



**EFFECTIVENESS  
OF THE  
PROMOTIONAL  
ACTIVITIES OF  
GRAMEENPHONE  
MODEM**

Submitted by  
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Submitted to

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September 11th, 2011

Md.Shawkat Kamal  
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Dear Sir

Here is the report that you have assigned me as a partial fulfillment of my undergraduate program.

I have prepared my internship report on “**Effectiveness of the promotional activities of Grameenphone Modem**” which I am submitting along with this letter. It was a promising experience throughout the semester and preparing this report further enhanced me with the corporate level activities. I also could relate my learning of BBA program with the real corporate life experience.

This report’s aim is to give an overview of the research based findings on how effectively Grameenphone conducting promotional activities on Grameenphone modem.

I hope that the analysis has accomplished your expectations and I made all the effort I could take to follow the tenets of internship report.

Sincerely yours,

ABIDA NOOR

# Acknowledgement

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I have incurred many debts of gratitude over the last three months while preparing for this report. First and foremost, I would like to pay my gratitude to the almighty Allah for giving me abilities to work hard. I am also grateful to my parents who provided me with the necessities of life since my early childhood.

The report title as “**Effectiveness of the promotional activities of Grameenphone Modem**” has been prepared to fulfill the requirements of BBA degree. I am very much fortunate that I have received almost and sincere guidance, supervision and co-operation from various persons while preparing this report.

Many people have responsible in making this report. First of all, I would like to thanks my academic supervisor of the internship program **Md. Shawkat Kamal, Assistant Professor, BRAC BUSINESS SCHOOL, BRAC University** for giving me opportunities of prepare this report & effortful supervision. He also provided me some important advice and guidance for preparing such type of new idea-based report. Without his help, this report could not have been a comprehensive one.

Secondly, I would like to thanks my Grameenphone supervisor, **Reazun Nabi**, service and delivery Manager, Market Communications, Communications Division and **Aman Ashraf**, Chief of Channels, Communication Division, they have given me their variable time and energy in every steps of the preparation of this report.

I would to thank Mr. **Kazi Monirul Kabir**, Chief Communications Officer of Grameenphone and **Tore Johnson**, Chief Executive Officer of Grameenphone.

Finally, I am conveying to all of my respected teachers.

## Executive summary

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As a market leader, Grameenphone is continuously coming up with new ideas regarding its products and services. From their many services, Grameenphone Modem is one most important.

As the whole world is deal their day to day life with the help of internet. GP's this service make our country's people up to date.

Hence through this internship report, I have tried to find the GP modem's ads promotional effectiveness.

A comprehensive survey was conducted to get subscribers' feedback about GP modem's ads. 80 respondents were picked up randomly from the internet users. SPSS, MS Excel was used to analyze data.

The survey data shows that the promotions of GP modem has an effective tool to aware and attracts the consumers.

Newspaper is the most effective media to make subscriber aware about internet usage information. Moreover, they preferred TV to learn about this information.

Now making the promotion more effective promotions should be designed in innovative concept. It is important to consider that brand is not always works in terms of effect on the purchasing pattern of the consumers.

Therefore, when its matter to design the promotion, the company should give the proper information in the promotions that a consumer can easily understand.

Besides the promotion, the company should also be consider the quality and price of the service to satisfy the consumers.

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# Chapter-1

## Introduction and the organization Part

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## *1.1 Introduction*

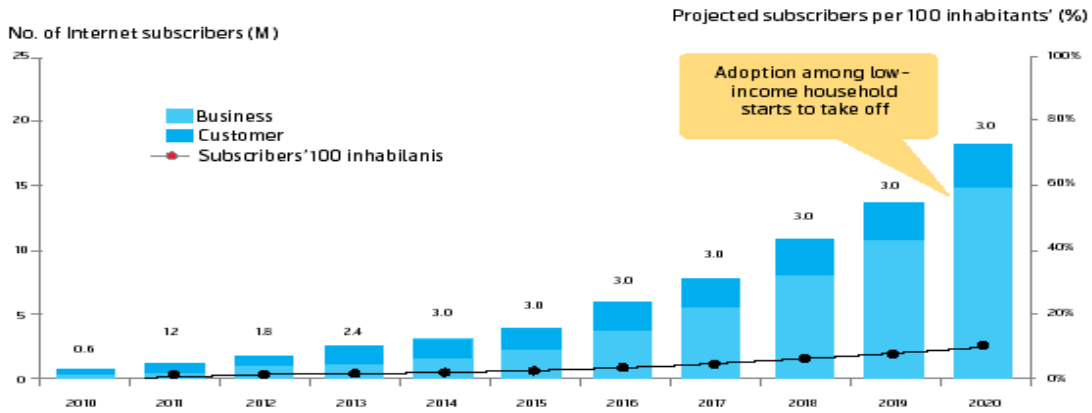
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The Internet is, quite literally, a network of networks. It is comprised of ten thousands of interconnected networks spanning the globe. Millions of people worldwide are using the Internet to share information, make new associations and communicate. Individuals and businesses, from students and journalists, to consultants, programmers and corporate giants are all harnessing the power of the Internet. Now a day, Bangladesh also connected with the world through internet and this connection proportion is going on day by day. This internet facility mostly served by the mobile telecom companies. For attracting and being educated about the importance of the internet, the telecom companies often do the promotional activities. Our objective of research is focused on providing useful information to our country's business community about their activities and its effectiveness of internet providing facilities as they promoting the products.

Despite rapid growth over the last 5 years, Bangladesh remains one of the countries in the world with lowest Internet penetration. The country faces some critical obstacles to widespread Internet adoption: fixed line coverage and quality are poor, particularly outside the core urban areas. Currently, approximately 90% of fixed lines are concentrated in the urban areas, where only 25% of the population lives. There is also low awareness of the Internet and the benefits it can bring. A fundamental challenge is the lack of literacy, particularly English literacy and proficiency, which is assumed to be well below 50%.

With the appropriate initiatives and policy frameworks in place, analysis suggests 18.3 million Internet subscribers in Bangladesh by 2020, equaling approximately 10 subscribers per 100 inhabitants. At a household level, 32% will have at least one Internet subscription, and business adoption will be around 66%. The business landscape in Bangladesh is dominated by a very large number of small service firms, and the relatively low Internet density in that segment will drive the overall usage rates. Due to limited coverage and poor quality of fixed lines in Bangladesh, it is likely that the majority of Internet subscribers in Bangladesh will be using wireless technologies. Provided appropriate investments are in place, over 90% of connections could be wireless in 2020.

### Bangladesh could have 10 Internet subscribers per 100 inhabitants by 2020

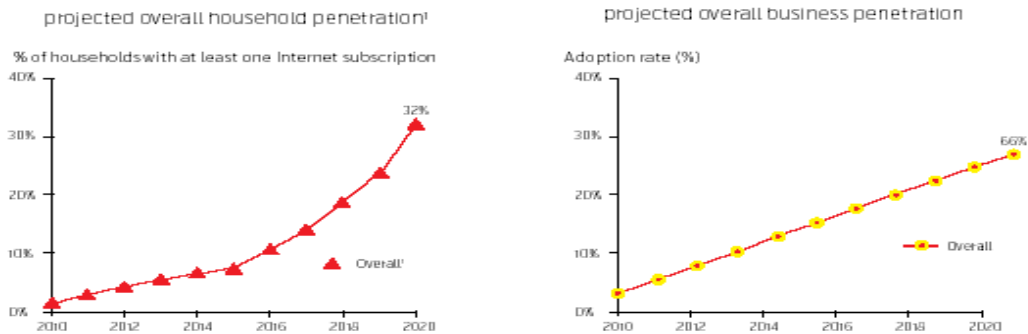


1. Penetration is calculated by dividing projected total number of subscriptions by the projected population
2. Adoption by household businesses considered under business adoption

Note: Assumptions made in the model are part of the Retail adoption and Business adoption assumptions sections

Source :BBS; EIU; CIA World Factbook; Manobi; UNCTAD; OECD; EU; Deloitte; MIT/CMU; Expert interviews; BCG analysis

### ~32% of Bangladeshi households and 66% of businesses could be connected to the internet by 2020



1. Overall household penetration ratio as ratio of HH with at least one connection to total HH, includes households below poverty line

Source :BBS; EIU; CIA World Factbook; Manobi; UNCTAD; OECD; EU; Deloitte; MIT/CMU; Expert interviews; BCG analysis



### *1.2 Mobile industry: vehicle to connect rural Bangladesh:*

“The cell phone is the single most transformative technology development”- Professor Jeffrey Sachs - September 2007 Mobile technology has already been identified as a sustainable channel of communication worldwide. According to Wireless Intelligence report ( 31 Dec’09), this device is used by more than 4.6 billion people worldwide, covering 61% of world population. In that context, Bangladesh is no exception.

As of Nov’09 BTRC report – mobile industry in Bangladesh has 50.56 million subscribers (out of 52.163 million telecom subscribers) 4.6 million Internet users (92% of total Internet users) and nationwide EDGE/GPRS coverage. On the Internet side, about 5 million people in Bangladesh use Internet services. Among them about 4.6 million subscribers has used Internet and 2.3 million uses on a regular basis provided through mobile phone, while 0.4 million people use fixed Internet service.

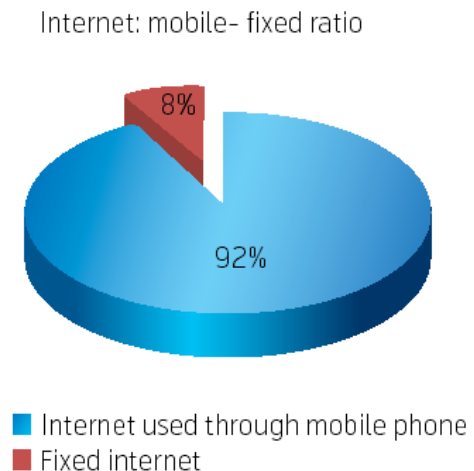
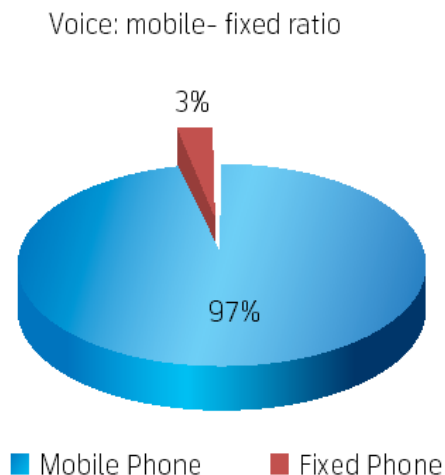


Figure: Telecom penetration in Bangladesh

Figure: Internet penetration in Bangladesh

The penetration scenario and the nationwide EDGE/GPRS coverage made mobile industry as the most appropriate vehicle to connect rural Bangladesh to Internet.

### *1.3 Company Profile*

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Grameenphone Limited, the number one and leading mobile phone company in the area of telecommunications in Bangladesh. Of four mobile operators, GP managed to grab 62% of the market share only by providing cost-effective & best service available in the market of mobile telecommunication. GP has made its expansion not only in the urban areas, but also it stretched its network in the rural areas for the economic empowerment of the rural people. Grameenphone has made a special arrangement with Grameen Telecom, an affiliate of Grameen Bank in providing the cellular services in the rural country. Now Grameenphone has the total subscriber of 8.5 million.

GP believes Excellency in its service towards its subscribers. It is growing and at the same time being competitive. To keep up this upward trend and leading position absolute dedication to understanding and fulfilling their customer needs with the appropriate mix of standard service, reliability, improved technology and skilled as well as dedicated manpower is necessary.

#### **Historical Background**

Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications in November 28, 1996. It launched its service on the Independence Day of Bangladesh March 26, 1997. Grameenphone has a dual purpose: to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications can play a critical role.

The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to high-speed Internet and data services from anywhere within the coverage area. There are currently nearly 3 million EDGE/GPRS users in the Grameenphone network.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later years. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004, 5.5 million in 2005, 11.3 million in 2006, 16.5 million in 2007, 20 million in 2008, end 2009 with 23.26 million and the end of March 2010 with 23.9 million customers.

### *1.4 The Vision, the Mission and the Objective*

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#### **Company Vision**

**“We are here to help”**

#### **Company Mission**

The vision will be achieved by

- Connecting Bangladesh with ease and care
- Being user-friendly
- Providing value for money
- Providing simple and timely connections
- Having a right and understandable process

#### **Values**

- Make it easy
- Keep promises
- Be inspiring
- Be respectful

#### **Objectives of the Grameenphone**

##### **▶ Good Business, Good Development**

Grameenphone basic strategy is the coverage of both urban and rural areas. The Company has devised its strategies so that it earns healthy returns for its shareholders and at the same time, contributes to genuine development of the country. In short, it pursues a dual strategy of good business and good development.

Serving the mass market is one of GP's primary goals. By serving the general public as opposed to niche markets, the Company plans to achieve economies of scale and healthy profits. At the same time, service to the general public means connectivity to a wider population and general economic development of the country. In contrast to the "island" strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, Grameenphone builds continuous coverage, cell after cell. While the intensity of coverage

may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout Grameenphone network. In addition, GP has positioned itself to capitalize on the declining prices of handsets, making its goal to serve the general public realistic.

### *1.5 The Purpose*

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Grameenphone has a dual purpose to receive an economic return on its investments and to contribute to the economic development of Bangladesh where telecommunications can play a critical role. This is why Grameenphone, in collaboration with Grameen Bank and Grameen Telecom, is aiming to place one phone in each village to contribute significantly to the economic benefit of the poor.

### *1.6 The Strategies*

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Grameenphone strategy is coverage of both urban and rural areas. In contrast to the “island” strategy followed by some companies, which involves connecting isolated islands of urban coverage through transmission links, Grameenphone builds continuous coverage, cell after cell. While the intensity of coverage may vary from area to area depending on market conditions, the basic strategy of cell-to-cell coverage is applied throughout Grameenphone network.

### *1.7 The People*

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The people who are making it happen- the employees are young, dedicated and energetic. All of them are well educated at home or abroad, with both sexes (gender) and minority groups in Bangladesh being well represented. They know win their in hearts that Grameenphone is more than phones. This sense of purpose gives them the dedication and the drive, production-in about five years- the biggest coverage and subscriber-base in the country. Grameenphone knows that the talents and energy of its employees are critical to its operation and treats them accordingly.

### *1.8 The Technology*

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Grameenphone Global System for Mobile or GSM technology is the most widely accepted digital system in the world, currently used by over 750 million people in 150 countries. GSM brings the most advanced development in cellular technology at a reasonable cost by spurring severe competition among manufactures and driving down the cost of equipment. Thus consumers get the best for the least.

### *1.9 Company Service*

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Grameenphone believes in service, a service that leads to good business and good development. Telephony helps people work together, raising their productivity. This gain in productivity is development, which in turn enables them to afford a telephone service, generating a good business. Thus development and business go together.

### *1.10 Shareholders of Grameenphone*

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#### **Telenor:**

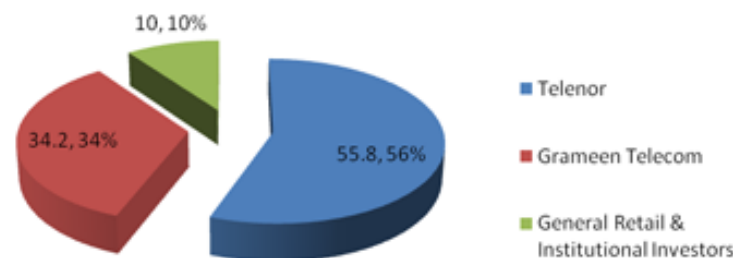
Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide with ownership interests in 12 mobile operators across Europe and Asia. Telenor is organized into three business areas; Mobile operations covering 12 countries, and Fixed-line and Broadcast services covering the Nordic region. Telenor has played a pioneering role in development of cellular communications, particularly, but not exclusively, GSM technology. In addition to Norway and Bangladesh, Telenor owns GSM companies in Denmark, Sweden, Finland, Serbia, Hungary, Montenegro, Thailand, Malaysia India and Pakistan.

#### **The Telenor Group**

- More than 150 million mobile subscribers worldwide
- Strong subscription growth, particularly in our Asian operations
- Listed as No.1 on Dow Jones Sustainability Index 2008

- Ranked as the world's seventh largest mobile operator
- Revenues 2007: NOK 105 billion
- Workforce 2007: 35 800 man-years
- Listed on the Oslo Stock Exchange, with headquarters in Norway

Telenor holds 55.8 percent of Grameenphone, with Grameen Telecom Corporation owning the remaining 34.2 percent. The rest of the 10 percent shares belong to general retail and institutional investors. Telenor has played a pioneering role in development of cellular communications in Bangladesh.



### **Grameen Telecom:**

Grameen Telecom Corporation is a not-for-profit company and works in close collaboration with Grameen Bank. The internationally reputed bank for the poor has the most extensive rural banking network and expertise in microfinance. It understands the economic needs of the rural population, in particular the women from the poorest households.

Grameen Telecom, with the help of Grameen Bank, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers. Grameen Telecom trains the operators, supplies them with handsets and handles all service-related issues. It owns 34.2% of the shares of Grameenphone.

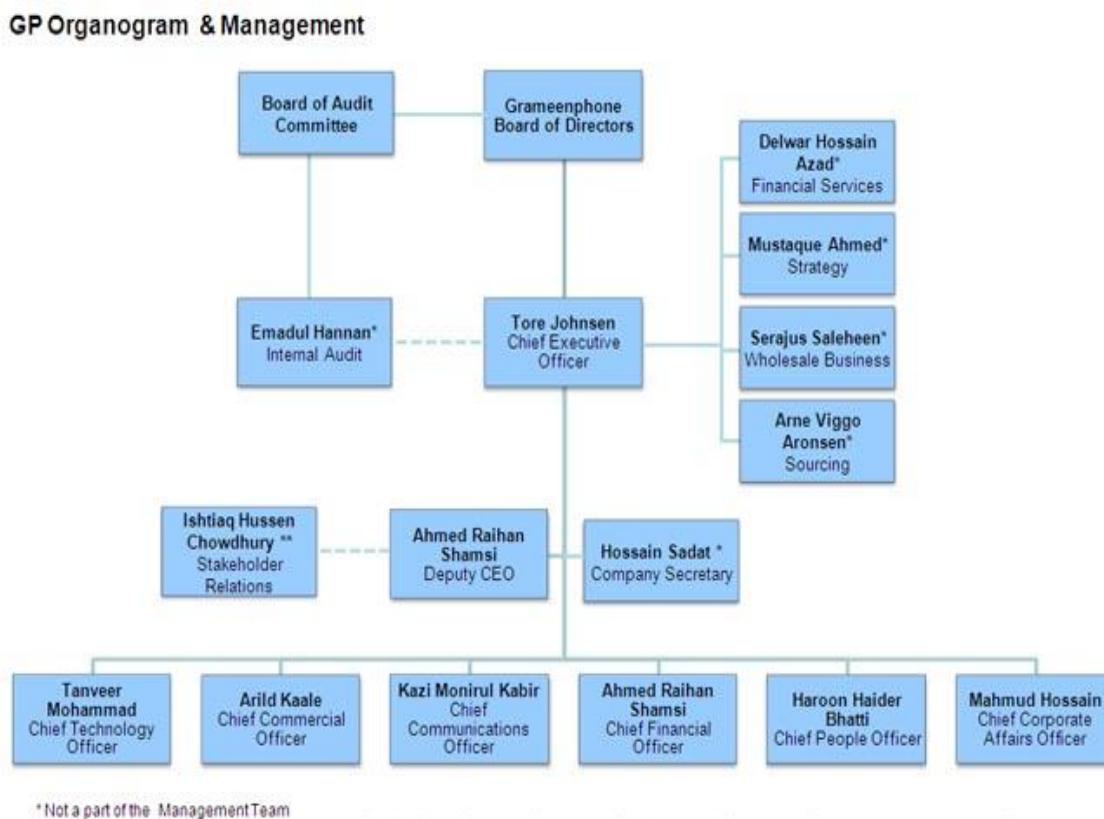
Grameen Bank currently covers more than 67,000 villages which are serviced by 2121 bank branches all over the countryside. As of May 2006, the bank had 6.33 million borrowers, 97 percent of whom were women.

Grameen Telecom's objectives are to provide easy access to GSM cellular services in rural Bangladesh, creating new opportunities for income generation through self-employment by providing villagers with access to modern information and communication based technologies.

### 1.11 Organizational Structure

Major divisions of GP are: Corporate Affairs, Communications, Commercial, Technology, Finance, GPIT and Personnel & Organization. The Managing Director (MD) also heads a separate division. We would like to focus on each of these divisions to understand their work pattern and basic functions.

The top level management structure of Grameenphone is shown below:



### 1.12 Network and network coverage of Grameenphone

Grameenphone aims to build a full range of service all over the country. The company has targeted to build extensive network all over the country. For better coverage, GP has taken 1600 Km fiber optic cable network leased from Bangladesh Railway. In April 2004, GP had 750 base stations. Now till May'05, it has 1750 base stations. Furthermore, considering the subscribers' need of quality network and extensive coverage, the company is planning to set up another thousand base stations in the following year. Recently GP has doubled its speech quality 900GSM MHz to 1800GSM MHz. Already the company has expanded its network to 61 districts out of 64 districts and 400 upazilas out of 460 upazillas. It's the only company which covers the most of the land areas with its net work. Approximately 52% land area is covered by Grameenphone's network. In over all, Grameenphone offers the most competitive network facility to its subscribers, and continue improving it. Existing coverage areas are divided into seven zones according to the divisional boundary. These are

- Dhaka
- Chittagong
- Khulna
- Sylhet
- Rajshahi
- Barisal
- Rangpur

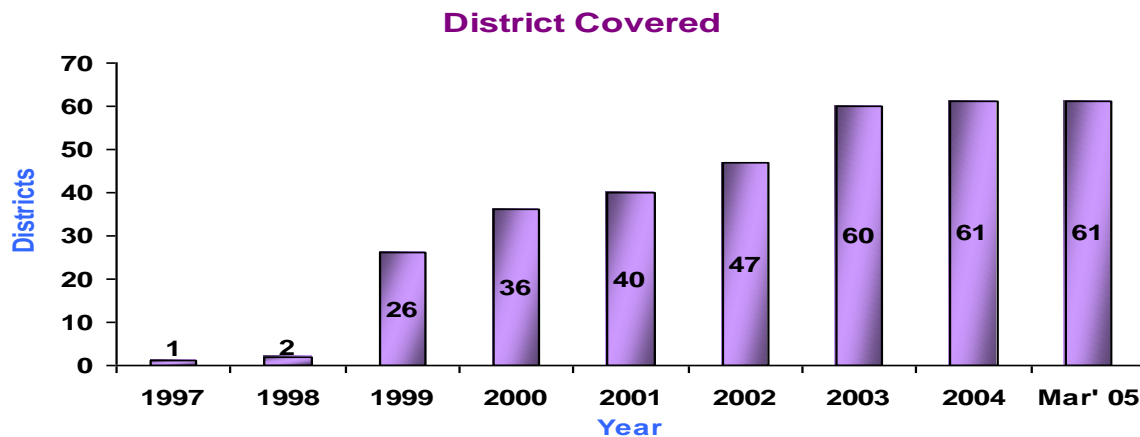
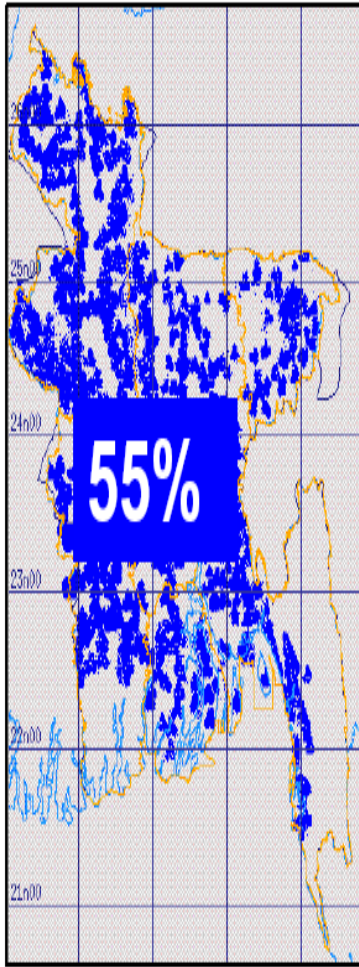
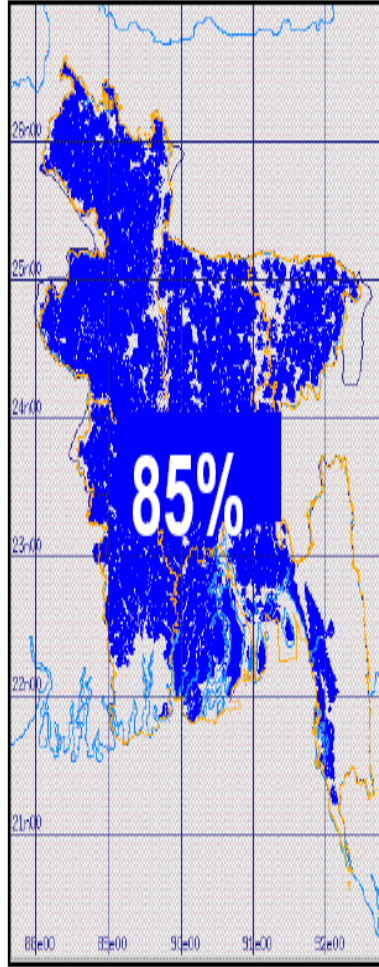


Figure: Grameenphone's district coverage.

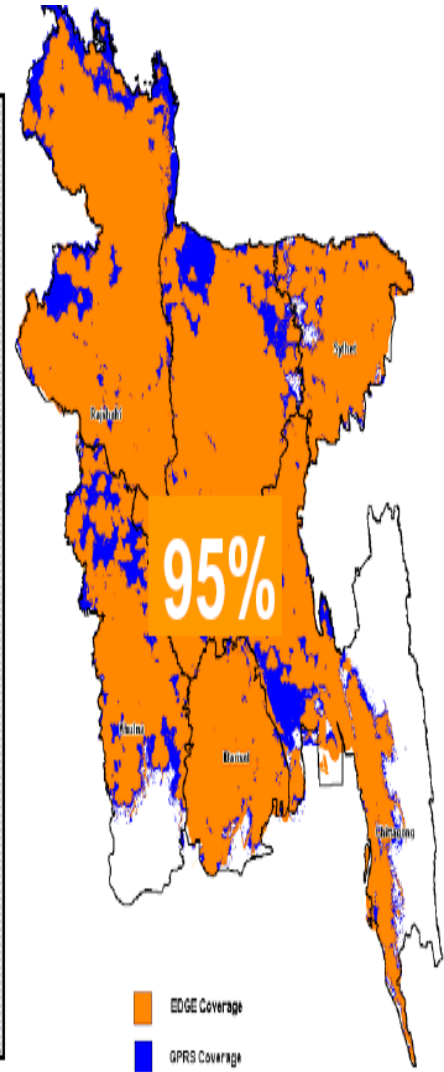




Coverage end 2004



Coverage end 2005



Coverage end 2006

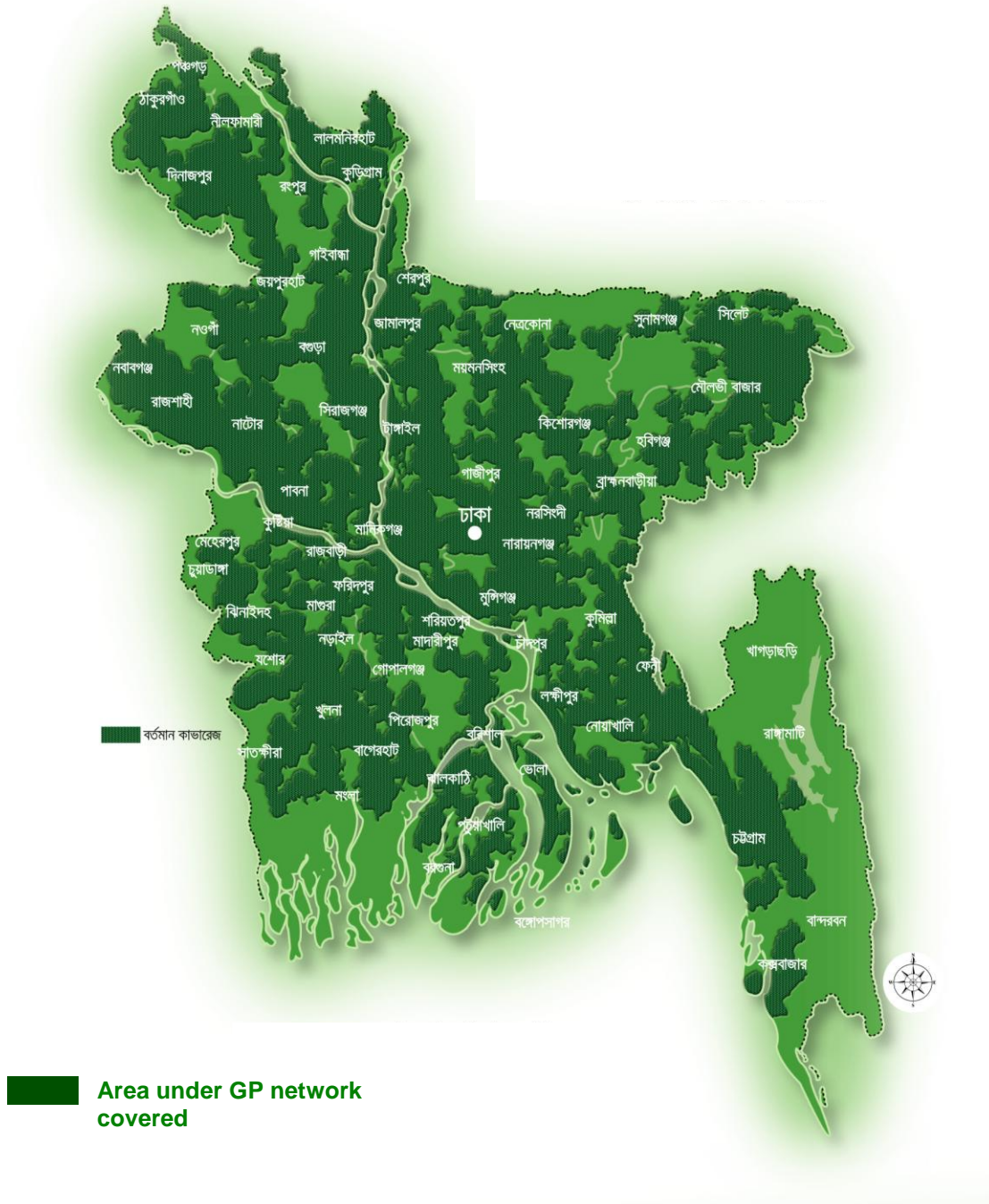


Figure: Network coverage of Grameenphone.

### *1.13 Industry Analysis*

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#### **Background of the Industry**







In a highly populated country like Bangladesh, telecommunication can play a vital role to boost the economy and social level of people. The introduction of cellular phones has dramatically changed the lives of businesses and individuals.

As there is a growing trend of workers turning from farming to other occupations, the need for mobiles is increasing among the thousands of impoverished villages. The overall efficiency of other business has increased as an aftermath of the government's decision of deregulating the telecommunications sector, which until the late 1980s had been a state monopoly.

The telecom industry is one of the few technical industries that have intense internal competition. With majority of the telecom companies of the country being multinational subsidiaries, who have vast finances at their disposal, and the Bangladesh market providing a population of roughly (and unofficially) around 200 million many of whom are intent of carrying more than one subscription, competitive price wars are ever present. During the early years, Pacific Bangladesh Telecom Limited (Citycell) dominated the industry due to the absence of competition (Sheba Telecom struggled horribly to gain market share because of poor infrastructure). However, during that period, customers were deprived of benefits as Citycell ran a monopoly market focusing more on profit than on expansion. But with the introduction of Grameenphone and Aktel, The scenario changed significantly as call rates started to falter, with Grameenphone racking up market share through its improved area coverage and customer driven products. The later injection of Egyptian company Orascom into Sheba Telecom, which renamed its brand to Banglalink, triggered a price war that created a massive drop on both registration and call rates. In December 2004 Government owned Teletalk BD Ltd. started its journey with the slogan "Desh Taka Deshey Rakhun" ("Keep your Money in your Country"). Teletalk is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscribers. Warid Telecom International LLC, an Abu Dhabi based consortium, was the sixth mobile phone carrier to enter the Bangladesh market, and launched commercial operations in May 2007. It has since sold a majority 70% stake in the company to India's Bharti Airtel Limited.

Direct Competitors

Mobile phone operators covered Bangladesh include: Banglalink/Sheba (Orascom Telecom Holding S.A.E), Grameenphone (Telenor & Grameen Telecom Corporation.), Robi/Aktel (Axiata Group Berhad & NTT DoCoMo INC), Citycell (Singtel, Pacific Group and Far East Telecom), Airtel (Bharti Airtel), and Teletalk (BTCL).

	Grameenphone	Banglalink	Airtel	Robi	Teletalk	Citycell
						
<b>Year of inception</b>	1997	2005	2007	1997	2005	1993
<b>Number of subscribers - 2010(million)</b>	28.487	18.408	3.666	11.845	1.224	1.933
<b>Market Share – Revenue (%)</b>	50.20	12.30	1.90	13.30	4.70	3.20

Source:[http://www.btrc.gov.bd/newsandevents/mobile\\_phone\\_subscribers/mobile\\_phone\\_subscribers\\_october\\_2010.php](http://www.btrc.gov.bd/newsandevents/mobile_phone_subscribers/mobile_phone_subscribers_october_2010.php)

### *1.14 Industry Size and Growth*

Citycell (Pacific Bangladesh Telecom Limited) is the first mobile communications company of Bangladesh. It is the only CDMA network operator in the country. On March 26, 1997, Grameenphone launched its service on the Independence Day of Bangladesh. They were the first to introduce GSM technology in country. Sheba Telecom (Pvt.) Ltd. obtained GSM license in 1996 to extend its business to cellular mobile, radio telephone services. It launched operation in the last quarter of 1997 as a Bangladesh-Malaysia joint venture. In September, 2004, Orascom Telecom Holdings purchased 100% of the shares of Sheba Telecom (Pvt.) Limited ("Sheba") & renamed it as Banglalink. Robi (formerly known as Aktel) launched its operations on the 15 November, 1997 in Dhaka and on 26 March, 1998 in Chittagong. Robi was formed as a joint-venture between Telekom Malaysia (now known as Axiata) and A.K. Khan Company. NTT



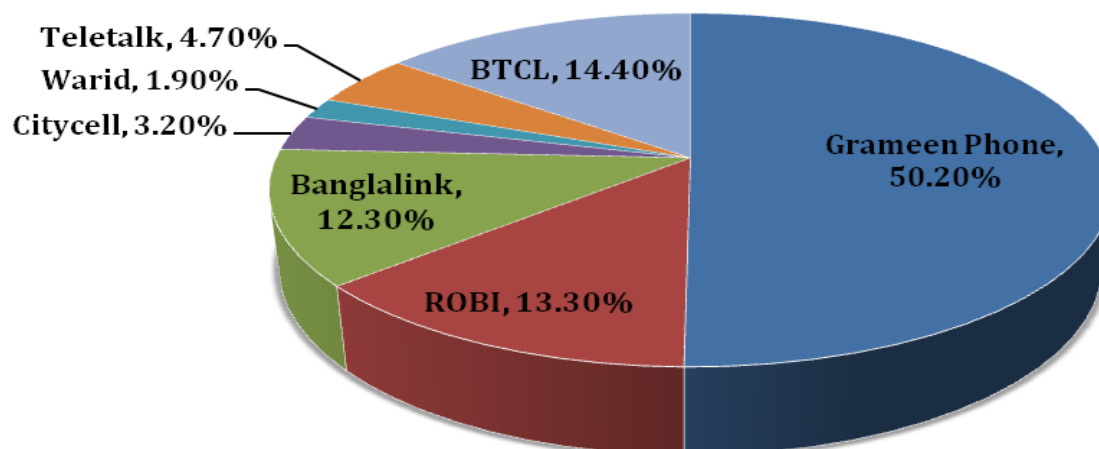
DoCoMo, the Japanese Telecom Giant purchased A. K. Khan's share on September 19, 2008. The Only totally Bangladeshi owned operator TeleTalk started operating on 29 December, 2004. Warid was the sixth mobile phone operator to enter the Bangladesh market, and launched commercial operations on May 10, 2007.

YEAR	Users	Population	% Pen.	GDP p.c.*	Usage Source
2000	100,000	134,824,000	0.1 %	N/A	<a href="#">ITU</a>
2007	450,000	137,493,990	0.3 %	US\$ 466	<a href="#">ITU</a>
2009	556,000	156,050,883	0.4 %	US\$ 574	<a href="#">ITU</a>
2010	995,560	158,065,841	0.6 %	US\$ 624	<a href="#">FB</a>

### Future Projections

Consumer demand in Bangladesh makes the mobile and telecom market one of the fastest growing markets in the world. During the first six months of 2007, Bangladesh recorded 7.7 million subscribers, and by the end of that year around 35 million subscribers (a market penetration of 25%) was recorded, signifying year-on-year growth of 70%. Business Monitor International (BMI) has predicted that by the end of 2011, mobile subscribers will reach figures of around 115 million.

### Market Share of Mobile Operators(Revenue)



<b>Operators</b>	<b>Nov 2007</b>	<b>Dec 2007</b>	<b>Jan 2008</b>	<b>Feb 2008</b>	<b>Mar 2008</b>	<b>Apr 2008</b>	<b>Mar 2010</b>
<b>Grameenphone Ltd. (GP)</b>	16.01	16.48	16.88	17.20	17.81	18.60	23.9
<b>ROBI (Aktel)</b>	6.53	6.40	7.28	7.36	7.45	7.57	14.22
<b>Sheba Telecom Ltd. (Banglalink)</b>	6.51	7.08	7.45	7.88	8.31	8.64	14.22
<b>PBTL (Citycell)</b>	1.38	1.41	1.45	1.51	1.56	1.60	1.91
<b>Teletalk Bangladesh Ltd. (Teletalk)</b>	0.72	0.85	1.00	1.00	1.01	0.99	1.07
<b>Warid Telecom International L.L.C (Warid)</b>	1.95	2.15	2.37	2.60	2.79	2.93	3.01
<b>Total</b>	33.10	34.37	36.42	37.55	38.93	40.34	54.7

**Figure: Mobile subscriber of Bangladesh**

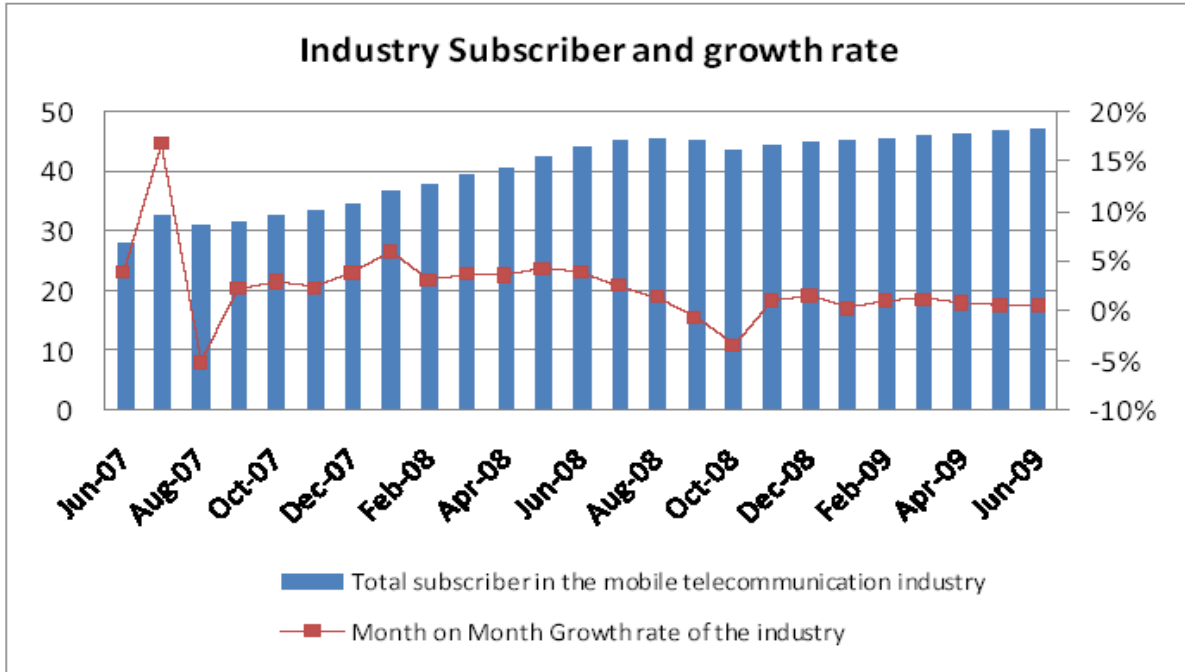


Figure: Industry subscriber and growth rate

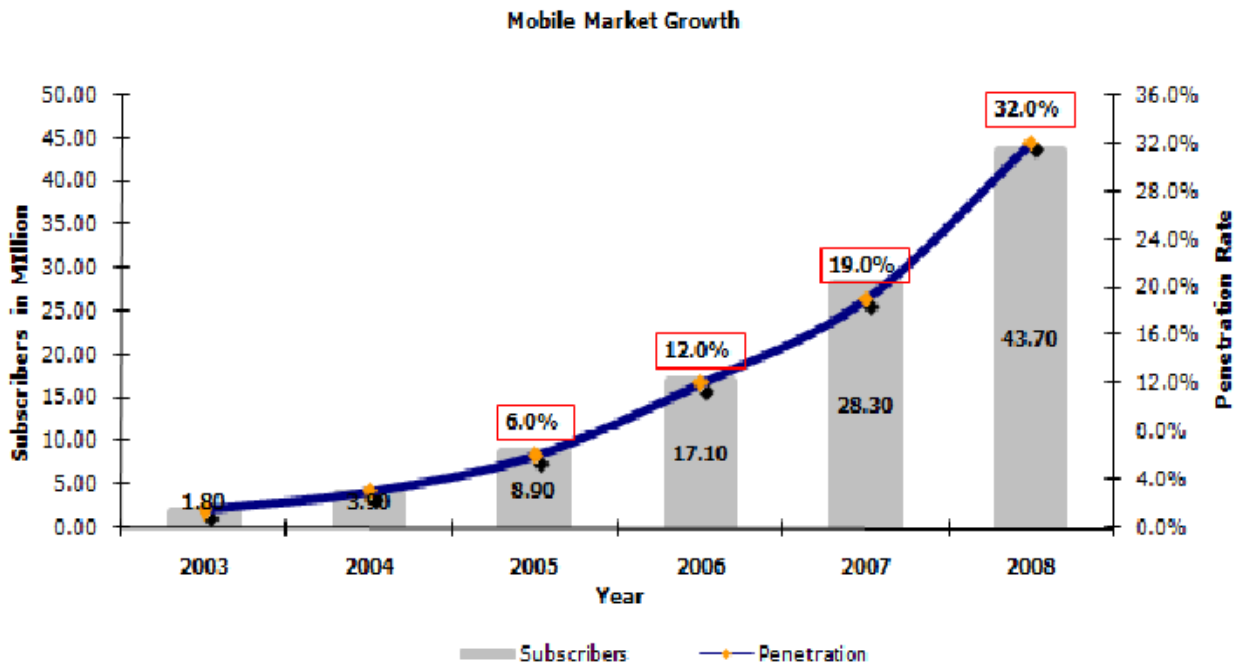


Figure: Growth rate of mobile market

### ***1.15 Industry Structure***

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Every company should have an assessment of the market environment to estimate how the company could react in different circumstances. Porter's five forces model has the ability to determine the competitiveness of a market. The telecom industry of Bangladesh in respect to Porter's five forces is discussed below:

#### **Barriers to Entry**

In the Bangladesh telecom industry, high competition has created opportunities for new entrants. Together with high demand from subscribers, Bangladesh is seemingly a great prospect for new entrants. However, since licenses must be acquired from BTRC, and BTRC reserves the right to issue licenses when and to whom they see fit, entry is relatively restricted at the moment on the government regulatory fronts.

#### **Potential Entrants**

Potential direct entrants (entrants focusing on directly coming into the country) to the telecom industry in Bangladesh is relatively restricted at the moment, due to control over licenses. However, recently companies are finding other ways to penetrate the industry, that is, through merging with existing market members. Recently Airtel merged with Warid Telecom through acquisition of majority share in order to enter the Bangladesh market. Other potential entrants who may be interested to come to Bangladesh include Reliance Telecom and Tata Indicom.

#### **Threat from Substitute Products**

Availability of greater substitutes creates additional competition forcing industry members to drop prices. In case of Bangladesh mobile telecom industry, substitutes exist in the form of government land lines and some upcoming PSTN operators. Some additional substitutes include wireless Internet providers such as WiMax based companies, Bangla Lion and Augere, which has been desperately marketing its brand *Qubee* since its entry to the market. However, it is safe to say that no direct, competitive substitutes exist at the present moment that can pose a threat to the industry.

#### **Bargaining Power of Suppliers**

The bargaining power of suppliers in the industry is strong in some cases. If the telecom operators had to design the products on the wish of the suppliers because their output is unique, then the suppliers would enjoy absolute advantage in terms of bargaining power. But here this is



not the case. Again, since the number of the suppliers is very limited say NOKIA & Ericsson and a handful number of network administrators, they (the suppliers) have this power to leverage on this, because this is limiting the choice of the operators and making the switching cost very high for them.

### **Bargaining Power of Customers**

In our country the customers have absolute bargaining power. Because there are a number of operators in the market, the cost for switching loyalty is very low. Customers may want to switch from one operator to another for a better deal. Nothing can restrict this trend. In fact what we see is that every customer nowadays uses more than one mobile phone or at least owns more than one connection, and use them interchangeably. This trend is especially very dominant among the teenagers. And mobile phone companies, such as Samsung and Spice, by understanding this need of the consumer have come up with phones with the feature dual Sims handset. This shows how powerful consumers are in this industry as trend-setters and this applies to every aspect of the business ranging from the designing of the products to pricing them.

### **Integrated evaluation of Porter's Five Forces**

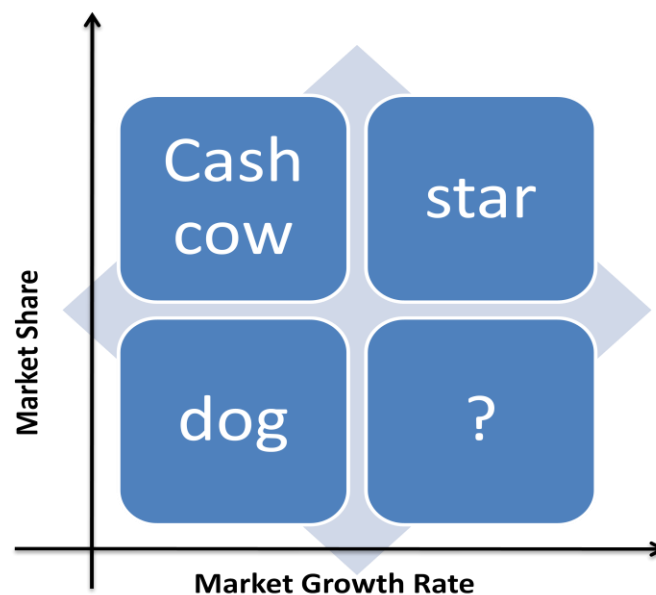
<b>The degree of rivalry within the industry</b>	<b>High</b>	<b>Industry attractiveness is low</b>
<b>Threat of new and potential entrants</b>	<b>Moderately low</b>	<b>Industry attractiveness is moderately high</b>
<b>Threat of substitute products</b>	<b>Moderately low</b>	<b>Industry attractiveness is Moderately high</b>
<b>Supplier's bargaining power</b>	<b>Moderately low</b>	<b>Industry attractiveness is moderately high</b>
<b>Buyer's bargaining power</b>	<b>High</b>	<b>Industry attractiveness is moderately low</b>

### Evaluation of the industry's attractiveness

From the above consequences of Porter five forces, I have identified that the mobile telecommunication industry has high degree of rivalry within the industry, low threat of new entrants and substitute products, low bargaining power of suppliers, high bargaining power of buyers. So this situation leads to consider Mobile Telecommunication industry's **attractiveness is moderately high** for the existing players. Again, Government's overall support made the telecommunication industry look more attractive for the existing players. Government has licensed only five companies for operating in market, which created an entry barrier for potential entrants. Government allowed establishing plants in the rural area, which definitely helped GP to create a vast network all over the country.

### Life Cycle Position

The BCG matrix gives an understanding of a company's current position in terms of business growth rate and market share. We will attempt to place the current industry contenders in the BCG matrix and get an ideal of the overall position of the industry. BCG matrix has 4 quadrants:



As BCG matrix was explained above, now we are relating mobile phone industry to the matrix. As market growth potential for mobile phone industry has become low because of possible market saturation, so firm's of the industry are in either cash cow or dog quadrants. We can

easily say companies like GP, Banglalink, Citycell are in cash cow quadrant. They have done their initial investment, infrastructure development is completed, and now their target is revenue generation. Robi and Airtel is somewhere between cash cow & dog. Teletalk are in dog quadrants.

### **Key Success Factors**

There are many key factors that have resulted in the boom of the telecom industry. While many may have considered today's scenario impossible 15 years back, the success of the telecom industry shows the thirst Bangladesh has for technology.

### **Current Success Factors**

The current success of the telecom industry is primarily due to an intense demand from customers for their services and products. Ever present promotions and advertisements, most of which were highly innovative and attractive were also a key factor in the industry's success. The ability to provide communication solutions to large businesses was also a big advantage for some companies of the industry. Grameenphone and Citycell are big in this context and focus heavily on Customer Relationship Management to provide dedicated customer services to business organizations.

### **Environmental Analysis**

#### **Trends and Potential Events (PEST Analysis)**

The acronym PEST (or sometimes rearranged as "STEP") is used to describe a framework for the analysis of these macro-environmental factors.

#### ***Political Factors***

Political factors include government regulations and legal issues and define both formal and informal rules under which the firm must operate. These include tax policy, employment laws, environmental regulations, trade restrictions and tariffs, and political stability. Political environment in Bangladesh is always unstable. Frequent changes of government and

policymakers' reluctance or incapability to implement or design progress oriented policies is a major drawback for the telecom industry, an industry that is constantly changing in terms of technology.

### ***Economic Factors***

Economic factors affect the purchasing power of potential customers and the firm's cost of capital. These include economic growth, interest rates, exchange rates, and inflation rate. In context of customers' buying power, in many ways Bangladesh is a poor country. With a low GDP per capita and a majority of the population under poverty level, too much of the population, a mobile phone and a network subscription is a luxury. However, the emergence and rapid spread of pay phone stalls utilizing mobile phones, has eased usage somewhat for these customers.

### ***Social Factors***

Social factors include the demographic and cultural aspects of the external macro-environment. These factors affect customer needs and the size of potential markets. Social factors include health consciousness, population growth rate, age distribution, career attitudes, and emphasis on safety. The telecom industry has definitely made an impact on the job market of the country, taking in thousands of employees and creating new career opportunities every day. The overuse of mobile phones has often triggered arguments regarding safety, but the Bangladesh market does not regard it as a threat.

### ***Technological Factors***

Technological factors can lower barriers to entry, reduce minimum efficient production levels, and influence outsourcing decisions. Technological factors include R&D activity, automation, technology incentives, and rate of technological change. Sadly Bangladesh does not have an infrastructure that allows for research and development of large scale. However, recent drives to automate day to day activities have been taken by a majority of telecom companies, most notable by Grameenphone with their new corporate headquarters that reportedly runs on its own power supply and is fully automated (including doors, lights etc.). While Bangladesh's policies and

government processes hamper fast technological change, the telecom industry has in many ways influenced the both the public and private sector to invest and bring in new technology such as WiMax and submarine cable, although limitations have not allowed these technologies to flourish.

From the PEST analysis, we can see that the macro-economic environment in terms of Political, Economical and Technological factors can be complex and hard to break through. But the customers of the market do display an uncanny need for communication through cell phones and are often noted to spend more money on making calls than they do on food. In terms of Social factors, the market is still thriving for more. Customers are still willing to try something new and because of lack of loyalty, customers are always ready for a new operator, hoping that call rates will fall even more.

### **Marketing Perspectives (4 Ps)**

The marketing mix of the industry can be broken down into the "4 Ps" of marketing. These are the parameters that the marketing manager can control, subject o the internal and external constraints of the marketing environment in order to make decisions focusing on the customers in the target market in order to create perceived value and generate positive response.

#### ***Product***

As mobile telecom is mainly a service industry, the main service of the industry is voice transfer service which is the heart of the industry. The second important service provided by this industry is the data transfer service i.e. Internet. Internet is provided in the form of EDGE & GPRS by the operators. Text message (SMS and in some cases Media messages or MMS) is also an important service. To get the services, customers need to buy SIM card or RIM card. The tangible products of the industry are mobile sets & Internet modems. Those are not produced by the mobile operators but various mobile set & modem manufacturers make it for them. Recently various kinds of utilities bills can be paid by GP & Teletalk. After sales & customer service are also important services provided by mobile operators.

***Price***

Initially, connection price was above the reach of average people of the country. Call rates and network charges were also high. But now scenario has changed significantly. A pre-paid connection can be purchased within 200 Taka, where a post-paid connection can be purchased within 1000 Taka.

Call rates vary from package to package. There are differences in call charges in various times of a day. But on an average it's now 1 Taka per minute for voice call. SMS charge less than 1 Taka per SMS for some operators. There are various rates for various packages of Internet service. It can be on volume basis (dependant on bytes downloaded or transferred) or at fixed rates. In most cases, the average rate per kilobyte is around Taka. 0.02.

***Promotion***

In the case of promotion, mobile companies are very aggressive. They place their ads in every possible media - from TV to radio, from print media to Internet, from the body of the buses to billboards. Operators spend enormous amounts of money on advertisements, often acquiring the services of leading media producers and actors to direct and play out TV commercials. One of the operators is currently sponsoring Bangladesh cricket team, and operators regularly sponsor various events around the country in a bid to promote their brands.

***Place***

Most of the operators have established their distribution facilities almost everywhere in Bangladesh. They have their own customer care centers almost in all the important areas of almost all the different regions of the country. Some operators have also assigned franchise distributors. Besides their own customer centers, there are one or more authorized dealers in every district. Mobile SIMs are available in many mobile accessories & stationary stores also. It can be said that they have made their SIMs very conveniently obtainable.

### *1.16 SWOT Analysis*

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SWOT stands for Strength, Weakness, Opportunity, and Threat. This is a very important tool for a company to analyze its internal and external environment. Let us carry out a SWOT Analysis of Grameenphone.

#### **Strengths**

##### ● ***Market Leader:***

Grameenphone (GP) became the country's leading cell phone operator since 2001. From year 2001 to till now Grameeophone's subscribers has increased 471,300 to 3.3 million represent 62% of the market share. Grameenphone in recent years has maintained its consistent growth strategy country wide, offering cellular voice and non voice services to the market at an affordable price, on a scale hitherto unprecedented. The expansion of the mobile network has gradually included a large number of remote villages

##### ● ***Financial Soundness:***

Grameenphone has a huge amount of capital mainly invested by the shareholders. Capital size is \$280 million. Moreover, global institutions like IMF, World Bank etc. have sanctioned loan for GP. This is a huge success for GP. Grameenphone's total capitalization was US\$120,000,000, including around US\$50 million from IFC/CDC, and the Asian Development Bank (ADB). It also received US\$60 million in equity from the four Grameenphone private partners. Grameen Telecom borrowed US\$10.6 million from the Open Society Institute to set up Village Phone. The company continued to invest heavily in expanding the capacity of its network and coverage.

##### ● ***Largest Geographical Coverage:***

Grameenphone has the largest geographical network coverage compare to its competitors. GP will continue to make fresh investments to further expand its coverage throughout the country and increase the capacity of the network, so that more people can avail the service. GP has already put into operation 459 new base stations this year alone, bringing the total number of base stations to 1128 operating around the country. Presently, Grameenphone has coverage in

some 61 districts and 400 Upazilas. There are 1750 base stations in operation around the country. Furthermore the company is planning to set another thousand base station by this year. The competitors are also lagging far behind in this regard.

● ***Competitive price:***

Price is a big competitive advantage for GP. GP is selling the hand-sets and connection package at a very low rate. E.g. lowest package rate of GP was TK 4200/= . The competitors are nowhere near GP, in this regard. The lowest connection price of GP is now 200 taka only which also include 150taka free talk time.

● ***Availability of Backbone Network (Optical fiber):***

Grameenphone Ltd. sub-leases the Transmission Capacity of its 1600 Fiber Optic Network, leased from Bangladesh Railway, commercially to the prospective business units/clients. There is a contract between Grameenphone and Bangladesh Railway that GP will use this network for the next 25 years. This advantage enables GP to set a Nation Wide Network in a very contemptible expense. GP optic facilitates nationwide coverage, technical expertise, robust network and minimum downtime for non-protective circuits.

● ***International Roaming:***

As mentioned previously, Grameenphone is providing international roaming facility to GP Regular subscribers. These subscribers can avail this facility after fulfilling some requirements. GP has international roaming agreement with 202 mobile phone operators of 71 countries.

● ***Dynamic management team:***

Grameenphone has a dynamic management team that consist experts from both home and abroad. This helps GP to always remain on track and move forward at a consistent pace.

● ***24 hours customer service:***

GP has a 24 hour customer service tool. This is popularly known as ‘helpline’. This service keeps a continuous relationship with the subscribers.



- ***GPGP Network:***

Grameenphone has an absolute advantage in mobile to mobile phone (GPGP) market in comparison to the competitors. This is really a new concept in the mobile telecommunication network. GP has developed this alternative network that is fully dominated by them.

- ***EDGE:***

As we have already mentioned that EDGE stands for Enhanced data for Global Evolution. Very recently they have launched this service.

- ***Established Brand / Brand Name / Grameen Image:***

The branding activities have led Grameenphone to build a strong brand. The mother brand is placed on the same platform as other renowned brands like British American Tobacco, Citicorp etc in Bangladesh. Grameenphone has already built its brand image by its profound service, widest network coverage and social responsibilities. Moreover GP is the second largest taxpayer created a better brand image in customers mind.

- ***Individualism:***

Although Grameenphone has close affiliation with its multinational parent company, Grameenphone has an independent brand identity in the market.

- ***Extensive Market presence (availability):***

To make telecommunication accessible to the mass market, GP has set up its POS in the most convenient areas of the districts under the GP network. Till year 2004 the company has 1038 POS.

- ***Skilled Human Resource:***

The employees are young, dedicated and energetic. All of them are well educated at home or abroad, with both sexes (genders) and minority groups in Bangladesh being well represented.

- ***Access to the widest rural distribution network through Grameen Bank:***

Today 35.000 villages are connected and women, linked to the renowned Micro Credit Program through Grameen Bank, have become borrowers and owners of the Village Phone.

The Program offers mobile service to over 40 million people in remote areas. On average a Village Phone Operator earns nearly 1.000 USD a year, nearly three times more than the average per capita income.

● ***Value added service:***

GP recently launched two new value-added services. The SMSPAY service enables you to send subscribers bill payment information to avoid barring subscription, while the “Cell E-mail” service allows sending and receiving e-mail using GP mobile phone. Email through mobile phone service has already proved to be beneficial to the subscribers, who don’t have access to the Internet.

**Weaknesses**

● ***Weak Coverage:***

GP has weak coverage in some districts like Netrokona, Laxmipur, Naogaon, Pirojpur, Maulvibazar, Habiganj, and Cox’s Bazar and so on. As the subscribers’ complaints, they cannot communicate effectively in these weak networks. Again GP still now has not three districts namely Rangamati, Bandarban and Hilltracks.

● ***Network Limitation:***

Call drop, congestion, and poor connectivity with BTTB result in bad image of the company.

● ***Some value-added services are not successful:***

-Voice Mail service due to language barrier, lack of promotions, lack of know how about interactive services and also because people are reluctant to speak to a machine.

-Usage of Short Message Service is still low due to lack of promotion, lack of knowledge of English, unawareness of handset configuration and un-ergonomic nature of keypad.

-Difficulty in Configuration, handset barrier and slow connectivity are hampering WAP’s popularity.

-Lack of co-ordination is used as an excuse not to solve problems

- ***Complicated price structure:***

Post-paid call charge is very complicated to the customers. Even though per unit call charge is mentioned, sometimes customers get confused about their bill.

- ***No long-term Distribution/Channel strategy:***

Grameenphone has not yet taken initiatives of its long-term distribution channel strategy. GP's current market expansion with its short-term distribution channel goal meet its present requirement. But for its future market expansion and to reach its new segment of customers more effectively in efficient manner GP needs to take bold steps from now on.

- ***Becoming Market Follower:***

Grameenphone is now becoming market follower as competition is going so fast in mobile telecommunication industry. As a market leader, it is not good for Grameenphone to become reactive to its competitors.

### **Opportunities**

- ***Land Phone:***

Bangladesh Government has already started to provide license to private sector to setup land phone. Grameenphone has a very good reputation in the country. They can capitalize this goodwill and take initiatives to enter the market of land phone.

- ***Attractive market:***

Bangladesh is a highly attractive market for mobile services due to its large and highly concentrated population, low penetration of telecommunications services, and high growth in mobile subscribers. With approximately 140 million inhabitants, it ranks as the eighth most populous country in the world and is among the most densely populated. Bangladesh is served by only 1 million fixed lines and has only approximately 4.5 million mobile subscribers. While mobile services have been available in Bangladesh since 1991, growth in this sector has only accelerated in recent years. This market has still low penetration rate but still there is opportunity to increase high penetration rate.

- ***Huge need for telecom services:***

Current market growth rate of the telecommunication is significant which arises a great opportunity for the cellular phone companies to grow rapidly. The demand of the cell phone is still increasing. Variety services with most lucrative features made this sector more and more attractive day by day. Recent year's growth reflects the enormous potential for the development to telecommunications and information technology in the country.

- ***Declining prices for handsets***

The prices of the mobile sets are declining in Bangladesh that makes an easy gate way for the customers to use cell phones. It will create an opportunity for the telecommunication industry by getting large number of customers. There are some others opportunities, which can be important factors for Grameenphone, are: Economic growth of Bangladesh, new and better interconnection agreement and future privatization of the fixed network

### **Threats**

- ***Global Companies:***

As global companies like AT&T, BPL are operating in India, they might think to enter the Bangladeshi market with higher capital. If so, it will be a huge threat for GP.

- ***City Cell and Banglalink's Recent Expansion Plan:***

Among the existing competitors, City Cell and Banglalink are planning to develop country wide network. This can also divide the advantage that is currently enjoyed by Grameenphone alone.

- ***More rigid government regulations:***

Government rigid regulations and policy narrows the direction of the cellular phone companies. Grameenphone has to go through lengthy government procedures to take permission to launch a new service package. The imposed increased taxes for SIM price will slower the growth of this industry.

- ***Threats of potential new entrants:***

There are rumors in the market that some companies are trying to enter the market with cheaper technology. Potential new entrants can get into the telecommunication market with cost effective approach and take off market shares. New domestic and foreign cellular phone companies can start telecommunication network business. As Bangladeshi people are very much price sensitive, it might causes serious problem for GP.

- ***BTTB has reduced NWD and ISD call charge:***

Recently BTTB has reduced its NWD and ISD call charges to promote LAN phone usages. This has affected the mobile phone industry and significantly reflected in the revenue earning of BTTB.

- ***Inadequate interconnection with BTTB:***

From the beginning Grameenphone is facing inadequate interconnection with BTTB. As a result its interconnectivity network does not perform up to the mark.

- ***National catastrophes:***

National catastrophe may severely hamper the networking system. GP's towers at different location are affected by natural calamities.

- ***Price war:***

All the four companies are fighting to get the market share by cutting price of the mobile phone connection. All competitors are lowering the unit price and also providing pulse facility like AkTel provides pulse at the thirty seconds of the first minute. So the market is fighting with each other with their pricing strategy.

### 1.17. Social Commitment of Grameenphone

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#### **Orphanage Project**

The orphanage is situated at Vatara Bazar, Baridhara, Dhaka. At present 75 children are residing there. Twenty five staffs are employed for overall look after of the children. The children are aged between 4 and 15 years. The orphanage is a project of CDP (Children development program) and is funded by Telenor, the major (51%) share holder of GP.

#### **Dhaka Shishu Hospital Project**

Grameenphone has sponsored one of the wards of Dhaka Shishu Hospital (ward #4) with various utility facilities like Pure Drinking Water, providing Bed linen, utensils, mosquito net etc.

#### **Against Dengue:**

##### ***Awareness buildup:***

- i) To create awareness against deadly diseases like dengue GP has published articles dealing with the preventive and protective measure of this disease in their monthly newsletter and in form of booklets.
  - ii) GP has also provided in field and in house training to create awareness among people of different classes of society.
  - iii) GP uses its sources in its regional offices in Chittagong, Rajshahi, Khulna and Sylhet to create awareness against this disease in those cities.
- b) Spraying against Mosquito: With collaboration to Dhaka City Corporation GP has sprayed aerosol for destroying mosquito in areas like Fourth class employees colony of D.C.C in Gulshan1, Gp office premises and in locality of Gulshan circle 1 & 2.
- c) Cleanliness Program: GP has sponsored Cleanliness programs in its own locality and in slam areas of Gulshan to prevent the breeding of mosquitoes and for healthy environment.

**Awareness about EPI diseases**

Grameenphone has extended its hand of cooperation in generating awareness about EPI diseases by helping UNICEF in arranging various programs in this regard. GP sponsored several programs involving children and parents with UNICEF like seminars, art competitions etc.

**Awareness about Health & Hygiene:**

Grameenphone HSE team has worked extensively to create awareness about personal & community health & hygiene. GP has conducted seminars, rallies, in field and in house training in this regard in its Head office, regional offices and other organizations like EC & Nordic Club. First aid, safety in working place, clean environment etc topics is generally discussed in these awareness programs.

**Blood Donation Program:**

One of prominent social contribution of GP is in the field of Voluntary blood donation. Grameenphone has sponsored and directly participated in various voluntary Blood Donation Programs around the country with voluntary blood donation organizations like Shandhani and Red Crescent Society.

Each year GP arranges a yearly HSE (Health, Safety & Environment) week. One of the regular programs of HSE week is blood donation camp in GP Head office & regional offices. Moreover round the year GP helps in arranging voluntary Blood Donation camps and works through seminars and camps to produce awareness between mass people about blood donation.

Grameenphone maintains a database containing the information about blood groups of all the employees. When any employee or his family or friend needs blood, he can contact HSE personnel and get contacted with the persons having the required blood group.

Furthermore in February 2003 Grameenphone has launched the new "Push-Pull" value-added service. "Push-Pull" service provides access to various information. If a subscriber sends a Text Message (SMS) to a specific number writing a key word in the message, then he/she will get the requested information instantly.

**Plantation Program:**

Grameenphone has under taken plantation program in its office premises in Dhaka, Chittagong, Rajshahi & Khulna City as a part of their social awareness & responsibility. GP has also planted plants in the road side in areas like Gulshan, Baridhara etc.

**Community Information Center:**

Set up with technical assistance from the GSM Association, the Grameenphone Community Information Centers (GPCICs) are equipped with the minimum of a computer, a printer, a scanner, a web cam and an EDGE-enabled modem to access the Internet using the EDGE connectivity.

The GPCICs are designed to be run independently as small businesses by local entrepreneurs. The GPCICs are set up on shared premises in select rural areas around the country. The computers in the 16 centers of the pilot phase were used by an average of 30 people a day, who pay a small fee to access email or Web pages. Currently there are 80 CICs operating in as many upazilas of the country. Beneficiaries use the centers for a wide variety of business and personal purposes, from accessing health and agricultural information to using government services to video conferencing with relatives overseas. Grameenphone trains the entrepreneurs so that they become aware of the full potential of business through GPCIC.

To help the entrepreneurs to earn more Community Information Centers also provide local people with other Grameenphone services, such as payphones (again using Grameenphone's mobile network) and electronic recharges for prepaid mobile accounts.

Through GPCIC from the Government websites, access to passport forms, birth and death certificates forms and other related information are available. Market prices of agricultural produce are also available through the website of the Agricultural Extension Department.

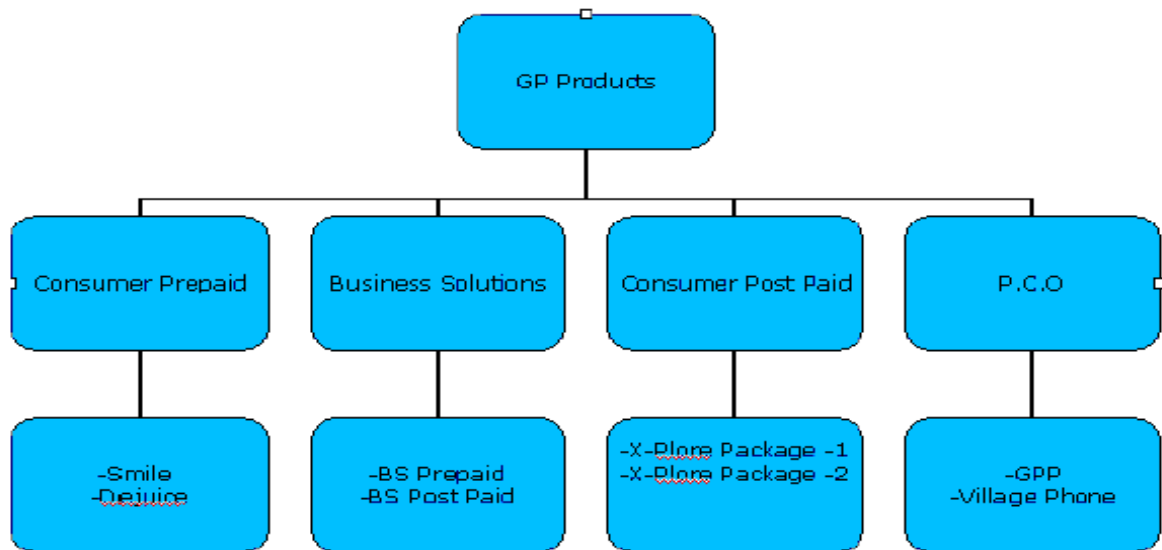
The GPCICs are also of help to students and professionals for gathering reports and news suiting their requirements. Information relating to local and foreign job search sites is available at the centers. Many services which would continue to remain beyond the reach of an individual in rural areas would now be available at the Grameenphone Community Information Centers.

The ranges of services that are available at GPCICs include:



- Internet surfing and e-mailing
- Chatting with Voice, Picture
- Video conferencing
- Computer Composing
- Scanning, Printing
- Commercial Mobile Call
- E-governance services
- GP value added services such as FlexiLoad, Ring tones downloading etc.
- Fax
- Telemedicine services
- Content on health, agriculture etc.
- Multimedia education for children
- Directory Services

### 1.19. Grameenphone products:



### 1.20. Service Provided by Grameenphone

#### Data Services

#### **WAP**

WAP stands for “Wireless Application Protocol”. This is an open global specification that empowers mobile users with wireless devices to easily access to various Internet information and services instantly. It provides the market with data (non-voice) services available to many more participants-anywhere anytime than a personal computer. WAP bridges the gap between the mobile world and the Internet as well as corporate intranets and offers the ability to deliver an unlimited range of mobile value-added services to subscribers-independent of their network, bearer and terminal. Mobile subscribers can access the same wealth of information from a pocket-sized device as they can from the desktop. WAP is a global standard and is not controlled by any single company. Ericsson, Nokia, Motorola and Unwired Planet founded the WAP forum in the summer of 1997.

Key benefits for a subscriber’s of WAP

- Easy to use.
- The possibility of having personalized services.
- Portability. You do not have to entail separate investment for WAP.
- Access to a wide variety of services on a competitive market.
- Fast, convenient and efficient access to services.

Through this service, subscribers:

- Browse the Internet,
- Send E-mail,
- Chat on the Net,
- Do On-line Shopping.

### ***EDGE:***

Mobile Browsing  
and content



Business Users



Rural internet access



EDGE stands for Enhanced data for global evolution. This is the new service which is actually enhanced data transfer. It contains Internet, WAP and MMS. WAP and internet provides website access and download contents (picture, logo) through mobile phone. MMS helps to send and receive picture message through mobile. Grameenphone offers two packages of EDGE, which are package1 and 2. Package1 provides 'no use no bill service' and package 2 provides unlimited use with monthly access fee of 1000 tk. Edge compatible handset is needed for EDGE. 2 tk/kbps is charged for browsing through internet and 5 tk is charged for MMS.

Grameenphone brings you EDGE (Enhanced Data Rates for Global Evolution), an advanced mobile technology which enables high-speed mobile Internet and data services. It is about 8 times faster than GP.

Benefits of EDGE:

- Get Internet access any time, remain connected all the time wherever you are, and have a great web surfing experience.
- Surf the Internet with super-fast speed from your handset.
- Browse contents more easily on your mobile phone.
- Send and receive e-mails through your mobile phone.
- Send and receive multimedia (pictures, sounds) messages.
- Download better quality contents: high-quality ring tones, wallpapers, songs, movie clips, videos, animated logos, and themes that will let you customize your handset in many ways.
- Receive incoming calls even while browsing. Once the call ends, your data transfer will resume automatically from the place it stopped.

### *1.21 An Overview of Mobile industry and Grameenphone*

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Telecommunication industry in Bangladesh is in emerging stage, experiencing robust growth. The monopoly in the field was demolished and perfect competitive market emerged. Since then the entire cell phone companies are trying to attract their subscribers through various lucrative offers. As with advance technological advancement, the mobile telecommunication industry proved to be competitive. Now Bangladesh has stepped into the world of first communication and communication has been made easy through the introduction of cellular (mobile) telephones. Notwithstanding the initial cost of the mobile phones, the media has outstandingly increased its popularity. According To Bangladeshi Mobile Operator Total number of Active subscriber is **54.7 M** at the end of March 2010

Mobile phone operators covered Bangladesh include: Banglalink/Sheba (Orascom Telecom Holding S.A.E), Grameenphone (Telenor & Grameen Telecom Corporation,), Robi/Aktel (Axiata Group Berhad & NTT DoCoMo INC), Citycell (Singtel, Pacific Group and Far East Telecom), Airtel (Bharti Airtel), and Teletalk (BTCL).

## Chapter-2

# Duties, Responsibilities and learning

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## 2.1 Description

As an intern of Grameenphone, I worked in Communication division under the supervision of Reazun Nabi initially, a specialist of market communication unit.

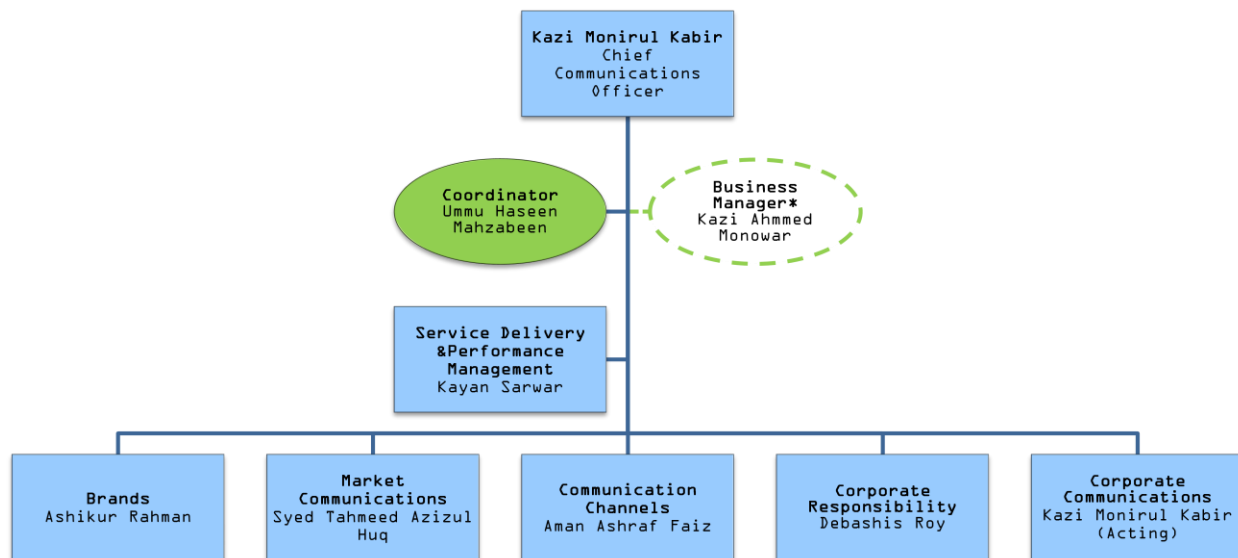
Market communication work is to take grameenphone into public and to enhance the brand value in people's mind. They take GP to customers, stakeholders, Shareholders and the Government.

Later I was assigned with channel team under the supervision of Aman Ashraf Fiaz, chief of channel unit.

This team runs the advertisements effectively to TV, radio, newspapers, billboards, leaflets, banners, websites etc. they take care of all the line promotional activities of Grameenphone.

I began my internship program on 10<sup>th</sup> February, 2011 with GP. The internship was to last for three (3) months and as a result my internship came to an end on 10<sup>th</sup> May, 2011.

### Communications Department



*Fig. \_\_ Divisional hierarchy of Communications Department*

Fig \_\_\_ shows the several divisions under the communications department. The communications department is solely responsible for communicating the brand and the organizational achievements with Grameenphone's stakeholders, including consumers. The Chief Communications Officer is the head of the department who manages and works closely with all the divisions of the department. The divisions under the communications department include the service delivery & performance management, brands, market communications, communication channels, corporate responsibility and the corporate communications.

## *2.2 Duties and Responsibilities*

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- Firstly I was assigned to publish three articles of three different magazines of ICE MEDIA named ICE TODAY, ICE BUSINESS, JAMINI. For that purpose I did proof writing, editing and other tasks needed to for the publications like photo shoot and monitor over all progress of the work to finish and published in due date. There I learnt to handle and negotiate with media people.
- Then I was assigned with channel team where my responsibility was making weekly reports, scheduling, making top sheets and last but not the least I was in charge of scheduling and costing of Bashundhara city Cineplex TVC activation, where I made a new format of scheduling and costing which was appreciatively granted.
- Lastly I worked Creative team with their earthquake project where I did script writing as well as editing.

### 2.3 Learning

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There can be different aspects that can be considered while assessing job performances, Like

- **Efficiency:** Here efficiency can be referred as the extent to which time is well used for the intended task. It depends on the ability to collect proper data from the appropriate person and then edit and rewrite the articles in a specified time.
- **Time management:** Time management is the most important thing in corporate world that I have learnt as it is not vital that how well the work is done it is more essential how well the work is done in the given time.
- **Number of errors:** Errors are the part of learning. I was new to the task assigned, however thankfully I did not repeat the same error twice.
- **Proofreading:** Proofreading is an important aspect which I convinced myself to use every time I was given a write-up task. It helped me to abate my errors as well save everybody's time.
- **Minimizing errors:** Everybody should have own way to minimize the errors as in my intern period many people tried to instruct me the way to reduce errors but at last I find out my own way which helped me a lot. I always tried to maintain different data folder for backup and took notes in every sector for brainstorming and maintained a diary.



## Chapter-3

# Analysis and findings

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The internet is the most valuable key for the country. Despite rapid growth over the last 5 years, Bangladesh remains one of the countries in the world with lowest Internet penetration. This report will inform the people about the importance of the internet and attract to the internet. It will help to give guideline how more and more people can be attract for the adoption of internet, which will be the beneficial for the overall country. It will be helpful to the other internet provider company to know about the interest and preferences of internet end-users. The report will be a guideline to make what kind of promotional activities they should make to get proper response. So, this research will reflect the awareness level as well as feedback from the subscribers and will help to generate new ideas about future products and services along with service awareness program.

### *3.1 Objective of the report*

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#### **General Objective:**

To find out the “**Effectiveness of the promotional activities of Grameenphone Modem**”.

#### **Specific Objectives:**

- To find out the demographic condition of the internet users.
- To discover what are the consumers’ level of satisfaction about the price, package options, availability, speed etc of their current internet using.
- To know what kind of promotional activities they are doing.
- To measure the success/failure of promotional activities of internet providers of our country.
- What is the impact on sales and consumer buying preference, during the promotional activities going on.
- To recommend for designing effective promotion mix.

### *3.2 Expected Findings or Hypothesis*

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Different telecoms and ISP companies are already providing various types of services for its subscribers but it can be unsuccessful if subscribers become unaware of a service. This awareness can create by promotional activities. Under the above circumstances, Grameenphone wants to know about its subscribers' awareness level and adoption of different sort of services, effective medias to make subscribers aware and effectiveness of the promotional activities of its services. Thus, based on their feedbacks about current promotions, GP intends to provide new and informative promotional activities for their valued subscribers. So, in my research I will focus on *the effectiveness of the promotional activities of Grameenphone Modem*.

**Null Hypothesis:** After getting the information from promotion, subscribers are not aware about GP Modem services and prefer it for use.

**Alternative Hypothesis:** After getting the information from promotion, subscribers are aware about GP Modem services and do not prefer it for use.

### *3.3 Methodology*

---

The type of business research, which used in this report, is of descriptive in nature. Through this descriptive research, the report determined the answers to why, what, where and how questions of the internet users and their expectations.

I used both primary and secondary data in this research. Printed reports available at annual reports, leaflets, brochures and the official web site can be the sources of secondary data. I conducted survey for primary data collection, which executed by survey and face-to-face interview. For this purpose a questionnaire was developed encompassing the objectives of the reports and the sample. The questionnaire included both open and close-ended questions for in-depth understanding of attitudes of the subscribers.

The total number of internet users subscribers will be considered as the population of the research and out of these total subscribers randomly picked 80 subscribers was the sample.

I compiled the processed and collected information with the aid of MS Excel, SPSS computer software. Detailed explanation, analysis and future projections incorporated through graph, frequency table, percentage, Anova and cross tab in this report.

### *3.4 Primary Data Analysis:*

---

A comprehensive questionnaire has been developed in order to determine some of the demographic characteristics of the internet users and the perspective of the GP modem on the users and its advertisement effectiveness. The whole questionnaire has been divided in three parts. The first part of the questionnaire consist of identification information includes demographic question like age, sex, and occupation. From this I can find whether there is any relation between demographic profile and internet browsing choice and recommendation of them. The second part contained the basic information about their current internet browsing option, its promotional activities and the satisfaction level of these categories. The last part was asked to know about their perception of GP Modem ads and need from them. The main focus of this questionnaire is to find

- Subscribers are aware about GP modem from the promotional activities.
- Subscribers' are using which internet browsing.
- The most effective Medias to build the awareness.
- Subscribers' feedback of preferred Medias and possible ways to aware them and increase service usages.
- Is the promotion delivered information properly.
- Do the consumption affected after see the promotion
- The promotions have influence on the sales.
- The expectation of users on other kind of packages.

### 3.6 Sample:

I have conducted my research through questionnaire. For this survey, I have randomly picked 80 samples from the internet browsing users. As my research is to find Grameenphone's Modem promotional effectiveness, the whole GP subscribers are my research population. For more accurate outcome, it is appropriate to pick sample randomly from the whole internet browsing subscribers. Therefore to meet this purpose, survey is the most convenient way.

### 3.7 Data Presentation and Analysis:

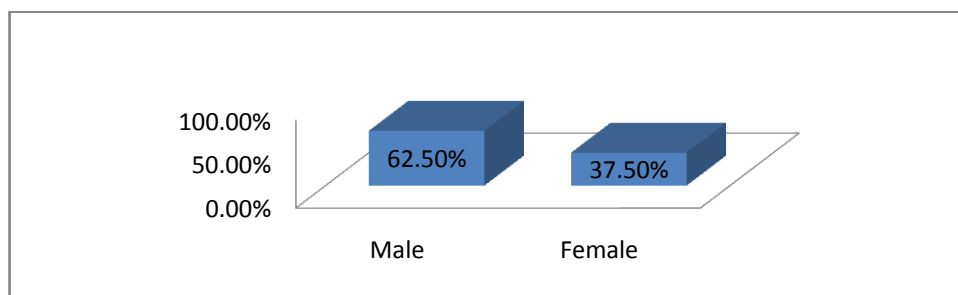
The whole data analysis is done based on the normal distribution which is the basic criteria of data analysis and interpretation. It is tested through SPSS test statistics.

#### 3.7.1 Sex:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	62.5	62.5	62.5
	Female	30	37.5	37.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** There are 50 male (62.5%) respondents and 30 female (37.5%) respondents in my survey. Both genders are added because I will get information on both sides.

#### **Graphical representation:**

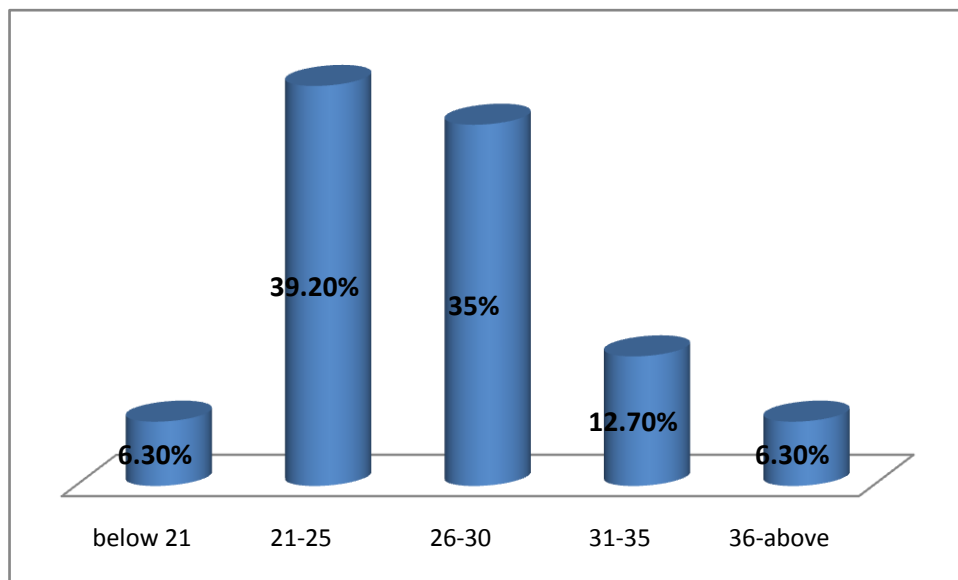


### 3.7.2 Age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 21	5	6.3	6.3	6.3
	21-25	31	38.8	39.2	45.6
	26-30	28	35.0	35.4	81.0
	31-35	10	12.5	12.7	93.7
	36-above	5	6.3	6.3	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** There are 5 respondents (6.3%) whose age is below 21. There are the highest amount 31 respondents (39.2%), aged from 21 to 25. There are of 28 respondents (35.4%) aged from 26 to 30. There are 10 respondents (12.7%) in survey aged from 31 to 35. Above 36 aged people are 5 (6.3%) in numbers.

#### **Graphical representation:**

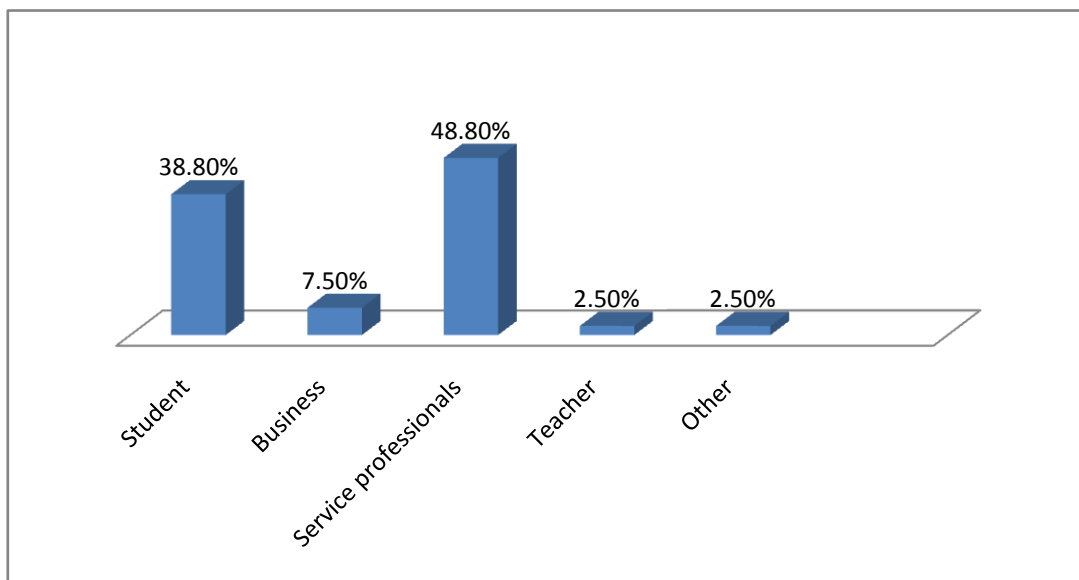


### ● 3.7.3 Profession:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	31	38.8	38.8	38.8
Business	6	7.5	7.5	46.3
Service professionals	39	48.8	48.8	95.0
Teacher	2	2.5	2.5	97.5
Other	2	2.5	2.5	100.0
Total	80	100.0	100.0	

**Interpretation:** Here I have found that 31 (38.8%) of our total respondents are student, and 6 respondents (7.5%) are doing business. There are 39 (48.8%) respondents who are involved in service professions, and 2 respondents (2.5%) are teacher in profession. At last there are 2 respondents (2.5%) who have selected others as profession.

### **Graphical representation:**

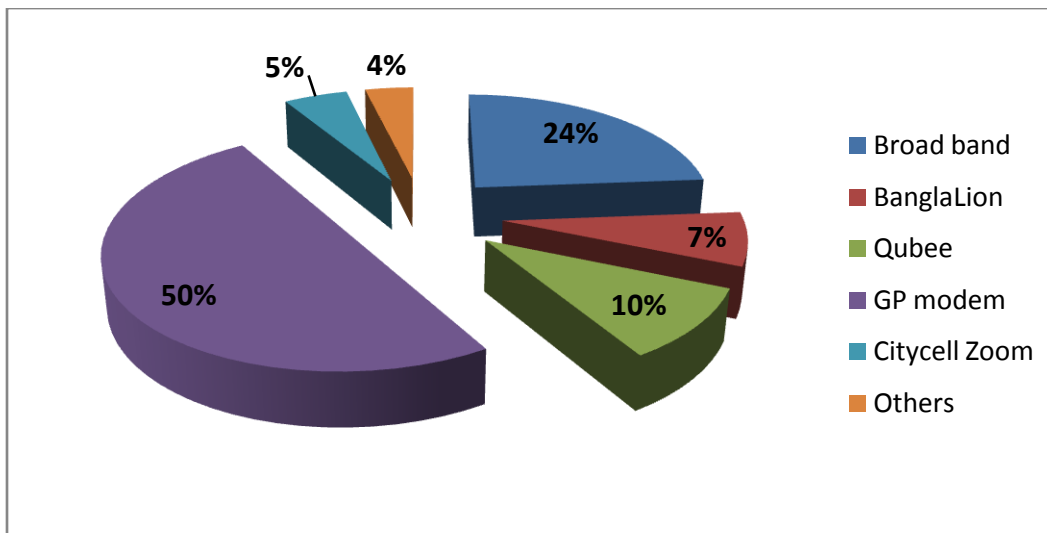


### 3.7.4 What do you use for internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Broad band	19	23.8	23.8	23.8
BanglaLion	6	7.5	7.5	31.3
Qubee	8	10.0	10.0	41.3
GP modem	40	50.0	50.0	91.3
Citycell	4	5.0	5.0	96.3
Zoom	4	5.0	5.0	96.3
Others	3	3.8	3.8	100.0
Total	80	100.0	100.0	

**Interpretation:** There are mainly five way of using internet in our country presently. I wanted to know about the adoptability of these internet using options. After doing the survey I have found that GP modem is the most popular, 40 respondents selected this option as their internet option. Broadband gets 19 responses. BanglaLion gets 6 responses; Qubee gets 8 responses, Citycell Zoom gets 4 responses and others get only 3 responses. Qubee and BanglaLion are new in our country, so these are not attractive to the internet users and cannot gather more users.

#### **Graphical representation:**



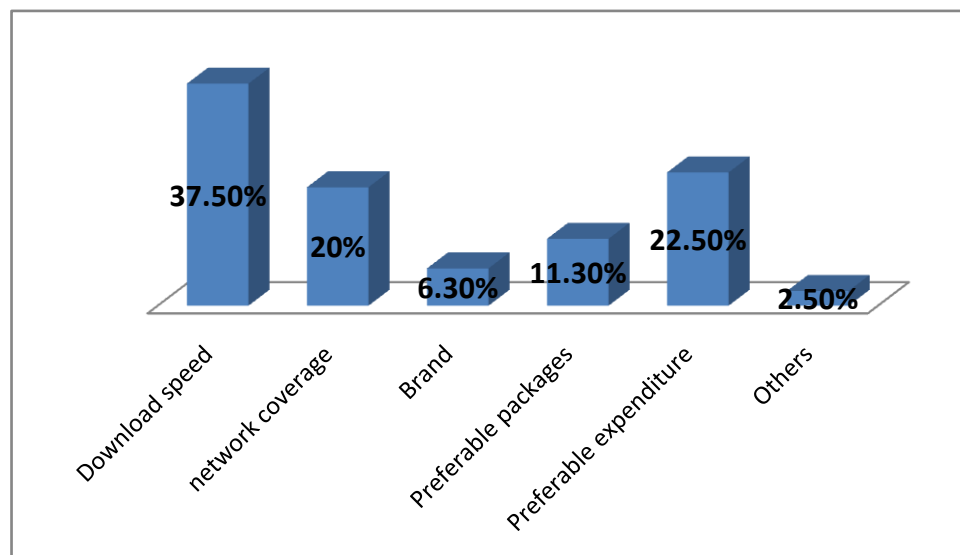


### 3.7.5 Why you choose this option?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Download speed	30	37.5	37.5	37.5
network coverage	16	20.0	20.0	57.5
Brand	5	6.3	6.3	63.8
Preferable packages	9	11.3	11.3	75.0
Preferable expenditure	18	22.5	22.5	97.5
Others	2	2.5	2.5	100.0
Total	80	100.0	100.0	

**Interpretation:** To understand the reason behind choosing the current option of internet radio, I have set this question. Respondents answered that download speed is the highest selected option. 30 (37.5%) respondents have selected their current internet using option as the reason of download speed. The second highest (22.5%) option is “preferable expenditure”. The other option is network coverage to choose the internet option.

#### **Graphical representation:**

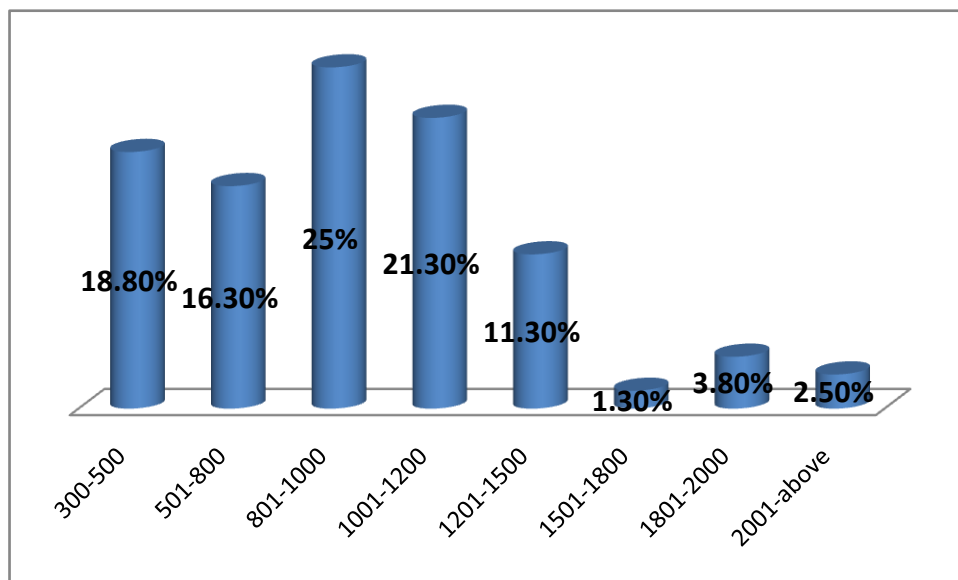


● **3.7.6 The monthly expenditure for the internet usage (Tk):**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	300-500	15	18.8	18.8	18.8
	501-800	13	16.3	16.3	35.0
	801-1000	20	25.0	25.0	60.0
	1001-1200	17	21.3	21.3	81.3
	1201-1500	9	11.3	11.3	92.5
	1501-1800	1	1.3	1.3	93.8
	1801-2000	3	3.8	3.8	97.5
	2001-above	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** Here, 25% respondents spend 801-1000 Tk for their internet usage in monthly basis. The reason beside this the result is most of them are service holders and their need for using internet and income is more.

**Graphical representation:**

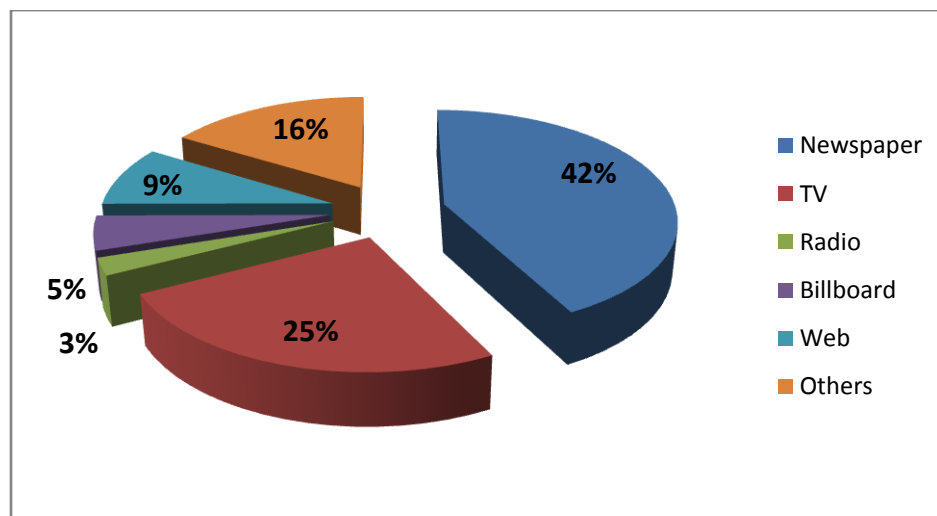


### ● 3.7.7 From which media you know the information of the different internet options?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	34	42.5	42.5	42.5
	TV	20	25.0	25.0	67.5
	Radio	2	2.5	2.5	70.0
	Billboard	4	5.0	5.0	75.0
	Web	7	8.8	8.8	83.8
	Others	13	16.3	16.3	100.0
	Total	80	100.0	100.0	

**Interpretation:** To understand about the popularity of media, I want to know from which media users know about the internet related information. Here, I have found that the most popular media for internet users is Newspaper. 34 (42.5%) respondents have selected this media. The second highest (25.5%) popular media is TV. As the Broadband is the second highest internet using option, the third media is leaflet, Banner etc. They usually don't give their promotion in the newspaper, TV etc.

### **Graphical representation:**

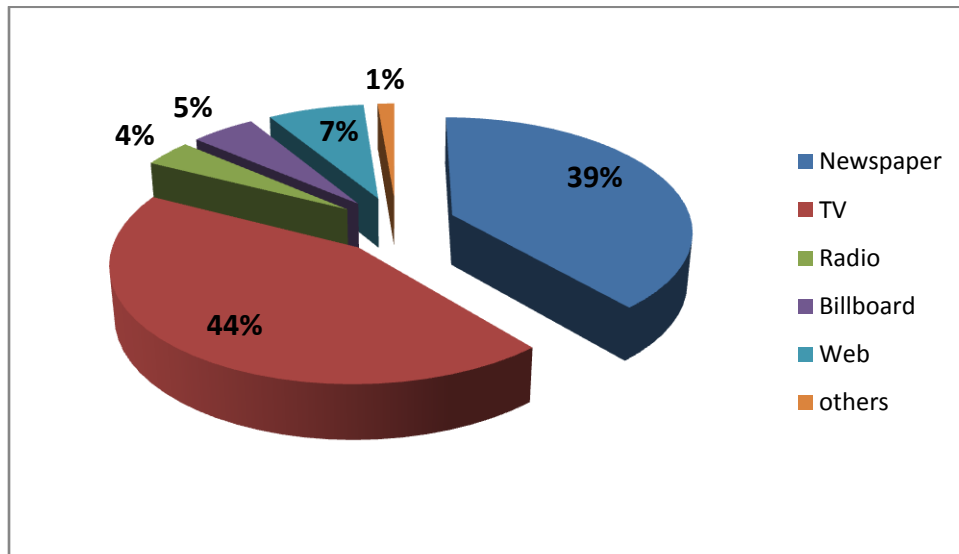


### ● 3.7.8 Which media do you think can easily communicate with you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper	31	38.8	38.8	38.8
	TV	35	43.8	43.8	82.5
	Radio	3	3.8	3.8	86.3
	Billboard	4	5.0	5.0	91.3
	Web	6	7.5	7.5	98.8
	others	1	1.3	1.3	100.0
	Total	80	100.0	100.0	

**Interpretation:** In this question I want to know which media can easily communicate with the users to know in which media the company should give the promotions. By analyzing the survey, I have found that 35 respondents think if the promotion give in the TV, it is more communicate able for them. The other 31 respondents think the newspaper is more useful for the communication.

#### **Graphical representation:**

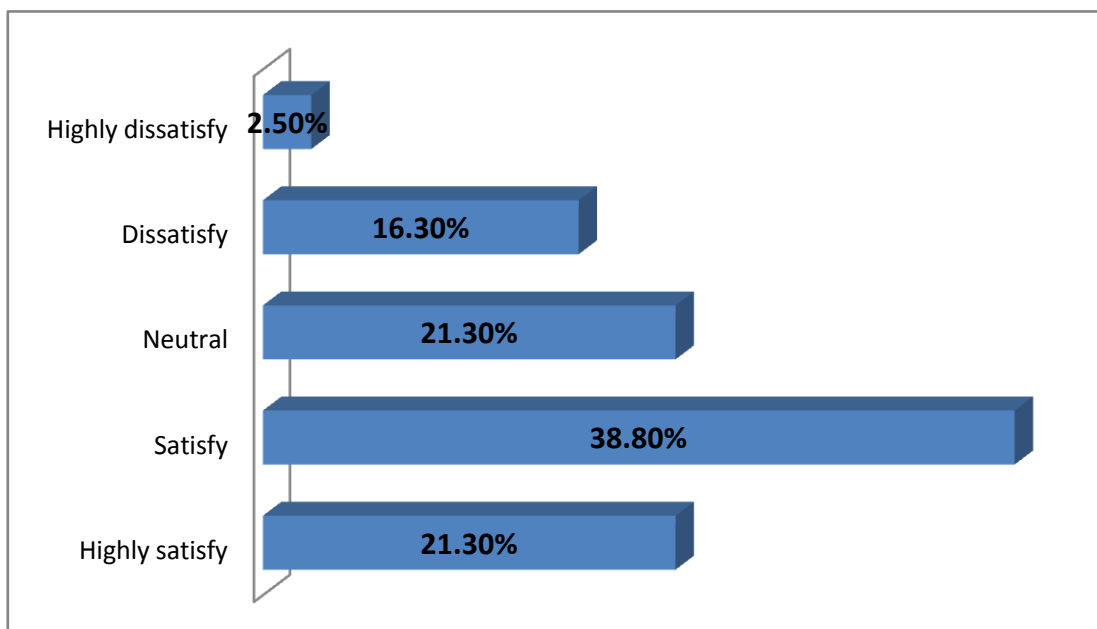


### ● 3.7.9 The download speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	17	21.3	21.3	21.3
	Satisfy	31	38.8	38.8	60.0
	Neutral	17	21.3	21.3	81.3
	Dissatisfy	13	16.3	16.3	97.5
	Highly dissatisfy	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** In this section I want to know about the satisfaction level of different aspect of current internet usage. Here, I have found that 38.8% respondents said they are satisfied about the download speed. 21.3% think they are highly satisfied and neutral in this aspect.

#### **Graphical representation:**

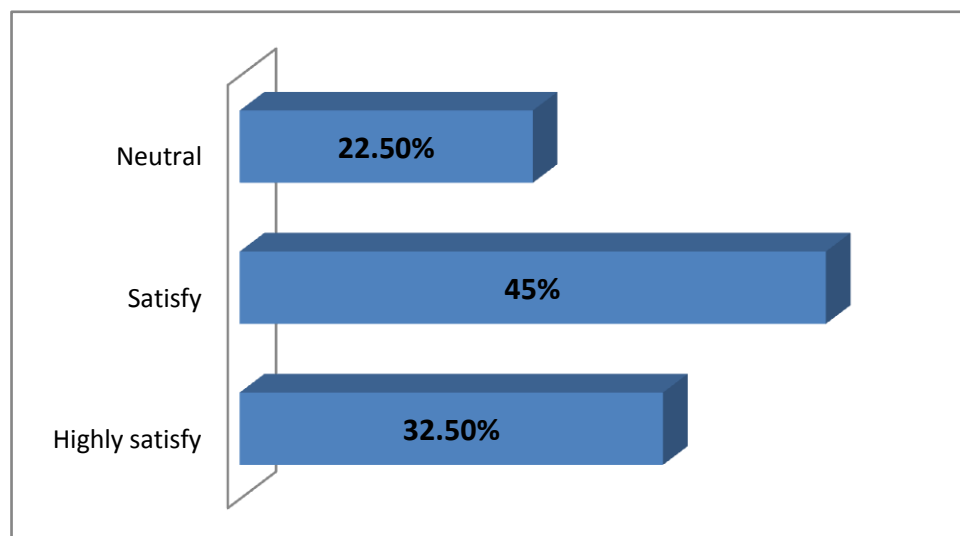


### ● 3.7.10 The network coverage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	26	32.5	32.5	32.5
	Satisfy	36	45.0	45.0	77.5
	Neutral	18	22.5	22.5	100.0
	Total	80	100.0	100.0	

***Interpretation:*** By analyzing the survey, I have found that the network coverage of the internet usages of our country is pretty good. The all respondents said that they are highly satisfied, satisfied and neutral. Nobody are dissatisfied in this aspect.

#### ***Graphical representation:***

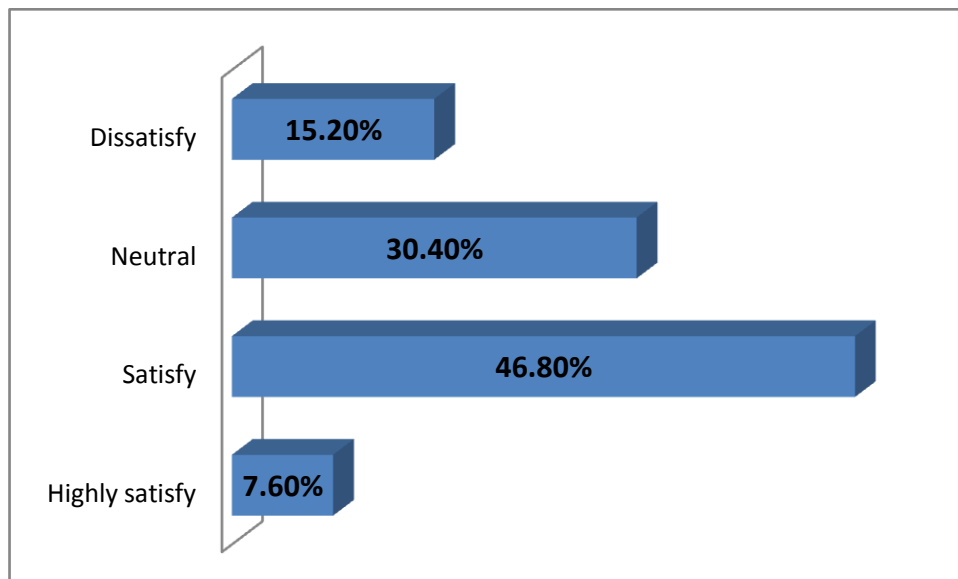


### ● 3.7.11 The modem/line price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	6	7.5	7.6	7.6
	Satisfy	37	46.3	46.8	54.4
	Neutral	24	30.0	30.4	84.8
	Dissatisfy	12	15.0	15.2	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** The modem/line price for the internet usage is satisfactory for 37 respondents. Other 24 respondents are neutral in this aspect and 12 are dissatisfied.

#### **Graphical representation:**

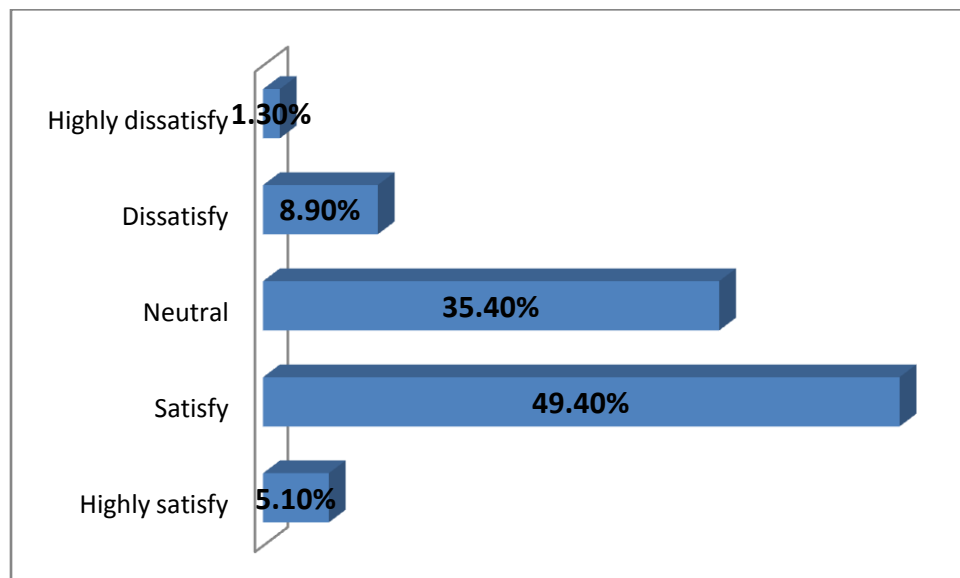


### ● 3.7.12 The currently package price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	4	5.0	5.1	5.1
	Satisfy	39	48.8	49.4	54.4
	Neutral	28	35.0	35.4	89.9
	Dissatisfy	7	8.8	8.9	98.7
	Highly dissatisfy	1	1.3	1.3	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** The currently usage price is satisfied by 39 respondents, 28 respondents are neutral, 7 are dissatisfied, 4 are highly satisfied.

#### **Graphical representation:**



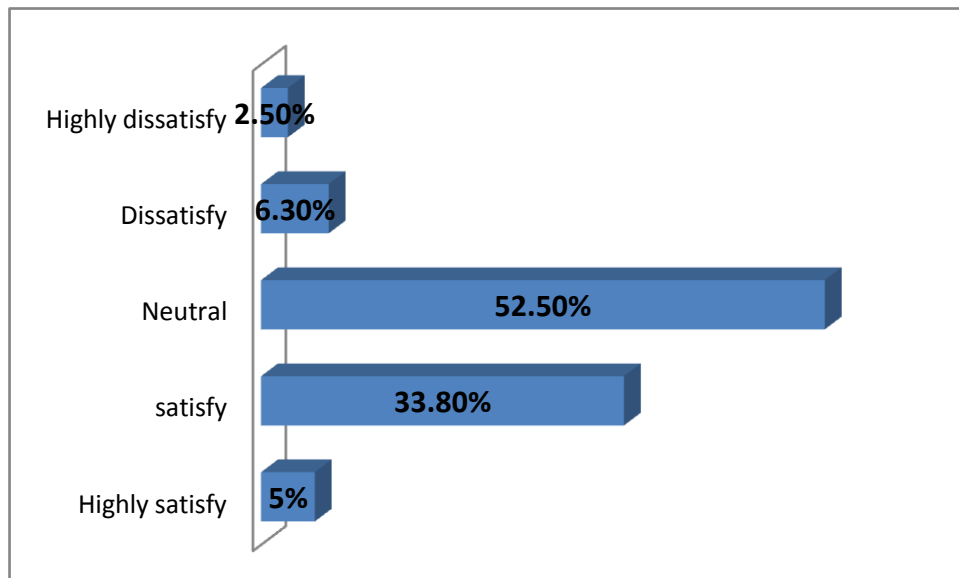


### ● 3.7.13 The different packages of the company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	4	5.0	5.0	5.0
	satisfy	27	33.8	33.8	38.8
	Neutral	42	52.5	52.5	91.3
	Dissatisfy	5	6.3	6.3	97.5
	Highly dissatisfy	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** As the second highest of the internet usage is broad band, they have no option of different package, so these respondents have neutral opinion in this aspect. So, the highest votes 52.5% go to the neutral opinion. And other highest GP modem users have many different packages. So, the second highest votes 33.8% go to the satisfy opinion.

#### **Graphical representation:**

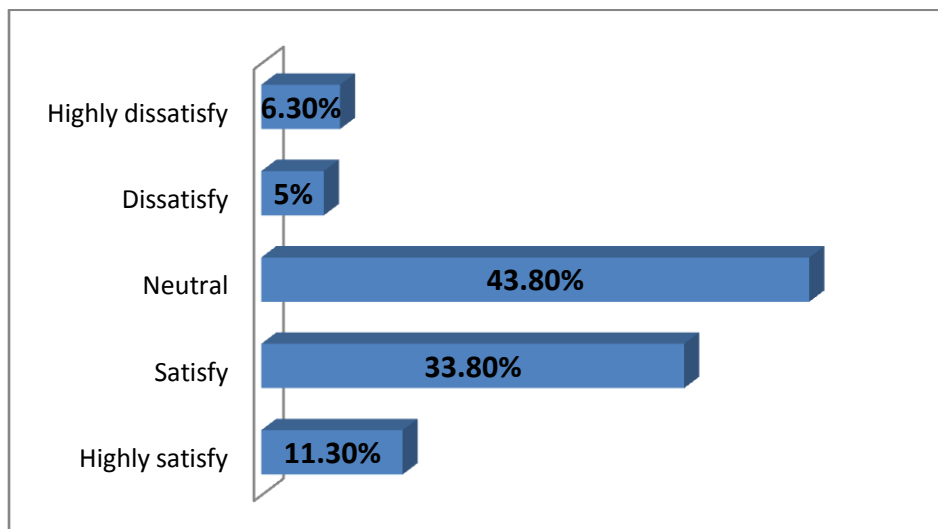


### ● 3.7.14 The transfer option from one package to another

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	9	11.3	11.3	11.3
	Satisfy	27	33.8	33.8	45.0
	Neutral	35	43.8	43.8	88.8
	Dissatisfy	4	5.0	5.0	93.8
	Highly dissatisfy	5	6.3	6.3	100.0
	Total	80	100.0	100.0	

**Interpretation:** This aspect of internet usage is same as the previous aspect. As the second highest of the internet usage is broad band, they have no option of different package and so no transfer option, so these respondents have neutral opinion in this aspect. So, the highest votes 43.8% go to the neutral opinion. And other highest GP modem users have many different packages and can easily transfer in different option. As a result, the second highest votes 33.8% go to the satisfy opinion.

#### **Graphical representation:**

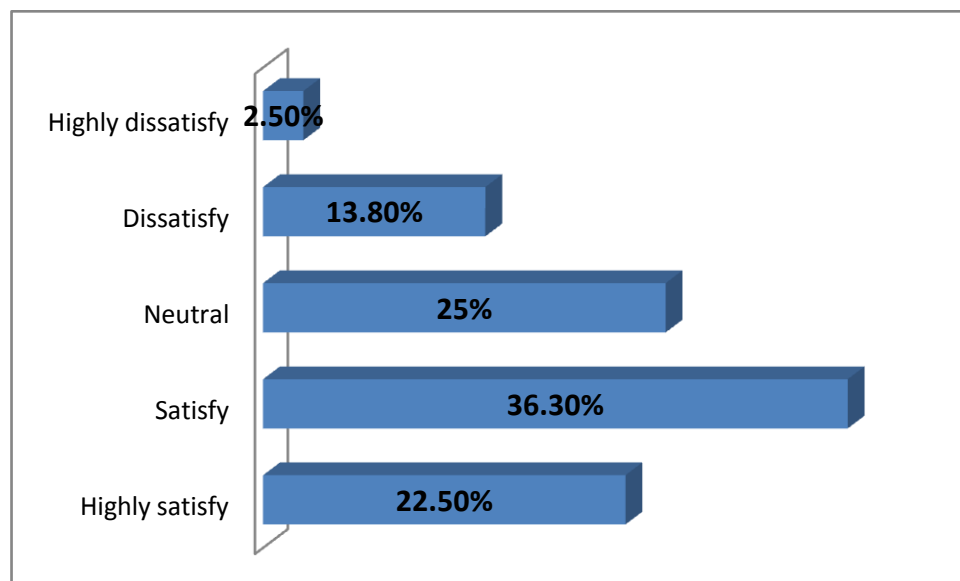


### ● 3.7.15 Promotions are well informed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	18	22.5	22.5	22.5
	Satisfy	29	36.3	36.3	58.8
	Neutral	20	25.0	25.0	83.8
	Dissatisfy	11	13.8	13.8	97.5
	Highly dissatisfy	2	2.5	2.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** For any service, promotion is major tool to introduce and attract the consumers. Therefore, the internet usages of the country have a good number of promotions. So, the major respondents believe that the promotions are well informed.

#### **Graphical representation:**

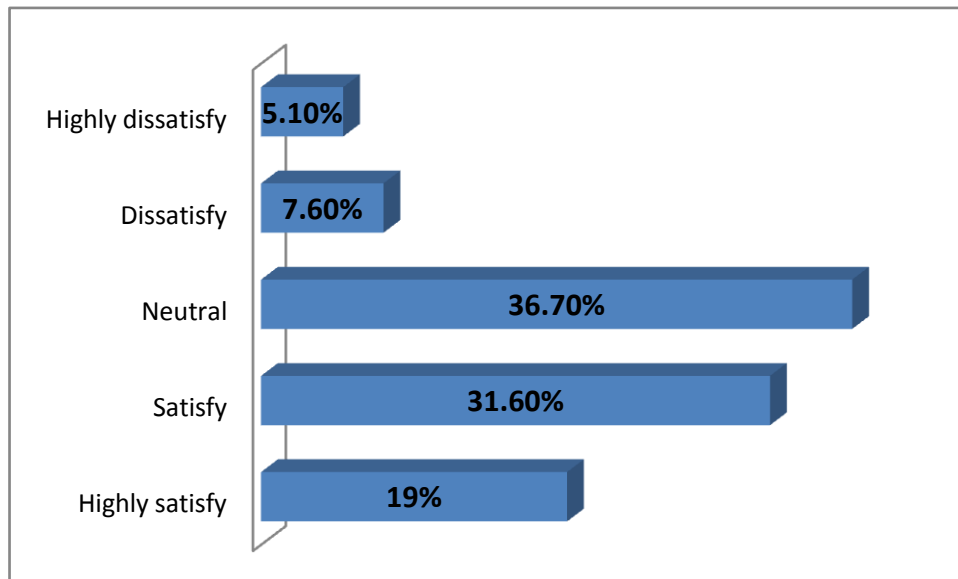


### ● 3.7.16 Promotions attract you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	15	18.8	19.0	19.0
	Satisfy	25	31.3	31.6	50.6
	Neutral	29	36.3	36.7	87.3
	Dissatisfy	6	7.5	7.6	94.9
	Highly dissatisfy	4	5.0	5.1	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** Only 15 respondents (18.8%) said that they are highly satisfied in promotions attractiveness and 25 respondents answered that they are attracted by the promotions. On the other hand, in terms of promotions, 29 respondents (36.3%) said about their neutral effect about promotional attractiveness.

**Graphical representation:**

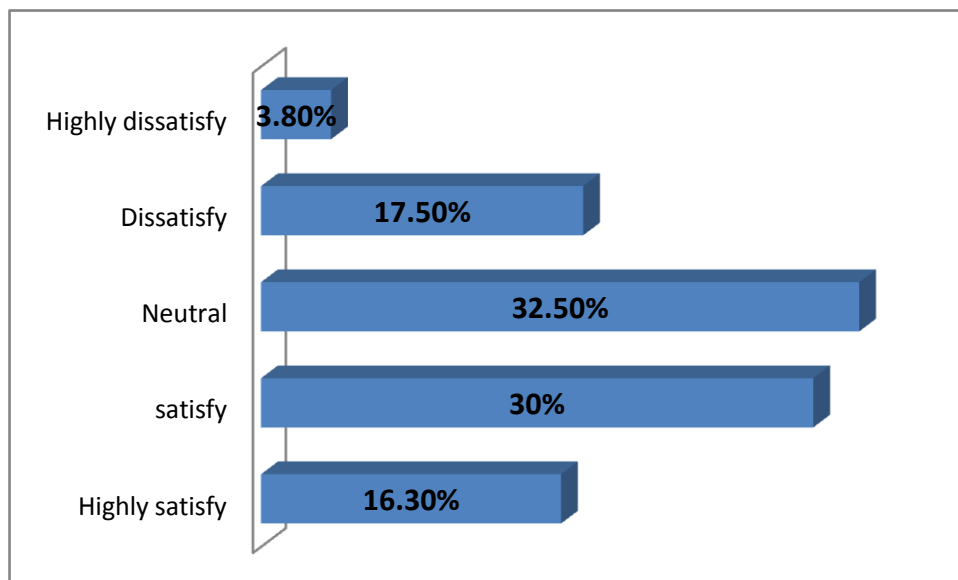


### ● 3.7.17 Promotions make you to buy the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	13	16.3	16.3	16.3
	satisfy	24	30.0	30.0	46.3
	Neutral	26	32.5	32.5	78.8
	Dissatisfy	14	17.5	17.5	96.3
	Highly dissatisfy	3	3.8	3.8	100.0
	Total	80	100.0	100.0	

**Interpretation:** Promotional final result depends on the purchase choice. But most of the respondents (32.5%) said that their purchase pattern is act as neutral towards the promotions of the internet usage. on the other hand, 30% of the respondents' buying pattern is affected by the promotions.

#### **Graphical representation:**

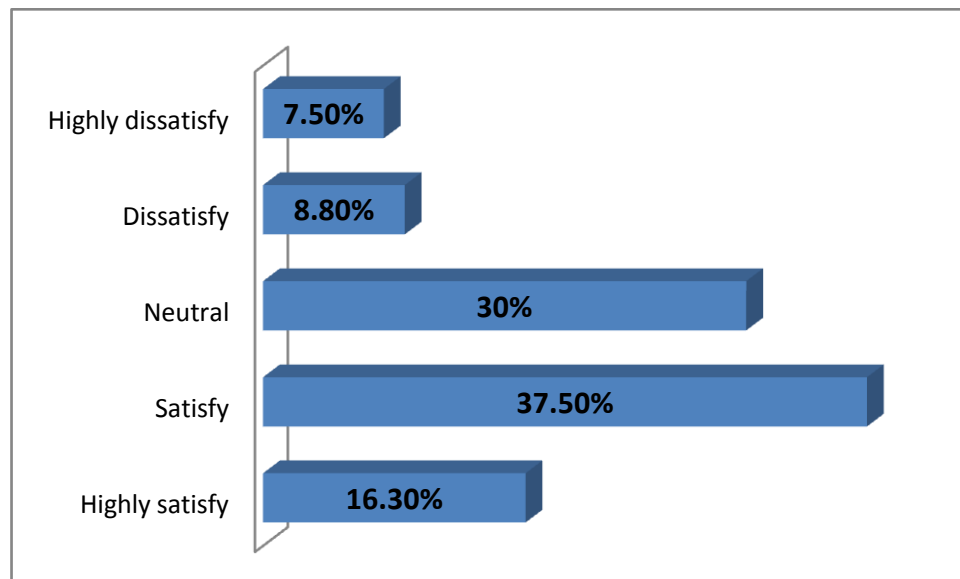


### ● 3.7. 18 Promotional frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	13	16.3	16.3	16.3
	Satisfy	30	37.5	37.5	53.8
	Neutral	24	30.0	30.0	83.8
	Dissatisfy	7	8.8	8.8	92.5
	Highly dissatisfy	6	7.5	7.5	100.0
	Total	80	100.0	100.0	

**Interpretation:** The highest usage of internet is GP modem. As because the promotional frequency of the GP modem is quite good, the most of respondents (37.5%) said they are satisfy with the frequency of the promotion.

#### **Graphical representation:**

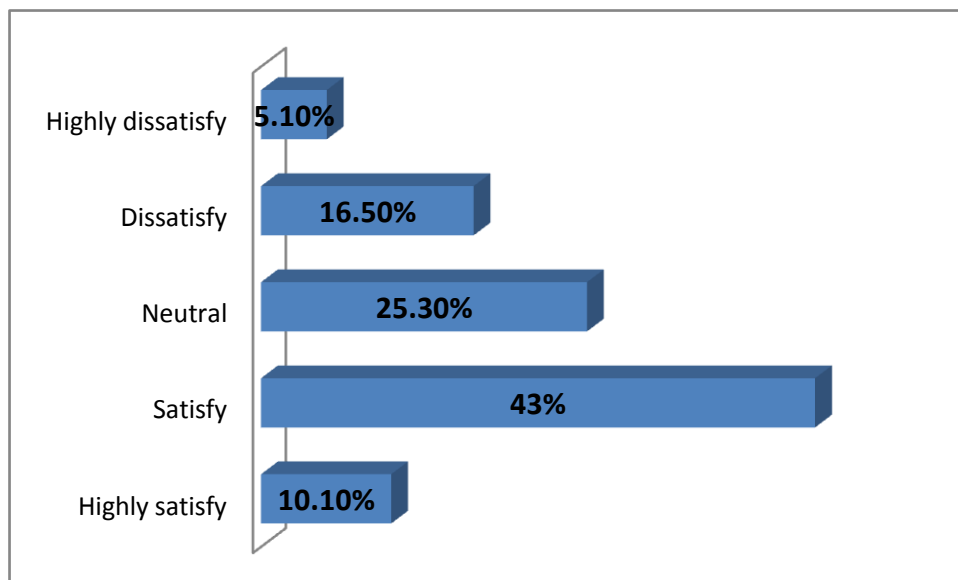


### ● 3.7. 19 Promotion describes your need

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfy	8	10.0	10.1	10.1
	Satisfy	34	42.5	43.0	53.2
	Neutral	20	25.0	25.3	78.5
	Dissatisfy	13	16.3	16.5	94.9
	Highly dissatisfy	4	5.0	5.1	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** Here, 42.5% respondents said that they are satisfied with the promotional activity because those describe the customer needs.

#### **Graphical representation:**

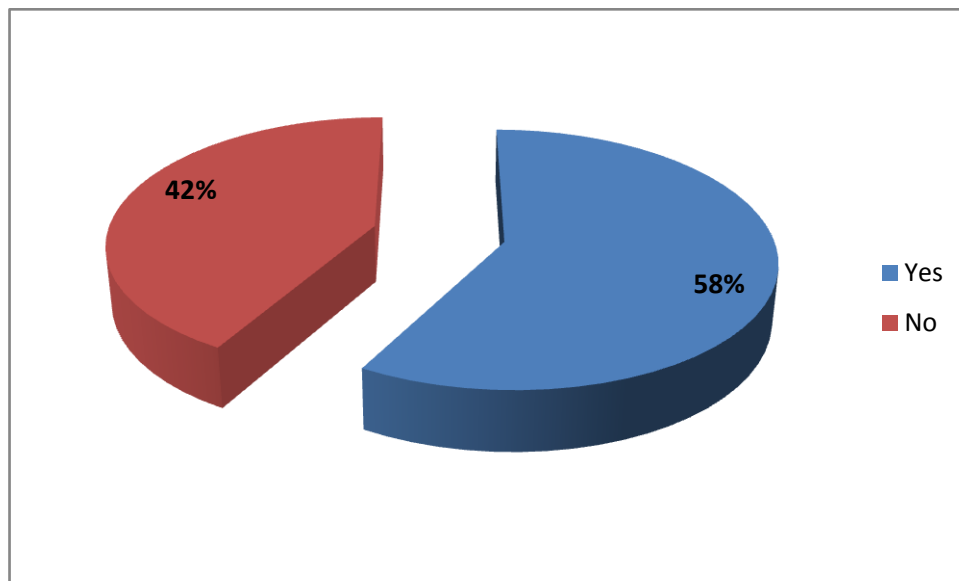


- 3.7.20 “Unbelievable bundle price (modem + SIM + 1 GB free/extra capacity) =2999 Tk”. Does this kind of promotional mix attract the new consumer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	57.5	58.2	58.2
	No	33	41.3	41.8	100.0
	Total	79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

**Interpretation:** This is an example of a big budget promotion of GP modem. The reason of include this question is to understand the consumers reaction for a definite promotion. The more than half of the respondents (58.2%) like this kind of promotional mix and attract with it.

**Graphical representation:**



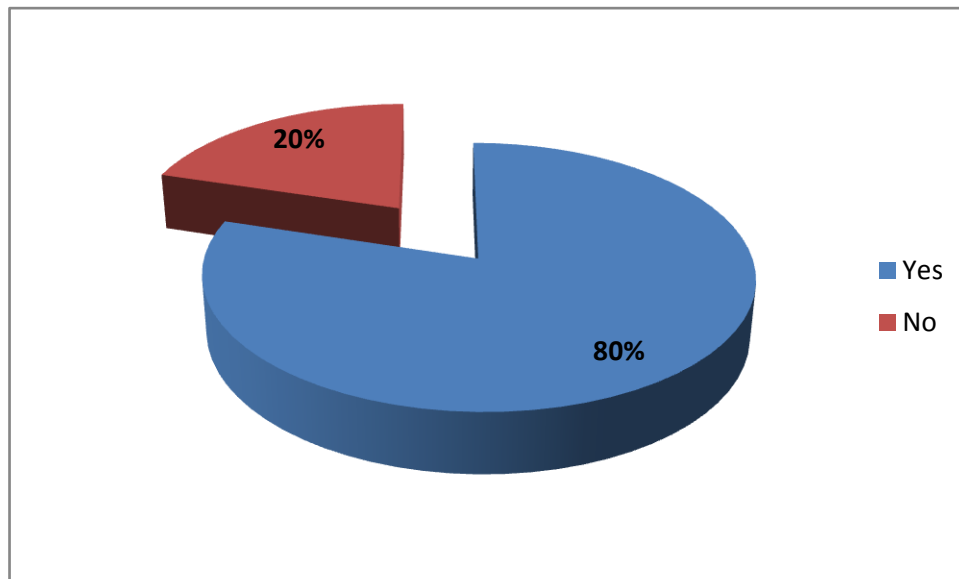


### ● 3.7.22 Do you like GP modem's ad?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	78.8	78.8	78.8
	No	16	20.0	20.0	98.8
	3.00	1	1.3	1.3	100.0
	Total	80	100.0	100.0	

**Interpretation:** It's a direct question about the likeability of the respondents about the GP modem. After analyze the survey, I have found the 63% of respondents like the GP modem's ads. On the other hand, the 16% of the respondents do not like those.

#### **Graphical representation:**

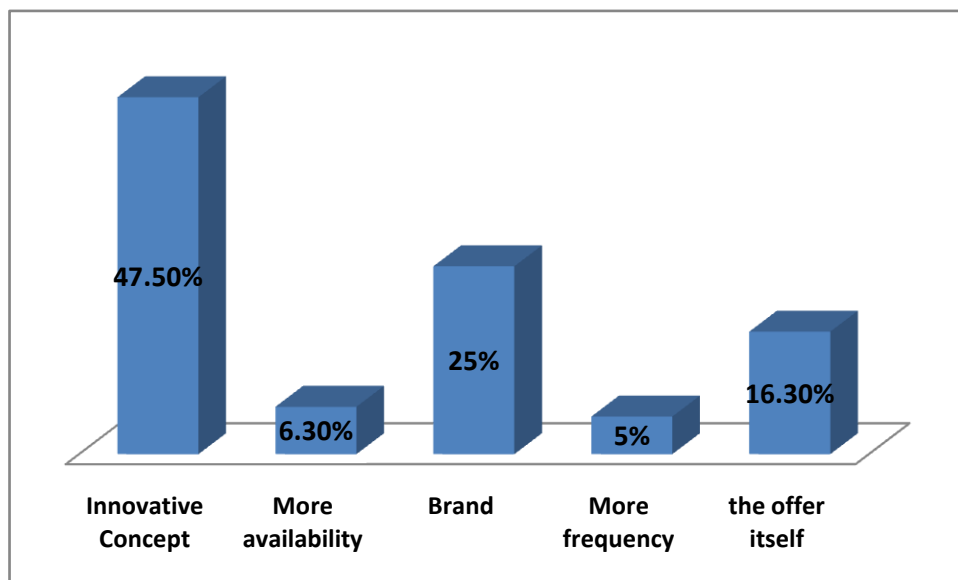


### 3.7.23 What do you think will make the ad more adoptable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Innovative Concept	38	47.5	47.5	47.5
	More availability	5	6.3	6.3	53.8
	Brand	20	25.0	25.0	78.8
	More frequency	4	5.0	5.0	83.8
	the offer itself	13	16.3	16.3	100.0
	Total	80	100.0	100.0	

***Interpretation:*** This question basically reflects the recommendation from the respondents about what factors make the ads more adoptable. It's a very important for the companies who serve the internet facility. Because by following this suggestion, companies make their ads and attract their consumers more effectively. Here, 47.5% respondents think for the adoptability of the ad innovative concept is the main reason. After that 25% respondents think brand makes the ad more adoptable and other 16.3% respondents think the offer itself is appropriately.

#### ***Graphical representation:***



### ● 3.7.24 Internet option \* Expenditure Cross tabulation

		Expenditure								Total
		300-500	501-800	801-1000	1001-1200	1201-1500	1501-1800	1801-2000	2001-above	
Internet option	Broad band	4	3	5	4	2	0	1	0	19
	BanglaLion	1	0	2	2	0	1	0	0	6
	Qubee	2	0	3	1	1	0	1	0	8
	GP modem	7	9	8	10	5	0	0	1	40
	Citycell	1	1	2	0	0	0	0	0	4
	Zoom	0	0	0	0	1	0	1	1	3
	others	0	0	0	0	1	0	1	1	3
Total		15	13	20	17	9	1	3	2	80

***Interpretation:*** As far as effectiveness of promotional effectiveness of GP modem, it is important to know about the expenditures in case of different internet usages. The users' monthly expenditure of internet is BDT 300-1200. From the survey we found 20 highest respondents whose expenditure is between BDT 801-1000. Among them 25% informs they use GP modem in BDT 1001-1200 and another 22.5% says they spend BDT 501-800 for their monthly internet usage by GP modem. 26.3% respondents whose expenditure is BDT 801-1000 informs they use broad band for internet usage.

● 3.7.25 Internet option \* From which media you know the information Cross tabulation

	From which media you know the information						Total
	Newspaper	TV	Radio	Billboard	Web	Others	
Internet Broad band option	7	0	2	2	3	5	19
BanglaLion	1	3	0	0	1	1	6
Qubee	5	1	0	0	1	1	8
GP modem	18	13	0	2	1	6	40
Citycell	1	3	0	0	0	0	4
Zoom	1	3	0	0	0	0	4
Others	2	0	0	0	1	0	3
Total	34	20	2	4	7	13	80

***Interpretation:*** From table, it is found that 45% GP modem users know about the information from newspaper. On the other hand 26.3% broad band users know about the information from others like leaflets, banners etc. From this analysis it is found that newspaper is the most favorite media among the entire respondent. 42.5% respondents know the information from newspaper.

● 3.7.26 Internet option \* which media can easily communicate Cross tabulation

		Which media can easily communicate						Total
		Newspaper	TV	Radio	Billboard	Web	Others	
Internet option	Broad band	8	9	0	1	1	0	19
	BanglaLion	2	3	0	1	0	0	6
	Qubee	3	5	0	0	0	0	8
	GP modem	14	15	3	2	5	1	40
	Citycell	1	3	0	0	0	0	4
	Zoom	1	3	0	0	0	0	4
	Others	3	0	0	0	0	0	3
Total		31	35	3	4	6	1	80

**Interpretation:** From table, it is found that 37.5% GP modem users like to know about the promotions from TV. On the other hand 35% GP modem users like to know about the promotions from newspaper. From this analysis it is found that TV is the most desirable media among the entire respondent.47.3% broadband users like to know about the promotions from TV. On the other hand around 42.1% users like to know about the promotions from newspaper. So if I try to order media based on respondent's preferences, then the sequence will be like this TV, Newspaper and web.

● 3.7.27 Internet option \* promotions are well informed Cross tabulation

		Promotions are well informed					
		Highly satisfy	satisfy	Neutral	Dissatisfy	Highly dissatisfy	Total
Internet option	Broad band	2	5	5	5	2	19
	BanglaLion	2	4	0	0	0	6
	Qubee	1	5	1	1	0	8
	GP modem	13	12	12	3	0	40
	Citycell	0	2	1	1	0	4
	Zoom	0	1	1	1	0	3
	others	0	1	1	1	0	3
Total		18	29	20	11	2	80

**Interpretation:** Here, the 32.5% GP modem users are highly satisfied in terms of well informed promotions. Other 30% GP modem users are satisfied and 30% are neutral. Broad band users 26.3% are satisfied in terms of well informed promotions, 26.3% are neutral and 26.3% are dissatisfied. So, it can say the promotions of internet usage of different usages are well informed.

● 3.7.28 Internet option \* promotions attract Cross tabulation

		Promotions attract					Total
		Highly satisfy	satisfy	Neutral	Dissatisfy	Highly dissatisfy	
Internet option	Broad band	1	5	8	3	2	19
	BanglaLion	1	3	2	0	0	6
	Qubee	1	5	2	0	0	8
	GP modem	12	9	15	1	2	39
	Citycell	0	2	1	1	0	4
	Zoom	0	2	1	1	0	4
	Others	0	1	1	1	0	3
Total		15	25	29	6	4	79

***Interpretation:*** Promotions attraction to internet users is not very affective. Many respondents say that they are neutral about the promotional attraction. 38.5% of GP modem users are neutral in this aspect and 42.1% broad band users are neutral.

● 3.7.29 Internet option \* Promotions make to buy Cross tabulation

		Promotions make to buy					Total
		Highly satisfy	satisfy	Neutral	Dissatisfy	Highly dissatisfy	
Internet option	Broad band	1	4	9	4	1	19
	BanglaLion	1	3	1	1	0	6
	Qubee	0	1	4	3	0	8
	GP modem	10	12	12	4	2	40
	Citycell	0	3	0	1	0	4
	Zoom	0	3	0	1	0	4
	Others	1	1	0	1	0	3
Total		13	24	26	14	3	80

**Interpretation:** Here the internet users inform about the effect of promotion in their purchasing pattern. 30% GP modem users have neutral effect of promotions in their purchasing pattern, 30% have effect and 25% have good effect. For broad band users, the promotion is not available. So, the highest users are neutral in this aspect.



● 3.7.30 Internet option \* Promotions describe needs Cross tabulation

		Promotions describe needs					Total
		Highly satisfy	satisfy	Neutral	Dissatisfy	Highly dissatisfy	
Internet option	Broad band	0	5	10	1	2	18
	BanglaLion	0	4	2	0	0	6
	Qubee	0	5	2	1	0	8
	GP modem	8	16	4	10	2	40
	Citycell	0	4	0	0	0	4
	Zoom	0	0	2	1	0	3
	others	0	0	2	1	0	3
Total		8	34	20	13	4	79

***Interpretation:*** Here, the 32.5% GP modem users are highly satisfied in terms of well informed promotions. Other 30% GP modem users are satisfied and 30% are neutral. Broad band users 26.3% are satisfied in terms of well informed promotions, 26.3% are neutral and 26.3% are dissatisfied. So, it can say the promotions of internet usage of different usages are well informed.

● 3.7.31 Like GP Modem ad \* internet option Cross tabulation

	Internet option						Total
	Broad band	BanglaLion	Qubee	GP modem	Citycell Zoom	others	
Like GP Yes Modem	14	4	7	34	1	3	63
No	5	2	0	6	3	0	16
3.00	0	0	1	0	0	0	1
Total	19	6	8	40	4	3	80

**Interpretation:** Among the entire respondent, 78.8% of the respondents like GP modem ad. From table, it is found that 54% person who like GP modem's ad, are the GP modem users and 22.2% broad band users like the GP modem's ads. 37.5% of respondents, who use GP Modem, don't like the GP modem's ads.

● 3.7.32 Reason for adoptability of ad \* internet option Cross tabulation

	Internet option						Total
	Broad band	BanglaLion	Qubee	GP modem	Citycell Zoom	Others	
Reason for Innovative adoptability of ad	7	3	5	19	2	2	38
More availability	0	0	0	3	1	1	5
Brand	5	1	2	11	1	0	20
More frequency	1	0	0	3	0	0	4
the offer itself	6	2	1	4	0	0	13
Total	19	6	8	40	4	3	80

***Interpretation:*** From table, it is found for what reason the person adopts the advertisement of internet usage. 47.5% of respondents who use GP modem believe the innovative concept can make the ads more adoptable. 27.5% of the respondents who use GP modem believe advertisement will be more adoptable because of popularity of the brand and 10% think the offer itself is the main reason of the adoptable of the ads. Only 7.5% of the respondents prefer more availability and more frequency of ads.

● 3.7.33 Regressions:

**Professions vs. Expenditure**

**ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.341	1	2.341	2.038	.157(a)
	Residual	89.609	78	1.149		
	Total	91.950	79			

- a) Predictors: (Constant), Expenditure
- b) Dependent Variable: Profession

**Interpretation:** Here, F value > Significant value. So there is a positive relationship between profession and expenditure. Different professions have different need of using internet. So, for designing the price factor of the internet usage it is important to know for which profession the service is designed.

**Internet option vs. Expenditure:****ANOVA (b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.966	1	1.966	.953	.332(a)
	Residual	160.921	78	2.063		
	Total	162.887	79			

a) Predictors: (Constant), Expenditure

b) Dependent Variable: internet option

**Interpretation:** Here, F value > Significant value. So there is a positive relationship between internet option and expenditure. Different packages and different option of internet are available in different expenses. So, whichever respondents think is cheap or preferable for them, they choose that option.

**Internet option vs. reason to choose the option:****ANOVA (b)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.115	1	10.115	5.164	.026(a)
	Residual	152.772	78	1.959		
	Total	162.887	79			

a) Predictors: (Constant), Reason to choose the option

b) Dependent Variable: internet option

**Interpretation:** Here, F value > Significant value. So there is a positive relationship between internet option and reason to choose the option. There are different internet option are available in our country. People use the internet according to their needs and these needs is different. So, the internet option choice depends on the different reasons of the respondents.

**Internet option vs. from which media know the information:****ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.689	1	10.689	5.478	.022(a)
	Residual	152.198	78	1.951		
	Total	162.887	79			

- a) Predictors: (Constant), From which media you know the information  
b) Dependent Variable: internet option

**Interpretation:** Here, F value > Significant value. So there is a positive relationship between internet option and from which media know the information. Different internet services provide companies give their promotion in different media. So, the respondents know their internet usage related information in different media.

**Reason to choose the option vs. Transfer option, Download speed, Network coverage, current package price, Different packages option, modem line price:**

ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.806	6	6.468	2.549	.027(a)
	Residual	180.181	71	2.538		
	Total	218.987	77			

- a) Predictors: (Constant), Transfer option, Download speed, Network coverage, current package price, different packages option, modem line price
- b) Dependent Variable: Reason to choose the option

**Interpretation:** The F value > Significant value. So there is positive relationship between Reason to choose the option and Transfer option, Download speed, Network coverage, current package price, Different packages option, modem line price



**Internet option vs. Promotions describes needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency:**

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.466	5	2.093	1.025	.409(a)
	Residual	147.021	72	2.042		
	Total	157.487	77			

- a) Predictors: (Constant), Promotions describe needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency
- b) Dependent Variable: internet option

**Interpretation:** The F value > Significant value. So there is positive relationship between Internet option and Promotions describe needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency.

**Internet option vs. reason for adoptability of ad:****ANOVA (b)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.108	1	10.108	5.161	.026(a)
	Residual	152.780	78	1.959		
	Total	162.887	79			

- a) Predictors: (Constant), reason for adoptability of ad
- b) Dependent Variable: internet option

**Interpretation:** The F value > Significant value. So there is positive relationship between Internet option and reason for adoptability of ad

**Like GP Modem ads vs. Promotions describe needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency:**

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.166	5	.433	2.280	.055(a)
	Residual	13.680	72	.190		
	Total	15.846	77			

- a) Predictors: (Constant), Promotions describe needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency
- b) Dependent Variable: like GP Modem ad

**Interpretation:** The F value > Significant value. So there is positive relationship between Like GP Modem ads and Promotions describe needs, promotions attract, promotions are well informed, Promotions make to buy, Promotional frequency.

## Chapter-4

# Findings, Recommendations and Limitations

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#### *4.1 Findings from the research*

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The purpose of the research was to find the GP modem's ads promotional effectiveness.

- The survey data shows that 38.5% GP modem users do not attract by the promotions, 30% of the users have effect by promotion on buying decision and 30% are neutral on this aspect. However 78.8% likes GP modem ads.
- Newspaper is the most effective media to make subscriber aware about internet usage information and 45% GP modem users are informed about the product through this medium.
- Although 37.8% GP modem users preferred TV to learn about these information.
- To make the promotions more effective innovative concept is the most effectual way as 47.5% GP modem users consider that approach efficient.
- Therefore, when its matter to design the promotion, the company should give the proper information in the promotions that a consumer can easily understand because 32.5% consumers showed satisfaction in that issue.

## *4.2 Recommendation*

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After analyzing the data and the information from the survey, we can give some recommendation on this topic:

- Promotions are very important in terms of service like GP internet modem
- Promotions should be designed in innovative concept
- Brand is not always works in terms of effect on the purchasing pattern of the consumers.
- Not only ads but also whole promotional mix is important for attract the consumers
- Promotions should deliver the consumer needs to satisfy the consumers
- When its matter to design the promotion, the company should give the proper information in the promotions that a consumer can easily understand.
- Promotional frequency and availability is also important to draw the attention of the consumers.
- Besides the promotion, the company should also be consider the quality and price of the service to satisfy the consumers.
- The company should give more ads in TV as it is most popular media for our country people.

### *4.3 Limitation*

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Although I have tried my best to ensure the most up to date and accurate presentation of information in this project report. I have had a number of limitation because of which I was unable to present the report to the extreme level of accuracy, which I wanted to obtain. These were-

- **Time constraint:** The period for writing this report was restricted to 3 months or a single semester. To make this report more accurate and up to date I needed more time. If I were allowed more time, I would surely be able to present the information more descriptively.
- **Availability of data:** The data that I needed for this project was not easily accessible. There can be some limitations of access to information, which are strictly confidential for the company.
- **Bias results:** When I was doing the survey, many respondents did not spend enough time on reading the questions. They marked most of the questions without reading. Due to this, we were unable to get the accurate results for our project.

## Chapter-5 Conclusion

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### *5 Conclusions:*

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As a marketing researcher, I have given my best to find out the best possible way to generate information about “**Effectiveness of the promotional activities of Grameenphone Modem**”. However, I know that promotional activities are creative and can never be bound in a certain boundary. For business people if they adapt new medium for their advertisement they will be able to reach their target customers. From this project, I can conclude that TV is more effective tool for the Advertisement to attract the consumer. Nowadays, many people use internet in their daily purpose, so if the business people pay attention to this segment according to their product they will be benefited. Promotion is the main features of any product. The company should be very careful and innovative on its making. The information should be well communicated by the promotion. Our expected outcome of this research is on contributing something to make the company’s promotion more renowned and popular.

## Chapter-6 References

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## *6 References*

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# Chapter-7 Appendix

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**8. Which media do you think can easily communicate with you?**

- a) Newspaper,      b) TV,      c) Radio,      d) Billboard,      e) Web,  
f) Others
- \_\_\_\_\_

	<b>Highly satisfy</b>	<b>Satisfy</b>	<b>Neutral</b>	<b>Dissatisfy</b>	<b>Highly dissatisfy</b>
<b>9.</b> The download speed.....	1	2	3	4	5
<b>10.</b> The network coverage.....	1	2	3	4	5
<b>11.</b> The modem/line price.....	1	2	3	4	5
<b>12.</b> The currently package price...	1	2	3	4	5
<b>13.</b> The different packages of the company.....	1	2	3	4	5
<b>14.</b> The transfer option from one package to another.....	1	2	3	4	5
<b>15.</b> Promotions are well informed	1	2	3	4	5
<b>16.</b> Promotions attract you.....	1	2	3	4	5
<b>17.</b> Promotions make you to buy the product.....	1	2	3	4	5
<b>18.</b> Promotional frequency.....	1	2	3	4	5
<b>19.</b> Promotion describes your need	1	2	3	4	5

**20. “Unbelievable bundle price (modem + SIM + 1 GB free/extra capacity) =2999 Tk”.**

**Does this kind of promotional mix attract the new consumer?**

**a) Yes**

**b) No**

**21. What other kind of packages do you want?**

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**22. Do you like GP modem’s ad?**

**a) Yes**

**b) No**

**23. What do you think make the ad more adoptable?**

**a) Innovative concept, b) more availability, c) brand, d) more frequency, e) the offer itself**