

Brand Positioning and Consumer Perception: A Study of Grameenphone

By
Sheikh Maherajur Rahman
ID: 22264047

A thesis submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Masters of Business Administration

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Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Sheikh Maherajur Rahm
ID 22264047

Approval

The thesis titled “Brand Positioning and Consumer Perception: A Study of Grameenphone” submitted by

1. Sheikh Maherajur Rahman ID: 22264047

of Summer, 2024 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Master of Business Administration on 19th October 2024 .

Examining Committee:

Supervisor:

Mohammad Shahidul Islam, PhD. MM.
Assistant Professor, Brac Business School.
Brac University

Co Supervisor:

Mohammad Rabiul Basher Rubel, PhD
Associate Professor, Brac Business School.
Brac University

External Expert Examiner:
(Member)

Full Name
Designation, Department
Institution

Departmental Head:
(Chair)

Mohammad MujibulHaque, PhD
Professor and Associate Dean (Acting Dean) ,
BRAC Business School, Brac University.

Ethics Statement

This thesis on Brand Positioning and Consumer Perception: A Study of Grameenphone adheres to ethical guidelines to ensure the integrity and reliability of the research process. All data collection methods, including surveys and interviews, were conducted with informed consent from participants, ensuring they were fully aware of the purpose, scope, and potential use of the information provided. Participation was entirely voluntary, with the option to withdraw at any stage without penalty. Confidentiality and anonymity of respondents were strictly maintained to safeguard their personal information. The study avoids bias by presenting findings objectively and refrains from manipulating data or results to favor predetermined outcomes. Additionally, all secondary data sources are appropriately credited to ensure academic integrity. The research aligns with institutional and professional ethical standards, promoting transparency, fairness, and respect throughout the study. This ensures the work contributes responsibly to the academic and professional understanding of brand positioning and consumer perception.

Abstract/ Executive Summary

This case study will discuss the Brand positioning strategy of Grameenphone and overall consumer perception about this telecom service provider of Bangladesh which giving service from July 1997. Grameenphone is a conventional subsidiary of Telenor and Grameen Telecom Corporation. They have had a very important role in the development of Mobile access all over the country. The intended research of the current study will focus on making an assessment of the brand positioning strategy implemented by Grameenphone, gathering and analyzing consumers' perception on the product, and trying to measure the impact of marketing communication on the consumers' perception of the brand. The paper exploring the role of Corporate Social Responsibility in the context of brand development and offers insights into the prospects for repositioning and possible difficulties.

The study uses a survey research approach where the author gathered survey information from customers or users of Grameenphone over the years. With this survey, it is possible to determine the effectiveness of the difference strategies that have been implemented and analyze factors that may influence consumer perception compared to other telecom brands in Bangladesh. Successful Marketing practices of Grameenphone are employed as a way to explain how such marketing utilization has solidified the company's branding strategies. The research seeks to analyze the impact of Grameenphone's CSR activities on trust and loyalty and how well they are communicated to their customers as well as future customers.

Lastly, the report covers the potential obstacles of Grameenphone in the process of rebranding in the evolving telecom sector and presents strategies for overcoming them. These findings can provide some valuable information regarding the process of brand positioning, customers' perception, and strategic branding management for telecommunication business among the marketers, brand managers, and other stakeholders in the industry.

Keywords:

CSR Activity, Brand positioning , Promotional Activity, Grameenphone,
Strategy, Competitors

Dedication

This thesis is dedicated to all those who have supported and inspired me throughout this academic journey. To my parents, whose unwavering encouragement and belief in my potential have been a constant source of strength. To my siblings and friends, who have stood by me, providing support and motivation during challenging times. I am deeply grateful to my esteemed supervisor, whose guidance and invaluable insights shaped this research and brought clarity to its direction. To the faculty members and peers who have contributed to my learning and growth during my academic pursuits, I extend my heartfelt gratitude. Lastly, this dedication goes to the countless consumers and stakeholders of Grameenphone whose experiences and perceptions have been instrumental in shaping the scope and depth of this study. This work is a tribute to their voices and to the pursuit of understanding how brands impact our lives.

Acknowledgement

I am deeply grateful to Almighty Allah for granting me the strength, patience, and wisdom to complete this thesis on Brand Positioning and Consumer Perception: A Study of Grameenphone. My sincerest gratitude goes to my esteemed supervisor, Mohammad Shahidul Islam, Ph.D., MM, whose expert guidance, insightful feedback, and unwavering support have been invaluable throughout this journey. I am equally indebted to my co-supervisor, Mohammad Rabiul Basher Rubel, Ph.D., for his encouragement, constructive suggestions, and meticulous attention to detail, which have significantly enriched this research. Their combined expertise and mentorship have not only shaped the trajectory of this work but also deepened my understanding of the subject matter. I also extend my heartfelt thanks to my family, friends, and peers for their continuous encouragement and moral support. Finally, I acknowledge all respondents and contributors who made this research possible with their valuable insights and cooperation.

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List of Acronyms

BRP - Brand Recall Performance

BPS - Brand Positioning Strategy

CP - Consumer Perception

CBBE - Customer-Based Brand Equity

CRM - Customer Relationship Management

CSR - Corporate Social Responsibility

USP - Unique Selling Proposition

B2C - Business-to-Consumer

KPI - Key Performance Indicator

RTB - Reasons to Believe

Case Part:

Background of Grameenphone

The Grameenphone is a telecommunications service provider company based in Bangladesh which started its operation in the year 1997. It's a strategic partnership between the Norwegian company Telenor and the Bangladesh's Grameen Telecom Corporation – a sister company to Grameen Bank. Grameenphone has been a pioneer in the provision of telecom services in Bangladesh. It was established in the year of 1997 and contributed as a part in the advancement of the mobile communication system in Bangladesh along with developing network for extending coverage close to all the regions of the country and is now catering millions of its subscribers with voice, data as well as digital solutions. Since its establishment Grameenphone has consistently retained its market dominance by frequently introducing new products and services. Always putting its customers first priority, and research working on the goal of extending the telecom network to urban as well as rural areas. Grameenphone offers a wide range of products and services that made to different segments of the Bangladeshi market.

Service Category:

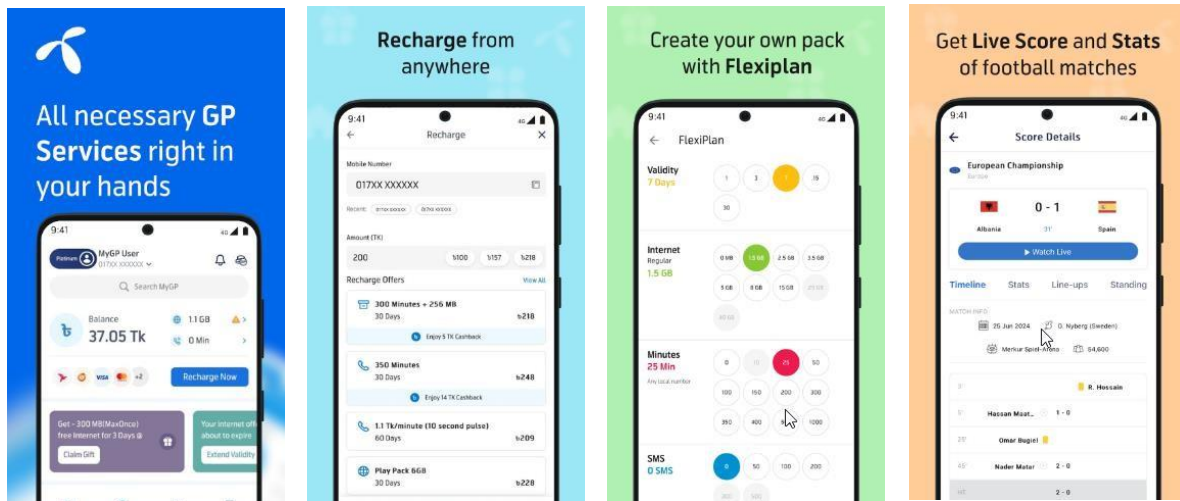
Voice Services:

- **Prepaid Plans:** The prepaid plans of Grameenphone that offer its customers the most popular prepaid offers or plan among them are its prepaid services. They have introduced a number of call plans, SMS plans and various value added services (VAS) depending on the requirements of the customers.
- **Postpaid Plans:** As a result of extensive market research this is a bit more targeted towards more frequent corporate user. The main strengths of the postpaid plans are offerings which are in line with flexibility in the billing option that are monthly and annually. Where the client has a variety of packages mainly in voice, SMS as well as data package.
- **International Roaming:** Grameenphone has various value added services; international roaming, which means that Grameenphone customers can also talk and be talked to while in staying outside Bangladesh.

Data Services:

- **Mobile Internet:** Grameenphone has daily, weekly and monthly data offer for its customers to choose from. These packages have been especially designed for 2G, 3G & 4G to meet the ever increasing need of internet on mobile phones in Bangladesh.

Digital Services:



My GP app Interface and few options

- **MyGP App:** This mobile app of Grameenphone call “Mygp app” is the complete package for those user who need everything in one application. It helps in user account management, recharge, pack buying, and getting access to personalized special offers. This is one of the key components of Grameenphone digitalization plan.

GP Music: This is an online music streaming service. It is currently offering a wide range of local and international music.

GPAY: This is a mobile payment platform that allows users to pay bills, recharge, and make other transactions directly from their phones just like google pay and others MFS service.

Value-Added Services (VAS):

- **Caller Tunes:** It allows their customer to avail caller tunes for different local and international music.
- **News Alerts:** It offers electronic news based on the mygp app or through sms.
- **Emergency Balance:** This service is also a very crucial for GP users. Because it allows their users to take emergency balance based on their past uses upto 200taka.

Corporate Solutions:

- **Business Solutions:** This services for corporate clients, including bulk messaging, corporate packages of talktime , and dedicated internet services.
- **M2M Solutions:** Machine-to-Machine communication services for businesses, helping in the automation and monitoring of operations.

1. Handsets and Devices:

- **Smartphones:** Grameenphone sometimes also offers bundled offers of handsets with its services through tie-ups with different smart-phone manufacturing companies.
- **Routers and Modems:** GP offers different devices for high-speed internet access, including 4G routers and dongles.

Importance of Brand Positioning in the Telecom Industry

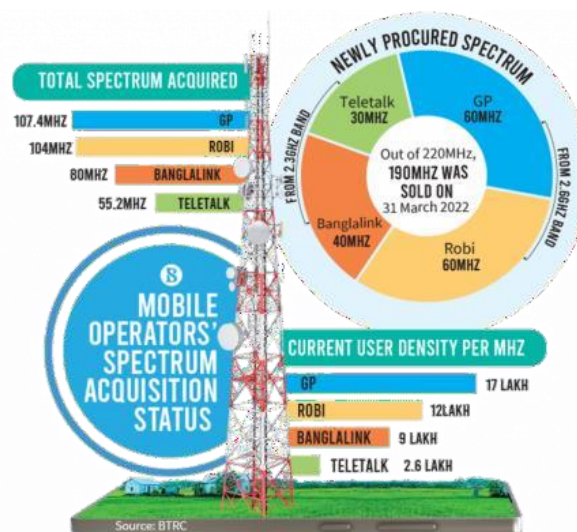
Grameenphone is the major telecom operator in Bangladesh. Having diversified brand equity in network coverage, reliable services, and customer-centric services. They have a strong commitment to digital solution. GP has always strived for building high-quality mobile connectivity and winning the confidence of over 80 million users of Bangladesh. It has been possible only because strong partnerships, wide marketing campaigns, and a focus on sustainability have reinforced its market leadership. Due to extensive market research, the brand's ability to adapt to changing consumer needs, it is organized on a strong corporate social responsibility, creating its position as a trusted and respected name in the telecom industry

Market Analysis

Key Competitors

The telecom industry in Bangladesh is highly competitive, with several key players vying for market share. The main competitors are:

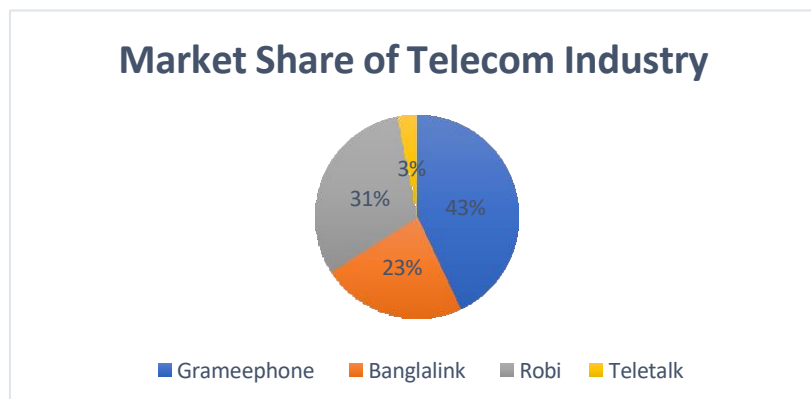
1. **Banglalink:** Banglalink is the third-largest telecom operator in Bangladesh and a subsidiary of Netherlands-based VEON Group. It has a good reputation for competitive prices and working hard on digital upgradation.



Mobile Operator aquired spectrum

2. **Robi Axiata:** Another top player is Robi Axiata, part of the Axiata Group. The same made Robi the third-largest operator following its merger with Airtel Bangladesh in 2016. The company is recognized for its innovative services, wide network connection. And currently they are the major competitors of Grameenphone.
3. **Teletalk:** Teletalk, the only state-owned mobile network operator in Bangladesh with a focus on providing low-cost services to rural and underserved areas. It forms a smaller market share than private operators, but is seen to be more prominent on pricing compare to the competitors.

Current Market Share:



Source: amtob.org

As of the latest available data, the telecom market share in Bangladesh is distributed as follows:

- Grameenphone: Approximately 45-50% market share, making it the clear market leader.
- Robi Axiata: Around 30-35%, boosted by the Airtel merger.
- Banglalink: Approximately 20-25%, maintaining a strong competitive position.
- Teletalk: Less than 5%, with a focus on specific segments and government initiatives.

Grameenphone's dominance is attributed to its extensive network coverage, strong brand presence, and a wide range of service offerings tailored to different market segments.

Future Analysis

The telecommunications sector, in Bangladesh is set to experience growth fueled by the rise in smartphone usage the expansion of 4G networks and the upcoming introduction of 5G technology.

Important trends that are expected to influence the industry's future include;

- **Embracing Digital Transformation:** Operators will focus on enhancing services such as banking, content streaming and Internet of Things(IOT) solutions to meet the growing demand for digital connectivity.
- **Adoption of 5G Technology:** The launch of 5G technology by Grameenphone and other telecom brands has sparked an environment focused on delivering service. However there have been some concerns in areas regarding the implementation of this technology making

it a crucial segment for telecom companies in Bangladesh. Because In some areas 4g networks didn't provided fully. So 5g network is very challenging to the operators.

- **Regulatory Adjustments:** The Bangladesh Telecommunication Regulatory Commission (BTRC) might introduce new regulations aimed at promoting competition improving service standards and ensuring fair pricing. These changes could influence operators strategic planning going forward.
- **Expansion into Rural Areas:** With urban markets reaching saturation levels operators will shift their focus, towards underserved regions by offering cost innovative services to attract new market.

SWOT Analysis of Grameenphone

Strengths:

- **Market Leadership:** Grameenphone holds the largest market share tele communication in Bangladesh. It is very important elements that gives it a strong competitive advantage.
- **Wide Network Coverage:** With 21,000 mobile network tower with widest network coverage, including remote and rural areas. Because they are very much potential Grameenphone ensures reliable connectivity across the country.
- **Strong Brand Equity:** The largest telecom operator in Bangladesh Grameenphone has established a well-equipped brand image as the result of which it has wide coverage, best connectivity and includes more and innovative service for the customers. As for now, Grameenphone being involved into the process of digital empowerments has been offering the subscribers high quality of the mobile connectivity, gaining the trust of more than 80 million people. The strategies include entering into good partnerships, effective marketing, and ensuring that it is customer-centered with policies that support sustainability. In addition to providing quality and affordable products and services, the brand is also updated in terms of consumer needs while having a good CSR platform; all of these have bolstered the brand's reputation as a reliable telecom brand in the market.

- **Innovation and Digital Services:** Grameenphone offer out in providing customers with digital services such as mobile applications, IoT solutions as well as content platforms while being in par with the current trends..

Weaknesses:

- **Dependency on Voice services:** However, the main source of income remains the services considered now as voice services, which are gradually shrinking with preference given to data services and increasing number of using Facebook messenger, whatsapp and Imo call. Also they have a problem in their call service like call drops issues.
- **Regulatory Challenges:** Since Grameenphone is the largest telecom operator, they are likely to be at the receiving end of regulatory action and any penalties imposed act as a brick wall, stifering operations.
- **Contionus introducing Premium Pricing:** One of the key issues affecting Grameenphone's performance is that for higher denominations its services are considered costlier than its peers in the market and there are always the value-conscious consumers.

Opportunities:

- **5G Rollout:** The coming of 5G create room for Grameenphone to provide a new generation services, extend coverage of market and improve satisfaction.
- **Expansion into Rural Areas:** The opportunity for further development is also closely related to the continuous expansion of services to the rural/ 'no-signal' areas where the penetration of the mobile communication is still on an upward trend.
- **Digital Services Growth:** Mobile money services and streaming among others as well as IoT are additional segments that may offer new business opportunity and engagement with shoppers.
- **Corporate Social Responsibility (CSR):** The use of CSR strategies can increase credibility, and perceptions of the brand as well as give the brand a competitive edge in the market.

Threats:

- **Intense Competition:** The telecom sector in Bangladesh is competitive and carries potential threats from key competitors such as Banglalink and Robi Axiata in the business by offering Eastern lines of product and service at cut throat prices.
- **Regulatory Risks:** Other risks include regulatory risks associated with spectrum allocation and pricing; where changes may lead to a rise in operational costs thus affecting the profitability of the business.
- **Technological Disruption:** Within the drastic technological change dynamics, it was discovered that quick technological shifts could upend conventional value propositions or business models and renderItem a continuous dynamic and invest in contingency as a peculiar characteristic.
- **Economic Instability:** Bangladeshi currency exchange rate may common fluctuations in spending in the country with a dominant bearing on the desired revenues from consumers, notably the sensitive groups.

Grameenphone's have ability to navigate these challenges while leveraging its strengths and opportunities will be crucial in maintaining its market leadership in the evolving telecom landscape of Bangladesh.

Brand Positioning of GrameenPhone

A. Evolution of Grameenphone's Brand Positioning

From the beginning of grameenphone business in Bangladesh they always try to make a different brand positioning in the market. They always tries to introduce new services in a new way. Grameenphone was originally built on the idea of providing affordable mobile services, especially to rural areas, with a mission to "connect the unconnected" and bring mobile phones to the general population. To achieve this, they started the "Village Phone" program, which encouraged rural communities to provide mobile services in areas where other companies weren't available. This helped Grameenphone's brand become linked with empowering rural people and improving their access to communication.

In the 2000s, as the market shifted with rapidly growing mobile penetration. Grameenphone began moving its focus to the more urbanized markets. The goal of which was to produce a superior network, one that could cover the entire country. For instance, the brand decided to use the slogan ‘**Stay Close,**’ which was in line with the continuity across geographical divides. This time was very crucial in the sense that major concerns moved to focus on technological advancement and networks.

In the 2010s, especially when the mobile internet was gradually becoming more popular the company started re-positioning as a digital services provider. It offered for the first time, the 4G internet services and highlighted digital services such as mobile money services, online education and content stream. By then the brand focused on innovation and quality and tags phrases such as ‘Go Beyond’, encouraging the use of the internet in self development.

As we move to the current strategy of the company, it revolves around digitization and specifically targeting the youth who are more inclined to data services in current days. The launch of Grameenphone’s MyGP and associates in financial services in digital sector also placed it in the forefront of digital commercial centre.

B. Differentiation from Competitors

In the context of cut-throat competition in Bangladeshi telecom sector it has been observed that Grameenphone uses many tools in order to sustain and distinguish it self from other competitors including Robi Axiata and Banglalink.

Network Quality and Coverage:

Grameenphone always stresses on the fact that it has better network and a wide reach and that its network is ‘stronger’ than that of other operators. This perspective of reliability resonates with both the urban and rural users. Most importantly to the users in the rural regions that consider connectivity as goal. On the other hand, competitors in most cases have not been able to provide the same level of coverage throughout the country.

Digital Innovation and Services:

Hence apart from the basic voice and data services, Grameenphone has moved a notch higher. Through its numerous mobile apps and web services, the company provides different services including financial, health and entertainment services such as bKash, Tonic and Bioscope respectively. These solutions also helped Grameenphone to brand itself as an organization that is doing more than being a telecom company, to fulfil the increased demand of the technological users.

Focus on User Experience:

Users experience a special importance at Grameenphone to enhance the overall experience of customers via multi channels. Grameenphone launched its own app called ‘MyGP’ to connect self service, personalized offer and digital services identification. Such a shift to improving the level of convenience, as well as the focus on individualization allows Grameenphone to target a younger generation. The one that actively embraces the opportunities that the digital world provides.

Market Segmentation and Target Audience Analysis:

The customers of Grameenphone can be categorized into different groups where the company sells products and services to the rural low-income customers right up to the urban markets’ high-end users. By segmenting its market, it signify its offerings: they are cheap voice bundles for the rural areas and cheaper but high-speed internet for the urban consumers, as well as elite digital services for business and young and tech-savvy customers. This segmentation assists Grameenphone to market competitively and continue as the market leader, it also keeps an eye on different customers’ needs.

C. Most Effective Positioning Strategies

The strategies that can influence the positioning of telecoms are generally face on issues such as high-quality, customized digital solutions, and branding based on customer experience. Globally successful telecom brands have transitioned from just being connectivity enablers to digital

enablers.

For example, Verizon Mobile in the United States focused on building a brand on the strength of its network and the superior 5G architecture. The popular “Best Network” tag that Verizon adopted emphasizing on fast internet and reliable connectivity along has made it easier for customers to embrace Verizon services hence implying high customer loyalty. Another successful example is Vodafone, which redeployed from a telecommunication company to a digital services provider including IoT solutions, cloud, and digital banking. Such a strategy proved to be successful in targeting both individual customers and business clients, thus guaranteeing the long-term market development.

Comparison with Competitors: In Bangladesh, the primary rivals of Grameenphone are Robi Axiata and Banglalink which are following different approaches. For example, Robi lays special focus on innovation along with power concentration on digital services like financial and entertainment sectors in order to attract the young and highly technical innovated telecom users. Banglalink’s strategy on the other hand is based on providing low price packages for data and offering customer the price conscious customers.

Grameenphone is however able to carve a niche for itself with the extended network reach and better customer satisfaction. To remain sustainable, Grameenphone expand its digital enovation offering other services such as cloud, entertainment packages, and mobile money services to hold the ground in the market. In this way, it can come out as the market leader not just in terms of coverage but in the actual digital experience customers get.

Consumer Perception of Grameenphone

A. Key Factors Influencing Consumer Perception

But the key issues that affect Consumer perception of telecom brands comprising Grameenphone are Network quality, Price, Customer Service and Brand Image. It has been a well-known fact that Grameenphone has always been at the forefront of network coverage and service quality in the country although it has widespread presence in the urban as well as in the rural areas. Customers

have complained about high price that is associated with Grameenphone and this company is often perceived to be costly than competitors such as Robi and Banglalink companies. Customer services is another large impactful element; despite the fact that through the years Grameenphone has been making some improvements in this area. But some customers still view its services as less sensitive as compared to local competitors.

B. Comparative Analysis

Concerning the premium brand personality, Grameenphone is more or less positioned higher than its competitors and its network performance is pretty good. However, there are other players like Robi and Banglalink who are steadily making their ground especially in younger price sensitive customers who look forward to value offers mostly data. Lastly and most important, though Grameenphone has a very high brand association owing to its dominant market position and reputation for quality, customer loyalty might be slightly volatile because customers are given to the tendency of price consciousness and habitually switch to competitors offering the better offer especially in data services.

Impact of Marketing Campaigns on Brand Perception

A. Overview of Grameenphone's Marketing Campaigns

Some of the known marketing communication campaigns that Grameenphone has sent out are truly unique efforts targeting to restate the Company's dominance in Bangladesh telecom market. Closely related corporate campaigns such as 'Stay Close' – on the emotional proximity of people, as well as 'Internet for All' – on access to high-tech. Also contribute to the company's narrative of connectivity and technologic enablement. They are generally centered around the topics of national development, self-fulfillment and advancement.

B. Roles in upgrading the Brand

Campaigns such as "Cholo Bohudur" (Let's Go Further) stressed on the company's mission and vision to provide connectivity throughout the country. And that it is the spearheading force in the Bangladesh telecommunications revolution. Youth were especially attracted to the Rasel's "Ekdin

Shob Hobe” One Day Everything Will Happen campaign orientation of projecting success and hope. These campaigns went a long way in enhancing Grameenphone’s brand association. Also by enhancing consumers’ brand loyalty and trust due to the brand’s identification with the country’s development and individual empowerment.

C. Things That Were Learnt in the Campaigns

As expected, awareness-building campaigns that tapped into culturally-specific referents that appealed to the audiences’ aspirations well. Nevertheless, with reliance on the technical and digital aspects of marketing communication. The major implication is that brands need to appeal to consumers’ emotions and synchronously fit into their culture so as to nurture customer loyalty and enhance perceived value.

Teaching Notes

Case Summary:

In this case a totally deep analysis of grameenphone Bangladesh about their brand positioning and consumer perception and level of reliability. In this case analysis based on the news in internet media and the survey which are taken from the grameenphone users. So in this case it found the major strength of grameenphone also found out some draw backs of grameenphone. So all of these analysis is giving us a good reading about a grameenphone that how they build brand positioning in the market and how they drive their consumer perception through their service.

Teaching objectives:

- To Analyze Grameenphone's Brand Positioning Strategy
- To Evaluate Consumer Perception of Grameenphone
- To Identify the Impact of Marketing Campaigns on Brand Perception
- To Examine the Role of Corporate Social Responsibility (CSR) in Brand Building
- To Assess the Challenges and Opportunities in Brand Repositioning

Target Audience: Grameenphone Users (No age restriction)

Discussion Questions:

- How has Grameenphone's brand positioning evolved over the years, and what strategies have been most effective in differentiating it from competitors?
- What are the key factors that influence consumer perception of Grameenphone, and how does it compare with perceptions of other telecom brands in Bangladesh?
- In what ways have Grameenphone's marketing campaigns contributed to strengthening its brand perception? Can you provide examples of particularly successful campaigns?
- How does Grameenphone's involvement in CSR activities affect consumer trust and loyalty? Are these initiatives effectively communicated to the public?
- What potential challenges does Grameenphone face in repositioning its brand, and what strategies could be employed to address these challenges in a rapidly changing telecom market?

Questions for Discussion:

Question 1. How has Grameenphone's brand positioning evolved over the years, and what strategies have been most effective in differentiating it from competitors?

Answer:

In this section, the author discusses the developments in Grameenphone's brand positioning ever since it was established in 1997 and its transformation in light of the dynamics of the telecommunication market in Bangladesh. When entering, Grameenphone adopted a simple communication focus, as well as, establishing a presence of easy and affordable mobile phone services without focusing on the rural areas alone. This was important in a country where the use of mobile telephony was just emerging and Grameenphone with its motto "Stay Close" vowed to link people in Bangladesh.

Thus, with the growth of the market and increased competition, Grameenphone started the process of its branding that implied transforming into a lifestyle company from just a telecommunications company. This evolution was preceded by campaigns that centered on promoting the company's message for digital connection, internet, and innovation under the brand tagline "Go Beyond" and later "Not Just Talk, Internet." This change was part of a deliberate branding strategy to position the brand to capture the fast-growing market for data services occasioned by the mobile phone and internet uptake. Grameenphone's most effective strategies in differentiating itself from competitors include.

Grameenphone's most effective strategies in differentiating itself from competitors include:

- **Extensive Network Coverage:** Thus, a critical investment was made in infrastructure to provide the biggest networks in Bangladesh; this was a competitive advantage against rivals, especially in the rural areas. This commitment to coverage has been well articulated in its branding campaigns As observed above.

- **Digital and Service Innovation:** It launched a variety of value added services and digital structures including 'MyGP' Applications 'GP Music' 'WowBox' targeting the digital consumer.

These innovations revamped Grameenphone’s organizational structure from what it was, a telecom service provider to a digital service provider.

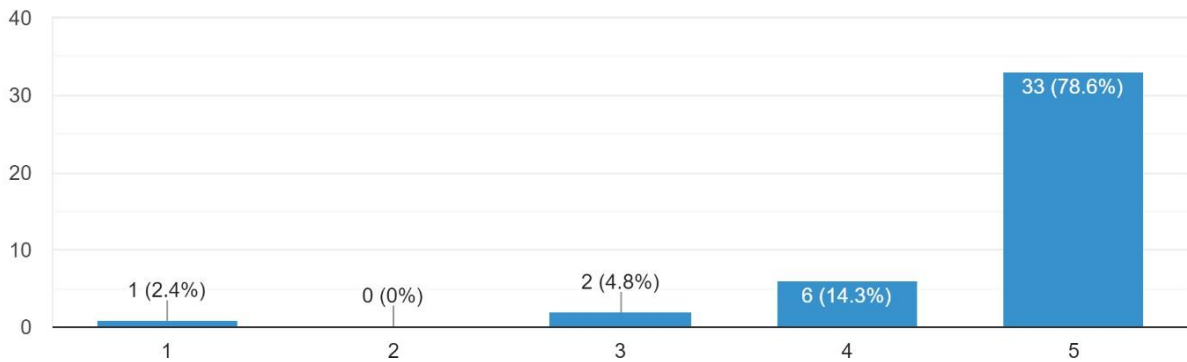
- **Customer-Centric Approach:** The company has always focused on customer needs such as having the customer service program called “SHEBA”. Some of the customer touch point activities that have helped the brand to enhance brand loyalty include customization of service offerings and customer interactions.

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Survey Question 1:

How would you rate Grameenphone’s overall brand image compared to other telecom providers in Bangladesh?

42 responses

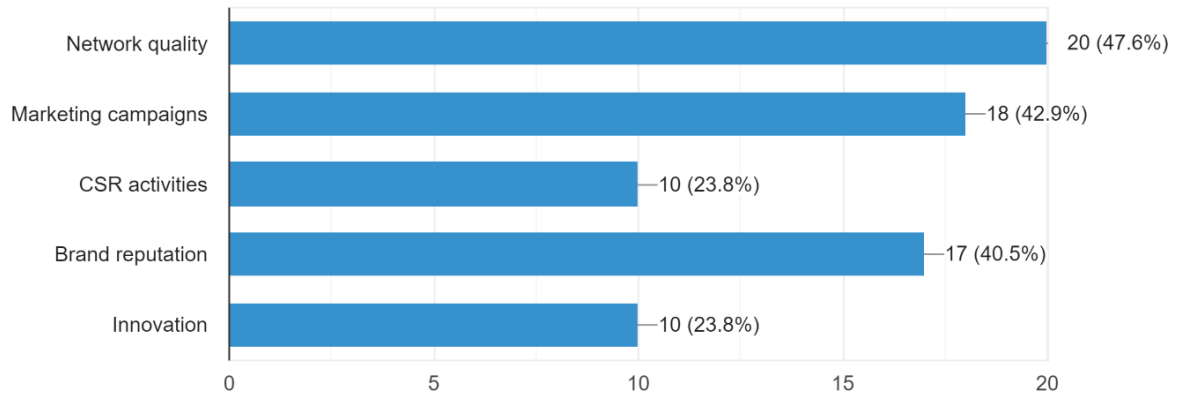


In this question users has been asked for wantd to know about the comparison of GP overall brand image among all the mobile companys brand in Bangladesh. In response about 78.6% users has been rated 5 for overall brand image and 14.3% for rating 4. This clearly indicates about the brand image of GP in customer mind is too positive and faithful.

Survey Question 2:

Which factors most influence your perception of Grameenphone as a brand?

42 responses



In this question users had been asked for a very important question that is how or which elements influence them to think good perception towards grameenphone as a brand. So the answer from the users is that about 47% users think that the network quality is so good that good is strong point for this brand and second point is the marketing content. Due to the emotional marketing content the users beliefs that those campaigns attract users in a positive manner. Thirdly the brand reputation , as Grameen phone had been serving Bangladesh more than 20 years. So, in between those 20 years they have been creating a good impactfull and sustainable relationship to the customers so that the brand reportation is going so high. Lastly from this question it indicates about network quality, marketing campaigns and the brand reputation is the most important elements to create a impact full perception towards the grameenphone.

Question 2. What are the key factors that influence consumer perception of Grameenphone, and how does it compare with perceptions of other telecom brands in Bangladesh?

Answer:

Some important factors influencing consumer perception of Grameenphone, the Bangladesh based leading telecom operator are as follows. These are network quality, brand image, customer care, tariffs and services offered to the clients.

- **Network Quality:** Grameenphone is easily seen in a positive light due to its large network and better quality of services that sets it apart from its competitors in the country like Robi and Banglalink. The customer normally would prefer a provider that has stable and strong connectivity and this tends to be stronger in the rural areas where there is high instances of network breakdown.

- **Brand Reputation:** Grameenphone has been in the market from quite early years and with their partnership with Telenor, one of the world's largest telecom conglomerates, has lent a strong brand image to it. This is due to the conformity of marketing strategies and CSR that in turn creates a familiar perception to the public. Whereas the brands like Connect and Grameenphone which are well-known brands their position could not be as prestigious and reputed as Axiata which has acquired them.

- **Customer Service:** Customer services are one area that affect the perception that the consumers have about a product. As we can compare Grameenphone is effective in managing the customers' complaints and it is not flawless. Telecom players such as Robi has been focusing improving its customer care service in order to more competitive in this sector.

- **Pricing:** Telecom services also meet consumer perception in terms of pricing strategies used in its services. However, there is always a perception that Grameenphone is little expensive than its contemporaries and this is a disadvantage especially with price conscious audiences. But one thing must be said, it comes with a higher price tag which can be attributed to the company's proposition of excellent services and network integrity.

- **Service Offerings:** Internet services, social services, and other special services offer by Grameenphone positively affects the consumer perception bear by Grameenphone. It is an area where Grameenphone can easily beat other competition offering even more unique and customer oriented solutions.

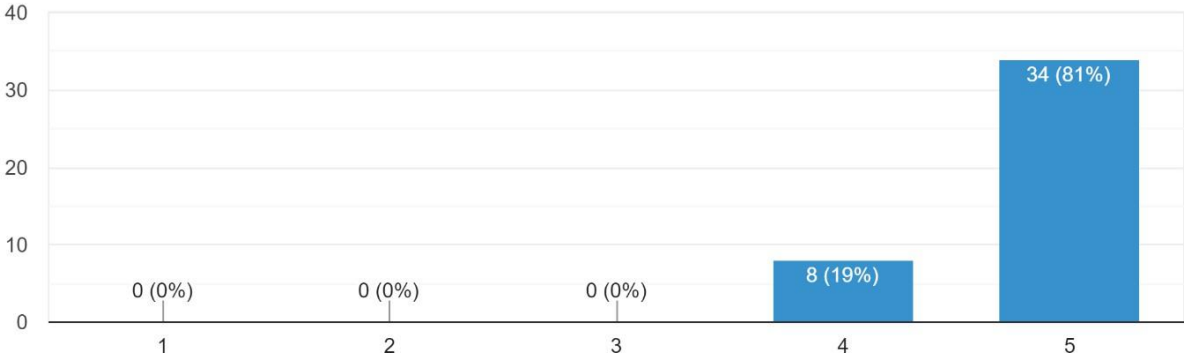
However, although competition from other telecom brands such as Robi and Banglalink is considered stiff, airtel campaign is perceived more as a second choice for customers who want something cheaper or are interested in the specific promos. Yet, in the case of network quality and brand differentiation, Grameenphone has an edge over others that sometimes helps the company influence the choice of consumers.

These factors in showss define how consumers position Grameenphone relative to other telecommunication brands in Bangladesh and most often consumers place Grameenphone on a pedestal and is widely considered to be the strongest brand in Bangladesh.

Survey Question 3:

How satisfied are you with Grameenphone’s network coverage and reliability?

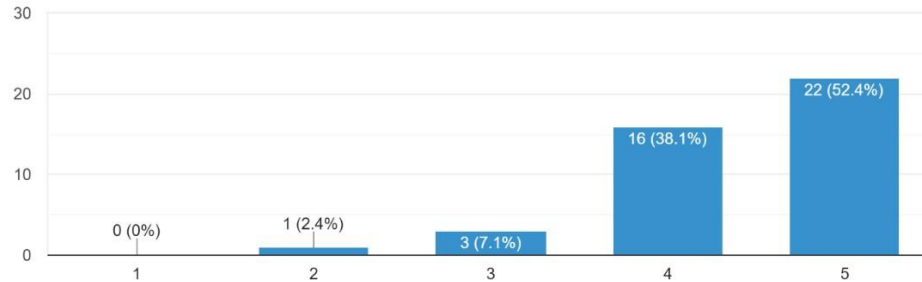
42 responses



In that question the user had been asked that the network coverage and the others services are been very satisfied to them or not? So in response 81% of the users said that they are highly satisfied of their services and the network coverages. Because Grameen phone is the only telecom brand in Bangladesh that has almost 25000 of network tower. So in every single spot of Bangladesh grameenphone network is being reached so the network issues and other services is very satisfied to the customers.

Survey Question 4:

How likely are you to recommend Grameenphone to others based on your experience with the brand?
42 responses



In this question the users had been ask whether they refer their grameenphone brand to use other people or not? So in response about half of the user said that they will strongly recommend to the others people. And 40% of them selected that day will slightly recommend the services of the grameenphone. So here it can be said that there is a high number of chances that it won't be a carried through word of mouth. Because, in Bangladesh there are a lot of others telecommunication brand exist currently. And most of them are very much price sensitive and the service is high for grameenphone enter pricing is also high to them. So some of the people think about the pricing so as a result and they will not be fair to the customers. it might be affect to the students because I am they don't have income and they will look cheaper price so they might not advice to use Grameen phone to others.

Question 3. In what ways have Grameenphone's marketing campaigns contributed to strengthening its brand perception? Can you provide examples of particularly successful campaigns?

Answer:

Grameenphone (GP), Bangladesh's largest mobile telecommunications operator, has been in a fine manner promoting its marketing campaigns not only to increase its consumers' base but also to enhance the company's brand image as a reliable, innovative, and, indeed, socially sensitive

organization. In recent years GP has effectively used narratology, technoculture, and philosophy theories for branding and creating a perfect image of GP in the eyes of its target market. Focus on Core Brand Values: The three themes that form the basis of this paper are connectivity, empowerment, and innovation.

All the marketing campaigns throughout the years have been based on Grameenphone's vision of 'Empowering Societies' which is in line with Telenor Group's greater vision. The constant focusing on the company's 'Connecting Everyone' mission helped GP not only meaningfully diversify from being only a telecom company but also it is seen as an enabler and partner in the country's transformation into a digitalized nation.

Changes of the External Environment and Amplification of the Campaigns:

Grameenphone has also capitalized on the transition to the digital platform also being aware that the young generation is more inclined towards the use of gadgets and online forums. It was especially good at embracing digital marketing where it came up with campaigns that are useful to the user on the social media. For reaching young people, the services of social networks, influencer advertising, and Such as are used by the company.

This campaign did not only focus on the utilisation of the product but also the utility of the internet to society- education, employment opportunity and communication. The conception was the embodiment of the vision of the company, the "Internet liberation", which made a great contribution to achieving the position of the company within the framework of the presentation of Grameenphone as a progressive brand that helps its users.

CSR and Brand Positioning

Another significant element that has always considered in Grameenphone's branding strategies is the corporate social initiative (CSI). These CSR related activities have gone ahead to support its credibility of its social advertization that has dominated its marketing campaigns for the many years.

Long-term Sponsorships:

One of the ways that can help in increasing effectiveness of Pet-Mate promotional strategy is Brand Recall. This paper seeks to establish the impact of Sponsorship, particularly in the sport since the company of Grameenphone depends on this particular market strategy. You might find it quite

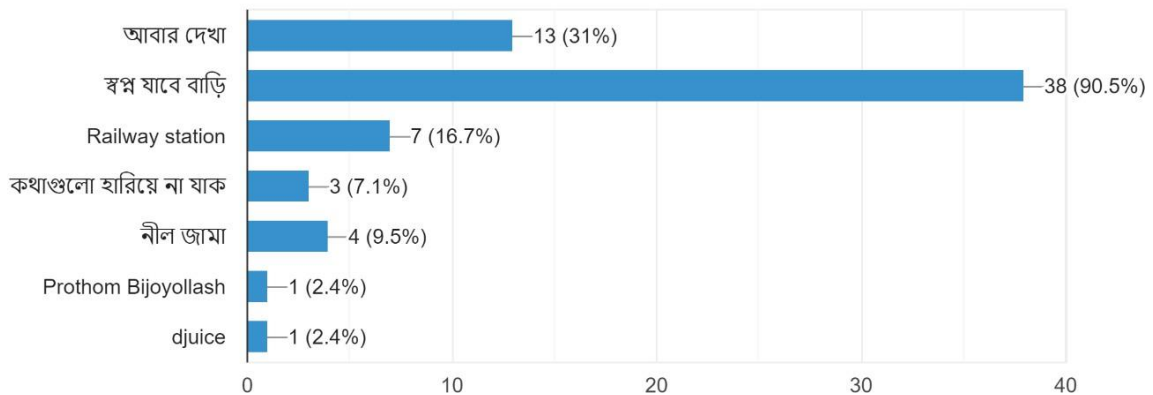
fascinating to know that for several years on end, Grameenphone enjoyed a special relationship that bestowed on it the title of the official telecommunications partner of the Bangladesh National Cricket Team. Years later now the company is among the most recognized in the country, GP has reinforced the fans commitment on the favourite sport, which is cricket.

This sponsorship not only enhances the visibility of GP brand but also ensures that its brand image will be seen as a representation of the progress, unity and togetherness of the nation. It is a classic example of how long-term sponsorship benefits the stakeholders in developing brand awareness within the market.

Survey Question 5:

Which Grameenphone marketing campaigns have you found most memorable?

42 responses

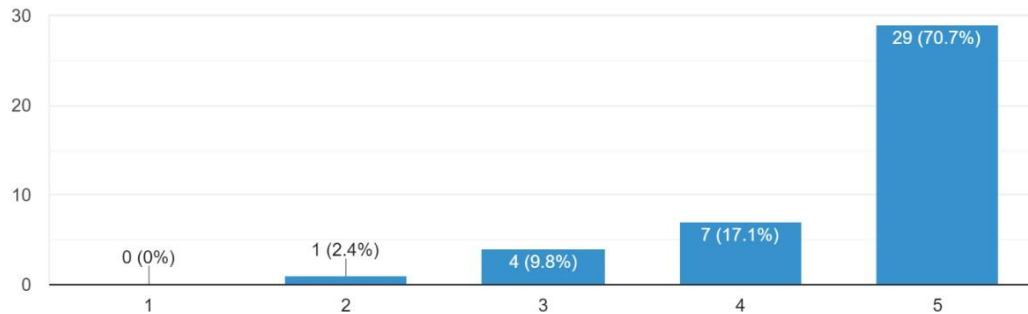


AS Grameenphone prominent campaign holder in Bangladesh so there is a question that what are the main most rememberd and most likely campaigns that they have found in grameenphones advertisement. So almost every renowned campaign has been recognised by the users through our survey. The mostly they have found that the “Shopno Jabe Bari” that is recognised by 90% of the users because this is an iconic campaign for grameenphone as their portrait that the workers who are working in other cities and living behind their native cities. So that they portrait the eagerness of going to the home and meet with their closest one. So this advertisement has been a very much popular and most recognised campaign to the user that make Grameen phone more memorable.

Survey Question 6:

How well do you think Grameenphone's marketing campaigns reflect your needs and preferences as a consumer?

41 responses



In this question users had been asked that the marketing campaigns of Grameen phones are reflect the needs and preferences of them or not? So in response about 70% of the people said that they have been highly satisfied with the advertisement because they find the need and preference of their in the addvertisement. Because Grameen phone always portrait about the exclusive service of them. If we look about advertisement and the campaign we found that they always try to attract their customers with emotional appeal and also they portrait that they are the number one telecom service provider in Bangladesh and they are giving the strong networks and a very reliable service. And they very much commit about the customer value and they want to be sustainable to the customers. And most important thing they always portrait the bangladeshi things like the nature ,the village and urban culture in Bangladesh.

Question 4. How does Grameenphone's involvement in CSR activities affect consumer trust and loyalty? Are these initiatives effectively communicated to the public?

Grameenphone, now the largest telecommunication company in Bangladesh, has already found its place and position on CSR activities which are dedicated to various cause like education, health, natural calamities and digital divide. Consumer trust and loyalty along with the overall the brand image of Grameenphone is jointly influenced by the CSR initiatives of the Grameenphone. These

measures if well communicated can help improve the perception of the customers, extend the firm's long term bonding and reposition the firm in the rigours of the telecommunication industry.

Building Consumer Trust through CSR Initiatives

The CSR activities are also beneficial to Grameenphone since they give it the chance to contribute socially outside of its product provision. Another factor that can be seen to have contributed to consumers' trust in the firm is when the firm is able to embrace noble causes within society such as on the areas of education and ICT. For instance, the Grameenphone's "Internet for All" programme seeks to close the existing gap by offering cheaper internet and computer literacy. Such initiatives go well with the Bangladeshi public most, who inhabit remote or unserved areas and lack internet access. By fulfilling these needs, Grameenphone creates a positive image of the company that is concerned with customers' requirements and needs.

Moreover, Grameenphone's initiative in disaster management during the cyclone season has surely helped in improving the level of consumer confidence. The company has been quick and timely in its responses to Natural disasters like floods and cyclone providing free phone communication, emergency aid and fundraising opportunities; this has put Grameenphone as a brand that is in touch with the nation's feeling and need. Through this lens consumers are aware of the firms supporting function towards the larger society, particularly in crisis periods which in turn positively transforms their perceived emotional connection with the firm.

Enhancing Customer Loyalty

Secondly CSR activities also increase customer loyalty in Grameenphone since the consumers are assured that their knowledge with the company is beneficial to the society as well as the general public. Customer loyalty increases the chances of the customer to continue using the brand, referring other customer's as well as repurchasing the brand. It can therefore be concluded that most of Grameenphone's CSR initiatives which are mainly in the education, young people, and climate change, reflect the values that many of the company's consumers would like to associate themselves with. This means that if a company has values that are similar to those of consumers, the relationship that exists between the brand and customers is improved leading to high brand loyalty.

For instance, the Grameenphone's "Grameenphone Academy" has an objective to offer free internet courses and skills enhancement training particularly for the youths. It also ensures that a gap in education is closed and the young people are equipped with skills to use an ICT which is admired by the community. Thus, the customers who have a chance to receive some benefits from or simply have a positive attitude to such programs are likely to be more loyal to the brand in the long run.

Effective Communication of CSR Initiatives

The extent to which consumers are able to trust and remain loyal to a firm can therefore be said to be linked heavily to the communication of CSR activities. To promote the CSRs of Grameenphone, it uses different channels of communication that ensure people get to know of the CSRs being carried out by the company. To promote its CSR programs, it often uses online and offline advertising media which includes official website, the social media, television and newspaper adverts.

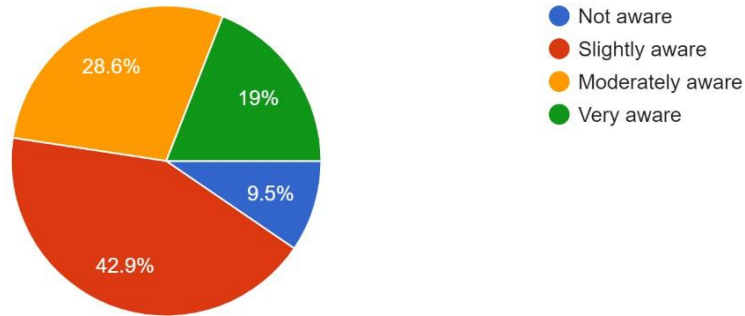
For instance, in recent years, Grameenphone has been successful in leveraging digital communication to target young audience because such people are more conscious about CSR initiatives. Facebook, twitter and YouTube are also central to Grameenphone's CSR communication strategy because the company can publish its CSR activities, report its achievements, and have a real conversation with the public. In addition, the CSR activities or programmes conducted by Grameenphone in collaboration with NGOs and government supporting organisations also extend the publicity of these activities.

It is also enlightening to learn that there is still need to enhance the way the various CSR activities are communicated to the public. While Grameenphone has been While Grameenphone has been successful in communicating major initiatives, some efforts, particularly those at a grassroots level, may not receive as much visibility. Increasing transparency and ensuring that consumers have easy access to detailed information about the impact of CSR initiatives can further enhance the trust and loyalty that consumers have in the brand.

Survey Question 7:

How aware are you of Grameenphone's Corporate Social Responsibility (CSR) initiatives?

42 responses

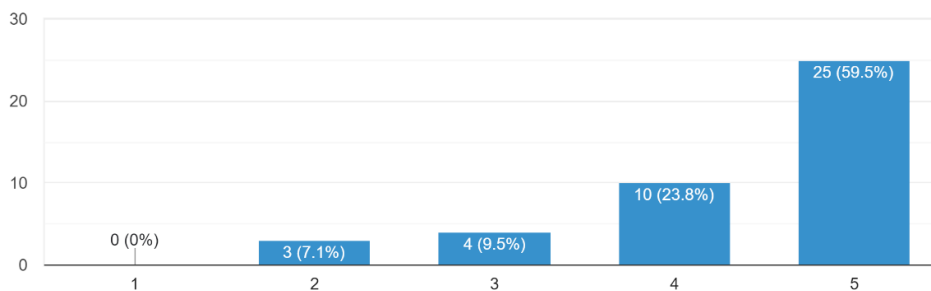


In this question as a users have been asked about whether they know about the corporate social responsibility (CSR) of Grameen phone or not? So in that scenario the shocking data found that is the most of the users above 50% are slightly aware and some of them even not even know of the CSR activity of Grameen phone . As a big brand of Bangladesh they should advertise or let the people know about their activity so that people will more emotionally connected with their service.

Survey Question 8:

Do Grameenphone's CSR activities influence your trust and loyalty toward the brand?

42 responses



In that question the users have been asked whether the CSR activities influence the trust and loyalty towards the brand by users. So as we found from previous question that most of the users don't

know about the CSR activity of Grameen phone but here 59.5% users have been said that yes! if the people know about the CSR activity of Grameen phone the users will be more trust and more loyal to the brand. So this indicates the users also want to be the participate in social development and also there found that the brand which more invest in social responsibility or development will gest more preference, loyalty and trust.

Question 5. What potential challenges does Grameenphone face in repositioning its brand, and what strategies could be employed to address these challenges in a rapidly changing telecom market?

Answer:

“In telecom market Grameenphonoe is a leading telecommunications company in Bangladesh face multiple challenges with brand repositioning due to de-changing nature of cony”, Willy Shih Sunil GuptaGOIZ. These changes are stimulated by evolving customer norms, disruptive technologies, saturation of the market and competition. This is a deeper dive into the core problems they face and how Grameenphone can combat them.

Barriers to Brand Repositioning for Grameenphone:

Market Saturation and Price Sensitivity: Bangladesh's telecom market has high mobile penetration rate, with a large percentage of the super expensive variety already connected. As the market leader, Grameenphone is up against a heavy task of gaining more customers while serving its price-sensitive base in keeping those they already have. The reality is that when there is little subscriber growth left to support, acquisition-only tactics lose their marketing efficacy.

Strategies : Grameenphone should stress on ARPU enhancement with the usage of value-added services including bundling offers and on premium offers like high-speed internet, business solution in digital realm. Tailoring offers to user data, as well as market segregation through distinct needs; such enterprise solutions can also grab higher-value clientele.

Technological Disruption: Telecom industry has gone through tremendous technological transformation which is taking place very fast particularly 5G, IoT and the growth of digital services. During this era of technological evolution, it is essential for Grameenphone to remain at the front end otherwise even its competitors may be quicker in technology adaptation.

Strategy: To solve this, Grameenphone needs to invest in new infrastructure namely 5G and also stretch its digital services portfolio. 5G implementation could be accelerated with the help of tech companies and government partnerships. Because Grameenphone also needs to become more of a digital-first company, focusing on innovation and connectivity & smarter services for the young & tech-adept audience.

Extreme Competition: Grameenphone has to operate in a competitive telecom landscape with other top operators like Robi Axiata and Banglalink. Regulatory policies also serve to inhibit pricing flexibility (if and when the market moves as much) operationally wring Grameenphone's neck, leaving them little room for differentiation at pure price.

Strategy: Brand differentiation through customer experience is key. Grameenphone can focus on better network, better customer service and unique digital solutions like cloud services, mobile financial services and exclusive content partnerships. Strong relationship with the regulator by being complaint and contributing to national digitalization goals can also ease regulatory hurdles.

Changing Consumer Expectations: With the rise of smartphones and OTT (over-the-top) services like WhatsApp and Facebook Messenger, traditional revenue streams like voice and SMS are shrinking. Consumers expect more from telcos than basic services; they want better data services, entertainment, financial solutions and seamless connectivity.

Strategy: Grameenphone can reposition itself as not just a telco but a lifestyle brand by offering digital ecosystems that go beyond connectivity. This can include partnerships for content (streaming platforms), mobile banking, healthcare apps and IoT solutions. Big data analytics will be key to offer personalized services to diverse set of consumers.

Perceived Brand Stagnation: Grameenphone being the market leader for so long runs the risk of being perceived as old or complacent especially by younger consumers. Competitors can position themselves as more innovative or agile in meeting the needs of the digital generation.

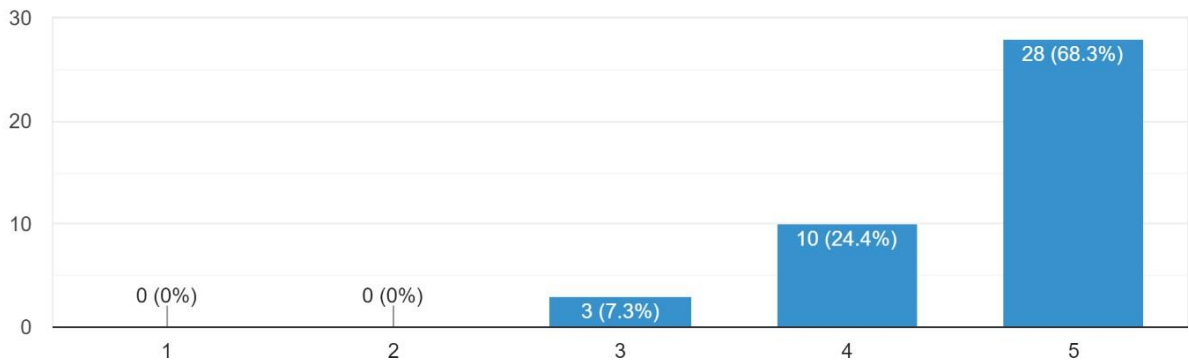
Strategy: A full rebranding campaign targeting youth can help Grameenphone's image. This can include modernizing the brand's visual identity, marketing campaigns around empowerment and

innovation and highlighting digital transformation. Collaborate with local influencers and artists can create cultural relevance and appeal to youth.

Survey Question 9:

How do you perceive Grameenphone's brand in terms of innovation and technological advancement compared to other telecom brands in Bangladesh?

41 responses

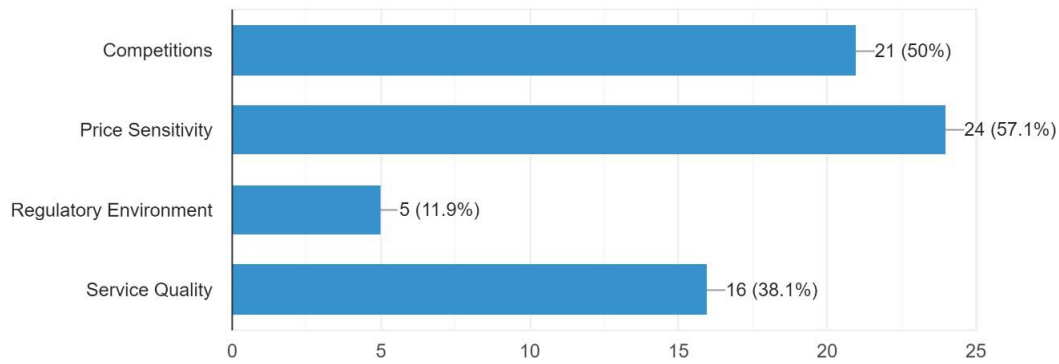


In this question users had been asked for the ratings about the innovation and Technological advancement of grameenphone. So almost 70% of the users said that and they have been highly satisfied or they gave highest ranked of grameenphone. Because grameenphone has always launched a user friendly services and packages for the users . Because they have a must research and development team for the understanding of consumer need. As it result others company has been always looking for grameenphone and they are try to immitate the service and the pricing always. It can be estate that the grameenphone is the first mover in telecom sector in Bangladesh.

Survey Question 10:

What do you think are the biggest challenges for Grameenphone in maintaining or improving its brand position in the future?

42 responses



So In the last question, users had been ask about the biggest challenges of grameenphone to maintain or improve the market and Brand position in future. So there are few options have given like competitors, price sensitivity and regulatory environmental. So among all of that every almost 60% of the users have been voted for the price sensitivity by competitions and 38.1 for service quality. So in a broad research I found that the price of the grameenphone service has been too high to compare other competitors in market because Grameen phone is launching new and advance technology to get a good quality to the customers. So that they have been charged premium in the market. And about the competitors there are almost 3 main competitors in telecom sector in Bangladesh so that here is always a competition about the pricing and about the services It is clear that no others competitors have been given a free hand enjoy the market for Grameen phone they always create a competition in every aspect when they foundt in a social activity or the service as well. And thirdly the service quality. Due to the having a good and advanced technology of grameenphone but in rural area there are some places where the internet service is only for 3G. Specially areas inside home. In several news about that the structure of the house and the using of teen in the roof so that the network is not is very good movement so that they wont found a good quality of network and internet service. All of those three points have been a very much important for to create a Grameen phone sustainable market in future and also creating or improving the brand position in the market. Also we can say that this is the most important threat

for grameen phone. So, I believe three components should be solved by the grammar phone and they have a opportunity and potential to overcome this situation.

Analysis of Freeman’s Stakeholder Theory with Grameenphone overall analysis:

Stakeholder Theory developed by Freeman focuses on the fact that an organization should generate value not just for increasing numbers of shareholders. Using this theory in the context of Grameenphone (GP) Bangladesh’s leading telecommunications service provider. In this analysis it will focus on its business model on the basis of company stakeholder management, service quality, CSR, brand image and value delivery.

1. Customer Relations

Customer satisfaction is one of the main driving forces of Grameenphone, and this has been boosted by the current more than 80 million users. These include network coverage, service delivery and company pricing strategies evidenced in GP that always strives to ensure it meets the needs of its consumers as they are always changing. Grameenphone has embraced digital Media as it concerns customer relations using apps such as MyGP, chat service, and online customer care numbers. To Freeman’s theory, this focus on customer satisfaction establishes relationships of trust and as such keep bringing loyalty and favorable brand image – mandatory to value creation.

2. Service Quality

Grameenphone has been famous for having a good network coverage in Bangladesh including the rural areas. Primarily focusing on 4G LTE services, GP has been gradually enhancing its technology platform for providing internet connection and improved voice solutions. But, one gets to experience difficulties like the occasional snap, or a drop call and network disruption in some regions. However, in general, GP is considered to provide a better service quality than the competitors that exist within the same industry. Key relationships and transaction/bundling appropriateness according to the stakeholder theory indicate that the delivery and enhancement of the quality of services are central to customer and other stakeholder relationships and hence the creation of sustainable business.

3. CSR Activity and Social Response

Grameenphone has achieved high levels of CSR, which are well integrated in its business, with focusing areas such as education, health and environment. The "Internet for All" programs are examples of policy thrusts intended to enhance Internet connectivity among communities that have otherwise poor access. In addition, GP has a role in environmental sustainability section, Waste management programs and Energy-efficient technologies at its various sites. These activities demonstrate Sainsburys commitment to CSR and corporate ethical needs as Freeman strong contention that business should operate for profit as well as for duty of society. It forms a good impression to the communities and the government, the major stakeholders with whom the organization interacts most.

4. Brand Image

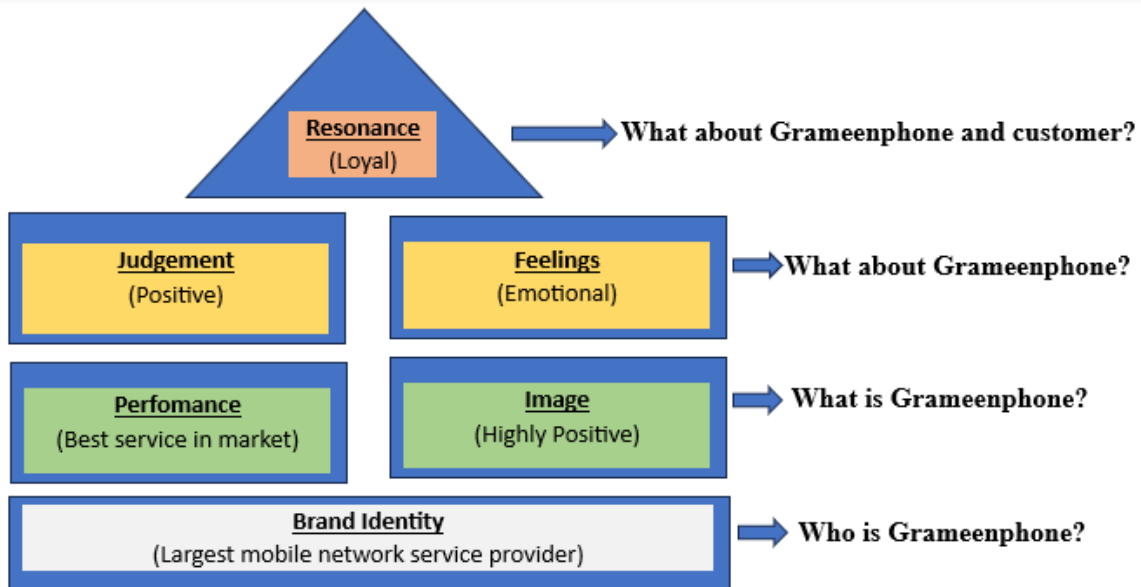
The main brand values characteristic about Grameenphone include reliability, innovation and customers focus. Being one of the pioneer operators and largest company in Bangladesh, GP has billboard branding and continuous advertising and networking that has helped to market its brand well. This emphasized positioning it as a market leader in connectivity, data services and innovation does add to the company's image. In Freeman's theory, it is important to sustain a positive brand image since every person with an insight into the operations of the firm expects the image to be positive and optimal way.

5. Value Creation

Grameenphone not only shareholders but also customers, employees and society generates value for it. To customers, it provides effective, low-priced telecommunication services, and merchandise to increase their communication and convenience. Available benefits from the company include the provisions of an appropriate forum in which employees can practice their skills, fair remunerations. The analysis shows that through CSR the undertaking plays unique role in helping to shape the society, bringing a positive outlook to the social sphere. Some of the measures of Freeman's Stakeholder Theory are that a business organization can only remain successful in the long run if the company guarantees the improvement of the stakes of everybody involved the actions of Grameenphone.

A reflection on the situation facing Grameenphone clearly indicates that the firm acts in the best possible way of the stakeholders by addressing customer needs, enhancing services delivery, undertaking social responsible activities, building a strong brand image and value delivery to all the stakeholders insight and outside. Freeman’s Stakeholder Theory states that every stakeholder has its interests should be taken into consideration and it has been seen that Grameenphone is doing pretty well business related to telecommunication sector of Bangladesh by providing best telecommunication services.

CBBE Model Analysis:



1. Brand Identity (Salience)

Grameenphone's Approach: Grameenphone Export offers the longest services of the largest mobile network operator of Bangladesh along with the large networks in the country. The brand is easy to recognize due to its logo and the use of the company’s tagline ‘Go Beyond’ in its products as well as the firm’s ability to penetrate most markets. Promotion, advertisement, and sponsor also the key reason for the high brand recall associated with the Grameenphone.

2. Brand Meaning

Performance

Grameenphone has good network coverage, fast internet services including 4G, and available call and data offer on the basis of the customers' requirement. First with product accessibility and emphasis on nhóm services through application interfaces, liberal and around the clock support services, and expanding point of sales in various regions.

Imagery:

Consequently, it could be stated that Grameenphone is known to its customers as a reliable, innovative and trustworthy telecommunication company. It presents itself as a brand for the young people, business persons and the rural dwellers by extending its services to those different groups of consumers. The brand also tries to create a persona of a liberal and liberal progressive through its association with technology, digital solutions and social justice.

3. Brand Response

Judgments:

To the customers, Grameenphone is perceived as a quality and credible telecommunication service provider in Bangladesh. This is due to the brand creating the credibility relating to the networks' quality, commitment to help its customers, and CSR.

Making the case, often people have positively judged regarding the performance aspect of Grameenphone and the benchmark of its operations.

Feelings:

This gives an impression of security and trust particularly because of its success in network credibility and services. In their marketing strategies, Grameenphone uses such feelings as connection, success, and even hope, which matches the company's goal to appeal to clients' dreams.

4. Brand Resonance

Loyalty: This is because, over the years Grameenphone has a good brand image and loyal customer base because of its proper service quality, sufficient network coverage, and constant attempt to introduce new and additional value added services.

Engagement: The brand interacts with the customer base through social media, relevant community activities and digital mobile platforms such as MyGP that is a reward and service application. Grameenphone also tries to implement a customer feedback process from where it gathers informations about the customers' sentiments

Conclusion

From to above discussion it shows that Grameenphone Bangladesh is one of the most prominnt mobile telecom service in Bangladesh. But nowadays there are some issues that creating loss of market share in Bangladesh. Here are some serious problem that are creating loss of grameenphones share;

- Growing number of competition
- Premium service prices compare to the competitors.
- Poor quality service in rural areas.

Strategic Recommendations

Grameenphone should have change their target customers. Because I now a days there are a huge customers or mobile users among the youngster. So ultimately we can see that the competitors is taking care of these person of market share so it is high time for grameenphone to introduce new strategic plan for the young generation.

Also the price of grameenphone service is getting high due to their premium service and the service tax of government. So as it is on the competitors like Teletalk ,Airtel which are more comfortable with young generation is providing a low cost service compared to the Grameenphone. So grameenphone should have think about this and find out a new service plan or price plan that could easily levarage this competition.

Grameenphone always talks about their reliable mobile network service and the internet service. Because of they have the largest number of mobile towers in Bangladesh. Some Local areas people of grameenphone users are not getting the as promising network. Grameenphone should have take necessary steps because this news or this issues can create a great hampered brand recognition to them. They should introduce new technology or they can again build a mobile tower in those area. Also they can educate theie user of why they facing this issue what are thereason of it.

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Appendix:

Survey Questions

1. How would you rate Grameenphone's overall brand image compared to other telecom providers in Bangladesh?

Scale: 1 (Very Poor) to 5 (Excellent)

2. Which factors most influence your perception of Grameenphone as a brand?

Multiple Choice: Network quality, Customer service, Pricing, Marketing campaigns, CSR activities, Brand reputation, Innovation.

3. How satisfied are you with Grameenphone's network coverage and reliability?

Scale: 1 (Not Satisfied) to 5 (Highly Satisfied)

4. How likely are you to recommend Grameenphone to others based on your experience with the brand?

Scale: 1 (Not Likely) to 5 (Very Likely)

5. Which Grameenphone marketing campaigns have you found most memorable?

Open-ended response.

6. How well do you think Grameenphone's marketing campaigns reflect your needs and preferences as a consumer?

Scale: 1 (Not Well) to 5 (Very Well)

7. How aware are you of Grameenphone's Corporate Social Responsibility (CSR) initiatives?

Multiple Choice: Not aware, Slightly aware, Moderately aware, Very aware.

8. Do Grameenphone's CSR activities influence your trust and loyalty toward the brand?

Scale: 1 (Not at All) to 5 (Very Much)

9. How do you perceive Grameenphone's brand in terms of innovation and technological advancement compared to other telecom brands in Bangladesh?

Scale: 1 (Lagging Behind) to 5 (Leading the Market)

10. What do you think are the biggest challenges for Grameenphone in maintaining or improving its brand position in the future?

Open-ended response.