offerings that the others are not providing

- Robi must work on some particular segments about which the existing customers complain the most. Otherwise, that group of customers might port out from Robi through MNP. For instance, in this report, the respondents complained about, poor indoor coverage of Robi network, auto balance deduction problem, Network issues etc. Even though they claim to provide 4.5G network coverage, yet there are a lot of complains being raised. Robi must work on these particular segments to keep on competing.

- Since BTRC has imposed a rule for all the telecom operators that they cannot directly promote for port in(MNP) in their network. In that case, Robi can strengthen their promotional offerings to attract customer's attention and come up with lucrative offers that will convince customers to port in into Robi network.

- As Dual SIM handsets are not considered as two separate handsets, Robi should offer two different SIM cards for more than one benefit. For instance, network providers can convince subscribers to buy one SIM card for lower call and SMS rates, and the other for making use of value added services. Offering 'Buy one SIM card, Get one free' will not be too expensive for Robi Axiata Ltd, even, they can sell both brands at once, one Robi and another Airtel.

- Robi can group their customers gender-wise and start gender-based Value Added Services such as beauty tips, cooking tips, home decoration tips to female customers while for male customers, they can provide, fitness guide, investment tips, travel guide, etc. since there is an association between cellphone users' gender and their mobile usage preferences.

- Finally, Robi can run their CSR (Corporate Social Responsibilities) in a accelerated manner, so that the other operator's demoralized customers feel motivated to port in into Robi and the existing customers of Robi feel enthusiast about being with it.

Conclusion

The Mobile Number Portability offers opportunity to subscribers to pick the best service provider. Here, MNP has not only opened up this freedom for the consumers to switch into different desired networks, but also initiated an extreme competition between the telecom operators. Thus the service providers also have to be unique enough to attract the consumers, which will encourage the rivalry within the industry. As a result, the tariff rate will be reduced and from service provider's perspective, specific network maintenance activities need to be done to ensure proper operation of the number portability service over time. On the other hand from subscribers' point of view, they'll save cost, time and money eventually. ""Mobile Number Portability" means the facility which allows a subscriber to retain his Mobile telephone number when he moves from one Access Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider;" -TRAI Notification, 23/09/2009.

In such situations, Robi Axiata Ltd. being in the 2nd position of the industry cannot risk a bit to be not cautious at times. In some extent, Robi is still ahead of other operators since MNP has launched.

By the end of the launching month, Grameenphone, the present market leader has seen the highest departure of users whereas, Robi Axiata Ltd. being the 2nd largest telecom operator in the country, have seen the highest opt-in. Furthermore, Robi has to keep the spirit up and promote their various offers in such manner that attracts the customers of all the operators more than their own one does.

It took 21 years for Bangladesh to introduce MNP since it was at first initiated in Singapore, 1997.Alhough most mobile operators are not Enthusiast about Mobile number Portability, Robi being benefitted by the facility, there are more ways which got open for the company to attain success.

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In-Person Interview Reference:

- **Sheikh Adil Ahmed. Manager, Trade Marketing, Sales Operation, Market Operation, Robi Axiata Limited.**
- **Md. Abdul Mukaddem. Manager, Trade Marketing, Sales Operation, Market Operation, Robi Axiata Limited.**
- **Md. Salahuddin . Specialist, Trade Marketing, Sales Operation, Market Operation, Robi Axiata Limited.**
- **Mr. Saiful Kader. General Manager, Trade Marketing, Sales Operation, Market Operation, Robi Axiata Limited.**

Appendix

Survey on MNP:

Hello Everyone! This is a survey on Mobile Number Portability, and it's findings will be the main asset of my Internship Report since My topic is directly related with your answers. It'll be a great help if you co-operate and answer the following, by allowing to invest some of your valuable time for my progress.

Questionnaire:

1. **Which Operator's SIM card do you use?**

   a) **Robi/Airtel b) Grameenphone c) Banglalink d) Teletalk e) Others**

2. **Are you satisfied with your current network service?**

   a) **Yes   b) No**

3. **What helped you to choose your operator at first place?**

   a) **Word Of Mouth b)Promotional activities c) Cheaper call rate**
   d) Best Network e)Fastest Internet Service f) Others

4. **Do you ever feel like changing the Operator without changing your number?**
   a) **Of Course b) Yes c) Maybe d) No e) Never**

5. **What kind of challenges do you face in terms of using your current service?**
   a) **Expensive call rate**
   b) **Network issue**
   c) **Costly data pack**
   d) **Internet buffering**
   e) **Poor customer service**
   f) **Call drop**

6. **Have you replaced your 3G SIM with 4G SIM?**
   a) **Yes   b) No**

7. **If yes, how is your 4G network experience till date?**
   a) **Excellent b)Very Good c) Good d)Moderate e)Bad f) Very bad g) Awful**

8. **Do you face unwanted auto balance deduction problem?**
   a) **Yes   b)No**

9. **Do you face indoor coverage network issues?**
   a) **Yes b) No**

10. Would you switch to the most widely covered 4.5G Network with lucrative voice & Data offers?

   a) Yes b) No c) Maybe

11. As per your observation, which Operator is providing the best service currently throughout the country?

a)Grameenphone
b)Robi/Airtel
c) Banglalink
d) Teletalk