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জ্বলে উঠুন আপন শক্তিতে

BRAC University

Internship

Report

Fall 2012

Role of Robi in Telecommunication Industry of Bangladesh

Prepared For

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Letter of Transmittal

23rd December, 2012

Samina Haque

Internship Supervisor

BRAC Business School

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Subject: Submission of internship report for completion of course.

Dear Madam,

This is to inform you that I have completed the internship report. This report focuses on the contribution of Robi in Bangladeshi telecom business. The report, titled “**Role of Robi in Telecom Industry**” has been prepared for the completion of the course, Internship (BUS 400).

In making of this report, I have followed all your specific instructions involving report writing so as to present my views and in the easiest manner. However, I will be glad to clarify any discrepancy that may arise.

Thank you for your co-operation.

Sincerely yours,

Name

Student ID.

Signature

Md. Saleh-Ibne-Rashid

09104117

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Appendix

Short Form	Abbreviation
CRL	Corporate, Regulatory Affairs & Legal
MNC	Multinational Company
VAS	Value Added Services
EPMO	Enterprise Program Management Office
HRM	Human Resource Management
PO	Purchase Order
GR	Group Requisition
OPO	Open Purchase Order
CEO	Chief Executive Officer
EVP	Executive Vice president
VP	Vice President
GM	General Manager
SWOT	Strength, Weakness, Opportunity and Threat
TDMA	Time Division Multiple Access
SMS	Short Message Service
MMS	Multimedia Messaging Service
EDGE	Enhanced Data Rates for Global System for Mobile Communication Evolution
NWD	Nation Wide Dialing
ISD	International Subscriber Dialing
TNT	Telegraph and Telephone
NGN	Next Generation Network
3G	3 rd Generation
BTRC	Bangladesh Telecommunication Regulatory Commission
SCM	Supply Chain Management
CLM	Customer Life cycle Management

Executive Summary

Robi Axiata Limited is one of the leading multinational organizations and a big player in telecommunication industry of Bangladesh. Robi started its business in 1997 with a brand name Aktel and it was changed to Robi in 1997. It is a joint venture company of Axiata Limited (70%), Malaysia and NTT DoCoMo, Japan.

I was employed in this leading MNC of Bangladesh for three months for the purpose of Advertisement and Promotional activities data analysis. I was employed in Business Partner unit under Finance Division. My team name was sales and promotion. Its task is to deal with the vendors involved with Robi for advertisement and promotional activity purpose.

The great thing to work is Robi is that I have learned many things regarding the role of Robi Axiata Limited in telecom industry of Bangladesh. There are two things that are considered to identify the role of any cellular operator in Bangladesh. One is Product and VAS quality and network quality. First of all it is important to know the condition of the industry.

In Bangladesh there are three major competitors in telecom industry. Those are Grameenphone (Market Leader), Robi and Banglalink. These three are controlling ninety percent of the total market share where Grameenphone is in the first position regarding market share. Banglalink and Robi are in second and third position. In terms of Grameenphone, Robi and Banglalink is in first, second and third position. However if we see the update regarding number of subscriber increase for the month of August, 2012 by BTCL, Robi is in first position and they are almost double ahead than the market leader Grameenphone. It has been possible because they have the strength in the side of low call rate, network quality and better product and services. However Grameenphone has a problem of high call rate. That may cost the position of market leader for Grameenphone with in 5 or 6 years and Robi can be a great threat for them. Banglalink and Robi call rate is almost same but the network quality of Robi is far better than Banglalink. For that reason active user of Robi is higher than Banglalink. So they need to improve a lot regarding network quality if they want to alive in the competition. The other three such as Airtel, Citycell and Teletalk needs to improve a lot regarding management, employee, call rate and network quality if they want to give a real competition to Grameenphone, Robi and Banglalink.

Robi offers variety of products under its prepaid and postpaid categories. By analyzing the product and services it has been found that maximum subscribers are in prepaid category. The main reasons are the product variety under prepaid category, package shifting advantage (only Robi provides it), no bill payment problem, call rate and more bonus facilities. Robi also offers variety of unique VASs for its subscribers like Ibadot portal, Robi Jibon Bima, BBC Janala and DJ & Party schedule etc.

Robi has a strong cellular network base in Bangladesh. They are covering in 61 districts out of 64 of the whole country. It indicates 95 percent of the whole nation equally highest with Grameenphone. So they have the capacity to provide service to the highest number of people in Bangladesh. Robi has the most high-tech European based GSM technology. To ensure the network strength for its subscribers, Robi has engaged more than 18,600 network tower all over the country. If Robi continue its Role this way, soon they will be the market leader.



The Organization

2.1 Introduction

In BRAC University, It is mandatory for all BBA (Bachelor of Business Administration) students to attach with an organization for 12 weeks (1 semester) after completing all academic courses to get a practical experience about what they have learned in 4 years of academic connection. This also helps the BBA graduates to be familiar with the corporate world so in future they do not have to face any trouble to cope up with the job environment. This is called Internship. This internship program helps to develop interpersonal skills and self-confidence for a student that is really need to survive in the job market now a day. It also brings professionalism in the mind of a BBA graduate so it helps him to complete their own task in corporate world successfully and reach to the highest peak of success. Moreover it also helps to build a good relationship with the business graduates and the assigned organization. After completing the 12th week attachment, every business graduate needs to submit an internship report to assigned academic supervisor as well as organizational supervisor. This report focus on what a BBA student has learned from the organization and also about the organization.

As a mandatory part of my graduation, got the opportunity to conduct my internship in a renowned multinational company as well as a giant cellular operator of Bangladesh named “Robi Axiata Limited”.

I had performed my internship on a project named “**Advertisement and Promotion Expense Analysis 2012**” with the support of my academic supervisor Md. Anowar Hossain, General Manager of Business Partners Unit under Finance division at Robi Axiata Limited. Moreover my academic supervisor Samina Haque, Internship Instructor, BRAC Business School, BRAC University allowed me to work on the topic named “**Role of Robi in Telecom Industry**” for my internship report (Project part) as well as has given me a guideline about how I will prepare all the report. I am really lucky to work on such an important topic regarding Robi.

2.1.1 Objective

The objective of the project can be divided into two categories. Those are-

Broad Objective

The broad objective is to know about the contribution of Robi Axiata Limited in Telecom Industry of Bangladesh.

Specific Objective

- To know the overall condition of telecom industry
- To learn about the position of Robi Axiata Limited in Telecom industry regarding market share and profit.
- To analyze the product, VAS and network quality of Robi
- To identify the future prospect of Robi Axiata Limited in Telecom Industry of Bangladesh

2.1.2 Methodology

The procedure of collecting information from various resources is known as methodology. There are two sources from where I had collected my information.

Primary Sources

The primary sources are-

- Onsite Task
- Official (Robi) supervisor Interview
- Employee of other unit
- Departmental (Business Partner) Raw document

Secondary Sources

The secondary sources are-

- Official Robi Website: www.robi.com.bd
- Robi Portal: newportal.robi.com.bd
- Other website
- Different Articles on telecom industry of Bangladesh
- Management profile of Robi



2.1.3 Limitations

The major limitation I had to face in preparing my report was the confidentiality of information regarding my topic. For an instance I had to face many problems in collecting information regarding the network coverage and net income of Robi Axiata Limited. Moreover unavailability of my onsite supervisor was another major problem. I had to wait for a long time to get an appointment of my supervisor because he was under a huge pressure because of his official task. Moreover there is some information regarding topic that was unavailable in Robi official portal. In that case data has been provided based on generalized view.

2.2 History

One of the blessings of science and technology is the development of telecommunication technology. It has made our life easier and made this world smaller than the past regarding communication. The blessings of telecommunication development have also reached in a developing country like Bangladesh. Now-a-days people are getting their personnel and professional information faster than before that helps to increase the productivity of a country like Bangladesh. It has been possible because of the cellular operators like Robi Axiata Limited who is making a great contribution for cellular communication development in Bangladesh.

Robi Axiata Limited is a joint venture company between Axiata Group Berhad, Malaysia (70%) and NTT DOCOMO INC, Japan (30%). It was formerly known as Telekom Malaysia International (Bangladesh) which commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28th March 2010, the service name was rebranded as 'Robi' and the company came to be known as Robi Axiata Limited. With the transformation of its ownership and brand name its logo has also changed.



Present Logo



Previous Logo

Robi is truly a people-oriented brand of Bangladesh. Robi, the people's champion, is there for the people of Bangladesh, where they want and the way they want. Having the local tradition at its core, Robi marches ahead with innovation and creativity.

To ensure leading-edge technology, Robi draws from the international expertise of Axiata and NTT DOCOMO INC. It supports 2G voice, CAMEL Phase II & III and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligent Network (IN), which provides peace-of-mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming. It has the widest International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates (About Robi, Robi Axiata Limited, 2012).



2.3 Product/Service offering

Like other telecom operators in Bangladesh, Robi mainly offers two categories of products or service package. Those are-

- Prepaid Packages
- Postpaid Packages

Let's have a small discussion on those packages.

Prepaid Packages

There are nine subcategories under these packages. Tarunno, Anonna, Goti these are the most significant. In case of prepaid packages, a subscriber has to recharge an amount by using the number of recharge card provided by the organization. Based on recharge amount and call rate a subscriber can talk with others. As payments have to make before usage so it's called prepaid (Benefits, Robi Axiata Limited, 2012).

Postpaid Packages

There are two subcategories under this package, those are Package 1 and Package 2. As payment has to make after usage so it's known postpaid (Postpaid Tariff, Robi Axiata Limited, 2012).

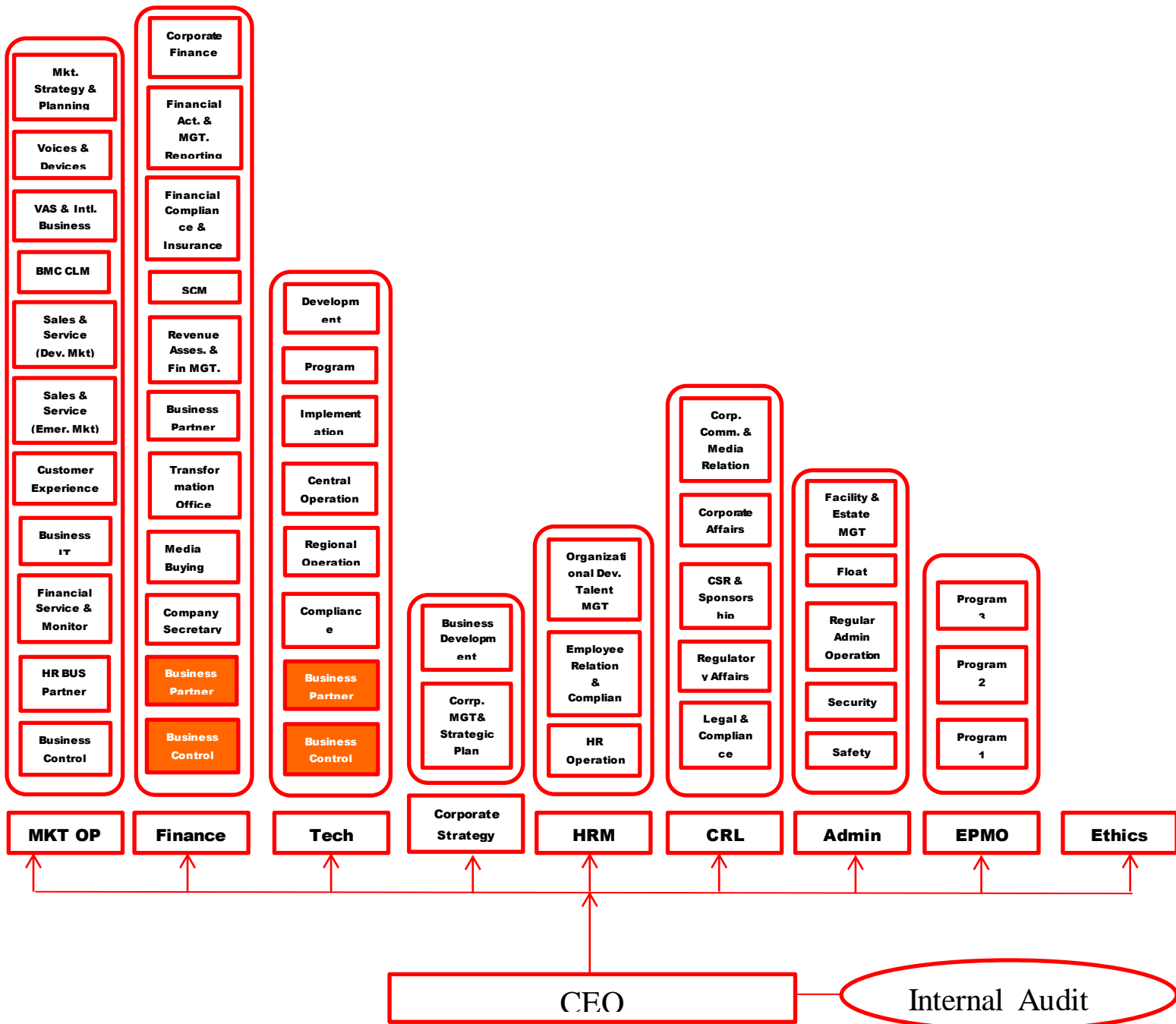
VAS (Value Added Services)

Robi provides varieties of value added services for its subscribers. It includes SMS, MMS, Radio, BBC Janala, Ibadan Portal, Robi Jibon Bima etc. For all Value Added Services charges are applicable.

Robi also provide other services in Facebook, for instance Robi recently introduced a cricketing games for Facebook users name Robi power play. It is a free game for Facebook users.

2.4 Organizational Chart

The Organizational chart of Robi Axiata Limited is given below.



Source: (Robi Portal, Robi Axiata Limited, 2012)



2.5 Vision & Mission

Vision

Their vision is to be the leader in the telecommunication industry of Bangladesh.

Mission

Robi has got several missions also. Those are-

- Cover the whole country with their network system.
- Establishing customer-based product portfolio
- Providing best services for their customers

Job

3.1 Job Nature

In our country, every business graduate has a single dream. The dream is they will work for a multinational company in future. Someone can make their dream true someone cannot. However I had also the same kind of dream and I am really lucky that I had passed the initial stage to get a job in a leading multinational successfully. I had got the chance to do my internship in one of the leading multinational company in Bangladesh named Robi Axiata Limited.

In Robi, I was assigned for data analysis purpose. My task was advertisement and promotion expense analysis. My whole task was based on Microsoft Excel data analysis. I had to calculate a huge number of numeric data through excel and I also had to classify them based on my various task needs. It was totally a desk job in nature. I do not have to make any kind of field visit regarding my task. Sometimes I was sent different floors to submit various file to official people. It was really helpful for me to be familiar with the other people beside my own team.

3.2 Job Responsibilities

These are the responsibilities those were assigned to me when I worked for Robi as an intern.

- Purchase Requisition analysis by Media type
- Number of advertising and promotion expense projects with variance as well as without variance
- A&P expense related specific campaign identification and summarize them
- Advertising and promotion expense related purchase requisition group identification
- A&P expense related purchase order group identification and remove error made by supply chain
- Learning about different types of PO and GR groups details
- GR checking based on PO number and PO items
- Electronic media related advertisement and promotional expenses where budget has not been provided as well as summarized them based on project types
- Media wise PO, GR and OPO summary for the months of January to October (2012)
- GR Status Wise Report for the months of January to October (2012)
- PO group Wise Report for the months of January to October (2012)
- Prepare budgetary approval
- Advertisement and promotional activity related Budget and PO summary for the month of January to October, 2012
- Learning about the operational process of Business Partners units under Finance Division

3.3 Critical Observation

I have observed the overall working environment of Robi corporate office as I was employed as an intern there. From my point of view the job environment of Robi is very friendly. I got all kinds of help from my supervisors as well as from other employees of Robi regarding my Task and internship report information. The most important thing I really liked in Robi is the open office concept. Robi has introduced that concept in Bangladesh for the first time. Because of the open office concept there exist no cubical for individual employee. Moreover any employee can go to their superior any time for the purpose of task assigned to them. Not only that there are many entry level employee who get the chance beside the high level management people like EVP, VP and GM because of open office concept. It helps them to improve and learn job skills from the most successful people from the organization. In addition it builds attitude in the mind to work in a team. Another thing I really liked is the flexible office hour. Anyone can go to office any time but must need to spend 8.30 hours with lunch time in office.

3.4 Recommendations

Robi is one of the leading multinational companies where I have found all the positive aspects of job environment. There is nothing to recommend for an organization like this. However one thing I may suggest to Robi is that there are many foreign employees I have seen working in Robi. It really hurts me when I see there are large numbers of qualified local people who are unemployed or not getting the job according their job skills and academic qualification. It will be better if Robi employee more local qualified people in the position of those foreign employees. This step will also reduce a huge cost of Robi because it has to pay a huge amount of money to those foreign employees but they can get a local qualified people with half of the total amount.

Project

Highlights of the Project

This project mainly focuses on the contribution of Robi Axiata Limited in telecom industry. To analyze the contribution of Robi, three major things have been considered. The main reason behind selecting those three parts and the relationship of Robi's role with those are focused below with a short discussion.

➤ Industry Analysis

Objective: The main objective of this part is to know the level of competition in this industry and the condition of every operator as the cellular operation business has already passed almost one and half decades. That will help to judge the current position of Robi in this industry.

Data Sample: As a sample data, Customer size (market share) of every operator has been considered mainly. Numeric data regarding market size increase rate provided by BTRC have also made a significant role in this report.

➤ Product and VAS Analysis

Objective: The main reason for product and VAS analysis is to know the variation of services that every customer expects from those operators and to identify the type of products and services people like more and why. It will help to justify the level customer satisfaction on Robi product.

Data Sample: As a sample, Product, VAS and Customer numbers for every type of products of Robi have been considered. Here the numeric data of product price and customer size kept the most important role to analyze this part.

➤ Network Analysis

Objective: The main objective of this part is to know the quality of Robi network than other operators and how much strength they have achieved in this sector in last ten and half years of business.

Data Sample: Numerical sample regarding networking tower and the covered areas have been taken to analyze this part.

4.1 Summary

This report focus on the project named “Role of Robi in Telecommunication Industry”. Robi Axiata Limited is one of the leading participants in the competition of the telecom industry in Bangladesh. It is officially the third competitor after Citycell and Grameenphone. Robi Axiata Limited is a Malaysia based cellular operator company doing its operation since 1997.

The role of Robi in telecom industry has been justified by two major things. One is the quality of product and unique VAS (Value Added Service) offered by Robi and the second one is the network coverage and strength of Robi.

At first the condition of overall industry has been focused. It has been found from the industry analysis is that in terms of market share and net income Grameenphone, Robi and Banglalink are the main competitors among the six cellular operators in telecom industry. These three are controlling the 90% market share of the whole industry. In terms of profit this three are clearly ahead than other three. Moreover SWOT analyses of every cellular operator have also been made by taking the information from the executive of every cellular operator. Here three important things have been considered to justify the role of cellular operators. One is call rate, another is product and service quality and the other is network quality. Robi is the only operator who has been found providing better quality product and services with low call rate and better network quality. On the other hand Grameenphone has some problem regarding call rate as it is too high and Banglalink has some problem regarding network as its quality is not so good.

Secondly in the part of Product and VAS (Value Added Service) Analysis, two types of product and various unique VASs of Robi have been discussed. The two types of product are prepaid and postpaid. The most popular category is prepaid because of call rate, number of sub-packages under it (package shifting facility), bill payment facility and bonus facility.

Finally the network quality has been justified considering network coverage and strength where a little comparison has been shown with Grameenphone, Banglalink and Citycell. Robi and Grameenphone have the highest number of coverage in 61 districts (95%) out of 64. Moreover there are more than 18,600 network tower (second highest) of Robi to ensure the highest network quality for its subscribers.

4.2 Chapters 1: Telecom Industry Analysis

4.2.1 Overview of Telecom Industry in Bangladesh

Cell phone has become an indispensable part for the people of Bangladesh in everyday-life and has made our life safer and faster as we can communicate with others at any time and for any purpose when we need. So we really need to escalate the telecom-revolution and its relentless development that together have made this country more competitive with the developed and developing world. This is the prime communication device that we now use to express ourselves, get our work done and share our pains as well as desires to others. With the support of this cellphone technology different cell phone operators both local and foreign have established a strong base in Bangladesh. This operator’s activities have taken this telecom industry on a stage of saturation.

Structure of Telecommunication

In accordance with the National Telecommunications Policy 1998 and International Long Distance Telecommunications Services (ILDTS) Policy 2007, all cellular operators needs to interconnect through Interconnection Exchange (ICX) and all international calls need to be controlled by the International Gateway (IGW) that needs to be connected to the cellphone and fixed operators through the ICXs.

In addition the Interconnection Exchange (ICX) will receive all calls from the cell phones and fixed operators whenever the call is made to other network and will pass it to the destination network if the call is local, and will pass to the IGWs if the call is international. ICX will also deliver calls received from IGWs where the call is destined (Telecommunications in Bangladesh, Wikipedia, 2012).

Below illustrate the structure of interconnection between different interfaces

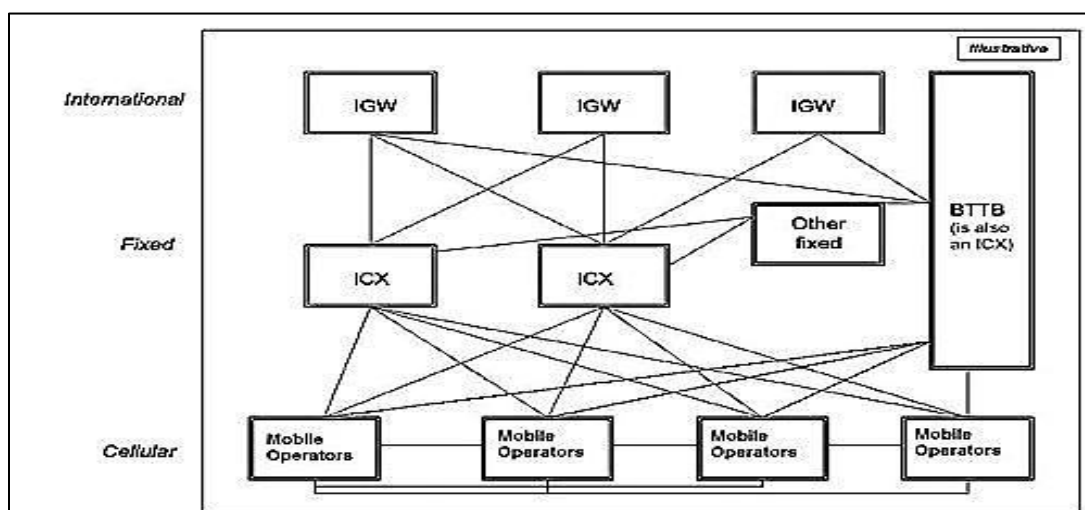


Figure 1: Bangladesh Telecom Network Topology

Source: Wikipedia



Technologies

There are two types of cellular technology now present in Bangladesh, Such as-

GSM: GSM stands for "**Global System for Mobile Communications.**" This is mainly a European based system. However this system is almost unused in the United States. GSM can be said as a modified and far more efficient version of TDMA. GSM keeps the idea of timeslots and frequency channels. However it corrects several major shortcomings. As the GSM timeslots are smaller than TDMA technology, they hold less data but allow for data rates starting at 300 bits per second. Thus, a call can use as many timeslots as necessary up to a limit of 13 kilobits per second. When a call is inactive or may be compressed more, fewer timeslots are used. To facilitate filling in gaps left by unused timeslots, calls do "frequency hopping" in GSM. This means that calls will jump between channels and timeslots to maximize the usage of the system. A control channel is used to communicate the frequency hopping and other information between the cell tower and the phone. To compare with the other systems, it should be noted that GSM requires one Watt of output power from the phone. (GSM, Wikipedia, 2012)

CDMA: CDMA stands for "**Code Division Multiple Access**" and is both the most interesting and the hardest to implement multiplexing method. CDMA has been likened to a party: When everyone talks at once, no one can be understood, however, if everyone speaks a different language, then they can be understood. CDMA systems have no channels, but instead encode each call as a coded sequence across the entire frequency spectrum. Each conversation is modulated, in the digital domain, with a unique code (called a pseudo-noise code) that makes it distinguishable from the other calls in the frequency spectrum. Using a correlation calculation and the code the call was encoded with, the digital audio signal can be extracted from the other signals being broadcast by other phones on the network. From the perspective of one call, upon extracting the signal, everything else appears to be low-level noise. As long as there is sufficient separation between the codes (said to be mutually orthogonal), the noise level will be low enough to recover the digital signal. Each signal is not, in fact, spread across the whole spectrum (12.5 MHz for traditional cellular or 60 MHz in PCS cellular), but is spread across 1.25 MHz "pass-bands." Since CDMA offers far greater capacity and variable data rates depending on the audio activity, many more users can be fit into a given frequency spectrum and higher audio quality can be provided. The current CDMA systems boast at least three times the capacity of TDMA and GSM systems. The fact that CDMA shares frequencies with neighboring cell towers allows for easier installation of extra capacity, since extra capacity can be achieved by simply adding extra cell sites and shrinking power levels of nearby sites. CDMA technology also allows lower cell phone power levels (200 milliwatts) since the modulation techniques expect to deal with noise and are well suited to weaker signals. The downside to CDMA is the complexity of deciphering and extracting the received signals, especially if there are multiple signal paths (reflections) between the phone and the cell tower (called multi path interference). As a result, CDMA phones are twice as expensive as TDMA phones and CDMA cell site equipment is 3-4 times the price of TDMA equivalents. (Code division multiple access, Wikipedia, 2012)

Cellular Operators

There are 6 cellular operators in Bangladesh who are mainly dominating in this telecom industry. They are:

- ✦ Grameenphone Limited: Brand Name **“Grameenphone”**



(Official Logo of Grameenphone)

- ▣ Sheba Telecom Limited: Brand Name **“Banglalink”**



(Official Logo of Banglalink)

- ✦ Robi Axiata Limited: Brand Name **“Robi”**



(Official Logo of Robi)

- ▣ Pacific Bangladesh Telephone Limited: Brand Name **“Citycell”**



(Official Logo of Citycell)

- ✦ Teletalk Bangladesh Limited: Brand Name **“TeleTalk”**



(Official Logo of Teletalk)

- ✦ Airtel Bangla Limited: Brand Name **“airtel”**



(Official Logo of Airtel)

Let's have a small discussion regarding those 6 cellular operators of Bangladesh.





Grameenphone is considered as the number one cellular operator in Bangladesh that having its operation GSM (Global System for Mobile Communication) technology. It has started its operation in Bangladesh operations on March 26, 1997. It is the only cellular operator public limited company that partly owned by Telenor (55.8%), Grameen Telecom (34.2%) and Public Share (10%). It is considered as one the fastest growing mobile telephone network in Bangladesh. Grameenphone's stated goal is to provide cost-effective and quality cellular services in Bangladesh. Moreover there are 2 technology support providers of Grameenphone those are Huawei and Ericsson. The tower range of GP exists 5-7 km. The technology used by Grameenphone is 1G (First Generation) which is supportable to 2G (Second Generation). The present CEO of Grameenphone is Mr. Tore Johnsen

Product Offered

Grameenphone offers 2 categories of packages for its subscribers that are known as prepaid and postpaid.

Prepaid: This category includes 2 types of packages, such as-

- ✦ **Easy Prepaid Package:** shojon, Bondhu, Apon, Smile etc.
- ✦ **D-juice**

Postpaid plan:

- ✦ **Xplore** (nationwide and international mobile and landline connectivity)

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

SWOT Analysis:

According to an executive of Grameenphone, the SWOT analysis of this company is given below.

- ✦ **Strength:** Strong network coverage and quality (95% of total area of the country) and Total number of customer.
- ✦ **Weakness:** Short term defensive strategy and high call rate that may hamper the company's good will as well as Future competition.
- ✦ **Opportunity:** Linked up with latest technology like Wi-Max.
- ✦ **Threat:** Upcoming technology (3G) may not support the present technological infrastructure.



Banglalink is another major cellular operator in Bangladesh that started its business in February 2005 with its slogan “make it difference”. Formerly, it was known as Sheba Telecom Pvt. Ltd. It had been providing GSM (global system of mobile communication) services in Bangladesh since 1998. However in 2004, Orascom Telecom bought 100% share of Sheba Telecom as well as gave its new name as banglalink.

Nokia-Siemens network & Hawaii provides technological support to banglalink. The tower range of banglalink is 5-9 km. normally. However sometimes it varies to about 13-15 km. The technology used by banglalink is 1G (First Generation) which is supportable to 2G (Second Generation). Furthermore Banglalink has 1500 km. of Fiber Optic cable which ensures good network for subscribers.

Products Offered

Prepaid Packages

Banglalink currently offers two prepaid packages, such as-

- Banglalink Desh
- Ladies First

All the prepaid plans come in two phases—Standard (T&T incoming and outgoing with NWD and ISD) and M2M. All connections provide GPRS to subscribers.

Postpaid Packages

At present there are three postpaid packages from Banglalink. Those are Personnel Package, Banglalink Enterprise, and Banglalink CU. All packages come with T&T local, NWD, ISD and e-ISD connectivity.

SWOT Analysis:

According to an executive of Banglalink, the SWOT analysis of this company is given below.

- **Strength:** Banglalink has active distribution management and sales personnel & brand image. Moreover low call price is its great strength.
- **Weakness:** Time constant with other companies are not suitable. Moreover its network system is not up to the mark.
- **Opportunity:** Rural market & corporate customers.
- **Threat:** Time sense, network quality & 3G technology



Citycell (Pacific Bangladesh Telecom Limited) is the first cellular operator in Bangladesh. It is the only CDMA (Code Division Multiple Access) network operator in the country. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom.

In 1989 Bangladesh Telecom Limited (BTL) was awarded a license to operate cellular, paging, and other wireless communication networks. Then in 1990 Hutchison Bangladesh Telecom Limited (HBTL) was incorporated in Bangladesh as a joint venture between BTL and Hutchison Telecommunications (Bangladesh) Limited. HBTL began commercial operation in Dhaka using the AMPS mobile technology in 1993 and became the 1st cellular operator in South Asia. Later that year Pacific Motors bought 50% of BTL. By 1996 HBTL was renamed as Pacific Bangladesh Telecom Limited (PBTL) and launched the brand name "Citycell Digital" to market its cellular products. Mr. Mehboob Chowdhury is the present CEO of Citycell

Hawaii, Ericsson and Motorola provide technological support to Citycell. The tower range of Citycell exists in between 5-6 km. in case sometime it varies to about 9 km. The technology used by Citycell is CDMA1X (Code division multiple access). Citycell is consolidating its position in wireless data by launching their Zoom EV-DO (evaluation data optimize) for the broadband wireless internet service.

Products Offered

Citycell offers prepaid, postpaid and fixed phone plans. Since Citycell operates in CDMA, RIM's are usually sold with phone mostly cheap Chinese sets produced by ZTE, Huawei, Samsung, Motorola and Alcatel. Citycell currently has the cheapest phone connection tariff at 1399 taka. However City cell's current business totally depends on its internet package "Zoom"

SWOT Analysis

According to an executive of Citycell, the SWOT analysis of this company is given below-

- **Strength:** Citycell has digital technology known as CDMA1X. as well as strong network coverage (92% of total population).
- **Weakness:** Failing to make people understand about CDMA1X technology.
- **Opportunity:** Broadband wireless technology of EV-DO (evaluation data optimize) and upcoming technologies are supportable to the present technology.
- **Threat:** GSM technology where people habited with the change of Handset.



Airtel Bangladesh Limited is another GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name "Warid Telecom" on May 10, 2007. Warid Telecom International LLC, an Abu Dhabi based consortium, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US\$300 million. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. The present CEO of Airtel Bangla is Mr. Chris Tobit

Products Offered

Airtel provides both post-paid and pre-paid connection plans. The post-paid plan is branded and marketed across the country under the name **airtel Postpaid**. The pre-paid segment is branded and marketed as **airtel Prepaid**.

The airtel Prepaid category is divided into five sub-categories

- 🌀 Adda
- 🌀 Golpo
- 🌀 Kotha
- 🌀 Foorti
- 🌀 Dolbol

The airtel Postpaid category is divided into three segments:

- 🌀 Airtel Exclusive
- 🌀 Airtel Classic
- 🌀 Airtel Advantage

SWOT Analysis

According to an executive of Airtel, the SWOT analysis of this company is given below-

- 🌀 **Strength:** Customer service, NGN network and Low call rate
- 🌀 **Weakness:** Product design, product marketing and weak network coverage
- 🌀 **Opportunity:** Adopting Wi-Max which will definitely support by the 3G (NGN) network.
- 🌀 **Threat:** Other potential competitors.



Teletalk Bangladesh Limited is a public limited company, registered under the Registrar of the Joint stock companies of Bangladesh. Total shares owned by the Government of the People's Republic of Bangladesh. Teletalk Bangladesh limited was established keeping a specific role in mind. Teletalk has forged ahead and strengthened its path over the years and achieved some feats truly to be proud of, as the only Bangladeshi mobile operator and the only operator with 100% native technical and engineering human resource base, Teletalk thrives to become the true people's phone "Amader Phone".

Product offered

Teletalk offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value added products and services such as, SMS, GPRS, mobile data services, infotainment services, SMS banking, Caller Ring Back Tone, Ringtones download, Picture Messaging, MMS, Voice Greetings.

The pre-paid packages are-

- ☎ Standard
- ☎ Shapla (Pre-paid)
- ☎ Shadheen

And the post-paid packages are-

- ☎ Standard (rajanigandha)
- ☎ Shapla (Post-paid)

SWOT Analysis

According to an executive of Teletalk, the SWOT analysis of this company is given below-

- ☎ **Strength:** As Teletalk is the only government owned public limited cellular operator company so they can use the frequency of BTCL which is covered all around the country.
- ☎ **Weakness:** Their customer service is not good as well as their network quality and packages are poor.
- ☎ **Opportunity:** Teletalk has a great opportunity to expand market by present network system by adopting with the Wi-Max technology. Moreover they can also take the advantage of the most advanced cellular technology in Bangladesh "3G".
- ☎ **Threat:** Other potential GSM companies



Robi Axiata Limited is a joint venture company between Axiata Group Berthed, Malaysia (70%) and NTT DOCOMO INC, Japan (30%). It was formerly known as Telekom Malaysia International (Bangladesh) which commenced operations in Bangladesh in 1997 with the brand name AKTEL. On 28 March 2010, the service name was rebranded as 'Robi' which mean Sun in Bengali. The present CEO of Robi Axiata Limited is Mr. Michael Kuehner

Products offered

Robi offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of products and services such as, SMS, GPRS, EDGE, international roaming, SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking which give subscriber to control which call he or she receive or not and Bengali SMS. Robi has got the widest international roaming coverage among all the operators in Bangladesh.

SWOT Analysis

According to an executive of Robi, the SWOT analysis of this company is given below-

- **Strength:** Robi has the call rate superiority (at present), high quality network system and better packages.
- **Weakness:** Poor customer service and late response to competitors offer.
- **Opportunity:** Great opportunity to expand market by present network system which adopts the Wi-Max technology.
- **Threat:** Other GSM competitors & 3G technology of Teletalk



Market Share Analysis

The Market Share analysis of 6 Mobile Phone Operators are given below-

Mobile Operators	Market Share (Million)	Market Share (Percent)
Grameenphone	40	41.69%
Banglalink	26	27.10%
Robi	20.01	20.85%
Airtel	6.8	7.08%
Citycell	1.68	1.75%
Teletalk	1.36	1.41%
Total	95.94	100%

Table 1: Market Share Analysis

Source: BTRC (Till August 2012)

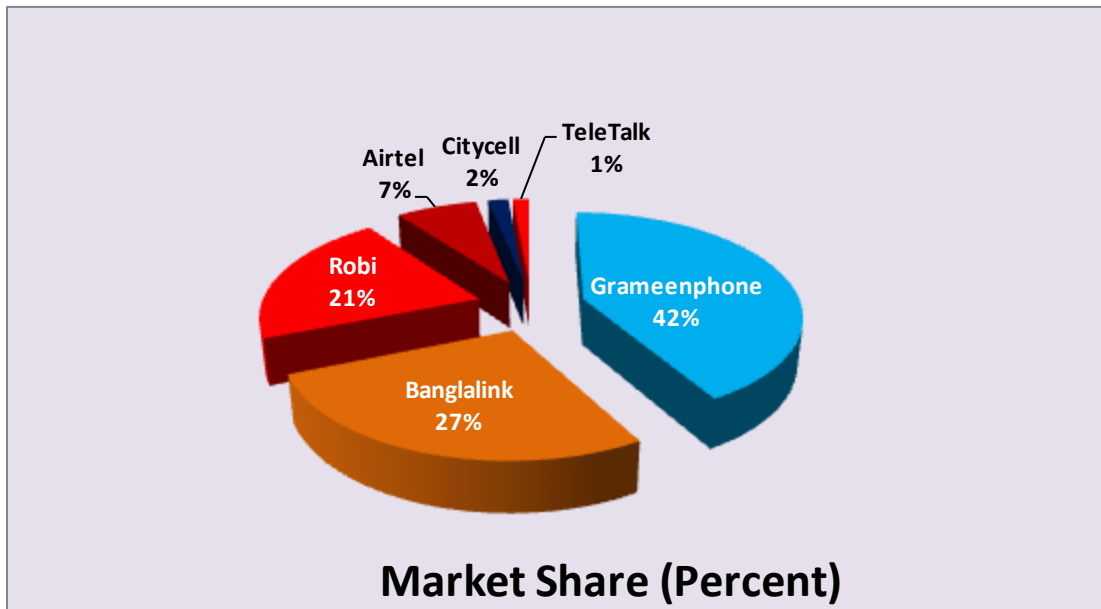


Figure 2: Market Share Pie Char of Cellular Operators in Bangladesh

According to the previous figure Grameen phone is holding the highest amount of market share than comes Banglalink and Robi. Other three mobile operators are controlling 9 percent of the total market shares. So it is providing a clear indication that competitions are going in between Grameenphone, Banglalink and Robi. Others three telecom operators are clearly away from them and they have to make a huge jump if they want to be in the competitions. There SWOAT analysis also provide an indication why Grameen, Banglalink and Robi re ahead in this mobile telecom business in Bangladesh (The total number of Mobile Phone subscribers at the end of August 2012, bmoninfo24, 2012).

Net Income Update

Regarding net income the competition is only going on between top three market share holders. The updates of net income in the year 2012 (Till quarter 2) of top three market share holders are given below-

- ✈ According to Grameenphone Limited they have got the first position regarding net income with an amount of more than 6500 million taka. (**Approximate**)
- 👉 According to Robi Axiata Limited they have got the second position regarding net income with an amount of more than 3800 million taka. (**Approximate**)
- 📊 According to Banglalink they have got the third position regarding net income with an amount of more than 3000 million taka. (**Approximate**)

Because of confidentiality the information regarding net income of airtel, Citycell and Teletalk are not found.

Some Recent Updates by BTRC (August 2012)

This is the last update by BTRC regarding the subscriber condition of different cellular operators in Bangladesh-

- 👉 Robi added only 4 lac 88 thousands new subscribers in August 2012
- ✈ Grameenphone added only 2 lac 47 thousands new subscribers in August 2012
- 📊 Banglalink added only 1 lac 21 thousands new subscribers in August 2012
- 📱 Citycell lost 2 thousands (old) subscribers in August 2012
- 📞 Airtel Bangladesh lost 22 thousands (old) subscribers in August 2012
- 📞 Teletalk lost 24 thousands (old) subscribers in August 2012

(The total number of Mobile Phone subscribers at the end of August 2012, bmoninfo24, 2012)

Total **8 lac 56 thousands** new subscribers added in August 2012 include all operators

4.2.2 Findings

The major findings of previous industry analysis are given below-

- Grameenphone, Robi and Banglalink these three are the major competitors in mobile-telecom industry in Bangladesh.
- There are three things that are considered by the customers when they choose a mobile operator such as- network quality, packages and Call rate.
- Robi is the only Company that has advantages in all side. For that reason their subscriber is growing higher than any other operators day by day. The recent BTCL update (August, 2012) indicates the proof of it.
- Grameenphone has the best network quality as well as product packages but there call rate is too high than any other operators.
- Banglalink has better product quality and they are providing the lowest price but their network quality needs to be improved to get more subscribers.
- Citycell needs to develop better sales team as well as they should provide better TO (Territory Officer) in different region who can deal better with the distributors as they have the most advanced digital network technology but they need to promote it.
- Teletalk needs to improve its overall management because it is failing to satisfy people in all side. Their network quality is not up to the mark as well as their product quality is not good. They also need to improve their customer care center. To solve this entire problem they need to have better people for their management. They need arrange better marketing people for better product design and customer care development. Government can make more investment as it is the only government owned cellular operator. However Teletalk has a great chance to take the advantage of video call based cellular technology 3G until other operators are getting the license for it.

- Airtel should focus more on the quality cellular network development and 3G technology license. These can help to increase its customer because they have already got the advantage of low call rate that is really important in Bangladesh. Here people always want to get better service in low price.
- We can see in terms of revenue Robi is ahead than Banglalink on the other hand in terms of market share Banglalink is ahead than Robi. It indicates that the active subscriber of Robi is higher than Banglalink because both subscribers low call rate service and there call rate is almost same. It indicates in terms of service people are more satisfied to Robi than Banglalink.
- As we can see Grameenphone has the advantage of highest market share because of their better network quality than other operators and better product design. However Grameen can lose their dominance regarding market share because in recent years Robi has improved their network quality than any cellular operators as well as they have introduced better package with low call rates than Grameenphone. If Grameen cannot be able to focus on their call rates, they may go behind of Robi within 4 or 5 years.
- Finally Robi has some weakness regarding its customer support that is now considered as one of the most important operation for cellular operators because of direct access with the subscribers. Though it is unknown what the main reason behind this weakness of Robi; however I will suggest Robi to take lesson form the most successful regarding customer care operation Grameenphone. They can analyze the strategy of Grameenphone or they can recruit experienced people from Grameen phone to ensure the improvement of it.

4.3 Chapters 2: Role of Robi for Customer (Product and VAS Analysis)

4.3.1 Analysis of Product

To determine the role of Robi in Telecom Industry by customer satisfaction, we need to analyze the customer, product and VAS (Value Added Services).

Product Analysis

Robi mainly offers product packages with two categories. That are-

- Prepaid
- Post-Paid

Prepaid

Under the prepaid package of Robi there are nine sub categories. Those are-

- **Tarunno 26**
- **Anonna 27**
- **Muhurto 31**
- **Hoot Hut Chomok 32**
- **Robi Club 34**
- **Goti 36**
- **Nobanno 37**
- **Shasroyee 38**
- **Shorol 39**

Numbers that are mentioned beside those packages are the recharge amount. Any subscriber can change their packages at any time by recharging the specific amount of money (BDT) mentioned beside those packages. Robi is the first and the only cellular operator who have introduced this facility. (Benefits, Robi Axiata Limited, 2012)

Let's have some small discussion on those packages

Tarunno 26

To get this package, at first subscribers must need to recharge BDT 26.

Core Value

Any subscriber can talk 8paise/10 sec to one Robi priyo numbers with 3 FnF (Friends and Family) numbers.

Other Values

- SMS Bundle 100 SMS for 5Tk. To purchase dial
- Data Bundle 25 MB for 10Tk. To purchase dial

Anonna 27Core Value

Any subscriber can talk 8paise/10 sec to one Robi priyo numbers with 3 FnF Friends and Family) numbers.

Other Value

Subscriber can enjoy extra 10 BDT emergency balance

Muhurto 31Core Value

Subscriber can enjoy 1p/ 1 sec to one priyo number and 2p/sec to all local numbers 24 hrs.

Other Value

This is the only 1 sec pulse plan in the market which offers a “priyo number “at 1p/sec in 24 hrs.

Hoot Hut Chomok 32Core Value

Subscriber can enjoy up to 87% call rate discount at Robi numbers (4.33 paisa/ 10 sec) and up to 70% call rate discount to other operator’s numbers (10paisa/10sec) with 5 FnF options (3 to Robi Numbers & 2 to Other Operator’s numbers)

Other values

Robi is the only operator which has off net dynamic discount up to 70% (10paisa/ 10 sec) in its Dynamic Discount Offer “Hoot Hut Chomok 32” package.

Robi Club 34Core Value

Subscriber can enjoy 10p/10 sec to all Robi numbers 12am to 6pm



Goti 36Core Value

Subscriber can enjoy 15paise/10 sec to any local numbers 24 hours and get 5 MB Internet for every recharge of BDT 20 or more.

Other values

Bonus 5MB data for every recharge of BDT 20 or more

Nobanno 37

To get this package, at first subscribers must need to recharge BDT 37.

Core Value

Subscriber can enjoy lowest night tariff 28paise/ min to all Robi number during night time

Shasroyee 38

To get this package, at first subscribers must need to recharge BDT 38.

Core Value

Subscriber can enjoy FnF package with 7 FnF numbers and talk at 8p/10sec during 24 hours a day.

Other Values

5 TK Emergency Balance for any local voice calls

Shorol 39

To get this package, at first subscribers must need to recharge BDT 39

Core Value

Subscriber can enjoy 28paise/min (4.67paise/ 10sec) to Robi Priyo number during 24hrs

In case of every prepaid package recharge is made through recharge card or flexi-load.

(Prepaid Tariff, Robi Axiata Limited, 2012)



Post-paid

Under Post Post-paid package there are two categories. Those are-

- Package 1
- Package 2

Let's have a small discussion on those packages.

Package 1

As it is postpaid, there is no usage amount restriction.

Core Value

In case of outgoing call, a subscriber can enjoy-

- To any local operator number BDT 1/min
- To Robi FnF BDT 0.44/min
- To other operator FnF BDT 0.68/min
- To SMS any operator 0.44
- Pulse 1 second

In case of incoming subscriber can enjoy free service both local and international.

Package 2

As it is postpaid, there is no usage amount restriction.

Core Value

In case of outgoing call, a subscriber can enjoy-

- To any local operator number BDT .15/10 second
- To Robi Priyo FnF BDT 0.05/10 second
- To SMS any operator 0.50
- Pulse 10 second

In case of incoming subscriber can enjoy free service both local and international.

(Postpaid Tariff, Robi Axiata Limited, 2012)

Subscriber Analysis by Prepaid and Post-paid Categories

The numbers of subscribers of each category are given below.

Product Category	Number of Subscriber (Million)	Percent (%)
Prepaid	17	84.57
Post-paid	3.01	15.03
Total	20.01	100

Table 2: Robi Subscriber Analysis

Source: Robi Axiata Limited (2012)

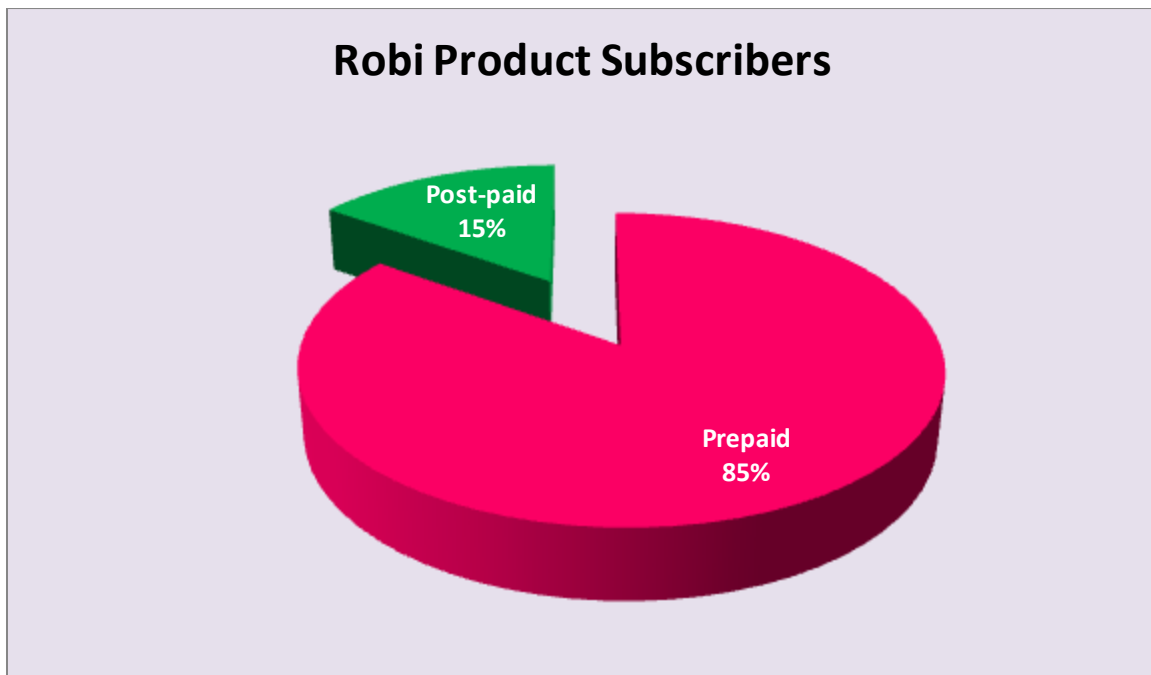


Figure 3: Subscriber Analysis by Prepaid and Post-paid Categories

If we see the subscriber analysis of Robi we can find maximum users going under prepaid Categories almost 85% (17 million). On the other hand under post-paid analysis there are only 15% (3.01 million) of the total users. This data has been provided by the Robi based on estimation. Why this big difference has happened is going to be discussed in the findings part. It indicates that the pre-paid subscribers are the major earning source for Robi.

4.3.2 Findings

There are some reasons because of whom this huge difference has occurred.

- **Number of Packages:** The most important feature of Robi prepaid packages is its sub-categories. There are nine categories of prepaid packages and any one can shift in any category at any time when they need. That is not possible in case of post-paid packages and also this unique feature of shifting category is only present in Robi product. There is no restriction of packages when someone goes for recharge. Based on recharge amount someone get their packages.
- **Bonus Facility:** Another most important thing is the availability to gain bonus facility is higher than the postpaid.
- **Call rate:** Call rate is one of the most important factors for cellphone subscribers in a country like Bangladesh. That is also restricted in case of Robi postpaid package. In postpaid packages call rate is restricted from 10 to 15 paisa/ 10 seconds. On the other hand in prepaid packages call rate starts from 4.33 paisa/ 10 seconds to 15 paisa/10 seconds. Moreover maximum people of our country try to get the cheapest rate as possible because they have to use call phone more than any other devices for communication purpose now a days.
- **Bill Payment Advantage:** Another big advantage for prepaid packages is bill payment. It is quit tough to pay the bill by going to bank or to the office of operators than collecting a recharge card nearer to home. There are other facilities of recharge like flexi load from the local dealers that ensure more security where money is transferred through a message by dealers.

4.3.3 VAS (Value Added Service) Analysis

Robi provides different type of value added service for its subscribers. Some are unique and some are similar to other operators. Here we will focus only on unique Value Added Services of Robi.

Hajj Information services (Ibadot Portal)

Hajj is considered as one of the most important religious activity in Islam. Millions of Muslims go to Maccca, Saudi Arabia every year for Hajj purpose. It is also considered as the biggest reunion of Muslims all over the world. However it is only mandatory for wealthy people.

Good news for Muslims brothers in Bangladesh who are planning to go for Hajj is that Robi has started a special service for them. This Value added Service is divided into 2 phases.

Press 1: The Hajj Special has the following sections-

- Significance of Hajj
- Difference Dua
- Hajj Flight Schedule
- Eligibility for Hajj
- Hajj Live feed

Press 2: Other services that are indirectly involved with Hajj, such as-

- Holy Quran recitation
- Religious analysis of notable person
- Dua, Nath and religious knowledge

(Robi Ibadat Portal, Robi Axiata Limited, 2012)

BBC Janala

BBC Janala is a special English learning program offered by BBC (British Broadcasting Corporation) with the support of British Council in Bangladesh. Its main purpose is to improve the English learning skills in Bangladesh. Robi Subscribers can get the access of it. Its include different sub phase, such as-

Audio

It includes different audio lessons, quizzes and more. To get is Robi users must need to dial 3000 for BBC Janala

SMS

Robi Users can also justify their English Knowledge skills by weekly SMS quiz from BBC Janala. To get this service Robi users need to send an SMS to 3000 by writing the word QUIZ.

Buzz TV and Rinku

There is also an option of practicing English knowledge through BBC Janala. To do that Robi subscribers need to dial 300 and choose option 3 and they will get BBC Janala cartoon star Rinku to talk and justify spoken capacity in English.

Mobile Internet Site

Robi subscribers can download all audio lessons from the BBC Janala mobile Internet site, **bbcjanala.com/mobile**.

Accessing the Audio IVR (Interactive Voice Recognition) Service

Robi subscribers will be able to listen to the following English lessons by dialing the number 3000:

- Every day English
- Essential English – weekly lesson – updated on Sunday
- Pronunciation – weekly lesson – updated on Monday
- How to tell a story – listen to the weekly lesson and then record your own story – updated on Tuesday
- English used in the news – weekly lesson – updated on Wednesday
- Weekly quiz – updated on Sunday
- BBC Buzz and Rinku

Practice English with Rinku and his friends – weekly lesson – updated on Thursday

(BBC Janala, Robi Axiata Limited, 2012)



Robi Jibon Bima Package

Another unique VAS (Value Added Service) for Robi subscriber is Jibon Bima (life Insurance service). Through this service a subscriber can get highest 50,000 BDT cover for life risk. Details of this package is given below

Value of airtime used in previous calendar month*	Incremental insurance cover earned for current calendar month**
BDT 150 – 249	Coverage remains same but no additional insurance earned
BDT 250 – 349	BDT 4,000
BDT 350 – 499	BDT 6,000
BDT 500 and above	BDT 8,000
Less than BDT150	Earned coverage is reset to zero. The subscriber has to spend at least BDT 250* to start earning coverage again.

Table 3: Robi Jibon Bima Package Analysis

* Excluding VAT

** Upton BDT 50000

(Robi Bima Insurance, Robi Axiata Limited, 2012)

Robi Party Service (Listen and Dance)

Robi offers an exclusive & innovative service 'Listen & Dance' for its valued subscribers. Enjoy live party, known party schedule, listen music tracks & lots more. It's an IVR (Interactive Voice Response) based service through which subscribers will get the below categorial services, those are-

- Live DJ (Disk Jockey) practice on the dance floor
- Music Tracks of popular DJ's
- Schedule of live event events, occasions and venues where DJs are needed
- Virtual Hangout rooms to have discussions with other party & music lovers.

Charges Applicable for all Robi Prepaid and Post-paid users

IVR Browsing Fee: TK 2.00 (+VAT 15%)/minute

Pulse: 10 Seconds.

("Listen & Dance" Robi Party Service, Robi Axiata Limited, 2012)



Robi E-Traffic Services

Robi has introduced e-Traffic services in association with Dhaka Metropolitan Police for the first time in Bangladesh. This service includes-

- Validation of Vehicle Registration number
- Validation of Engine number
- Validation of Chassis number
- Validation of Fitness Certificate
- Validation of Tax Token
- Validation of ownership details
- Information regarding Traffic case filed against a vehicle
- Validation of Driving License

(Robi e-Traffic Services, Robi Axiata Limited, 2012)

These are unique VASs offered only by Robi. These services are really important now-a-days for cellular users. In addition Robi is doing a great role for the cellular users in Telecom industry with those VASs

4.4 Chapter 3: Robi Network Analysis

4.4.1 Network Coverage and Strength Analysis

To analyze the network quality of Robi, there are two things need to be considered. Those are-

- Network Coverage
- Network Strength

Network Coverage

Network Coverage is justified by the number of areas covered by an operator. As we know there are 64 districts in Bangladesh. Robi is one of those two cellular operators who have covered almost 95 percent that means 61 districts of the whole country. Let’s have a small look the number of district covered by cellular operators in Bangladesh.

Operators	Coverage (No of Districts)	Coverage (%)
Robi	61	95%
Grameenphone	61	95%
Citycell	55	86%
Banglalink	54	84%

Table 4: Robi Network Coverage Analysis **Source:** Executive of Each cellular Operator

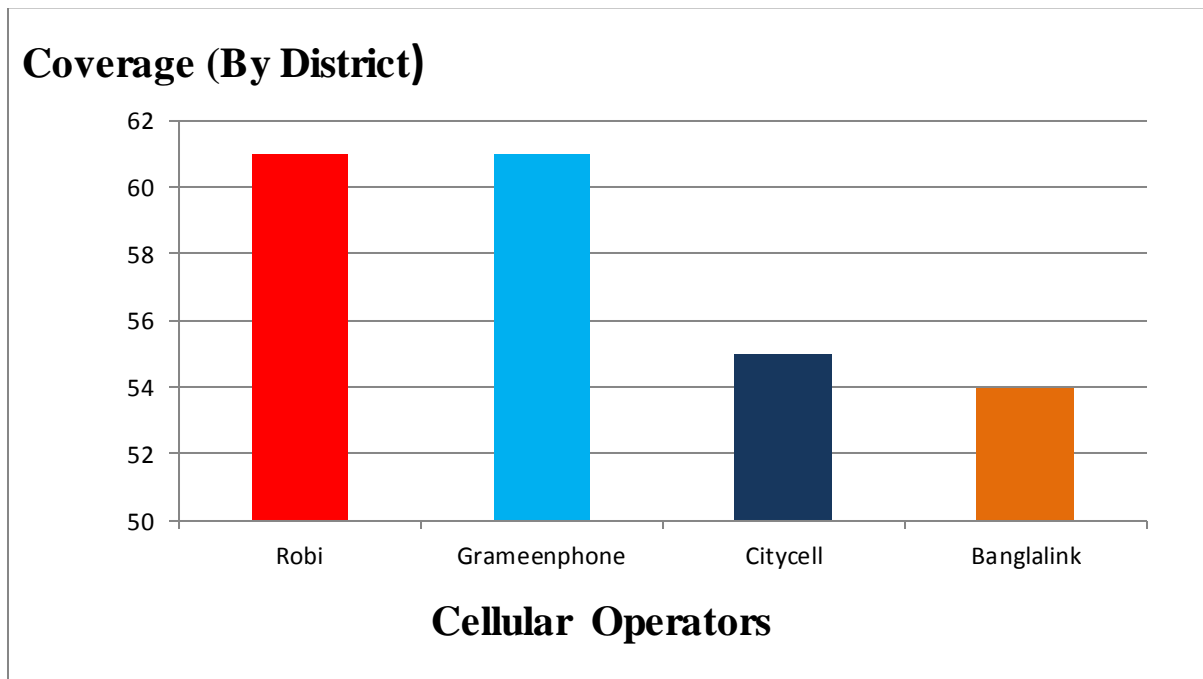


Figure 4: Robi Network Coverage Analysis

Information regarding network coverage of Airtel and Banglalink has not been found because of confidentiality. However the only information that has been found regarding them is in terms of network coverage Teletalk is now in 5th and Airtel is in sixth Position.



Network Strength

Network strength is justified by the number of network towers, range of each tower and the network support instruments.

- **Number of Network Towers:** According to Robi, it has more than 18,600 active network towers all over the country.
- **Range of Each Tower:** Range of some tower of Robi is in between 5-6 kilometers and some are more than 10 kilometers. The network quality of any tower area depends on the range of that tower.
- **Network Support Instruments:** Robi is using one of the most advanced technologies for cellular communication known as GSM (Global System for Mobile Communication). It is a European based technology. In addition Robi is getting technological support from Huawei and Ericsson. Huawei is a Chinese based company involved with telecom instrument support business more than 15 years. Another one named Ericsson is a Swedish telecom instrument support company that is involved with this business for more than 50 years. It is now doing its operation in more than 180 countries. Both of these companies have the reputation in this telecom instrument business. These two companies also provide telecom instrumental support to the market leader of mobile telecom industry in Bangladesh Grameenphone that has the reputation in providing the best cellular network service.

4.4.2 Findings

- Robi has the capacity to provide cellular network service to the highest number of people as they are covering 95% of the total country with their networking tower along with Grameenphone.
- In some place, Robi is providing better networking service to its subscribers than Grameenphone. Chittagong area is considered as haven for Robi subscribers where in someplace Grameenphone network is not found but Robi network always present.
(Source: Robi)
- Robi has the second highest number of networking tower after Grameenphone to provide support to its subscribers.
- Robi using the technology of two telecom instrument giants Huawei and Ericsson. After Robi their technology only used by Grameenphone and Banglalink.
- Robi is using the GSM technology regarding which people has a good idea because anyone can change the set by replacing it to other set. This idea of changing set somehow impossible in other technology. However Robi also need to make consideration regarding 3G technology as it has already been introduced in Bangladesh and it has many unique advantages one of the most significant is the video call service. So they need to adapt their GSM technology based on 3G technology.

4.5 Conclusion

Finally I would like to conclude my report with some positive words regarding the Role of Robi Axiata Limited in Telecom Industry and Its aspects to a developing economy like Bangladesh. If we think about the condition of Bangladesh before 90s when there were no usage of cell phone and there were no cellular operators, we can realize how tough time we have passed at that days regarding communication. We can also understand how much time we have wasted regarding official and business communication because of the absence of cellular phone. Sometimes we needed to send urgent message or make urgent calls when we were on the street but we could not because of the absence of a little communication device named cell phone. In late 90 cellular operators introduced the people of this country with a call making device without wire named cellphone. After that the whole communication system of this country has changed. Now-a-days if anyone needs to make any urgent contact or send a message or need to make urgent internet access, everything is possible with the help of this small device. Telecom operators have introduced the people with various value added service of cellular phone that has made this small dive as a replacement of computer. As a result the economic activities of this country have become faster and competitive than anytime. Our economy is growing stronger because of the instant communication facility at any place. For that reason we really need to thank to a telecom operator like Robi who is considered as the second best regarding cellular communication operation in a country like Bangladesh. Hope we will get more innovation and beneficial service from this cellular operator in future.

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